



UCL Academic Manual

Chapter 1: Student Recruitment and Admissions Framework

Annex 1.1.7

## Good Practice in the Production of Student Recruitment Video Content

*Contact: Communications and Marketing Team:*

[www.ucl.ac.uk/staff/communications-digital-and-marketing](http://www.ucl.ac.uk/staff/communications-digital-and-marketing) and your Faculty Head of Marketing & Communications

### Importance of Video

1. Use of engaging and accurate video content is a powerful tool for reaching a wide audience, especially online. Complicated messaging and information can be effectively communicated in a relatively short space of time. Visuals are especially important when showcasing UCL's unique setting and facilities.
2. Videos made centrally cover wider UCL topics and information aimed at prospective or current students such as access, fees and funding, accommodation, student views and experiences, widening participation topics, and Open Days.
3. Faculties, Schools and Departments can contact CAM for advice about video production; however, the responsibility for production lies with the Faculty, School or Department that commissions the content.
4. Content must be up to date, reflect UCL policy and guidelines, be filmed and edited in a professional manner and have the relevant permission documents signed.
5. CAM can provide some consultancy on specific projects, and advise in accordance with guidelines of quality control, and the Competitions and Market Authority (CMA) framework, but does not currently have a specific video producer role and therefore cannot undertake the production management of video content.

## Producing content

6. Before producing content, the project commissioner should identify the need and purpose of the video and key central message.
7. CAM can direct people to appropriate project outline templates, and provide some consultation, decided upon on a project-by-project basis.
8. Budget is a key consideration, and will influence how the final project comes together and the technical side of production.
9. Technical aspects such as location, sound, lighting, editing, music and graphics must be carefully considered and in line with UCL standards. For example when constructing an interview, background setting and noise should be taken into account as what is in shot can influence the viewers opinion of the content and therefore UCL as an organization.
10. Sound should be recorded at the appropriate levels through professional audio devices.
11. All videos must be subtitled to meet UCL's commitments to accessibility standards
12. Graphics must be within brand guidelines
13. Music should only be used where the copyright is owned, given or bought.
14. When filming all relevant permission forms must be signed by both person/s appearing in the video and a representative for the location if not filmed at UCL. For further information on specific filming instructions and good practice please see [www.ucl.ac.uk/staff/communications-digital-and-marketing/digital](http://www.ucl.ac.uk/staff/communications-digital-and-marketing/digital)

## Publishing Content

15. Content overseen by CAM appears across UCL, including on the central UCL YouTube Channel and UCL Media Central.
16. Video productions not overseen by CAM can be shared online through these channels if appropriate, or other YouTube channels set up by UCL Faculties, Schools or Departments and social media platforms.
17. Content produced for online dissemination benefits from a clear and concise message, and a short duration.
18. All UCL Video needs to be dated for the time of publication, and appropriate disclaimers applied in order to adhere to CMA guidelines (see [www.ucl.ac.uk/cam/resources/cma-advice](http://www.ucl.ac.uk/cam/resources/cma-advice)).