

Lesson Plan: Vlog Detective & Documentary Director

Materials Needed:

- Computer or tablet with internet access
 - Notebook and pen/pencil
 - Access to YouTube or a streaming service with documentaries
 - Printer for the "Structure Detective" graphic organizer (or student can draw it)
 - Optional: Smartphone or camera for the extension activity
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Subject: English

Grade Level: 10 (Ages 15-16)

Time Allotment: 90 Minutes

Learning Competency:

EN10INF-II-1: Examine text structures for clarity of meaning and purpose in journalistic texts, specifically documentaries and vlogs.

Learning Objectives:

By the end of this lesson, the student will be able to:

1. Identify and describe at least three structural elements used in journalistic vlogs and documentaries (e.g., hook, problem/premise, evidence/examples, call to action, resolution).
 2. Analyze how the structure of a chosen vlog or documentary clip contributes to its overall purpose and meaning.
 3. Create a clear and purposeful plan (script outline and storyboard) for a short, journalistic-style vlog.
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Lesson Procedure

Part 1: The Hook - What Makes a Video "Stick"? (10 minutes)

1. **Opening Question:** Ask the student: "Think about the last YouTube video or documentary you watched that you really enjoyed. What made you keep watching? Was it the topic, the person, the music, or something else? What made it memorable?"
2. **Discussion:** Discuss their answer. Guide the conversation toward the idea that great videos aren't just random clips put together. They are carefully planned and structured to keep our attention and deliver a message, just like a well-written essay or news article.
3. **Introduce the Goal:** "Today, we're going to become detectives. Our mission is to uncover the hidden structures that make vlogs and documentaries so powerful. Then, you'll become a director and design a structure for your own."

Part 2: Deconstructing the Blueprint - Core Structures (15 minutes)

1. **Mini-Lesson:** Explain that most effective journalistic videos, from a 2-minute news vlog to a
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90-minute documentary, follow a basic pattern to tell a story and make a point. Present this simple framework:

- **The Hook:** The first 10-15 seconds. Grabs the viewer with a surprising fact, a compelling question, or a dramatic visual. Its purpose is to make you stop scrolling.
 - **The Premise/Problem:** Clearly states the main topic or question the video will explore. (e.g., "Why is this forgotten technology making a comeback?")
 - **The Body/Evidence:** The main part of the video. This is where the creator presents information, interviews, B-roll (supplemental footage), data, and examples to support their premise.
 - **The Climax/Turning Point:** A key moment of discovery, conflict, or realization that shifts the story.
 - **The Resolution/Conclusion:** Wraps up the story or argument. It often includes a summary of the main points.
 - **The Call to Action (CTA)/Final Thought:** Tells the viewer what to do next (like, subscribe, visit a website) or leaves them with a powerful final thought to ponder.
2. **Connect to Purpose:** Emphasize that the creator chooses a structure to achieve a specific **purpose**—to inform, to persuade, or to entertain. A structure designed to persuade will look different from one designed purely to inform.

Part 3: Guided Practice - The Vlog Detective (30 minutes)

1. **Choose a Specimen:** Watch a short (3-5 minute) journalistic-style vlog together. Excellent examples include videos from creators like Nas Daily, Johnny Harris, or Smarter Every Day. Choose one that clearly presents a topic or argument.
 - *Example Vlog: "The Hidden Costs of Fast Fashion" by a creator who explores a specific issue.*
2. **First Viewing:** Watch the video once all the way through, just for general understanding and enjoyment.
3. **Second Viewing & Analysis:** Watch the video a second time with the "Structure Detective" graphic organizer. Pause the video at key points to identify and jot down notes for each structural element.

Structure Detective Graphic Organizer

Structural Element	What did the creator do? (Describe it)	Why did they do it? (What's the purpose?)
The Hook		
The Premise/Problem		
Body/Evidence (List 2-3 examples)		
Climax/Turning Point		
Resolution/Conclusion		
Call to Action/Final Thought		

4. **Discuss Findings:** After filling out the organizer, discuss the findings. How did the creator's choices make the video clearer? More persuasive? More engaging?

Part 4: Creative Application - You're the Director! (35 minutes)

1. **The Challenge:** "Now it's your turn to be the director. Your task is to plan a 1-2 minute journalistic vlog about a topic you care about. You won't be filming today—you'll be creating the blueprint."
2. **Step 1: Brainstorm a Topic & Purpose (5 mins)**
 - The topic can be anything: a school subject they find interesting, a local community

issue, a hobby they are passionate about, or a social topic.

- The student must decide their **purpose**: Is it to inform people about something unknown? Or to persuade them to think differently?

3. **Step 2: Create a Script Outline (15 mins)**

- Using the same structural elements from the graphic organizer, the student will write a point-form script outline for their vlog. This isn't every word, but the key points and information for each section.

4. **Step 3: Create a Storyboard (15 mins)**

- A storyboard is a visual plan. Fold a piece of paper into 6 squares. Each square represents a part of the structure (Hook, Premise, etc.).
- In each square, the student will sketch a simple drawing of what the viewer will see (the shot) and write a short note about what audio will be heard (narration, music, sound effects). This helps them think visually about how the structure will come to life. Stick figures are perfect!

Part 5: Wrap-Up & Reflection (5 minutes)

1. **Share the Plan:** Have the student present their vlog idea, walking you through their script outline and storyboard.
2. **Reflection Question:** Ask the student: "How does intentionally planning a structure help a creator make their message clearer and more powerful?"

Assessment:

- **Formative:** The completed "Structure Detective" graphic organizer and the discussion during the analysis phase.
- **Summative:** The vlog script outline and storyboard. Evaluate them based on:
 - **Clarity of Structure:** Are all 6 structural elements present and logical?
 - **Alignment with Purpose:** Does the plan effectively work toward the stated purpose (to inform or persuade)?
 - **Creativity and Detail:** Is the idea engaging and are the storyboard notes clear?

Extension Activity (Optional):

Challenge the student to actually film and edit their 1-2 minute vlog using a smartphone. This allows them to see how a structural plan translates into a final product and brings the lesson to life in an exciting, hands-on way.