

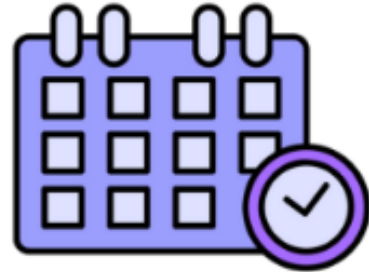
Unit 6 – Lesson 1: Trends in Video Production





Lesson programming: Trends in Video Production

Time available: 4 hours



1. Hangman game.
2. Keywords socialization.
3. Reading comprehension: "5 most popular video production trends 2023."
4. True/False activity.
5. Fill in the blank vocabulary activity.
6. Discussion questions about video trends in 2024
7. Video: "2024 Video trends"
8. Matching definition activity based on the previous video.
9. Multiple choice activity about the video "2024 video trends"

Learning materials:

Hangman game:

<https://www.hangmanwords.com/play/custom?g=dHJlbmQIMjAIMEFlbmdhZ2UIMjAIMEFkaXNjcmVldGx5JTlwJTBBaW5ub3ZhdGlubiUyMCUwQXBldGx5ZWN0aXZlJTBBY2FwdHVyaW5nJTlwJTBBY29tcGxleG10eSUyMCUwQXRyYW5zZm9ybWluZyUwQUNvbXBldG10aXZlJTlwZGFuZ3VhZ2UIMjA=>

- **Reading**

- **Video "2024 video trends":**

<https://www.youtube.com/watch?v=cFFTyQ4VuMY>

- **Quizziz game:**

https://quizizz.com/admin/quiz/659df86bce0204550d0bdbfa?source=quiz_share



Lesson 1: Trends in Video Production



1- Hangman game: Guess the words. Students can get help from the reading below “5 most popular video production trends 2023: Shaping the future of visual content”,but they cannot see the glossary yet.

- **Game URL:**

<https://www.hangmanwords.com/play/custom?g=dHJlbmQIMjAIMEFIbmdhZ2UIMjAIMEFkaXNjcmVldGx5JTlwJTBBaW5ub3ZhdGlvbUyMCUwQXBldGx5ZWN0aXZlJTBBY2FwdHVyaW5nJTlwJTBBY29tcGxleGl0eSUyMCUwQXRyYW5zZm9ybWluZyUwQUNvbXBldGx5Zl0aXZlJTlwZGFuZ3VhZ2UIMjA=>

2- Socialize the following keywords:

Glossary:

1. **Trend:** A general direction in which something is developing or changing.
2. **Engage:** To attract someone's interest or attention.
3. **Discreetly:** In a careful, prudent manner, especially in order to keep something confidential or to avoid embarrassment.
4. **Innovation:** The introduction of new ideas, methods, or devices.
5. **Perspective:** A particular attitude toward or way of regarding something; a point of view.



6.**Capturing:** The act of recording or taking a photographic image.

7.**Complexity:** The state of being intricate or complicated.

8.**Grandeur:** Splendor and impressiveness, especially of appearance or style.

9.**Transforming:** Making a marked change in the form, nature, or appearance of something.

10.**Competitive Landscape:**The environment in which businesses compete with each other, often characterized by the level of competition, product differentiation, and market growth.

3- Reading:

https://drive.google.com/file/d/1VUlgYEuplgHx1dUk51dhtrF3h1E0dUj/view?usp=drive_link

4- Based on the previous reading and your understanding of the article about video production trends in 2023, determine whether each statement is True or False.

- The popularity of short videos is declining due to the increasing human attention span. -----
- Silent videos are emerging as a significant trend in 2023, useful for discreet viewing in public places. -----
- Animated and motion graphic videos are mainly used for entertainment purposes rather than corporate video production. -----
- A significant portion of the global population uses social media, making social media videos crucial for business outreach. -----
- Aerial videos and drones are gaining traction in the B2B sector due to their ability to offer unique visual perspectives. -----
- Drones are primarily used for personal photography and not in professional business contexts. -----
- Silent videos often utilize visual aids like subtitles to communicate effectively without sound. -----
- Social media videos are less effective for B2B compared to traditional marketing methods. -----



5- Read each sentence and fill in the blank with the appropriate word or phrase from the reading material.

- Short-Form videos are becoming increasingly popular as the human attention span is now _____.
- Silent videos are an emerging trend in 2023, offering the ability to watch videos _____ in public places.
- _____and motion graphic videos are effective tools for explaining complex ideas in a visually appealing way.
- With a significant percentage of the world population using social media, _____ videos have become a key strategy for businesses.
- Drone video production, offering unique visual perspectives, is revolutionizing the _____ sector.
- Short videos are popular on platforms like Instagram, YouTube, and _____, where they can showcase aspects of a business quickly.
- _____ videos are perfect for product demos and factory tours, delivering messages effectively without sound.
- Drones can capture visuals that highlight the _____, complexity, and grandeur of business operations.



6- Discussion questions: before watching the video below, discuss the following questions:

1.Trend Predictions: "What kind of changes or new trends do you think might happen in the world of video and filmmaking in 2024? Do you have any specific predictions?"

2.Maximalism vs. Minimalism: "In video and fashion, do you prefer the 'maximalism' style with lots of colors and effects, or the 'minimalism' style with simpler and cleaner designs? Why?"

3.Mobile Filmmaking: "How do you think smartphones have changed the way we create videos? Do you think smartphones will eventually replace traditional cameras for professional filmmaking?"

4.Evolution of Content: "How have video content styles changed over the years? For example, have you noticed any shifts from long-form to short-form content or vice versa on platforms like YouTube or TikTok?"





7- Watch the video “2024 video trends”

- **Video URL:**

<https://www.youtube.com/watch?v=cFFTyQ4VuMY>

8- Match the terms from List A with their correct definitions from List B. Write the letter from List A next to the corresponding number in List B.

List A

- A. Maximalism
- B. Mobile Filmmaking
- C. Patterned Backgrounds
- D. Foreground Effects
- E. Video Series
- F. Stereoscopic Video
- G. Chaos Cinema

List B

- 1.A style of video production that uses more colors, effects, and overall visual elements. _____
- 2.The process of making films using smartphones. _____
- 3.Backgrounds in videos that feature moving patterns or designs, moving away from simpler gradients. _____
- 4.The technique of intentionally blurring objects in the front of a video shot to add depth and dimension. _____
- 5.A collection of videos connected by an overarching theme or narrative, often used in corporate settings. _____
- 6.A video technique that uses two cameras to create a 3D effect, enhancing the viewer's sense of immersion. _____
- 7.A fast-paced editing style in filmmaking that rapidly cuts between shots. _____



9- Multiple- choice game: Read each question and choose the correct answer from the options provided.

- **Game URL:**

https://quizizz.com/admin/quiz/659df86bce0204550d0bdbfa?source=quiz_share

