**CREATIVE BRIEF**

Send a creative brief (see the example document on page 8) to your chosen agency containing the following information:

* How much **budget** do you have to spend on the video?
* **Objectives:**  why do you want to make the film? What are your main aims?
* What are your video’s **key** and **secondary messages**?
* **Target audience(s)** e.g., undergraduate students aged 16-18, postgraduate students,staff, International/UK students, parents/teachers/advisers.
* **Format:** will the video be played on the University website, YouTube, DVD, vimeoetc.? The University’s internal video hosting website, player, is another non-public alternative to YouTube:
* **Length:** how long should the finished video be? Online videos are more effective ifthey’re 60-90 seconds in length.
* **Deadlines:** when would you like the filming to take place, and what is your deadlinefor finishing the video? For example, does the video’s publication date need to coincide with a particular date in the recruitment cycle?

When drawing up a schedule for the project, make sure that you factor in time to review proofs of the video, and give the video agency time to incorporate any of your amends. The video agency will be able to advise you about how long the editing and filming process will take for your project.

* **Style** guides the video agency on the style and tone of the video.
* **Content:** give as much detail as possible about what you would like to include in thevideo such as, interviews or shots of particular locations. Would you like to include additional content such as, music, motion graphics, the University of Sheffield logo, text captions, or title pages in the videos?

**Visual Identity**

* **Opening page:** we recommend that you start the video with an introductory slide.This page should include a color RGB version of the logo at the top left of the screen. A capitalized three-to-four-line statement with full-stop in TUOS Stephenson font, and a short subtitle in TUOS Blake (see The Big Flip example below). The page should be in a university color, please see the corporate:
* **Captions:**

Name (in larger TUOS Stephenson font) Title (in TUOS Blake font)

Department (in TUOS Blake font)

* **Closing page:** we suggest ending with a color RGB version of the logo and the University’s web address in TUOS Blake font:
* Further guidance about applying the logo can be found on the marketing web pages: