WELCOME, WORD NERDS!
GRAMMAR JOKE OF THE MONTH

The cannons be ready Captain.

ARE.
TODAY’S PLAN

> Video storytelling
  – Visual elements
  – Narrative elements
  – Examples/show-and-tell
  – Resources

> Special guests
  – Alanya Cannon — UMAC
  – Cody Char — Bothell
  – Craig Ball — UW Video
VISUAL ELEMENTS

> Average web user is exposed to 32.2 videos in a month
> 45% stop watching a video after 1 minute & 60% by 2 minutes
> Videos 15 seconds or shorter are shared 37% more often than those that last longer than 30 seconds
> 74% of all internet traffic in 2017 will be video
> "Show Me Something" video
> How to Be Boundless:
  – Branded slides, integrated titles, close-up angles, oh my!
  – Creating ephemera
  – End with a tenet
NARRATIVE ELEMENTS

> PILLARS!
  – Leading-edge student experience
  – Public as a philosophy
  – Proven impact
  – Innovation mindset

> Boundless trends:
  – Storyboarding vs. scripting
  – First-person POV
  – Unscripted voiceovers with b-roll
  – ~2 minutes
  – Visual, visual, visual
EXAMPLES

> Mark Bennett — Solving for Success
  - Single voice, focused on an individual’s story
  - Public as a philosophy
  - [http://youtu.be/dQg3sJraSM8](http://youtu.be/dQg3sJraSM8)
EXAMPLES

> UW Tacoma — The Art of Rowing
  - Multiple voices, focused on a team’s story
  - Student experience; public as a philosophy
  - http://youtu.be/mXs-nMkMAyg
EXAMPLES

> Dashni Amin — Advocating for Hope
  - Singular voice, focused on a Foundation story
  - Proven impact; student experience
  - Does this work?
  - https://www.youtube.com/watch?v=SbxgEXQ5pMg
EXAMPLES

> UW Bothell — in 60 seconds
  - Institutional voice, focused on “who we are”
  - http://youtu.be/VVU7VUCTsX8
EXAMPLES

> vHAB: A new reality for rehabilitation
  - Individual voice focused on a team’s innovation
  - Innovation mindset; student experience; proven impact
  - http://youtu.be/gr7qWL0nO4s
Show-and-tell

> Social shorts: >15 seconds
  - Focused on #newhuskies2015 campaign
  - http://youtu.be/974NhKKkm3k
Show-and-tell

> UW World Series: Bandaloop
  – http://bcove.me/7vrm3zqb
Show-and-tell

> Columns: UW Boxing Club
  – https://www.youtube.com/watch?v=SOhuAR_BGQw
RESOURCES

> UW Video
> University Marketing & Communications
> UW Creative Communications
> Private contractors/vendors
UW Video

> Production website: http://www.washington.edu/video/
UW Video

> Content distribution
NEXT NERD MEETING: THURSDAY, MAY 7