# University of Strathclyde Video Brief

The University Web Team develops videos for marketing and student recruitment purposes as well as University promotions. We are always keen to hear about new ideas and receive video requests from faculties, departments, and professional services areas and ask that you complete the video brief below.

Once a video project has been agreed, and filming has taken place, the editing will be performed by the web team. We are happy to share projects before publishing but, given workload and time constraints, we will be unable to do multiple edits/changes to videos. Therefore, the video brief should be completed as thoroughly as possible prior to filming.

All video requests to the University Web Team should have a completed video brief, which should be sent to Martin Dunlop, Digital & Web Manager: martin.dunlop@strath.ac.uk

## Purpose

Why would you like your video to be made? Please provide us with a brief summary of what you would like your video to be about and why it’s needed? Is the video for a particular event? Is there a deadline to be met?

## Audience

Who is your video for, who will benefit from this video and where do you intend it to be viewed?

## Subjects

Who would you like to feature in your video? We would recommend two or three ‘talking heads’ per video (unless it’s a specific request for a single ‘talking head’, which can be considered). Remember, people featuring in videos should be engaging and have an interesting story to tell/useful information to share. The subject of your video is very important to the video’s success. Please provide us with the below:

* Name
* Role
* Interesting points about person (why would they be good to feature on a video?)

## Questions

It’s important that your video answers people’s questions. It’s worth remembering that the vast majority of web users land on a web page/a piece of digital content as they have a question they would like to be answered or they’re searching for specific information. Can you provide us with some example questions you would like your video to answer? These will act as the objectives for your video.

## Location

Do you have a good location that would be suitable for a video? Do you have new facilities that you would like to show off? Please provide any detail you can that will help us pick a suitable location.

## Sign-off

Prior to production, video projects require to be agreed and signed-off by Martin Dunlop, Digital & Web Manager (martin.dunlop@strath.ac.uk)