G R A P H I X



# WHO AM !?

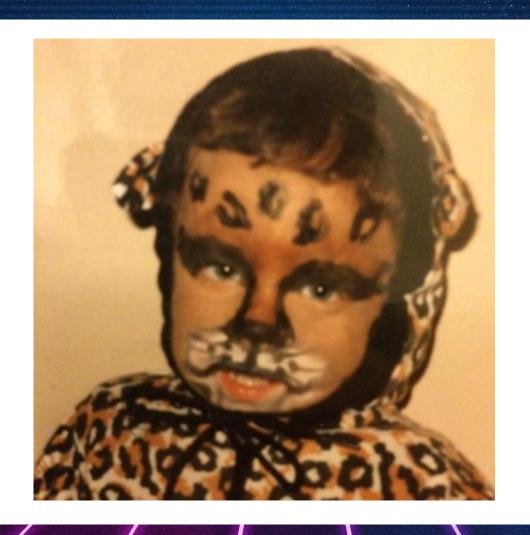


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- Five years with County Road Association
- Nine years as tech blogger
- Graduate of Siena Heights University

# WHO AM !?

Just kidding about the photo... What I really looked like in the 80s...

# WHO AM !?



#### WHAT WE'RE GOING TO COVER

#### How to create a YouTube channel on a budget.

- 1. Prerequisites;
- 2. Hardware;
- 3. Software; and
- 4. Helpful tips.

#### WHAT DOES A BARE BONES VIDEO LOOK LIKE?



#### BEFORE YOU GET STARTED...

## What are the prerequisites?

- Google account; and
- ... that's it!



#### BEFORE YOU GET STARTED...

- You can claim a Google Account using any other email address.
- Does not need to be a custom "@gmail.com" username.
- Still a good idea to claim your agencies name as a Gmail address.
- You need 100 subscribers to claim a custom username.

#### HARDWARE REQUIREMENTS...

#### What kind of hardware do I need to get started?

Phone: \$0 (hopefully you already have one)

Tripod: \$14

Lav mic: \$11

Adapter: \$10

**Total:** \$35



#### HARDWARE REQUIREMENTS...

- As the camera in your pocket gets better, the barrier for entry gets lower.
- Don't be discouraged if your videos don't look like look Spielberg directed – message matters most!
- Experiment and get to know your equipment.

#### SOFTWARE REQUIREMENTS...

#### What kind of software do I need to get started?

Lots of free video editors for phones or computers

#### iOS/Mac

iMovie

#### Windows

- Microsoft photos
- YouTube editor

#### **Android**

- Adobe Premier Clip
- Quik
- FilmoraGo

#### SOFTWARE REQUIREMENTS...

 If you don't like a piece of software, there's always an alternative.

Best learning resource? YouTube!

Keep it simple. ...

#### HELPFUL TIPS

#### Can you give me any other tips?

- Don't be afraid to experiment. This is your opportunity to have fun!
- What you have to say is exciting and important, so act like it! ☺

## QUESTIONS



### THANK YOU

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