



## YouTube Basics: Start Creating and Sharing

This comprehensive 5-week course is designed for anyone who wants to start their journey as a content creator on YouTube. You'll learn everything from setting up your channel to filming and editing your first video and gaining confidence in sharing it with the world. Upon completion of the course and a final project, you will be awarded a certificate of mastery.

### Week 1: The Foundations of Your Channel

This session will help you understand the YouTube platform and get your channel ready for its first video.

- **Understanding YouTube:** A simple overview of how the platform works and the different types of content you can find.
- **Your Channel's Identity:** A guide to choosing a channel name, creating a profile picture, and designing a banner to represent your brand.

- **Essential Channel Settings:** A walkthrough of key settings, including privacy, security, and linking a Google account.
- **Hands-on: Channel Setup:** A practical exercise in creating your channel, customizing its look, and navigating your dashboard.

## Week 2: Filming Your First Video

This week focuses on the practical aspects of creating content, even with minimal equipment.

- **Filming with What You Have:** Tips and tricks for using your phone or a basic camera to get high-quality footage.
- **Lighting and Sound:** An introduction to simple lighting setups and capturing clear audio to make your video more professional.
- **Structuring Your Video:** Learning how to plan your video with a script or a simple outline to keep it organized and engaging.
- **Hands-on: Filming Practice:** A practical exercise in filming a short, simple video on a topic of your choice.

## Week 3: Editing and Polishing Your Video

This session is all about turning your raw footage into a polished video that is ready for an audience.

- **Video Editing Fundamentals:** An overview of free and user-friendly editing software and the basic tools you will use.
- **Trimming and Cutting:** Learning how to remove mistakes and unwanted footage to create a clean, concise video.
- **Adding Music and Graphics:** A guide to adding royalty-free music, text overlays, and simple graphics to enhance your video.
- **Hands-on: Editing Your First Video:** A practical exercise in editing the video you filmed in Week 2, applying all the editing fundamentals.

## Week 4: The Art of the Upload

This week focuses on how to upload your video and use YouTube's features to ensure it reaches the right audience.

- **The Perfect Title and Description:** A guide to writing titles and descriptions that are both engaging and discoverable.
- **Understanding Tags and Thumbnails:** The importance of using tags to help viewers find your content and creating a compelling thumbnail to get clicks.
- **Sharing and Promotion:** A look at the best ways to share your video on other social media platforms and with your friends and family.
- **Hands-on: Uploading and Optimizing:** A practical exercise in uploading your finished video and filling out all the necessary information.

## Week 5: Interacting with Your Community

The final week is all about building a connection with your audience and looking ahead at the future of your channel.

- **Responding to Comments:** The importance of engaging with your viewers and building a community.
- **Analytics for Beginners:** A simple introduction to YouTube Analytics to help you understand what your audience likes and dislikes.
- **Looking to the Future:** A discussion about monetization, copyright, and how to continue to grow your channel.
- **Certificate Presentation:** A formal presentation of your certificate of completion, recognizing your achievement in starting your YouTube journey.