

VIDEO ELEMENTS ASSIGNMENT

Instructor Guide

Overview

For this assignment, students will draft two video briefs that present key elements of videos to be shown online. One is to be written as an independent channel owner, the second as a content creator for a Fortune 500 company of your choice. Students are to explain their content decisions in connection to recent research concerning video viewership.

Here are some results on video viewership presented in a [Think with Google](#) report:

- The number one reason for watching video was to “relax and unwind.”
- Video production quality was tenth on the list of reasons for watching.
- Access to videos of famous actors was rated least important in six of the nine countries tallied. Japan, the United States, and Australia gave a nod to movie stars.
- The ability to dig deeper into one's interests was rated highest in Japan, but viewers in the United States were behind the rest of the world for the desire to gather knowledge.
- Boomers prefer short-form content. Viewers from Gen Z like their videos longer.

Objectives

To provide students

- Experience ideating video content, taking into account recent research concerning video viewership

Evaluation

Evaluate the alignment of students' written video concepts with research findings presented in the [Think with Google report](#).

Instructions

Follow the instructions for each part of this assignment.

PART 1: RESEARCH REVIEW

Review [this Think with Google report](#), noting key aspects of what the report presents about online video viewership.

PART 2: INDEPENDENT CHANNEL OWNER

Let's say you are an independent owner of an online video channel. You are to identify key elements of a video to be shown on your channel. The video is to be about a hobby or interest of your choice (knitting, skateboarding, cats, skateboarding cats, etc). The video is to be for a Gen Z audience. Make sure your video decisions given as responses to the six prompts below

align with research findings presented in the Think with Google report you were to review for Part 1.

Provide a response for each of the following prompts:

1. Topic of video
2. Overview of recommended video content (1-2 paragraphs)
3. Reasons/justification for recommended content
4. Length of video
5. Reasons/justification for video length
6. Desired result of video (what response you hope for from the audience)

PART 3: CONTENT CREATOR

Take the role of a content creator for the Fortune 500 company assigned by your instructor. You are to identify key elements of a video that will align with hobbies or passions of the company's target audience. Make sure your video decisions given as responses to the six prompts below align with research findings presented in the Think with Google report you were to review for Part 1.

Provide a response for each of the following prompts:

1. Topic of video
2. Overview of recommended video content (1-2 paragraphs)
3. Reasons/justification for recommended content
4. Length of video
5. Reasons/justification for video length
6. Desired result of video (what response you hope for from the audience)