Important 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. Faculty, School or Department content is made in conjunction with the central Video team and UCL Video guidelines, 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. The central Video Team will consult on specific projects, and advise in accordance with guidelines of quality control, and Competitions and Market Authority (CMA) framework.

Producing content
6. Before producing content, the project commissioner should identify the need and purpose of the video and key central message.

7. The central Video Team can provide project outline templates, and consultation 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. Graphics must be within brand guidelines and approved centrally.

12. Music should only be used where the copyright is owned, given or bought.

13. 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/cam/resources/Video-production-student-recruitment-toolkit.pdf

**Publishing Content**

14. Content produced by the central SRM Video Team mainly appears on the Study UCL Youtube Channel or UCL Media Central.

15. Videos not produced by the central SRM Video Team can be shared online through these channels if appropriate, other YouTube channels set up by UCL Faculties, Schools or Departments and social media platforms.

16. Content produced for online dissemination benefits from a clear and concise message, and a short duration.

17. 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).