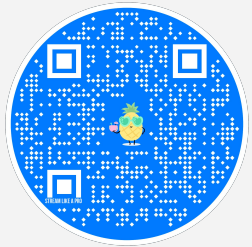




Streaming like a PRO

Fernanda Ochoa



FAQ

((01))

**¿Que programa
recomiendas?**

((02))

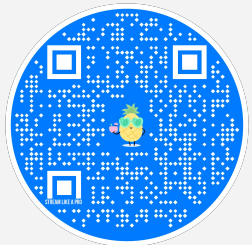
**¿Qué
dispositivos
necesito?**

((03))

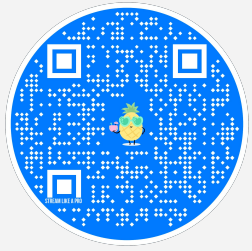
**¿Si no tengo
diseñador?**

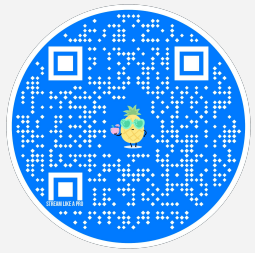
((04))

**¿Cuánto
dinero
necesito?**



**Like
this...**





¿Qué te vuelve PRO?

01

Contenido

Escaletas, fuentes,
target.

02

Proyección Escénica

Modularización, Improvisación,
Montaje, Lenguaje Corporal,
Semiótica.



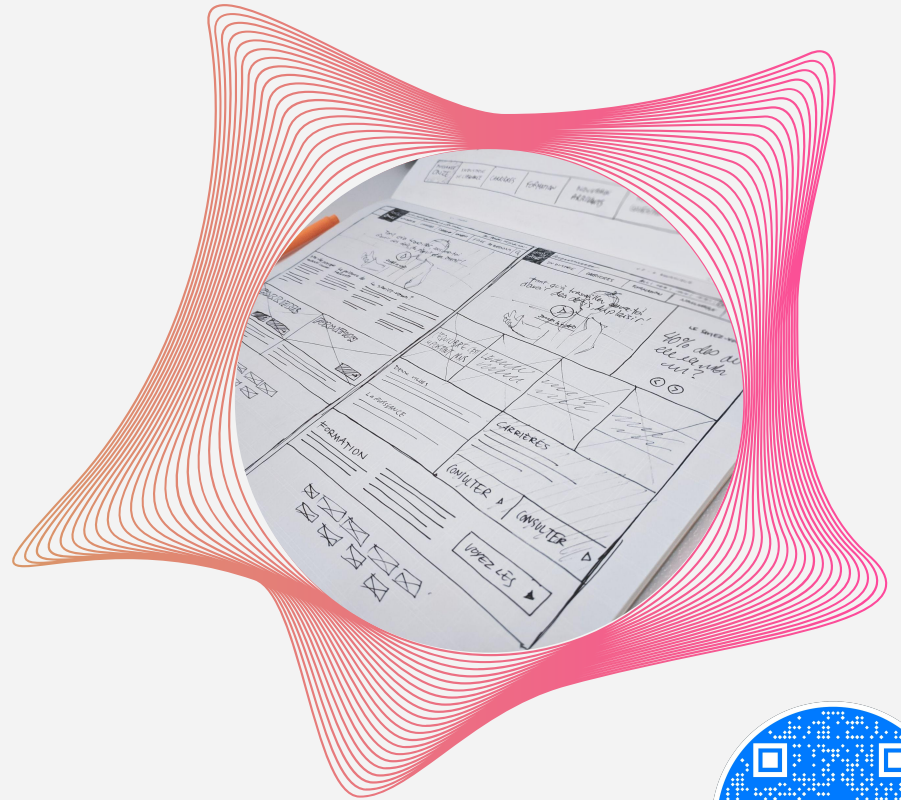
Contenido

¿Qué voy a comunicar, cómo lo voy a estructurar y para quién lo voy a comunicar?

¿Qué es y para qué necesito una escaleta?

- Estructura
- Plano del streaming
- Control del tipo de assets que necesitas.

Va en relación al target y hay que fundamentar lo que comunicamos.



Proyección Escénica

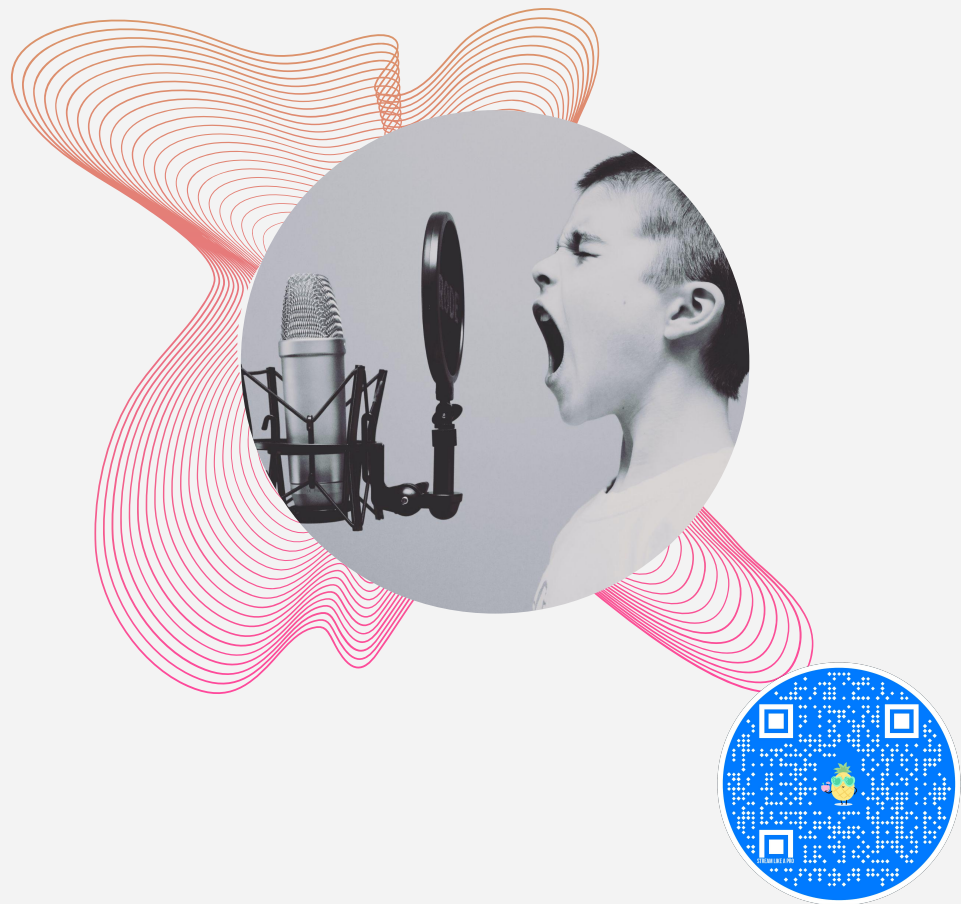
Modularización



¿Qué mensaje transmitimos con lo que comunicamos?

La seguridad al comunicarnos.

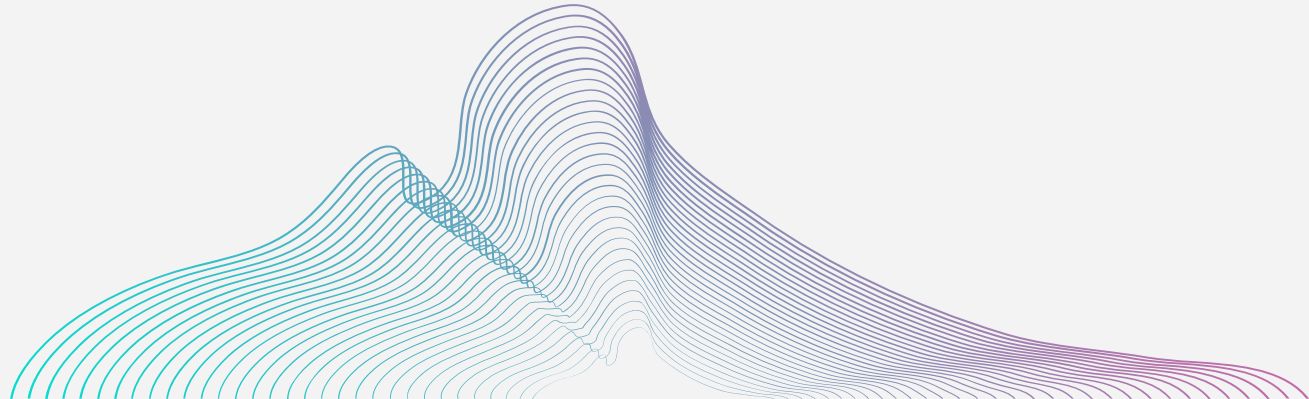
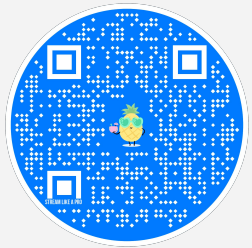
Consistencia del mensaje con el escenario y el target.



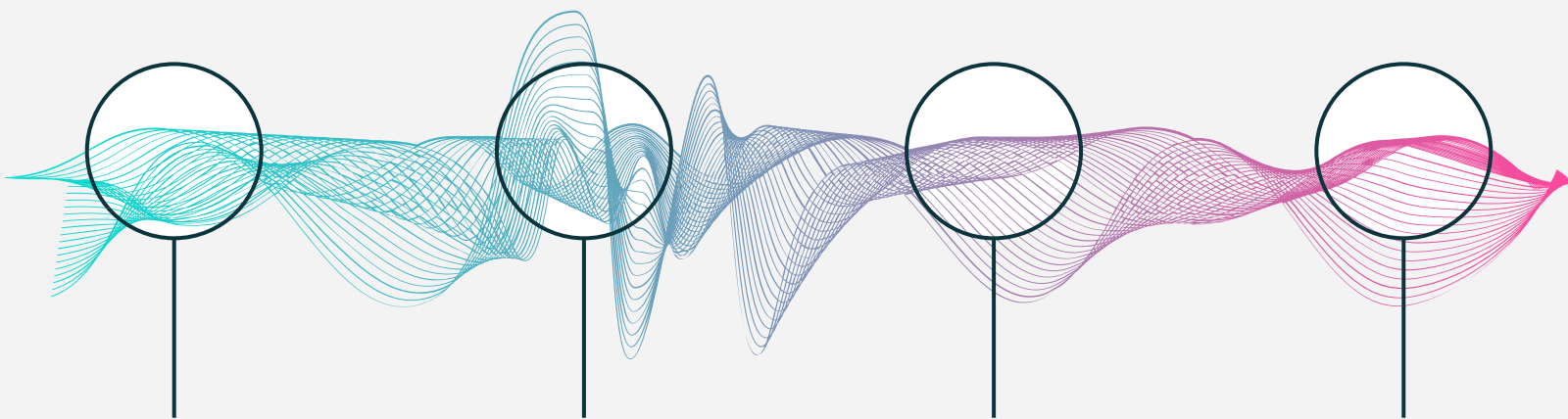


Realidad

Decirlo, es más sencillo que diseñarlo, implementarlo y ejecutarlo.



¿Cómo planeamos el contenido?



01 Escaletas

Estructuras el contenido.

02 Diseño

Temática,
Assets
correctos.

03 Proyección

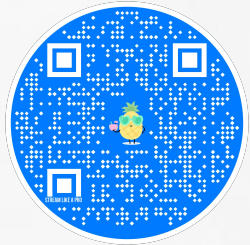
Uso de
silencios, tono,
semiótica, etc.

04 FAQ

Herramientas,
software,
dispositivos.



**Respondiendo
las 4 dudas.**



¿Qué Programas?



Streamyard

Si tu equipo es limitado.



OBS

Gratuito, hay mil recursos aunque es complicado



Streamlabs

Primo de OBS, más sencillo pero de paga.



Canva

Para crear assets rápidamente.





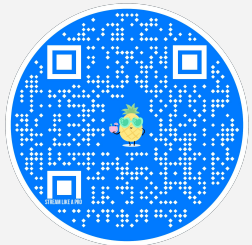
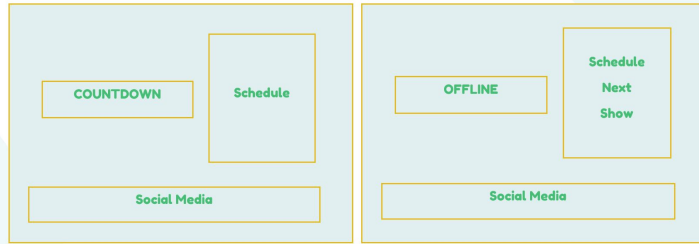
Dispositivos!

Aunque no lo creas, si vas iniciando, con que tengas unos audífonos con micrófono y una cámara (cel) es suficiente.



Assets

Intro and Outro Scenes



Assets

The screenshot shows a Zoom meeting window. On the left, a slide titled 'LatinXperts' is displayed. The slide contains a table with columns for 'Guest' and 'Campus Expert'. The main content of the slide is an interview script for 'Fernanda Ochoa', a GitHub Screen Team member. The script includes questions about her role, her experience with COVID-19, and advice for students. On the right side of the Zoom window, a video feed shows a person named 'auriel_hedz' drawing a GitHub Octocat on a whiteboard. Below the video feed, there are thumbnails for other participants: 'Fernanda Ochoa', 'Fernanda Ochoa', and 'auriel_hedz'. At the bottom of the Zoom window, there is a control bar with buttons for Mute, Stop Cam, Cam/Mic, Share, Invite, Leave Studio, and a link to 'Useful assets'.

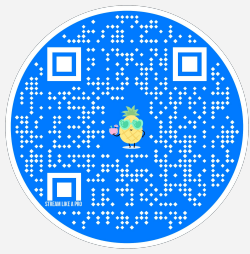
Guest	Campus Expert
Guest Scene [Interview]	Who is Uriel? Did you ever imagine while you were studying playing the role that you have now? While you were studying, what kind of adversities did you encounter? How do you go from developer to CTO? How did the CodigoFacilito company come about? What changes have you noticed, from when you entered to now that you already have a bit of experience at the ecosystem? What is the most difficult thing about being in your role? With this pandemic context, what types of adversities do you see for us as the most recurrent?
Guest	Campus Expert

LatinXperts
Fernanda Ochoa
GitHub Screen Team

GitHub Education

OS&S Scene

What would you like people to remember about you?
How did you explain to your parents what you did?
What advice do you give to those who are about to graduate from university?



Recursos para iniciar.



GitHub Student Developer Pack

Get the best developer tools

There's no substitute for hands-on experience, but for most students, real-world tools can be cost prohibitive. That's why we created the Pack with some of our partners and friends, like:



Travis CI



[See what's in the Pack](#) —

[See the Pack in action](#)

The GitHub Virtual Event Kit





Gracias!!



Fernanda Ochoa

GitHub Campus Expert.
GitHub Education Stream
Team.
Sherpa Digital Data Science-
Innovación Virtual
Microsoft.