



Tod Plotkin

Twitter: @plotkint

Email: [tod@greenbuzzagency.com](mailto:tod@greenbuzzagency.com)

#powerofPR



# Video Content on YouTube

## **We'll be covering the following topics:**

- Use YouTube Analytics to track and make adjustments to your video content strategy.
- Thinking out of the box when it comes to visual storytelling for your brand.
- Create quality video content on a budget, or with no budget.

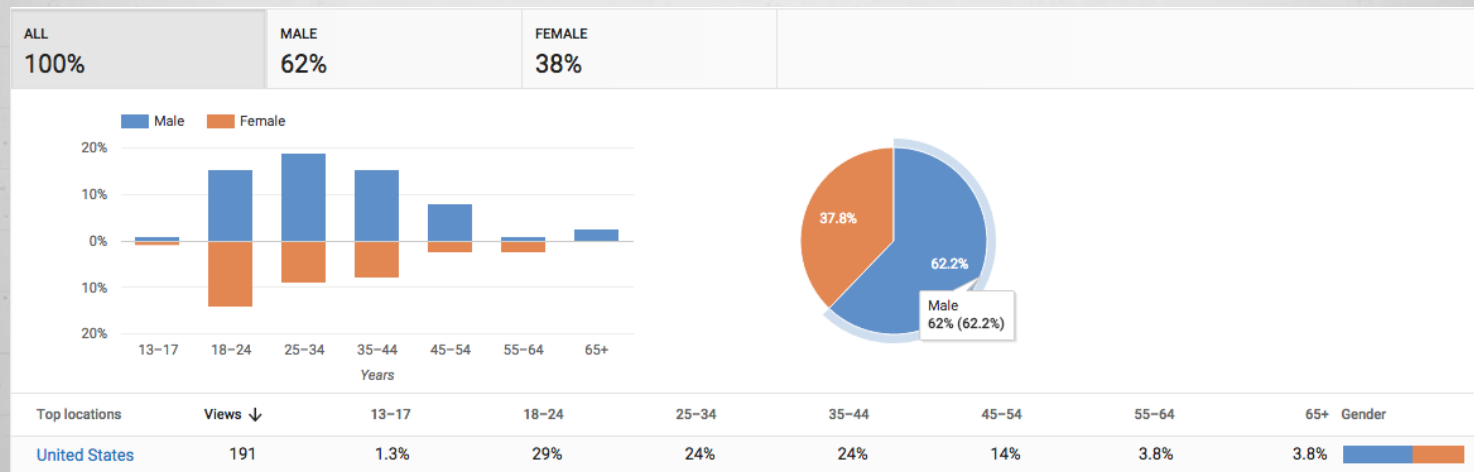
# YouTube Analytics

- **What is YouTube Analytics?**
  - Get a bird's eye view of your channel, as well as all the tiny details.
  - Compare days, months and years.
- Determine who your audience is, where they're coming from, what they're watching and what devices they use.

# YouTube Analytics

## Who are your viewers?

- Demographics Report
  - See your audience's age, gender and geographic location.



#powerofPR

# YouTube Analytics

## Where are your viewers coming from?

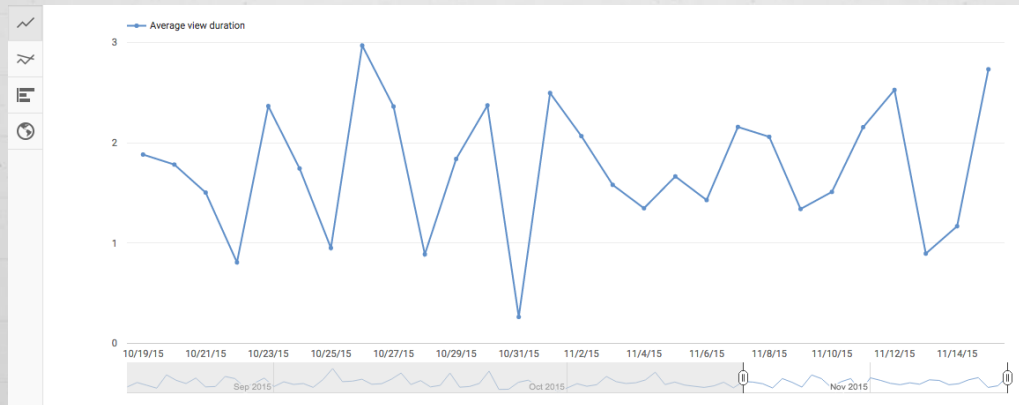
- Traffic Sources Report:
  - Determine how users are finding your videos.
  - Optimize your content based on traffic sources.
  - Use YouTube Search Report to determine keywords.
  - See who is sharing your videos.
  - Make adjustments according to results.



# YouTube Analytics

## What are they watching and how long are they watching?

- Track which videos consistently get views over time.
- Absolute Audience Retention Report:
  - See how long people are staying to watch your video.



# YouTube Analytics

## What devices are they using?

- Check what devices your videos are viewed on to get a better understanding of your audience.
  - Playback Location Report
  - The Devices Report
  - The External Website Report

# Visual Storytelling

Tools and technology for closing the gap between corporate video and TV/Film Content:

- Color Correction
- Movement via Jib and Dolly Shots
- Slow Motion / Time Lapse
- 4K
- Aerial Footage



# Color Correction

- Polishing your final product
- Keeps video clips looking cohesive
- Separates high end video production from lower budget work
- Used in all Hollywood films as well as big budget TV commercials

# COLOR THEORY

QUICK REFERENCE SHEET FOR DESIGNERS

## SUBTRACTIVE

CREATED WITH INK;  
START WITH WHITE, ADD COLOR.  
CMYK



## COLOR TYPES



PRIMARY

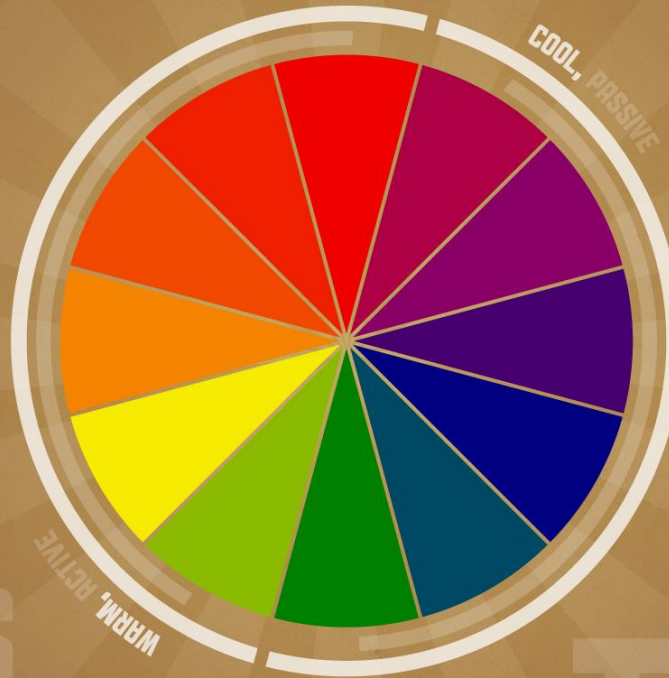
SECONDARY

TERTIARY



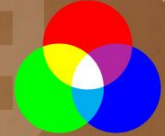
COMPLEMENTARY

ANALOGOUS



## ADDITIVE

CREATED WITH LIGHT;  
START WITH BLACK, ADD COLOR.  
RGB



## COLOR RELATIONSHIPS



MONOCHROMATIC

COMPLEMENTARY

SPLIT COMPLEMENTARY

DOUBLE COMPLEMENTARY

ANALOGOUS

TRIAD

## MEANINGS



## TERMS

**CHROMA:** How pure a hue is in relation to gray  
**SATURATION:** The degree of purity of a hue  
**INTENSITY:** The brightness or dullness of a hue  
**LUMINANCE/VALUE:** A measure of the amount of light reflected from a hue  
**SHADE:** A hue produced by the addition of black  
**TINT:** A hue produced by the addition of white

\*designed by Paper Leaf Design, with thanks & credit to workx.com & color-wheel-pro.com

#powerofPR

Green Buzz  
AGENCY

$$\text{Color Correction} = \frac{\text{Exposure} \quad | \quad \text{Color Temp.}}{\text{Contrast} \quad | \quad \text{Consistency}}$$



#powerofPR

Green Buzz  
A G E N C Y





#powerofPR

Green Buzz  
A G E N C Y

# Motion

## Steadicam & Jibs



#powerofPR



# New Sliders & Dollys



#powerofPR

Green Buzz  
A G E N C Y

# High Frame Rates

What's the benefit of slow motion?



**24fps = Real Time**

60fps = 2.5x slower

120fps = 5x slower

240fps = 10x slower

#powerofPR

**Green Buzz**  
A G E N C Y

# Slow Motion

- Slow motion lets the viewer soak in the subtle nuances of a moment in time...it adds variety and keeps the viewer ENGAGED.
- Can be used equally well for serious or comedic pieces.

# The Wachowski Brothers – The Matrix (1999)



#powerofPR

Green Buzz  
A G E N C Y



# Christopher Nolan – Inception (2010)



#powerofPR



# Time Lapse

- Time lapse is a technique where film frames are captured at a very slow rate, and then sped up in playback sometimes 20-30x.
- Set your camera to capture frames at a particular interval, like every 20 seconds. In post, compile the images and speed them up to 24 frames per second.
- Popular time lapses: clouds and celestial motion, plants growing, construction projects and city lights or people.

# 4K

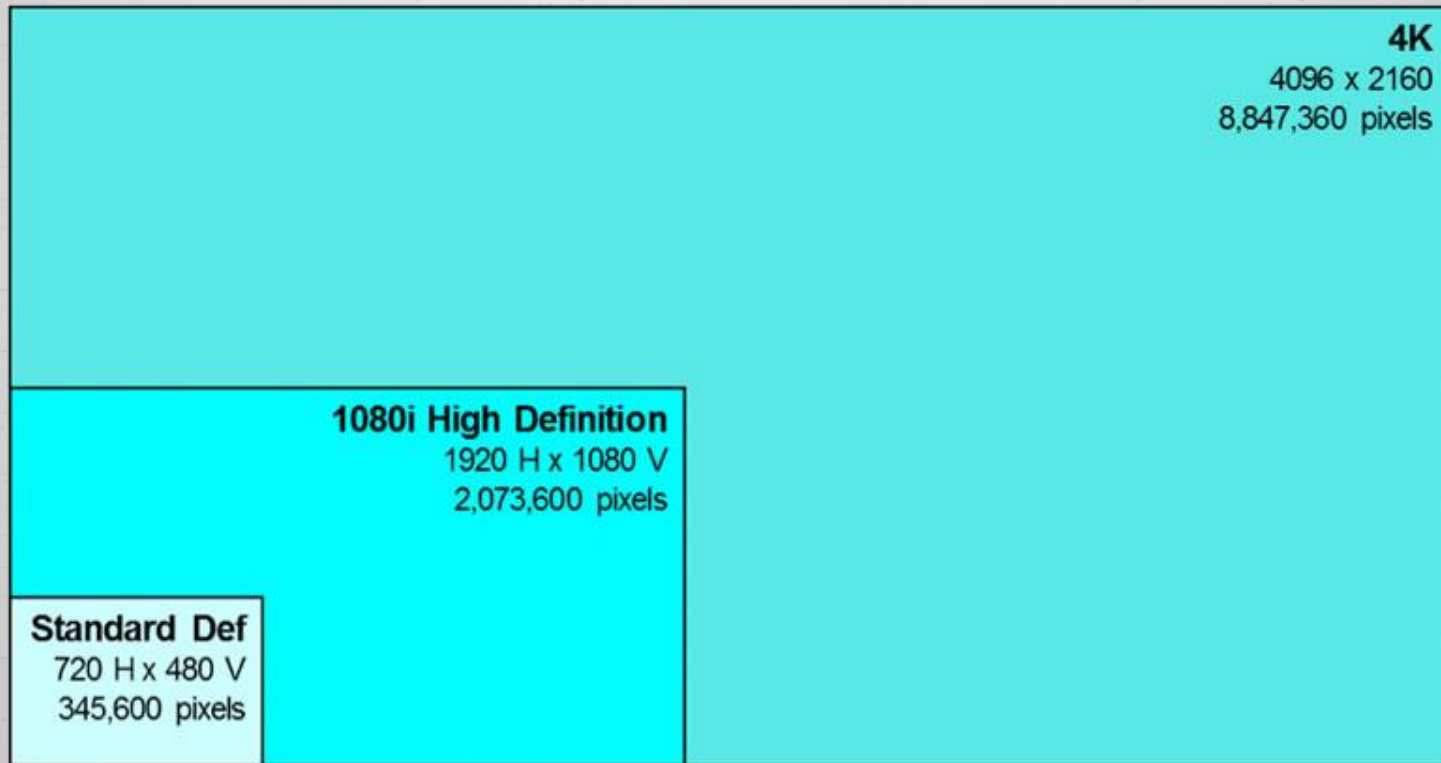
cameras are on the rise



#powerofPR

# What Does This Mean?

Internet & TV



#powerofPR

Green Buzz  
A G E N C Y

# GoPro Hero Series

A small, waterproof, rugged HD camera that can mount to just about anything.



- It supports both 4k and 1080P HD
- Waterproof and Shockproof
- Attach anywhere for unique perspectives
- Shoots Super Slow Motion
- Great for Time Lapse

#powerofPR







# DJI Phantom Quadcopter



The DJI Phantom provides an affordable alternative to recording smooth aerial video. It has never been more cost effective to grab high production value shots from the sky.

- GPS Flight Control
- Grab dynamic shots you could never get before.

#powerofPR

# Create Quality Video Content on a Budget

- Monopod / DJI Osmo
- Editing Software
- Using Existing Media Assets

#powerofPR

# Create Quality Video Content on a Budget

## Monopods



Oben ACM-1400, \$39.95



Manfrotto 681B, \$69.88

#powerofPR

# Create Quality Video Content on a Budget

- **DJI Osmo**

- 4K camera on a robotic stabilizing arm.
- 3-axis gimbal surrounds camera to keep shots steady.
- Connects to your iPhone with wi-fi, allowing you to preview images, change modes or give commands to the camera.



#powerofPR

# Post Production

70% to 80% of the Production Process

- **Sound Design**
  - Music Tracks and Sound effects to add to the viewing experience.
- **Motion Graphics**
  - Title Cards and Lower Thirds to communicate important information.
- **Editing**
  - Using various media assets to build a compelling story.

#powerofPR



# Editing Software: Cheaper Alternatives

- **iMovie - Free**

- Integrates with iPhoto and iTunes for adding music and pictures to your movie
- Storyboard-workflow only, is not meant for professional editors
- Mac-only

- **Windows Movie Maker - Free**

- Offers themes to add color and tone to your video clips
- Storyboard-workflow interface with transitions and effects added with a single click
- Windows-only

# Editing Software: Cheaper Alternatives

- **Adobe Premiere Elements: \$70-\$80**

- Click to choose which parts of the clip you want, and Elements turns it into a movie
- Guided edits feature helps add motion to movie titles, and identify clips where an effect (blur, vignette) would make it look better
- Windows and Mac support

- **Cyberlink PowerDirector: \$60-\$200**

- Analyzes footage for shakiness, poor lighting
- Cheaper models marketed toward home video editors, with added features for titles and disc menu
- More expensive models come with AudioDirector and ColorDirector for sound mixing and color correction
- Windows-only

#powerofPR

# Editing Software: Cheaper Alternatives

- **Pinnacle Studio: \$60**
  - Option to use non-linear video editing interface or a drag and drop storyboard design
  - Purchase price includes free video editing training and access to royalty free music tracks
  - Windows-only
- **AVS Video Editor: Free**
  - Offers 300 video effects and transitions to choose from
  - Social Sharing feature allows you to publish your movie and promote it across all of your accounts
  - Windows-only

# Using Existing Media Assets

- Photos
- Footage
- Stock Footage, Music, Graphics Templates
- Voiceover



# Case Study: George Washington University Basketball



#powerofPR

Green Buzz  
A G E N C Y



# Questions

Tod Plotkin

Twitter: @plotkint

Email: [tod@greenbuzzagency.com](mailto:tod@greenbuzzagency.com)

#powerofPR

