The Media Centre Video Brief

Please complete a separate brief for each video.

1. What is the objective of this video?

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1. Will it achieve any of these aims?

□ Aiding student recruitment □ Raise our external research profile

□ Directly contribute to key strategic priorities (state which) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What are the key messages that the video has to communicate?

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1. What do you imagine the title of this video will be? *(max. 12 words)*

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1. What is currently the most relevant video available for you to use? Is this suitable for use until a new video can be created for you? Please review current videos on the University’s Vimeo channel: [vimeo.com/uniofessex/channels](http://vimeo.com/uniofessex/channels)

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1. Who is the audience for this video? Can they be characterised in any way? What sort of things might appeal to them?

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1. What do you want the audience to think or do having watched the video?

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1. Who will be featured in this video? *Please include their full name and position if they are staff, their full name and department if they are a student, or their full name and relationship to the University if they are an external.*

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1. Do you want your video to be narrated by a presenter, to have a voiceover, or will it be a talking head? Alternatively, will there be a music soundtrack?

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1. Have you seen another video that you like (this could be on the University’s video channel at [vimeo.com/uniofessex](http://www.vimeo.com/uniofessex) or somewhere else online)? If so, what is it that you like about this video(s)? Include link.

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1. Do you have any location preferences for your video?

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1. Once the video is finished where will you be using/showing it? How will it be used – is it part of a wider marketing plan or programme of activities?

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1. Do you have a deadline?

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Notes

Interviews

If your video requires interviews, interviewees will need to block out time in their diary for the filming. A simple interview would normally take no more than an hour of their time.

Attending the filming

We like having our client(s) around on the day of filming. You can be reassured that we are covering the right ground and together we can take a view on any interesting new ‘angles’ that come up. Usually our clients find it interesting and rewarding too.

How long will it take to make the video?

It goes without saying that the more time you allow for making a video, the better it will be. At your end, you’ll need to put time in certain people’s diaries for briefing or filming or approvals. At our end, some special arrangements nearly always need to be made prior to filming, that take time to sort out –finding locations, researching content and contributors or getting consent from people or parental consent from parents of any under 16s.