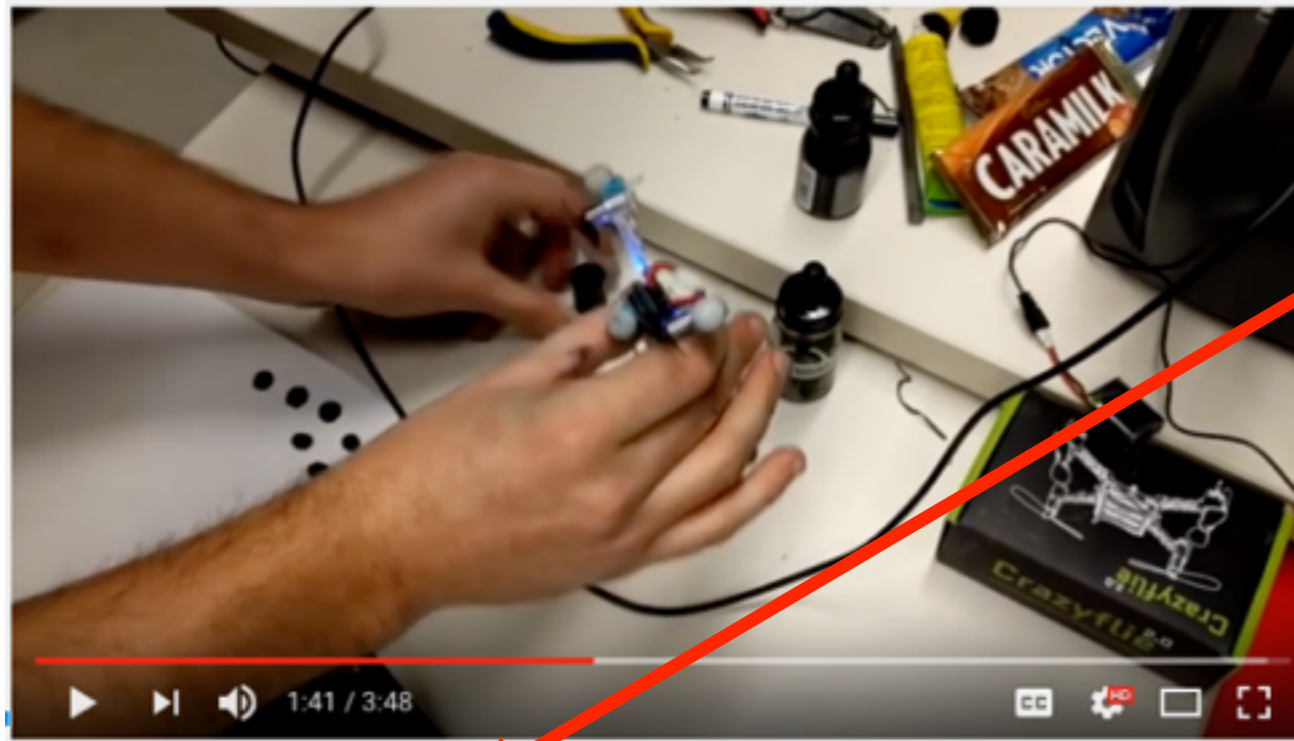


# YouTube metadata for customers



Dot-drawing with drones

McGill University



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Published on Aug 3, 2016

You may have heard of plans to use drones for delivering packages, monitoring wildlife, or tracking storms. But painting murals? That's the idea behind a project in Paul Kry's laboratory at McGill University's School of Computer Science. (MRO/Multimedia)

More info: <http://www.mcgill.ca/newsroom/channel...>

Category Education  
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## Title

Titles should prioritize information specific to the video, rather than listing series or department information first.- Descriptive, concise, catchy

### Good Examples

Arctic climate change challenges and opportunities – Mini Science 2016  
Taking risks in your life and career: MasterCard CEO Ajay Banga

### Bad Examples

Mini Science 2 - Arctic climate change challenges and opportunities  
MasterCard CEO Ajay Banga on Taking Risks in Your Life and Career

Note: YouTube has a title limit of 100 characters. Titles are truncated in most summary views at the first word break after 40 characters.

## Description

The description should give users a clear idea of what the video contains, and allow interested viewers to easily find more information. Line breaks should be used to structure description information, especially in Part 2 of the description.

### Part 1

Concrete Description of what users will see in the video. It should be engaging, easy to read and informative. Maximum length of 300 characters.

### Part 2

Additional information including links to project or event, speaker bio, citations and additional information, and content source.