

MODULE 3 COURSE MAP
 IDT 8030 SS21 1/30/21
 KENNETH D. ALLEN II

YOUTUBE 101 COURSE MAP

COURSE TITLE	YOUTUBE 101
COURSE DESCRIPTION	This 3000 level, one day a week, collegiate video production course is intended to get students to create their own YouTube channel, and then to create numerous videos for their YouTube channel throughout the semester.
COURSE LEVEL OUTCOMES	<u>Upon completion of this course, students will be able to:</u> know what it takes to become a YouTube content partner; learn which key words historically provide the most clicks; know and love 'CPM'- clicks per mille; students will analyze and evaluate financial statistics that should get them eager to get their channel monetized; Understand via evaluation of how YouTube became so important to today's media landscape; Compare and contrast YouTube's economic impact to that of other media; Compare and evaluate YouTube's impact on daily life throughout the world; Define the impact YouTube has had on web traffic; Improve their all encompassing video production skills by creating numerous videos; Improve their storytelling and narrative skills; Explore and evaluate how YouTube came to such prominence so shortly.

MODULE 1 - 8/23/21 - 8/30/21	
MODULE TOPICS	<u>In this module, we will:</u> Introduce and survey the history of YouTube and video on the Internet; Analyze and evaluate the social and financial impact of YouTube on the daily life of the average person; Evaluate how a YouTube channel gets monetized; Analyze the best path toward quickly becoming monetized;
LEARNING OUTCOMES	<u>At the end of this module, Students will be able to:</u> Understand the history of YouTube; Comprehend and explain both the financial impact and social impact YouTube has had on our daily lives;

	Identify how a YouTube Channel get monetized and evaluate how to quickly become monetized via metadata and keywords.
RESOURCES & MATERIALS NEEDED	Lecture notes, lecture via podcast, access to YouTube, readings via .pdf downloads
CURRICULAR ACTIVITIES	<u>Instructional materials include:</u> Students will have a lecture to listen to via podcast; Students will have a few important videos in YouTube's history to watch; Students can download the lecture in .pdf form.
ASSESSMENTS	<u>Summative Quiz</u> for the Module, featuring 15 questions utilizing the following: matching; fill-in-the-blank; multiple choice. <u>Discussion Board Post</u> - students will detail a channel that is important to them, and identify why it is so important. <u>Month Long Journal Project</u> - keep tabs on: the number of videos you watch on YouTube; who the channel is; the genre of the channel; time spent watching YouTube each day.

MODULE 2 - 9/1/21 - 9/7/21	
MODULE TOPICS	<u>In this Module, we will:</u> Analyze and Evaluate YouTube's impact on the media landscape; Compare and Identify YouTube's financial impact with other media; Analyze YouTube's impact on bandwidth and its web traffic; Analyze and Evaluate how important YouTube is to the average person; Identify how YouTube rose to prominence so quickly.
LEARNING OUTCOMES	<u>At the end of this Module, students will be able to:</u> Identify Youtube's impact on the media landscape; Understand Youtube's financial impact compared to other media; Explain Youtube's impact on the Internet; Demonstrate Youtube's impact on the average person; Explain Youtube's meteoric rise to vast prominence.
RESOURCES & MATERIALS NEEDED	<u>Instructional materials include:</u> Lecture notes, Lecture via podcast, Access to YouTube, Readings via .pdf downloads;

CURRICULAR ACTIVITIES	<u>Instructional materials include:</u> Video lecture to download and watch; Lecture also available in .pdf form; more videos on YouTube to digest; Powerpoint lecture featuring narration presenting financial impact information of YouTube and other powerful media;
ASSESSMENTS	<u>Discussion Board</u> post- analyze and breakdown a new-to-you popular YouTube channel you've never watched prior to entry in this class. <u>Short Essay</u> - one page (single spaced) on how important YouTube is to your life. <u>Month Long Journal Project</u> continues.

MODULE 3 - 9/8/21 - 9/15/21	
MODULE TOPICS	<u>In this Module, we will:</u> Start our YouTube channel; Create your first video for your channel;
LEARNING OUTCOMES	<u>At the end of this Module, students will be able to:</u> Create a YouTube video; Upload a video to YouTube; Litter their video with proper keywords and metadata so that the YouTube algorithm spreads their video faster and to a larger user base;
RESOURCES & MATERIALS NEEDED	<u>Instructional materials include:</u> Lecture notes, Lecture via podcast, Access to YouTube, Readings via .pdf downloads; AV equipment: video camera; microphone; recording media; video editing software
CURRICULAR ACTIVITIES	<u>Instructional materials include:</u> Video lecture to download and watch; Lecture also available in .pdf form; more videos on YouTube to digest; Video camera operation recap lecture;

ASSESSMENTS	<u>Discussion Board Post</u>- trials and tribulations of your first YouTube video. Explain your hardships as well as your successes. <u>Month Long Journal Project</u> continues. <u>Video 1</u>- a two minute long video introducing your YouTube channel that will be pinned to the top of your YouTube page.
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