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.

Will there be any costs?

The production of videos sometimes requires departments to pay for the video or additional costs. If a video is worked into the central Videographer’s schedule there will not be a charge for video production. However, additional costs will need to be covered by the department that has requested the video. This includes any transport needed for the videographers, vouchers to reward any students/extras who are needed for filming and any external videography services. Some videos will not be approved for the Videographer schedule and departments may be recommended to approach the Multi Media Centre, which does charge a fee for video production. This is a not-for-profit service and is usually much better value than using an external production company.

What’s Next? - Video Production Step-by-Step Guide

Step 1: Completing the video brief

Following a request or enquiry, the client(s) is sent a video brief form to complete and return to Marketing and Student Recruitment (MaSR). All completed briefs should be emailed to digitalmarketing@essex.ac.uk.

*Purpose: to help MaSR staff to identify and ensure that the strategic reasons for producing the video are robust and that a plan for distribution and embedding the finished video has been considered*

Step 2: Reviewing the video brief

Once the video brief has been completed, MaSR will review against the priorities as set out in the Video Strategy 2016-17 and decide which tier of production and therefore production team is most appropriate for the project.

*Purpose: to ensure alignment with strategic aims and to prioritise the videographers’ workload*

Step 3: Meeting with client(s)

If the request falls into Tier One (ie production by Videography Team), an initial meeting takes place between the client(s) requesting the video, the relevant representative(s) from MaSR, and the videographers to discuss the video brief, storyboard, script and cinematography. Otherwise the client will be directed to another team as appropriate.

*Purpose: to help the videographers to understand what is required from them as content producers and to feed into the process creatively*

Step 4: Scripting (for interview/voiceover) and storyboarding (for non-interview)

If the video is going to be in interview-style, the questions for this are set ahead of filming; these questions are emailed to the interviewees prior to filming. If the video is not an interview, a schedule, storyboard and script are produced to provide an outline for the day(s) filming. Relevant documents are sent to the videographers.

*Purpose: to check that the tone-of-voice is appropriate and all relevant footage can be captured*

Step 5: Confirming key details

The who, what, where and when of the video are confirmed:

Who is being filmed?

What are they being filmed doing?

Will there be any support footage/cutaways?

When is the filming taking place?

Where is it being filmed?

A suitable location is chosen and booked if required, with necessary permissions sought. If the filming will take place outside, a backup inside location is agreed in case of bad weather. If the filming takes place externally, filming dates may be shifted if the weather is not favourable. NB if cutaway footage is required the when and the where of this filming is also arranged.

*Purpose: to ensure that all necessary preparations for the day have been made and communicated*

Step 6: Reminders

Reminders are sent out to confirm when and where key people should be meeting at least two days before filming.

*Purpose: to avoid any miscommunication and misunderstanding*

Step 7: Filming

The videographers carry out filming. Consideration is given to who else will be there on the day of filming to ensure quality control and that the video goes to plan. The videographers are responsible for lighting, sound and filming, but are not ultimately responsible for the content.

*Purpose: to capture appropriate footage*

Step 8: Initial edit and amendments

The videographers circulate a first edit to MaSR. Before sending it, the videographers consider whether they feel the video meets the objectives identified in the video brief. The videographers liaise with MaSR to ensure the video is ready for the client(s) to view.

*Purpose: to make adjustments as required to ensure the content meets the video brief and University strategic objectives*

Step 9: Final edit and amendments

Near-ready version is sent to the client(s) for comment. Amendments are sent back to the videographers.

*Purpose: ensure the client is happy with the video*

Step 10: Distribution and embedding

Videographers send all finished videos to MaSR for distribution and embedding.

*Purpose: to ensure that the distribution and embedding of the content is carried out with reference to the video brief and with best practice in mind to generate views*

General advice

1. **Choose the best approach**

University marketing videos can be anything from short cinema commercials to mini documentaries profiling students and staff.

1. **Remember your audience**

Some university marketing videos are targeted toward 17-year-old school leavers, while others are geared toward professional alumni who might donate to the University. These different audiences will react differently to the same video, so think about who will be watching before you begin production.

1. **Find the right students and staff to participate**

Using real students and staff will give your video an authentic feel. Instead of giving them scripted lines to recite, come up with good interview questions that will lead your subjects to say what you want in their own words and in their own way. During a video interview, the best questions are conversation starters. Avoid “yes” and “no” questions and instead ask about things that require more explanation and detail. Stories make any interview more interesting. Hearing someone tell a story is the best way to really hear their voice and see from their perspective. Make sure you choose people who are going to be comfortable in front of the camera, however, and present the video to your audience in the way you want. Remember to relax and enjoy yourself. This will help your subject relax and open up during the filming.

1. **Choose the right location**

Which buildings and/or campus locations do you want to show off in your marketing video? When choosing locations, think about when you'll be shooting, whether there will be people around, and what the sound and light will be like.

1. **Consider the role of the video editors**

Once everything is planned, you’re ready to begin producing your video. Filming can be very time-intensive and you may end up recording as much as an hour of footage for each edited minute in the final video, so consider the enormous job ahead for the video editors.