

## BRIEF

Below you'll find the list of video elements I'll need to construct your edit. Your initial answers to the questions can be anywhere between 30 seconds & a minute but bear in mind your total duration of the final video needs to be a minute or under so we will have to keep your final answers succinct. Any additional material outside of what I've detailed below is welcome! Get creative & be resourceful with what you have. Copying a few examples below of remote video I've been able to work on for some inspiration:

[Teens react to A-level results day 2020](#) - This is a great example of how you could use phone footage of you in class & out and about at uni to bring life to your video.

[Lady Phyll on the importance of Black Pride in the UK](#) - this edit was assembled using only a zoom call, videos, photographs & screenshots from the internet.

[Naomi Smalls on how Naomi Campbell, Galliano's Dior and basketball made her](#) - Again, this was constructed just from a zoom call & downloads from the internet.

*\*Deadline is Friday 1st March, or earlier if you're able!*

## QUESTIONS

The below questions will be the guiding structure of your videos:

### SECTION 1

- Who are you? Introduce yourself: name, age etc?

### SECTION 2

- What position are you standing for (e.g. student president/vp education etc.)?
- What are your core manifesto point(s)/values?
- What would you bring to the role?
- Why should students vote for you?

### SECTION 3

- Call to action - what is it you want people watching to do & to go away thinking about?
- Sign off, a quick recap & thanks for watching

## CONTENT

After self-shooting the above, any additional material you can provide such as B roll or cutaways will be really useful in the edit.

### What is B-roll?

B-roll is an additional material, outside of the above, which can be used to enrich the content & the points you're communicating. It also allows us to have more flexibility within your edit in terms of structure & fleshing out your action points with more context. B-roll can be: video footage, photographs, animation or other graphic elements. For example in [this video](#) I've used graphics to punctuate what is being said, emphasising key points. In this [video](#), I've used B-roll in a different way, cutting in camera roll footage from the day of the election results so viewers can better visualise the scene as it happens. An example of B-roll for a campaign video might be - you think student poverty is rising & you plan to combat this by providing free snacks and water. You may want to use some generic stock footage for this, for example [this](#). Or even better, if you have some video from your own camera roll, say of you & friends having lunch together. It doesn't have to be high production, we can work with whatever is available to you!

B roll is a really important tool in better visualising what you're talking about, what your mission is & who you are. Get creative with this, it could be a very literal reference or slightly more abstract.

## SELF-SHOOTING INSTRUCTIONS

- Use a phone or webcam, whichever is available. If using a phone please shoot landscape
- If in the day time make sure to face a natural source of light (window) or if shooting in the evening have a lamp facing you or at very least an overhead light on
- Try to shoot in a quiet setting and speak clearly into your chosen device.
- Make sure you're central in the shot but try to leave some space around your head & shoulders
- Please send through any B roll that will further visualise what you're saying
- When answering the Qs, please incorporate the question into your answer

## RESOURCES

### Royalty free music:

Youtube - just search genre accompanied by 'royalty free'

Alternatively <https://freemusicarchive.org/> is a great website if you have the time to search through the extensive library!

### Royalty free video:

Your own camera rolls!

<https://www.pexels.com/> - easy to download and free to use! Just search key terms.

YouTube has a lot of stock footage but just check your sources & that it's okay to use

<https://pixabay.com/>

### Images:

<https://unsplash.com/>

### Graphics:

<https://www.canva.com/photos/free/>