



# Aesthetics of YouTube Filmmaking

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Camera



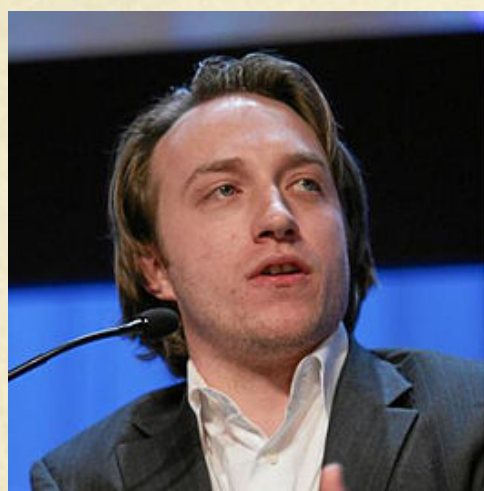
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# History of YouTube



Chad Hurley



Steve Chen



Jawed Karim

- Activated on Feb 14, 2005, with video upload facility integrated on April 23, 2005
- Purchased by Google in Nov, 2006 for a sum of 1.65 Billion USD.
- Turned Desi (Indian) in May 2008 and now offers services in Hindi, Bengali, Gujarati, Kannada, Malayalam, Marathi, Tamil, Telugu & Urdu apart from English



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# Advantage of YouTube

- Global access to target
- Free to the viewer
- Accessible from anywhere
- Categorised repository
- Auto suggest
- Downloadable videos
- Cost of making video is low



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## Types of videos that you can upload onto your channel

- Personal videos
- Vlogs
- Satires, Parodies & Fail videos
- Short films (fiction), teleplays
- Travelogues, videos featuring places of tourist/ religious significance
- Cookery shows, Health shows like yoga, exercises, etc
- Advertising, Marketing & PR videos
- Product usage, Unboxing videos
- Videos promoting ideologies like spiritualism, political affiliations, etc
- Educational videos



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# To earn money from your channel

- You should have 1000 subscribers
- 4000 hours of viewership of your channel in the past 12 months
- You should signup for the Google AdSense account



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## Fundamentals for your channel

- Shareability
- Connectivity to your target audience
- Interactivity
- Consistency
- Targeting



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## Fundamentals for the success of your channel

- Sustainability
- Discoverability
- Accessibility
- Collaborations
- Inspiration



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# How to make videos that are popular

- Know your target very well
- Identify the topics that your target would be interested in
- Do extensive research to get deep into the subject
- Identify the areas/ aspects that your target would be interested in
- Script your film in such a way that it has a strong focus on just one or two aspects only
- Try to keep your video short and crisp (ideal length ranges from 15 to 20 min.)
- Tell your audience from the beginning what to expect in the video (-the hook)
- Add titles to the start and the end so that the viewer gets to know more about the film & its makers





## How to make your videos technically superior

- Get to know about the aesthetics of filmmaking
- Invest in fairly decent equipments (need not be the high end professional ones)
- Pay attention to the visuals (the lighting, camera position, background, camera shakes, etc)
- Pay attention to the audio (noise drowning the voice of the narrator, off axis sound, etc)
- Your anchor should appear as if he/she is talking to the viewer. Make your anchor look into the lens while speaking
- The anchor should talk slightly faster and smile more. Practice talking with increased energy before you start recording
- He/ She needs to be and appear to be comfortable in front of the camera



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## How to make your videos technically superior

- Add appropriate music wherever possible. Ensure that you do not violate copyright acts
- Pay attention to the Edit (use B Roll shots to enhance the video, avoid jump cuts, use transitions carefully, Try to colour grade your video)
- Use title supers to introduce guests/ subject experts or to reinforce the information given in the audio Get to know about the aesthetics of filmmaking
- Include a professionally done title animation for the start of your video



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# How to make your Channel successful

- Be honest in making your videos
- Make videos that are relevant to your viewers and also to the contemporary situations
- Try following the same style for your videos (in case you need to change, let it be gradual)
- Invest your time, efforts and resources in creating a good title for your channel as well as its logo
- Similar care must be followed for the decisions on Channel description, channel thumbnails, Channel clip art, Tags and thumbnails



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## How to make your Channel successful

- Approach your subjects in an unconventional style
- Be involved in actively promoting your channel
- Include Channel subscribe button on your channel. Your video should also be gently reminding the viewers to click the Subscribe button
- Acknowledge the viewers who have given their inputs in the comment section. Try answering their queries at the earliest, giving credit to the information seeker by taking their names in the video
- Try maintaining the schedule of the release of new videos



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## Some Low cost Equipments/ softwares to help you create Professional looking videos

### Camera:

Any Android phone with 2-4K resolution camera

### Camera Apps:

Camera FV-5 Pro

### Colour Grading Apps:

Movavi clips, Snapped, FilmoraGo, FilMic Pro

### Camera accessories:

DJI Osmo, Digitek gimbal

Decent selfie stick

Good Tripod, Monopod, Gorilla tripod



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# Some Low cost Equipments/ softwares to help you create Professional looking videos

## Audio Accessories:

Zoom Digital Audio recorder

Boya shotgun microphone

Boya Lavalier Mic



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# Some Low cost Equipments/ softwares to help you create Professional looking videos

## Free Editing softwares:

Active presenter

Shotcut

Openshot

DaVinci Resolve

Video Grabber

iMovies



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# Some Low cost Equipments/ softwares to help you create Professional looking videos

## Websites for Royalty free music:

[www.hooksounds.com](http://www.hooksounds.com)

[www.bensound.com](http://www.bensound.com)

Youtube audio library

Garageband



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## Reasons for the failure of your channel

- Uploading too many videos at the same time
- Promoting your channel so much that it becomes spam
- Relying on Ad revenue as the only source of income
- Choosing topics that are outside your niche/ realm



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## Reasons for the failure of your channel

- Creating video around your interest neglecting your viewers
- Being too proud and neglecting the need for improvements
- Expecting spectacular results from the same style
- Not keeping up with the changing trends and technology



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# Your Queries



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# Thank you



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