



# Introduction to YouTube

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Presented on

16 March 2015

at the

Montrose Public Library

Montrose, Colorado

# Why this class?

- Audience: beginners – starting from scratch
- Learn about YouTube
- Learn how to
  - Create simple videos (single clip)
  - Upload these videos to YouTube
  - Share them with others
- Some “next steps”

# Some terms

- Picture / image / still / snapshot: doesn't move!
- Video: pictures that move, with audio
- Clip: one continuous shot without interruption
  - These are the foundation for all video work
- Editing: trimming, enhancing, combining clips; adding titles, voiceover, music
  - Subject of next week's class on Intro to Video Editing
- Upload: use your Internet connection to copy a video file from your hard drive to YouTube
  - Videos are big and can take a long time to upload
- High-speed Internet: at least 3 Mbps down and 1 Mbps up
- Video management: curating videos, playlists, etc.
- One-to-many video: you make it, other people watch it later
- Video conferencing: real-time, two-way video (better on Skype)

# Why use one-to-many video

- To share!
  - Better than words, better than snapshots
  - Others can view at their leisure
- Conveys more – allows body language
- Example to come:
  - Still picture
  - Video taken while posing for still picture

# What can you share?

- Family moments (holiday and birthday greetings, family reunions)
- Fun stuff (cat videos)
- Entertainment, news, commentary
- Vacation videos (how I spent my summer vacation)
- Training videos (how to fix a garbage disposal; how to get your amateur radio license)
- Video blog – regular uploads for your fans

# About YouTube

- By far the most popular video sharing platform, and it's free, too!
- Must have a Google account
  - If you have Gmail, then you're in
- Many tools and resources for contributors
  - Video manager
  - Playlists, free music, some editing
  - Yes, you can delete videos permanently!

# Creating video

- Things you can do directly on YouTube
  - Webcam capture
  - Photo slide shows
  - Simple video editing and adding music
- Things you can do on your computer
  - Webcam capture
  - Download from devices, view, manage, and upload
  - Comprehensive editing
- Things you can do with your device (smart phone, etc.)
  - Upload directly to YouTube (or whatever)
  - Capture video clips for later editing on your computer
  - Intermediate-level video editing, depending on your device

# Devices to capture video

- Your webcam (built into most laptops today)
  - You can get an outboard webcam if your desktop doesn't have one
- Camera phone (pre-smart phone)
- Smart phone or tablet
- Your camera
  - Many cameras today have a video capture option
- Single purpose video camera (only captures video)
  - GoPro (\$\$) or other action camera
  - Consumer “camcorders” (from \$ to \$\$\$)
  - Professional and cinema-grade equipment (\$\$\$\$ to \$\$\$\$\$\$\$\$)



# Uploading Video

- Drag and drop
- Fill in the details
  - Basic (title, description, distribution limits)
  - Monetization (beyond scope of this class)
  - Advanced (licensing, distribution options, restrictions, location, recording date, statistics visibility)
- YouTube may take some time to “process” your video before it is available
- You can review everything before clicking “Publish”

# Three video sharing types

- Public – anyone can see, can be found via search engines
- Unlisted – only someone with the URL can find it; but URL can be shared
  - Best for sharing incomplete or partial or experimental work
  - Viewer need not have a Google account
- Private – only specific people; takes some time to set up
  - Viewers must have YouTube accounts

# Other sharing mechanisms

- Share on Facebook, Twitter, Google+, and several more
- Regular URL you can copy and paste into email
- Embed code to put on your website
- Email directly from YouTube
  - Only works if you have Gmail

# Fan interaction

- Viewers can rate content as thumbs up or down
- Viewers can leave comments – anyone can reply, including you
  - Can be turned off
  - If a comment is inappropriate or spam, you can report it
    - You can even ban someone

# Next steps

- Playlists – multiple videos that will be shown in sequence in a pre-determined order
- Video manager
  - Allows changing the descriptions, etc.
  - Can delete a video (don't do this accidentally!)
- Monetization
  - Requires setting up AdSense account and is not straightforward
  - “Fan funding” (tip jar)

# Next week: Video Editing

- Monday, 23 March 2015, 6:30 to 8:00 p.m., Montrose Public Library
- Beginning video editing
  - Trimming clips
  - Combining clips into a sequence
  - Transitions
  - Titles
  - Music
  - Voiceover
- Editing lore
  - Do's and don'ts
- I will be demonstrating using CyberLink PowerDirector
  - Techniques are universal
  - Your computer may have come with video editing software – look around
  - Disclosure: I am a CyberLink “Most Valued Professional,” so I have a tenuous connection to CyberLink