



Short Format Film: Group Think

After reviewing the media-examples Slack channel and also considering your own media consumption knowledge, what criteria do you think we should have for our social media videos, short format (60 seconds to 10 minutes long).

Additionally, what are some topics that we should create content around?

Answer below.

Name	Criteria for Short Format Videos	Potential Topics to Explore
Amanda		
Genesis	Engaging visual content, high quality audio, captioned videos for viewers, branded templates (color, layout, start and finish, ending or beginning taglines for familiarity), voiceovers, videos should entertain/educate/inspire	Artistic processes, disrupting traditional art spaces/formats, tools and resources for artists looking to grow/expand in their medium or field, stories from other facilitators in the same space and how they have helped cultivate the cultural spaces
Kennedy		
Mikey	Videos rocking Genre merch, branded templates, videos should be exciting and engaging (using our personal voice / not polished), informational, Milwaukee-centric (showcasing the beauty and diversity in the 414) I loved Radaya's feedback on cc.	• BTS Art Shows • BTS MAM and 5 Points?? (How to: curation and running programs) • Film Reviews / Summaries • In-depth look at works connected to articles • Artist spotlights for MKE artists
Nateya	Captivating intro to hook people in, captions, storytelling, possibly creating a series	Critiques and/or analysis of recent or classic art by POC artists: films, music, books, paintings, etc., the Milwaukee art scene and Milwaukee/Wisconsin POC based artists, new interpretations of art
Radaya	explicitly state what video is for Include real people (someone who reflects video messages)	



	Provide closed captions for increased visibility Information set up in story format Aesthetic (idk if we want them too all look the same or all look professional but some form of uniformity for brand recognition)	
Tayleur	• A themed series of videos. ◦ Videos that center a specific topic or sentiment. • Sharing honest thoughts and feelings about the topic at hand, regardless of how taboo.	• Black artists you need to know. • Black exhibitions that you need to see.