Client Relations: Media Production and Real World Experience with Service Learning
YouTube's Big Plan to Turn Its Stars Into Real Celebrities

YouTube stars are going to get their own promotional TV cycles and premium-priced ad rates as part of an effort to package online video stars like they’re traditional TV celebrities. YouTube CEO Susan Wojcicki talked about this yesterday. Meanwhile, YouTube has announced plans to package up its top 5 percent best-performing content and sell premium-priced ad commitments against those channels in an effort to make those of traditional TV networks.

StyleWatch

Poll: Which YouTube Style Star Is Your Favorite? Vote Now!

Each month, beauty content on YouTube racks up 705 million pageviews — and a huge chunk of those views are going to huge YouTube stars, like Bethany Mota, Michelle Phan, Dulce Candy Ruiz and Ingrid Nilsen. In fact, of the nearly 15 billion pageviews on beauty videos, the top 25 beauty “gurus” earn 115 times the followers and 200% more comments (on average) than the huge beauty brands. Check out these top 10 fabulous YouTube stars below, then vote to let us know who your favorite! (missed your go-to guru? Let us know who you love in the comments!)

Advertisers Go to Brand Camp With YouTube Stars

Ford, Visa, Taco Bell Learn YouTube ‘Hygiene’

By Tim Peterson
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Friskies

521 Shares
Video Production At QCC

• Video Production I is an introductory class in the creation and aesthetics of video production
• For Visual and Performing Arts or students who wish to take a mixed combination of courses forming an interdisciplinary program
• Potential to become a strong interdisciplinary elective as technological presentation expertise combined with critical thinking skills becomes more desirable in today’s graduates
Learning Outcomes

• Students will demonstrate a technological skill set and comprehend its application across disciplines
• Students will think and write critically about media design and creation
• Students will write and revise screenplays for filmic production with instructor and peer feedback
• Students will demonstrate an understanding of the methodology involved in video production
General Education Objectives

- Students learn and use contemporary media production tools to create narrative and documentary media pieces.
- In-class critiques and evaluations of student and other work as well as extensive solo and collaborative projects help students make informed judgments of filmic and artistic aesthetics.
General Education Objectives

• Students work together in teams to write, organize, shoot, edit and master several short works.

• Students learn essential skills behind the camera and on the computer while working as a team as they would on a professional film or television set.

• Students identify, evaluate and analyze elements of multimedia production and its applications across disciplines.
Public Service Announcement (PSA) Overview

- Short (10 seconds to one minute) “message” films for the public interest
- Clear issue and/or requesting a specific action
PSA Production Overview

• Requirements of the product
  – Topic – chosen by client, narrowed down by production team/students
  – 1-2 minutes in length
  – Minimal dialogue
  – Considering the needs of the client
PSA Production Timeline

- Meet with the client
- Brainstorm & research in groups
- Plan shoot – storyboards & script
- Location scouting
- Shoot
- Edit
- Present
Bicycling, Cyber-bullying, Littering & Recycling
Results

• Be attentive to the needs of a client
• Group work – research, planning/coordination
• Contextualize and contemporize and issue for an audience of their peers
• See what “works” literally and aesthetically
WE RECYCLE
Will it be faster to take the car or the bike? Hmm?