

หลักสูตรที่ 4 Google for Digital Economy
วันพุธที่ 14 พฤศจิกายน 2561
ณ ห้องสืบค้น อาคาร 50 ปีคณะรัฐศาสตร์ฯ ชั้น 2
คณะรัฐศาสตร์และรัฐประศาสนศาสตร์ มหาวิทยาลัยเชียงใหม่

YouTube

Class Defition: 1 day Interactive and hands-on workshop for digital & media content creation with YouTube and how to draw attention from your audience.

Expected outcome: The students can create their own channels, digital & media content with YouTube as well as be able to promote and maintain their channels to target audience

Time	Detail
08:30 - 09:00	Get Ready & Registration
9:00 - 10:00	Opening by American Embassy Great and Good Friends Exhibit
09:00 - 10:45	YouTube Content Creator <ul style="list-style-type: none">• Preparation before creating your own channel• Guide on Content Creator Tools• How to create video clips
10:45 - 11:00	Break
11:00 - 12:00	How YouTube works? <ul style="list-style-type: none">• How to manage Playlists.• How to create channel on YouTube• Creator Studio on YouTube
12:00 - 13:00	Working Lunch with Teachers and Volunteers (discussion on how to continue the exercise in school environment)
13:00 - 14:30	Workshop: Create Content on YouTube Channel
14:30 - 14:45	Break
15:00-16:00	Other <ul style="list-style-type: none">• How to make money in YouTube• Best practices on using your Logo & Banner• How to control audience in your channel• YouTube Analytics
16.00 - 16.40	Wrap Up: Digital Citizenship by Google