



All About VSCO: Visual Supply Co.

Created by Jaelyn Hamilton, Jesse Dillow & Tyler Sellers

jaelynhamilton@nlccollege.com & jessdillow.nlcollege.com

INTRODUCTION

BIG QUESTION	<i>What is VSCO and how do I use it to create and showcase my media?</i>
DESCRIPTION	This course is about the creative platform VSCO! You'll be learning the difference between VSCO and other social media apps, as well as how to create, edit, and share your own content.
ABOUT THE INSTRUCTOR	Hi! I'm Jaelyn, 20 years old and an NLC College student! I've been on VSCO for around 4 years now! The longer I have been on the more I have explored and learned about the app, and seen the advancements they've made when it comes to supporting and supplying creators. Hey, I'm Jess! I'm 21 as of a few days ago and I also attend the wonderful college New Life has. I've had this app called VSCO since the beginning of high school and really just used it for the filters in the beginning. Then as I got more familiar with the app I fell in love with the aesthetic of the picture boxes on my profile and the layout of the app itself. It's super easy and great for the people who use photography as a creative outlet.
@INSTRUCTOR	https://www.instagram.com/jess.faih
WELCOME	https://drive.google.com/a/newlifechurch.tv/file/d/1x1hYGAcGbKqDSjxwK2HASYJM7ftlx35-/view?usp=drivesdk
PERSONAL APPLICATION	Download the app! Don't be scared, it's FREEEEE. If you decide to upgrade to VSCOX then you gotta drop some bucks but we'll stick with #free. Create an account, and be sure to add a profile picture! Bonus points if you follow 5 people you know. (hint: an easy way to do this is to connect your phone contacts to the app)

DISCUSSION QUESTION	Quick fire question time! (Answer them all!) Name? Nickname? Hometown? Favorite healthy food? Also - Link your VSCO account, and follow everyone that has linked theirs so far!
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1. How to edit photos on VSCO

DESCRIPTION	There are so many apps that allow you to edit photos but few give the various options like VSCO. Once you import from your camera roll into the studio, you can select a photo or video to edit. Depending on if you have the free version or the paid version you have access to so many filters. You not only have access to various filters but various tools you can use to completely customize your photo to your liking. Below is a video explaining the details of editing along with a video explaining how to use the tools.
RESOURCES <i>Audio, Video, Text</i>	https://www.youtube.com/watch?v=_rChCYJRt_A https://www.youtube.com/watch?v=U_FJmAegTmY
PERSONAL APPLICATION	Download VSCO and upload a picture to your studio. Once you do that scroll through the filters and edit your first photo!
DISCUSSION QUESTION	<i>What do think of the VSCO editing setup? Is it easy or hard? Is there anything you wish was different?</i>

2. Creating Presets

DESCRIPTION	Once you find a filter and editing process you like you are going to want to create presets. This will help with the overall continuity of your feed and speed the process of editing photos.
RESOURCES <i>Audio, Video, Text</i>	https://www.youtube.com/watch?v=YUaWWG5aVrg
PERSONAL APPLICATION	Create a preset and apply it to three pictures in your camera roll!
DISCUSSION QUESTION	<i>Why are presets important? What are the benefits of good presets?</i>

3. How to Create a Montage

DESCRIPTION	The montage might be somewhat advanced, but it is a new feature that could bring another element to someone's feed. This will allow you to incorporate video, photos, and shapes to create a "moving collage."
RESOURCES <i>Audio, Video, Text</i>	https://support.vSCO.co/hc/en-us/articles/360040182531-Montage-FAQ
	https://www.youtube.com/watch?v=Yovn3tDjwL0
	https://www.youtube.com/watch?v=WlxSI9woZco
PERSONAL APPLICATION	Create a VSCO montage incorporating at least 2 photos!
DISCUSSION QUESTION	<i>What are your thoughts on the VSCO Montage feature? Do you see yourself ever using the feature on your socials? Reply to at least one classmate with your thoughts!</i>

4. Knowing the difference between VSCO and other social media platforms.

DESCRIPTION	What's the difference? Why does it matter? While you can still "like" another person's photo in your VSCO feed. You can't see who else did, or how many people did. Same goes for others with your photos. While you can still see who follows you and who you follow, no one else can see who. You will be unable to see those who others are following or being followed by as well! Unlike Instagram or Facebook, where the focus can shift easily to how many followers a person has, how many they are following, and how many likes or comments they are receiving. VSCO removes that aspect completely from their platform. While those things aren't bad, VSCO keeps the focus on the photo and the story of the photo. Their goal is for the community to love each other's art and use the app to create and inspire! It takes the pressure off of receiving acceptance or validation for what you post and allows you to post simply because you love an image and hope for others to as well. VSCO is more about discovering art and images that inspire, while Instagram is more about the conversation and social connection of what you desire to post about. Neither is wrong but
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	they are different!
RESOURCES <i>Audio, Video, Text</i>	There isn't a resource for this module! Instead, look through the Instagram app, observe the layout, design, focus, and features of the app! Compare it to the VSCO app! Draw your own conclusions about the focus of each app and how they use the design of the app to create those focuses.
PERSONAL APPLICATION	Choose a few photos to share on VSCO, don't post them on any other social media platform. Now, just be proud of them! You can be proud of your posts on other social platforms, but embrace the difference of VSCO!
DISCUSSION QUESTION	<i>What do you love about these differences? Do you think it's something you could get used to, embrace, and love? Discuss with someone else your thoughts on VSCO's differences from other social platforms!</i>

5. How to put a filter on a photo on VSCO and share to your "Gallery"

DESCRIPTION	This will show you the simple task of uploading a picture to the app from your camera roll, giving you the chance to see which filters go with your aesthetic, and then seeing the result of it being on your account! Through VSCO you can edit and touch up your photos from your camera roll or the in-app camera! You can stick with VSCO filters and create a theme or choose a different look for each photo! If you want, you can even publish these photos to your "Gallery." From there your followers can admire your work!
RESOURCES <i>Audio, Video, Text</i>	https://iphonephotographyschool.com/vsco-filters/
	https://www.shopmoment.com/momentist/5-tips-for-better-editing-in-vsco
	https://expertphotography.com/vsco-filters/
PERSONAL APPLICATION	Go into the app and upload 5 pictures you would like to edit in your studio! Edit those mugs and upload them to your Gallery!
DISCUSSION	<i>What filter was your favorite? Which editing tools were most</i>

QUESTION	<i>helpful? Go and find a few of your friends on the app and add a star to the photos of theirs that you like!</i>
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6. How to create a “Journal” on VSCO.

DESCRIPTION	“Journal” is the tab on your profile where you can collect lengthier compiled features of your photos. This will help you to create a space for special collected memories! This is good for organization, and for sharing the stories behind photos or sharing your thoughts!
RESOURCES <i>Audio, Video, Text</i>	https://support.vSCO.co/hc/en-us/articles/203357100-How-to-create-edit-or-delete-Journals-iOS-only-
	<<Topic 3 Resource 2 (optional)>>
	<<Topic 3 Resource 3 (optional)>>
PERSONAL APPLICATION	Choose 1 to 5 images! You can edit them, or keep them as they are. Create a journal with these images. You can tell a story, share your feelings or thoughts, describe your inspiration behind the photo, or treat it as your own personal journal! (Remember, others will read this so don't share your deepest darkest secret!)
DISCUSSION QUESTION	<i>Share the link to the journal you just made! Read through the other journals shared! What do you enjoy about the journals feature? When do you see yourself preferring it over posting individual photos?</i>

7. How to share another VSCO user's content

DESCRIPTION	Publishing on VSCO is like the retweet of Twitter, or the repost of Facebook! As you explore and connect with others from the VSCO community, you may come across photos/art which you admire or are inspired by! There's an easier way to keep these on file than just screenshotting them! Publishing an image is easy, and adds it to your “Collection.” This is a place on your profile which your followers can see, and you can revisit! It also shares the image you publish to your followers feed and gives them the chance to come across more photographers/artists/creatives.
RESOURCES <i>Audio, Video, Text</i>	https://support.vSCO.co/hc/en-us/articles/200106179-How-to-publish-and-share-your-images
	If you don't want your image shared on to another user's Collection here is how to remove it without removing it from your

	Gallery. https://support.vSCO.co/hc/en-us/articles/218355303-How-to-remove-your-image-from-another-user-s-Collection
	<<Topic 4 Resource 3 (optional)>>
PERSONAL APPLICATION	Go ahead and head over to one of your friends' accounts and publish a photo of theirs you love to your Collection! Or search for images you know would inspire your own artwork and publish those to your Collection! It always makes me smile when I see one of my friends adding my art to their collection!
DISCUSSION QUESTION	<i>What do you love about the option to publish another's artwork to your Collection! Look through your feed to see if anyone you have followed has republished someone's photo!</i>

EVALUATION

BIG QUESTION	<i>How did this course help you?</i>
COURSE EXIT FORM	Click and Fill this out to get your certificate