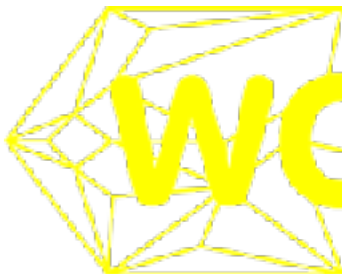
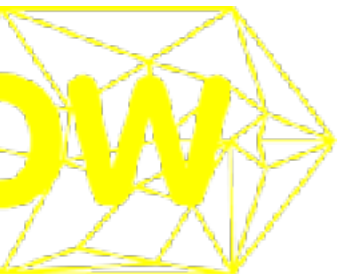
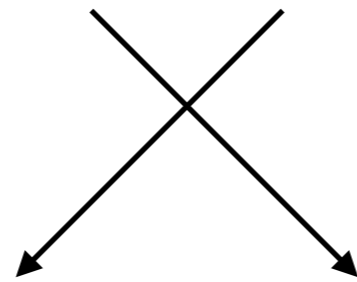


VLOGGEN

Lieselot Vandamme & Sarah Vierstraete

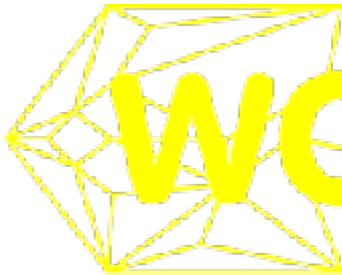
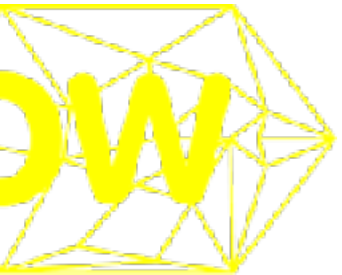


Vloggen

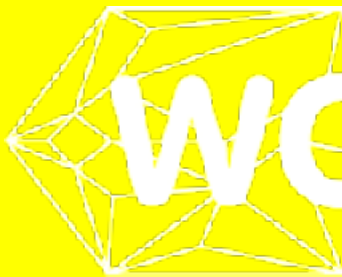
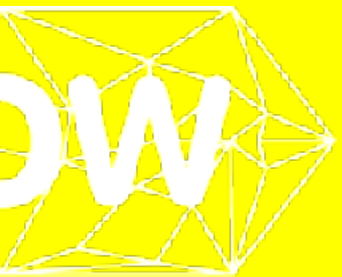


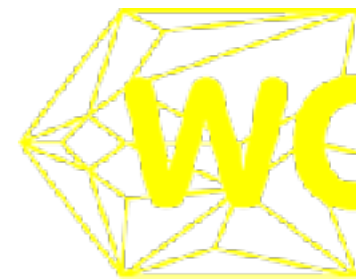
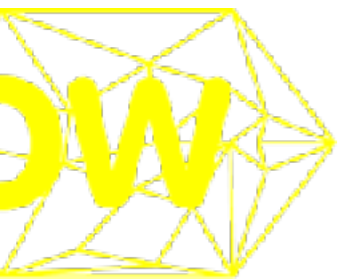
Instagram Stories

Video Pitch



Instagram Stories

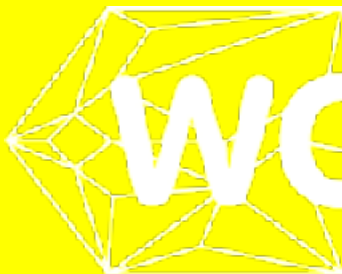
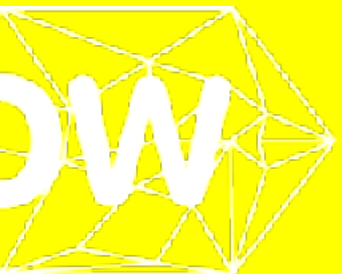




content

Interdisciplinair samenwerken

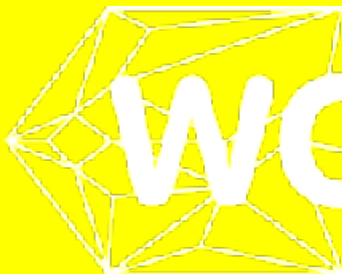
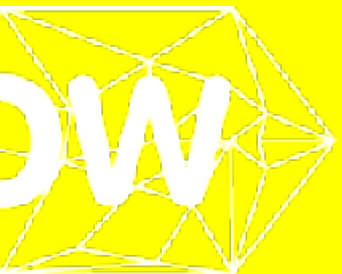
- ▶ proces
- ▶ logboek
- ▶ per fase



stijl

uniform

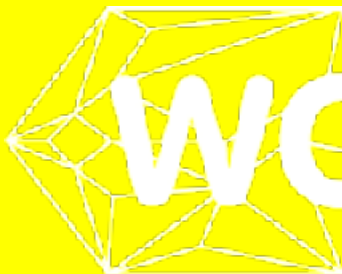
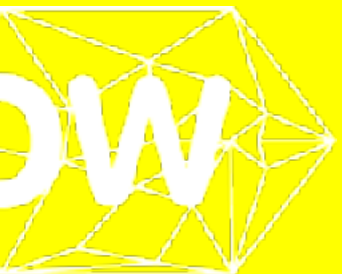
- ▶ filter: Oslo
- ▶ lettertype: vetgedrukt
- ▶ letterkleur: wit, zwart, blauw
- ▶ tagtypes: transparant



praktisch

1 account per groep

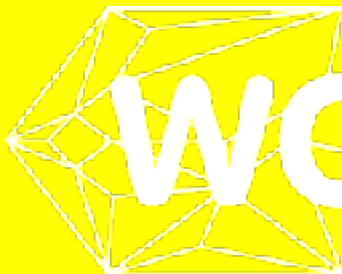
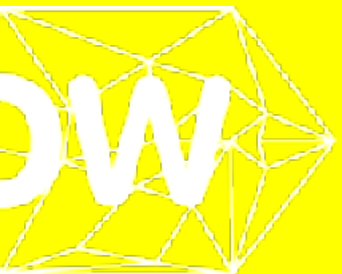
- ▶ nieuw account - groepsnaam
- ▶ account openbaar zetten
- ▶ volg @WOW_Kortrijk



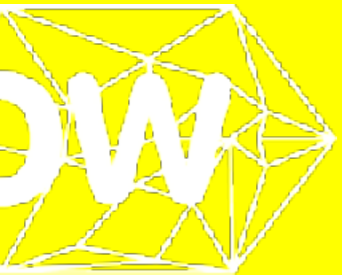
praktisch

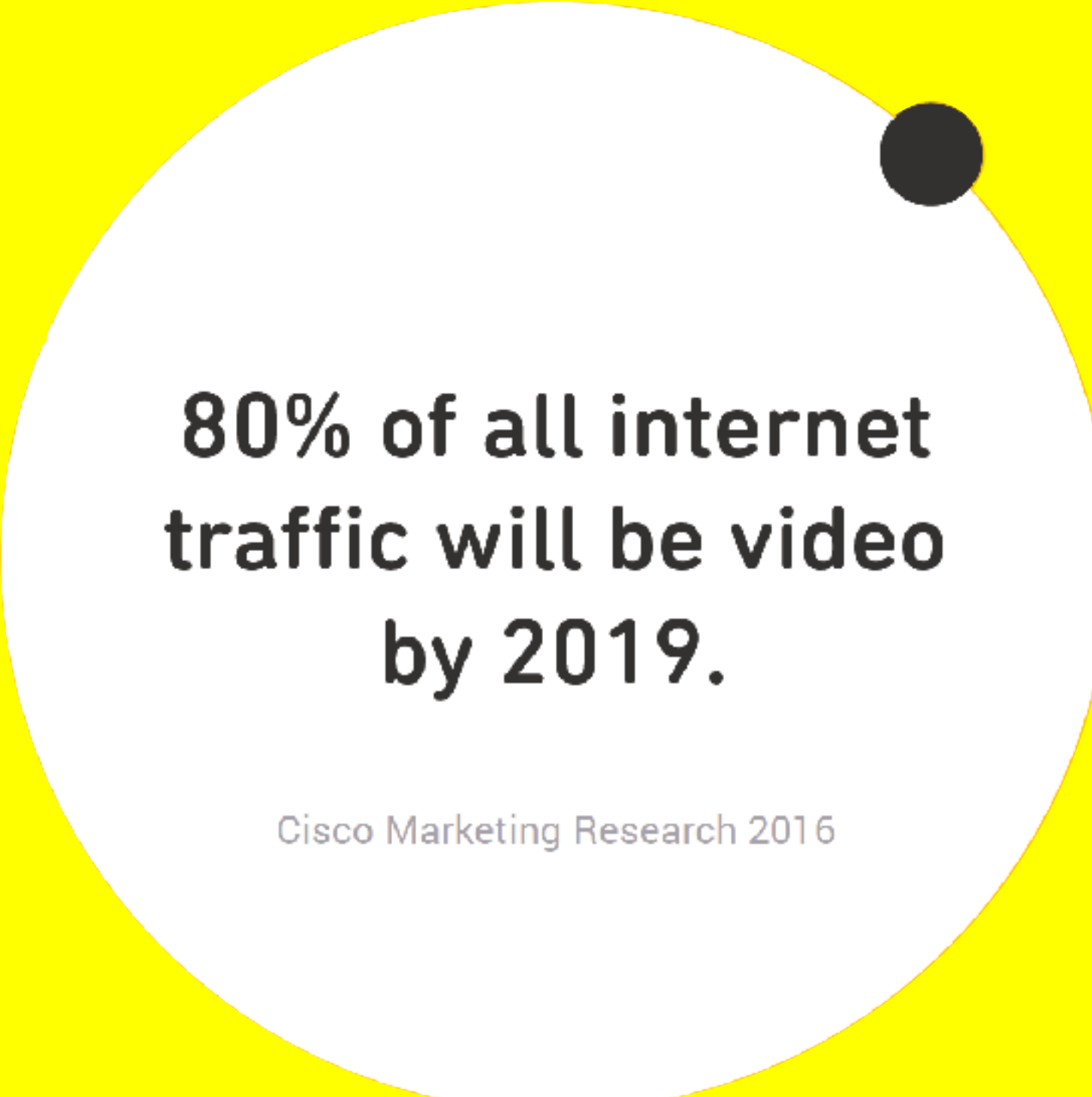
specs stories

- ▶ portrait formaat (9:16)
- ▶ @WOW_Kortrijk
- ▶ Geolocatie toevoegen
- ▶ #WOWKortrijk2018



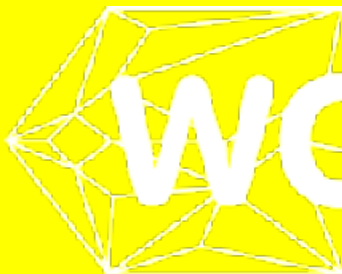
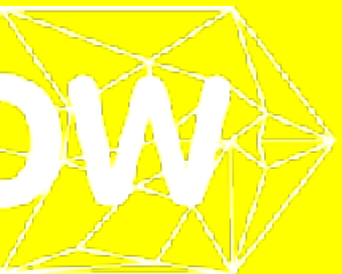
Video Pitch



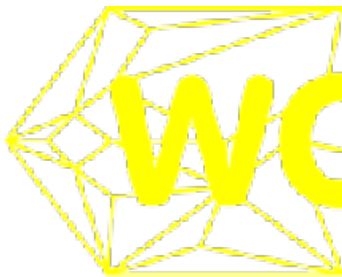
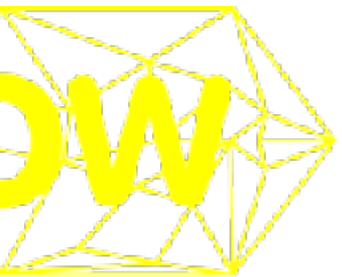
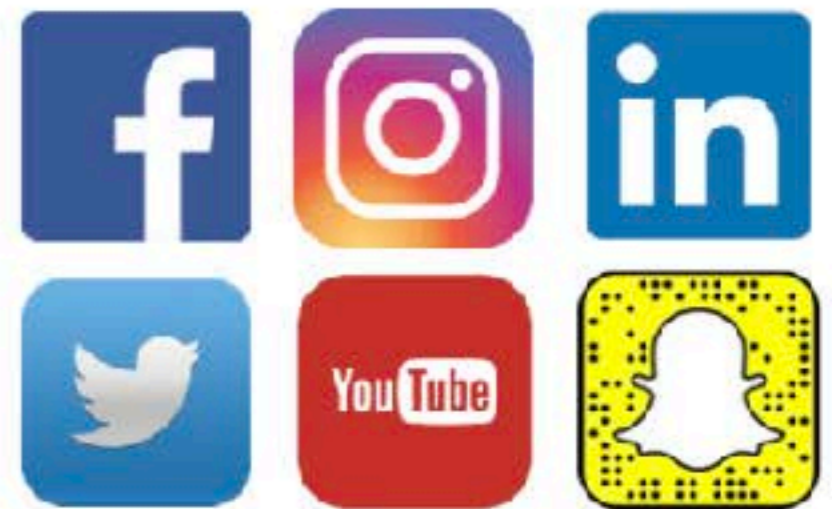
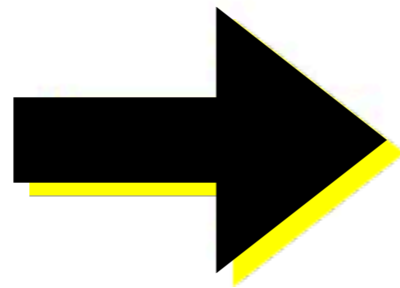


**80% of all internet
traffic will be video
by 2019.**

Cisco Marketing Research 2016

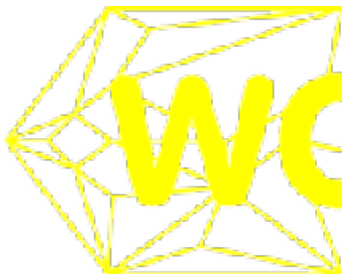
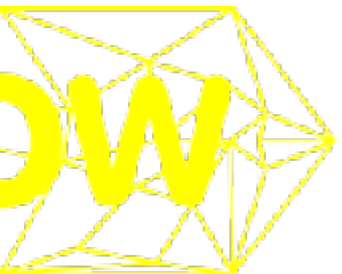


Why.

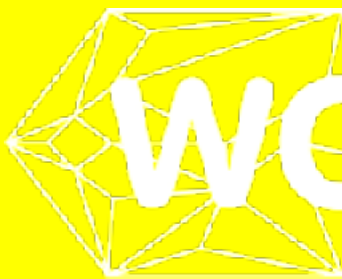
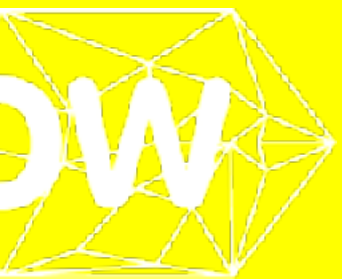


9 meest gemaakte fouten

- ▶ geen stabiele beelden
- ▶ slechte audiokwaliteit: microfoon!
- ▶ licht wisselt te veel:
best scène in één keer opnemen
- ▶ geen duidelijke intro
- ▶ vlog duurt te lang
- ▶ geen duidelijk einde
- ▶ te veel filters / special effects
- ▶ muziek past niet: ondersteunend
- ▶ kijker niet aankijken

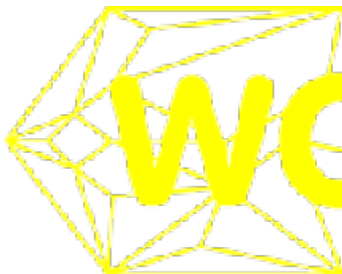
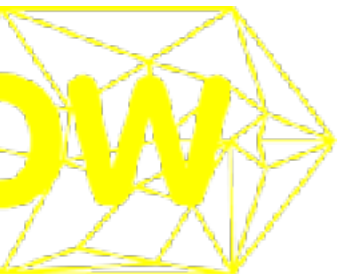


Je vlog opnemen



Hoe lang duurt een vlog?

- ▶ geen vaste tijd
- ▶ minimum 1 min. en maximum 3 min.
- ▶ goede vuistregel: “3, 12, infinity”
- ▶ **proces 50% x prototype 50%**



Vorbereiding: 3 vragen

1

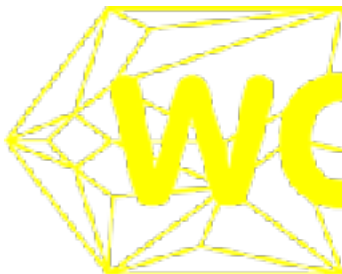
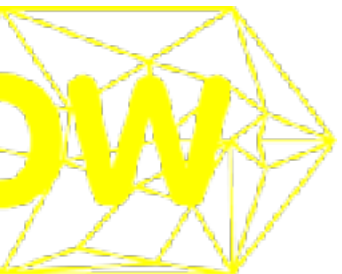
- ▶ Wat is de hoofdboodschap van deze vlog?

2

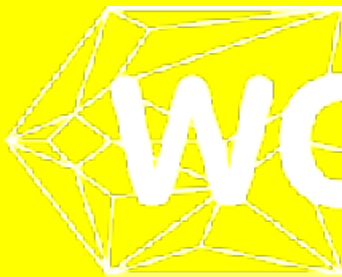
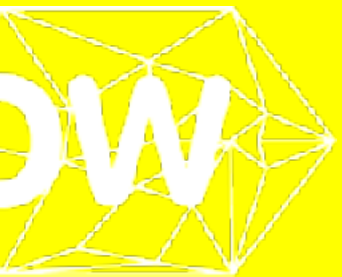
- ▶ Wat weten de kijkers na het kijken van deze vlog?

3

- ▶ Hoe begin ik de vlog?
Kernboodschap eerst!



Je vlog monteren





Adobe Creative Cloud Premiere Pro CC

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Artwork by Eric Van Nynatten
See the About screen for details

Loading Block_Dissolve.bundle



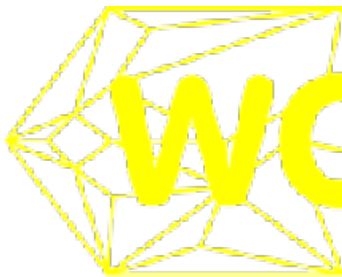
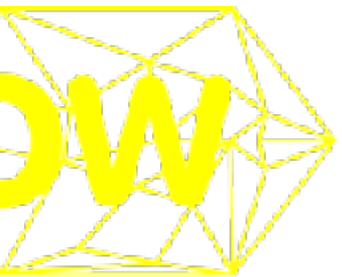
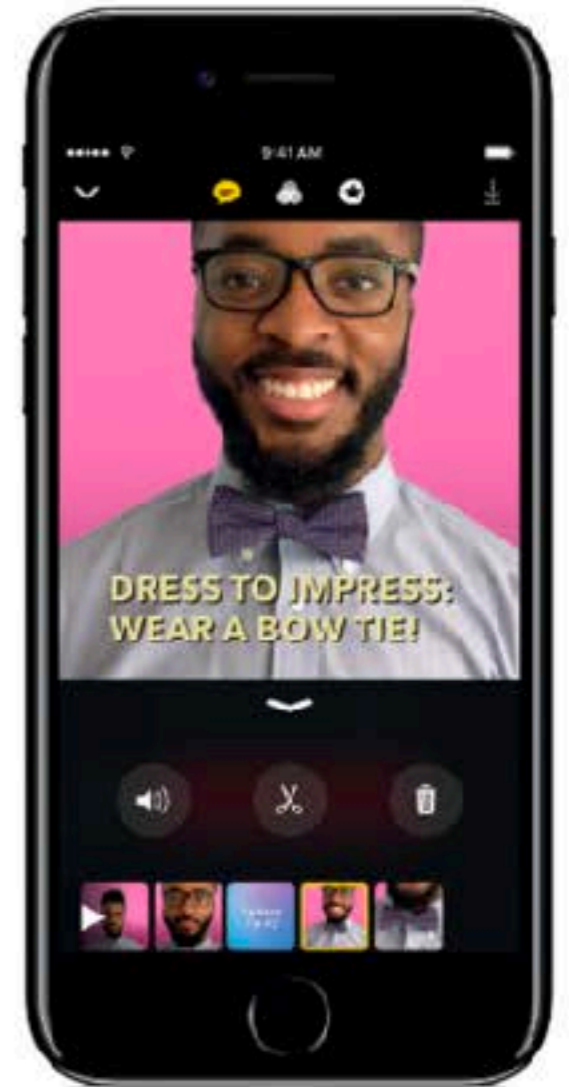
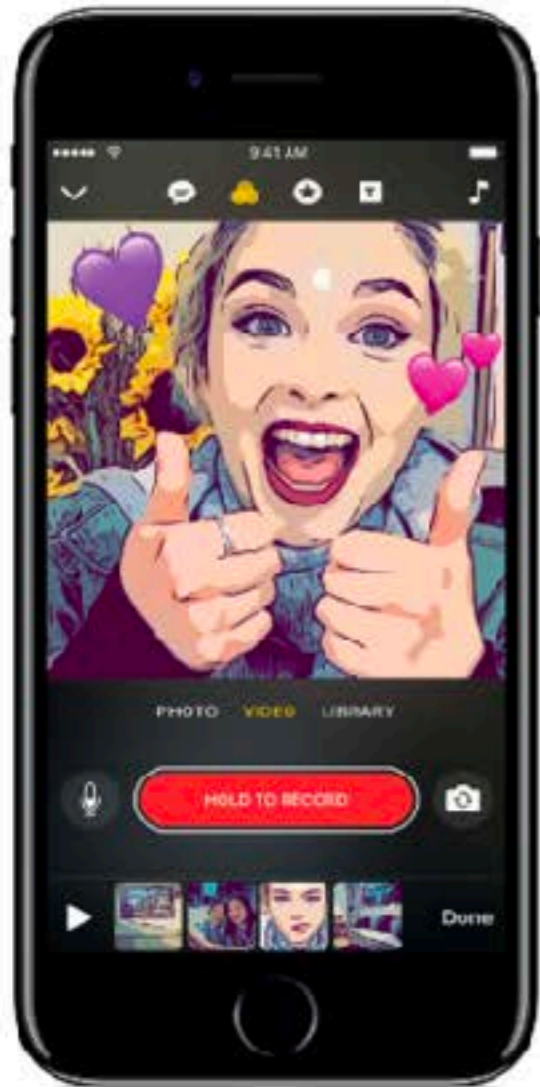


Clips

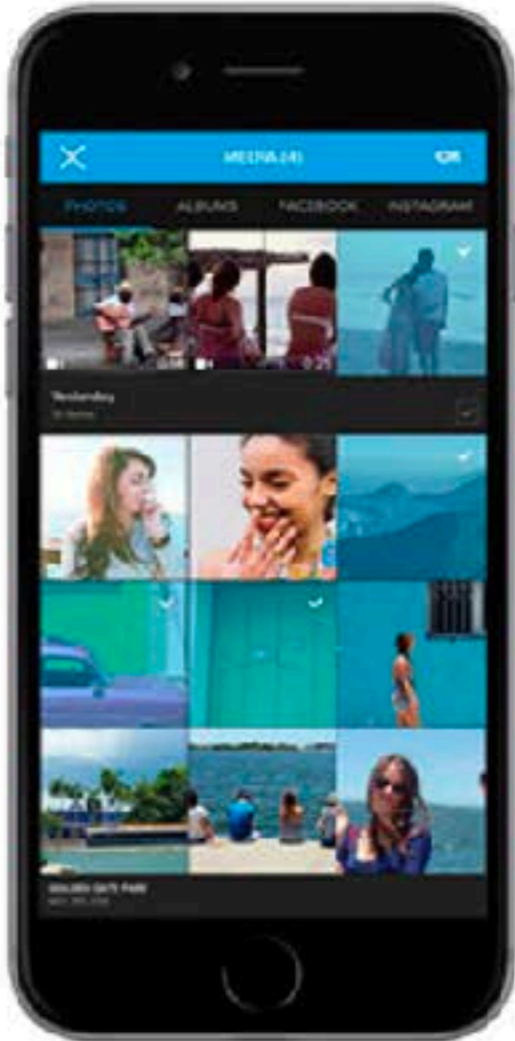
Videofun to go.

Clips is een iOS-app voor het maken en delen van video's met tekst, effecten, graphics en nog veel meer.

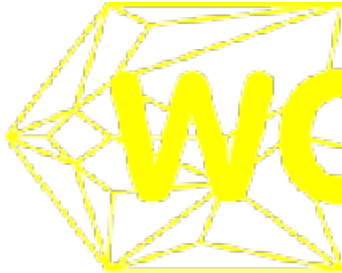
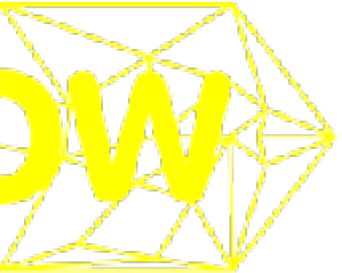
Download Clips gratis 



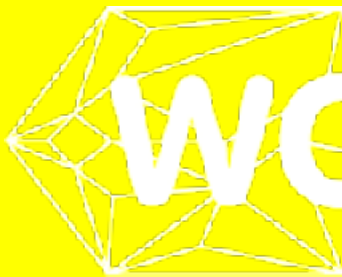
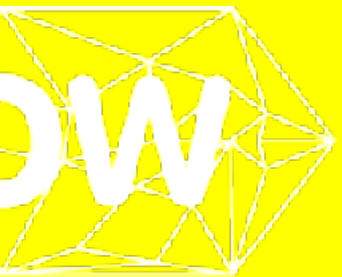
Quik™ | Mobile



AUTOMATIC EDITS MADE AWESOME.



Je filmpjes aanleveren



Credits

1

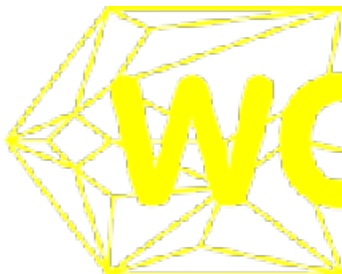
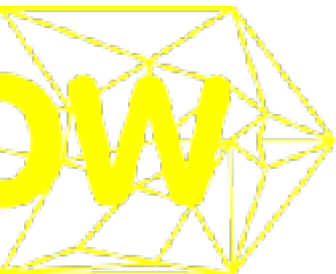
- ▶ groepsnaam
- ▶ groepsleden

2

- ▶ logo opdrachtgever
- ▶ logo WOW Kortrijk

3

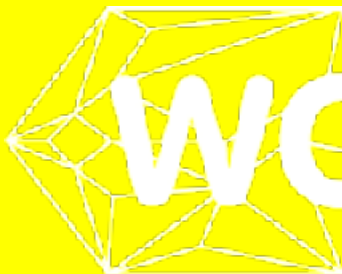
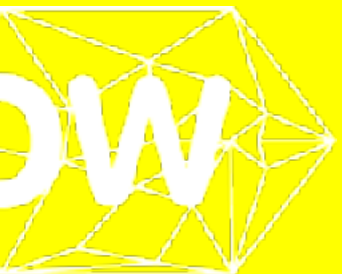
- ▶ logo Howest



stijl

uniform

- ▶ filter: niet zwartwit
- ▶ lettertype: vetgedrukt/schreefloos
- ▶ letterkleur: wit, zwart, blauw (Howest)
- ▶ geen watermerk

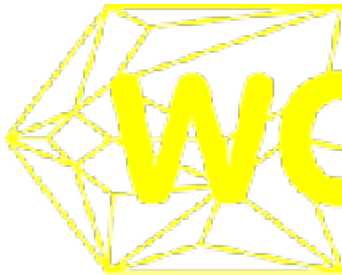
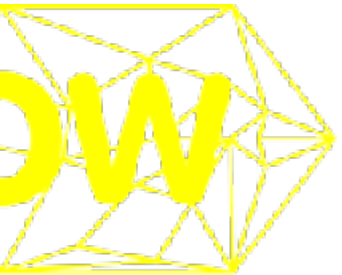


PITCH

intro

play video

???



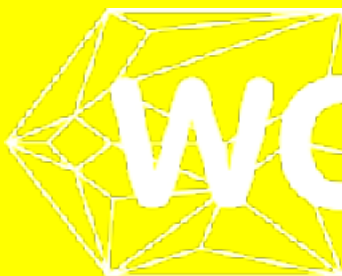
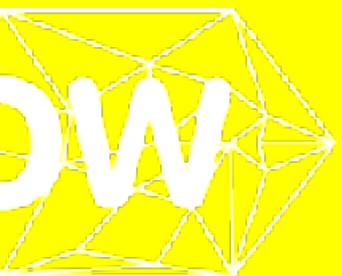
deliverables

proces

- ▶ IG stories opslaan
- ▶ doorsturen
- ▶ naamgeving:
groepsnaam_01.mp4
groepsnaam_02.mp4
enz.

proces x prototype

- ▶ .mp4 of .mov
- ▶ 1:1
- ▶ minimum 1 min.
en maximum 3 min.
- ▶ naamgeving:
groepsnaam_pitch.mp4



DEADLINE

donderdag 27 september 23u59

via wetransfer

sarah.vierstraete@howest.be

!Let op de naamgeving van je bestanden!

