

Design Thinking Exercise

- As a class
 - Watch a YouTube video
 - Discuss feedback about the video
- On your Own
 - Watch three videos
 - Record your feedback about each video on the provided sheet

Branding

- Focus on the talent you want to share with the world
- Advice or guidance you want to share
- What will your videos be about?

Your YouTube Channel

- Create a channel
 - YouTube channel name
 - Simple and easy to remember
 - The name relates to the videos you'll make
- Create a thumbnail
 - One of the most important visuals
 - This is what people first see and what might attract them to see your videos
 - Colorful pictures/photos with high contrast
- Create a banner
 - Most dominant image on your page
 - Relates to the tone of your videos
 - Examples of 'good' and 'bad' banners

Make Your Videos!

- Make an outline for your video before you start filming
- Edit your video
- Upload your video
- Think about making a similar intro and outro for your videos (helps with branding)

Attracting/Keeping Your Audience

- Comment responding

- Making comments on other videos
- Always review your channel