Unit 6 - Lesson 1: Trends in Video Production
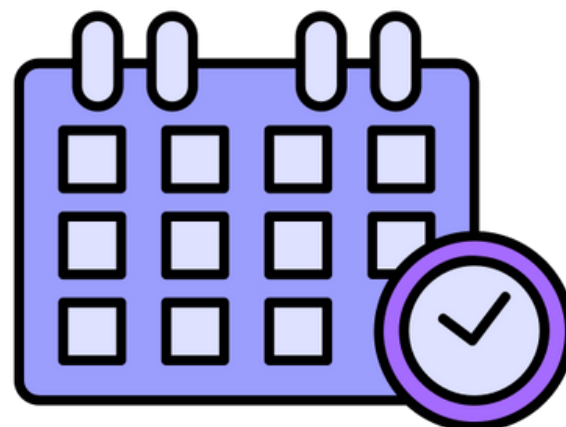
Lesson programmation: Trends in Video Production

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=dHJlbmQlMjAlMEFlbmdhZ2UlMjAlMEFkaXNjcmVldGx5JTIwJTBBaW5ub3
ZhdGlvbiUyMCUwQXBlcnNwZWN0aXZlJTBBY2FwdHVyaW5nJTIwJTBBY29t
cGxleGl0eSUyMCUwQXRyYW5zZm9ybWluZyUwQUNvbXBldGl0aXZlJTIwbGF
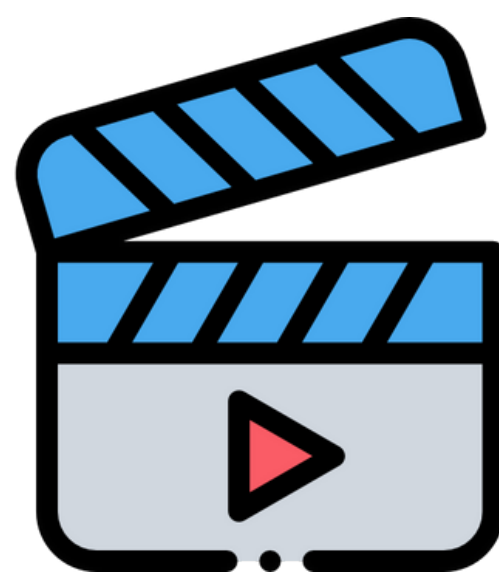uZ3VhZ2UlMjA=

- **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=dHJlbmQlMjAlMEFlbmdhZ2UlMjAlMEFkaXNjcmVldGx5JTIwJTBBaW5ub3
ZhdGlvbiUyMCUwQXBlcnNwZWN0aXZlJTBBY2FwdHVyaW5nJTIwJTBBY29t
cGxleGl0eSUyMCUwQXRyYW5zZm9ybWluZyUwQUNvbXBldGl0aXZlJTIwbGF
uZ3NhZ2UlMjA=

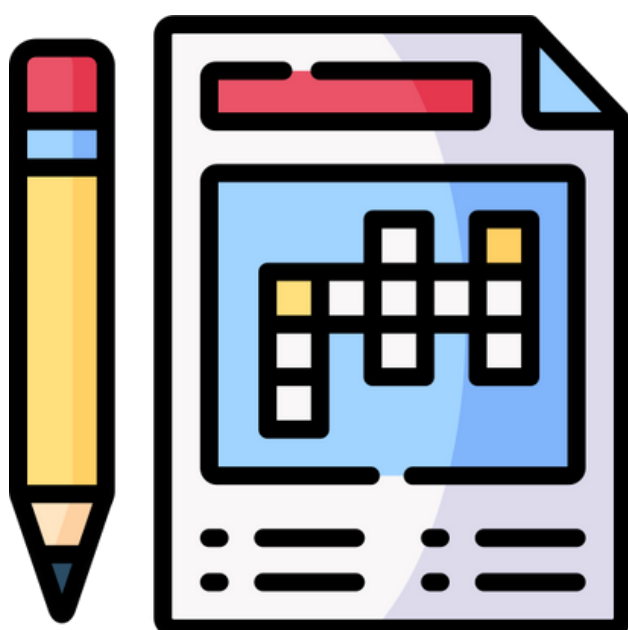**2- Socialize the following keywords:**

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/1VU-lgYEupIghx1dUk51dhtrF3h1E0dUj/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