

Video for Everyone – Post-Session Exercise

Your assignment (should you decide to accept it) is to make a 1- to 3-minute instructional video using a smartphone, and then post your video to the Brandlive Video for Everyone page. Once your video has been posted, the session presenters will give you feedback.

Step 1: Plan and shoot the video:

1. Choose one of the following topics:

- How to effectively tie your shoe
- How to fold and throw a paper airplane

It would be best to do this with one or two other people to fulfill the roles of actors and cameraperson. But, if you can think of a creative way of doing this on your own, go for it!

2. Plan your video. Discuss your approach. Make a quick outline or even a very quick storyboard if you would like. How will you introduce the topic, provide instruction, and summarize? Use your knowledge of instructional design to plan an effective message that is engaging, clear, and sticks. Have fun and be creative!

3. Shoot your video. Choose a cameraperson and at least one actor. Follow your outline or storyboard. Though editing your video is not part of this exercise, shoot as if you are going to edit your footage later. Remember some of the key shooting guidelines we discussed:

- Hold the phone for *landscape* format
- Elbows in, shoulders level, bend knees
- Pay attention to the composition of your shots
 - Head room
 - Master Shots and cutaways
 - Get Long, medium and close-up shots
 - Tracking shots/Leading the action

Step 2: Upload your video to YouTube:

Here is a link to the instructions:

<https://support.google.com/youtube/answer/57407>

- You will need a Gmail account to upload a video to YouTube. If you don't have one, you can create one on the sign-in page.
- Make sure you pick the instructions that are appropriate for the device you are uploading from – iPhone, Android phone, or computer.

Note: If you created several short videos that have not been edited together, that's fine. Upload all your short videos to YouTube.

Step 3: Find your uploaded video(s) on YouTube

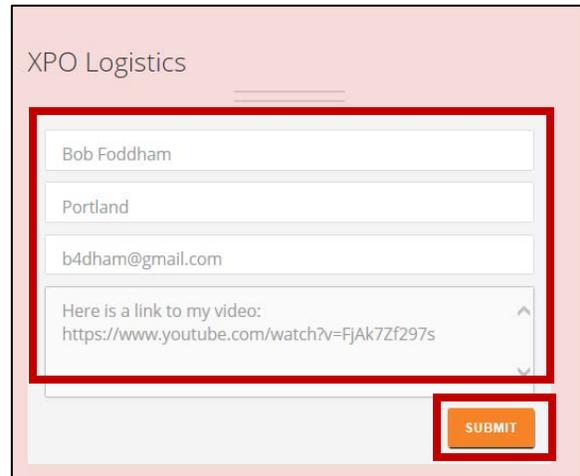
You should receive an email when your video is uploaded. This will contain the URL for your video.

Step 4: Post links of your videos to the Video for Everyone Brandlive page

Access the link to the Video for Everyone Brandlive page at:

<http://atd-cascadia.yourbrandlive.com/c/video-for-everyone>

1. On the right side of the page, complete the comment box with your name, location, email, a message about your video and the YouTube link or links you copied.



XPO Logistics

Bob Foddham

Portland

b4dham@gmail.com

Here is a link to my video:
<https://www.youtube.com/watch?v=FjAk7Zf297s>

SUBMIT

2. Click **Submit**.