

Create your own YouTube channel

What will you do?

Create videos for a YouTube Channel you could create (no videos will actually go on YouTube at school- you will just record videos). Videos should be ongoing and centered around a common topic, theme, idea, or subject.

Why do your teachers want you to do this?

You will learn how to improve your communication skills and research skills, broaden your understanding on a topic of interest, while improving your media literacy, and exploring issues around ethics in media.

When will you do this?

Every Friday you will plan, research and work on creating and developing your videos. You will record and submit every 4-5 weeks (about once a month). You should have a minimum of 7 videos submitted by the end of the school year.

Where will you do this?

All planning will be done in the classroom and videos may be recorded in the classroom or the learning commons if it's available.

Who will you do this with?

You can work individually or with one partner. No groups larger than 2 will be allowed, and you will have to be with your partner for the whole year so choose carefully if you are choosing a partner.

Limitations:

You cannot perform any extreme or dangerous stunts and are not encouraged to do this in any way. Your channel needs to align with CBE T.H.I.N.K policy around digital citizenship. See <http://school.cbe.ab.ca/school/nosecreek/culture-environment/tech-tools/digital-citizenship/pages/default.aspx>. Other than anything that goes against common sense, will endanger yourself or others, or violates T.H.I.N.K you are free, and encouraged to explore topics and issues you are passionate about and have an interest in.

Getting started:

It might not be a bad idea to watch some appropriate YouTube channels. To get an idea of what is out there.

You will need to do 5 things:

1. Decide on a topic, theme, or subject. What will your channel be about? See the list of relevant topics on the next page.
2. Decide how you will cover the topic, theme, or subject and how will you create your videos? See suggestions on the next page or create your own.
3. Consider your audience. Who will want to subscribe to your channel and why? How will develop a fan base and keep the channel interesting form more than one or two videos.
4. Decide on your style and tone. Will you go with a funny approach, a serious approach, or a bit of both? Will you develop a character or personality?
5. Consider ethical ways to use media and ensure your channel will be meet ethical standards? See ethical guide.

***You must submit a proposal that addresses these 5 things for teacher approval.**

Topics, themes, and subjects

You are free to explore most topics you choose, so long as it's a reasonable choice for a grade 7 student to pursue. You will most likely choose something that fits into one of the following categories:

- Science & Technology
- Culture and Society

Science and technology topics could include things like:

Environment, Outer Space, Climate Change, Computer Science, Video Games/VR, Health, The Future, Cars/Vehicles/Transportation, Apps, Robots/AI, Weather, Agriculture/Animals/Plants, Math/Logic/Puzzles/Riddles, Architecture/Design/Engineering/Construction, Pseudoscience's such as paranormal activity/fortunetelling etc.

Culture and Society topics could include things like:

Politics, Economics/Business, Sports, History, News/Current Events, Food, Gender, Fashion/makeup, Horoscope, Law/Legal Issues, School/Education, Social Media, Movies/TV/Books, Art, Travel, Language, Music, Health, (Yes health can be part of both and includes mental health)

How will you create your videos?

Based on your topic you need to decide how your content will be delivered:

- Issues based: Explores issues from different perspectives. Takes sides on issues, defend a position
- Informative: Teach people new things, explain concepts in different ways, help people better understand your topic.
- Instructional: Teach your audience how to do something, offer guidance, demonstrate skills

*Choose one that best fits your topic- For example history goes with informative, and issues based but not really instructional.

Now you need to decide on a delivery method:

- Newscast, instructional videos, animations, dramatizations and skits, debates, talk show, something else that makes your video interesting, or a combination of different things.

*You are not going to be held to this choice but you should have an idea of what you want, and understand that audiences like consistency. You keep watching something because you like something about it and want to see more of it.

Media Ethics Guide

Ethics are like a code or a set of rules to follow that makes everything is “all good”. Failure to follow ethical codes could land you in legal trouble, make you lose your job, or make people not trust you anymore.

Copyright and plagiarism:

- If you make an iMovie, put your favorite songs in it, then put it on YouTube, you will immediately be told that you don't have rights to those songs and it won't let you make money off the video. They send advertising dollars made off your video to the owners of the music (record companies and artists).
- Basically, all you have to do is give credit where credit is due. If you are using something is not yours you need to say whose it is somewhere in your video.

Accuracy of information:

- It's important not to mislead people. There is a difference between being persuasive and being misleading. Being persuasive is trying to influence people using accurate information, facts, and data. Misleading people is trying to influence people by manipulating facts and information.
- Media influences people all the time. You are creating media that has the potential to influence people, and that gives you power over your audience, but with great power comes great responsibility. Don't use your power for evil!
- Libel and Slander are when you publish something untruthful about another person, and that lie ends up hurting them. You can sue people that do this.

Respect:

- We live in pluralistic society, which means there are multiple perspectives and ways of knowing. We do not have to all believe the same thing. You want people to respect your values and beliefs, and you also have to respect that other people may not see the world like you do and that's ok. It doesn't mean you have to agree with them but you do need to show respect which leads to...
- Racism, sexism, or any form of discrimination is not OK. Creators of media should not ignore discrimination, but try and address it and show others why it's wrong. Media creators should not encourage discrimination.

Privacy:

- Once something is online it never goes away. You are not to actually put anything on YouTube but create videos that could go on YouTube. Journalists will want to get people permissions to use their names and images before they publish them.
- Don't assume everyone wants to be in your video. Always ask, get permission, and respect people's wishes.

Common Sense:

- Trying to make a difficult choices around ethics is called an ethical dilemma. If you aren't sure about something ask for guidance.
- If you think it is wrong, there's a good chance it's wrong.
- If you are dealing with controversial topics ensure you are communicating with parents and teachers, and know how, where, and when to ask for support.
- Do not put yourselves or anyone else in danger.

STEM	Excellent	Good	Basic	Not Meeting
Communicates ideas in an informed and persuasive manner; Represents ideas and creates understanding through a variety of media.	Videos are interesting, informative, and hold the audience's attention. The video's message and purpose is clear, consistent and intentionally developed. The elements of the video are skillfully created.	Videos are thoughtful and catch the audience's attention. The video's message and purpose is developed. The elements of the video demonstrate improving skill and creative thinking.	Videos attempts to catch the audience's attention with some successes. The message and purpose are beginning to develop. The elements of the video show developing skill and creative thinking.	Video struggles to catch the audience's attention. The message and purpose is underdeveloped. The elements of the video are simple and require more thought, detail, and creative thinking.
Demonstrates skills and processes for research and inquiry; Manages and evaluates information and ideas.	Information in the video is accurate, interesting, and well supported with multiple sources. A well-developed plan was used in the production and research, and revisions indicate critical thinking. Sources are given credit	Information in the video is accurate and supported with at least 2 sources. Appropriate planning was used in the production and research, and revision indicate critical thinking skills are developing. Sources are given credit.	Information in the video is believable and supported with at least one source. Some planning was used in the production and research. Improvement could be achieved through more thoughtful revisions. Sources are given credit.	Information in the video is not supported with any sources. Planning in both research and production is lacking and sources, if used, are not given credit.
Constructs meaning and makes connections through speaking and listening.	Words and phrases are spoken clearly. Pace and expression(s) enhance the video. Discussions and feedback are used to create and excellent final product.	Words and phrases are spoken clearly. Speaking skills such as thoughtful pace and expression(s) are developing well. Discussion and feedback are used to create a good final product.	Words and phrases are understandable. Speaking skills such as adding some expression and considering pace are beginning to develop. Discussions and feedback are used to create a simple and acceptable final product	Words and phrases are difficult to understand. Little or no thought is given to pacing, and expression is lacking. Better discussions and asking for more feedback are necessary.

Key things to know in order to do well:

Your videos should be interesting and creative so take some risks and be thoughtful. You need to show you got information from sources other than yourself. We want to see your original ideas, but we also want you to show that some of those ideas came for doing a little research, so try adding in a couple of sentence starters like, "according to...", or "If you want to know more check out...". Don't just read from a piece of paper, try to talk naturally. Lastly talk with your teachers and classmates to get feedback (ask questions!), and listen carefully to what they say.

