## 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