

**Be a YouTube Star**



7/24 - 7/27

**How do I become a  
YouTube Star?**

**Answer**

**=**

**Design Thinking!**



# Camp Objectives

- Design Thinking
- Learn to Create/Manage a Channel
- Make Videos!
- Attract an Audience
- Review Your Channel
  - Keep making your channel awesome!

# **YouT ube Camp**

## **Day One**

# Objectives: Day One of YouTube Camp

- Idea Brainstorm
- Design Thinking Exercise
- Branding
  - Come up with idea for your YouTube content
- Create Your YouTube channel
- Create a Thumbnail
- Create a Banner

# **Brainstorm**



# **Ideas**

- **What are your talents?**
- **What talent do you want to share with the world?**
- **Who is your target audience?**



# **Design Thinking Exercise**



# First, as a class

- We'll watch a YouTube video and discuss feedback as a class

# Design Thinking Exercise

Preparing the plan

- Choose 3
- Timed 4 minutes each
- Use handout to record what you like and don't like about each

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# Branding



# Branding

- Focus on the talent you want to share with the world
- Guidance or advice you want to share
- What are you/your videos all about?

# Create Your YouTube Channel



# Create a Name for Your Channel

- Simple and Easy to Remember
- The name relates to the kind of videos you'll make
- If your name is already taken, create an alias or an alias name related to your content

# Create Your Channel's Thumbnail






# Your Channel Thumbnail

- One of the most important visuals
- This is what people will initially see
- Should attract users to your channel
- Colorful pictures/photos with high contrast














# How YouTubers See Thumbnails




[Browse channels](#) [Manage subscriptions](#)

Best of YouTube






Popular on YouTube


 29M


The pulse of what's popular on YouTube. Check out the latest music videos, trailers, comedy clips, and everything else that people are watching right now.


Music 12





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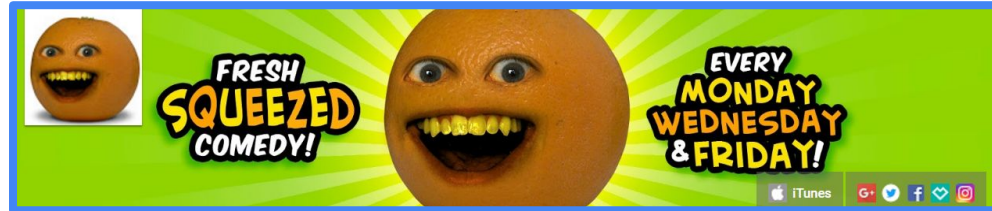
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**Create a Banner**

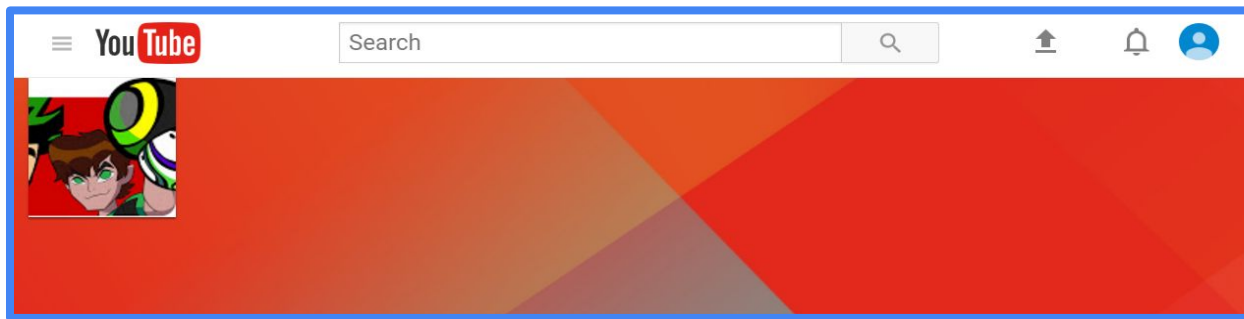
# How to make a good banner

- Most dominant image on your page
- Relates to the tone of your videos
- Many people include their username in their banners

# Good Banners



# Banners that are too plain



# Make Your Videos!



# Making Videos

- Make an outline for your video BEFORE you start filming
  - This will help keep your video from being too long and not making sense.
- Edit your video
- Upload your video
- Try to consistently upload videos
- Good idea to make an intro/outro for all of your videos
  - T.V. shows usually have theme songs/intros