



The  
University  
Of  
Sheffield.

Corporate  
Affairs.

## Video guidelines – working with an agency

If you are thinking of creating a video to help recruit students, then your first point of contact should be your faculty representative in the Recruitment Support team.

They'll work out how this fits in with your faculty and department recruitment strategy and then work out how best to go about commissioning a video.

These guidelines will help you recruit and brief an agency, and offer advice on what to look out for when creating a video.

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## Stage one

### Your budget and writing an initial brief

Request a quote by sending a description about your project to a University approved video agency (please see the list of agencies and example prices on pages 7-9). To get a good idea of costs you should try to include as much detail as possible in your initial brief. When asking for a quote, you should also ask the agency for full-rights to the completed video, so that there are no additional charges for playing the video.

If the video will cost over £5,000 (including VAT) the University's procurement procedure states that you will need to receive quotes from three agencies. Please make sure that you keep all the quotes and emails for audit purposes. For more information on procurement please visit the University's finance website: <http://www.shef.ac.uk/finance/staff-information/help/procurement/news/january12#news>

If you would like to include music in your video you may also need to include a separate budget for music royalties, as this isn't always included in the cost of video production.

Unless it is included in the video agency's quote, there is often an additional charge for music. Due to copyright laws, it's often difficult and expensive to obtain well-known pieces of music. Instead, there are two ways of obtaining music for a University video:

- i) Buy music from a music library (see information on: <http://www.prsformusic.com>)
- ii) Commission music from a composer – this is more expensive option but it will give you more choice. The video production agency that you are working with may be able to recommend a suitable composer. You could guide the composer by giving them examples of styles and genres of music that you would like the new composition to sound like.

The quality of the video often relates to the price that you pay, and the price of your video could be increased by many factors including:

- Adding motion graphics
- Amount of days or half days filming
- Length of the video
- Meetings with the agency and site visits
- Editing time
- Number of reviews and re-edits needed
- Studio voiceover costs
- Autocue system hire
- There will also be extra costs if you would like to turn the film into a DVD, Blue-Ray or USB-Stick.

### Further costs

- For a more polished video, there will be additional costs for more expensive lighting and camera equipment, and extra camera crew.
- For something that looks like a commercial, you will need extra budget for designing, storyboarding and planning. Plus, possibly, additional lighting and post-production processes, such as colour grading. You will also need to pay for more shooting time to allow for longer set ups and additional takes.

## Stage two

### Writing a 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, vimeo etc? The University's internal video hosting website, uPlayer, is another non-public alternative to YouTube: <http://www.shef.ac.uk/cics/uplayer>.
- **Length:** how long should the finished video be? Online videos are more effective if they're 60-90 seconds in length.
- **Deadlines:** when would you like the filming to take place, and what is your deadline for 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:** guide 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 the video 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 colour RGB version of the logo at the top left of the screen. A capitalised 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 colour, please see the corporate colour swatches at the following link: <http://www.sheffield.ac.uk/marketing/help-yourself/visual-identity/downloads/corporate-colour-swatch>.



- **Captions:**

Name (in larger TUOS Stephenson font)

Title (in TUOS Blake font)

Department (in TUOS Blake font)

- **Closing page:** we suggest ending with a colour RGB version of the logo and the University's web address in TUOS Blake font: [www.sheffield.ac.uk](http://www.sheffield.ac.uk)
- Further guidance about applying the logo can be found on the marketing web pages: <http://www.sheffield.ac.uk/marketing/help-yourself/visual-identity/applying/dos-donts>

## Stage three

### Further arrangements/things to consider:

- Locations – are there any particular locations that you would like to include in the film such as new facilities? Write the agency a shot list of the areas that you would like them to film.
- You will also need to gain permission from the managers of any buildings that are being filmed, and make sure that porters are aware that the filming will be taking place.
- It's often useful to give the agency an official University letter from your department to take with them, explaining why the filming is happening and containing your contact details in case there are any problems.
- The people featured in the film should fill in a data protection form, which has been adapted for video. If filming children, you should obtain full parental permission first. Data protection forms for video can be downloaded from the following web link: <http://www.sheffield.ac.uk/marketing/get-help/video>
- If the agency is conducting interviews for the video you should liaise with them beforehand about the themes and content for the interview questions.
- There should be a good mix of male and female, UK and international students in the film.

## **Stage four**

### Reviewing the video

- When reviewing the final version of the video make sure that you check the legibility of the text. Some colour combinations may make the text difficult to read on-screen. If including names or job titles you should also run these past the participants first, to make sure that they are accurate and spelt correctly.
- You should check that there is no product placement in the videos.
- In order to avoid breaching copyright, please check that any images from books, works of art and websites are copyright free.

## Video agencies

The cost of video production will depend on your particular brief, but these are some rough estimates for prices. Please see stage one budget section for more detailed information about costs.

The following video agencies have been used before and are approved by the University's marketing team:

Agency name	Contact	Email/phone/website	Estimate cost (prices are accurate as of July 2012)
Amplify video	Drew Perry	<p>Email (office): <a href="mailto:info@amplifyvideo.co.uk">info@amplifyvideo.co.uk</a></p> <p>Email (direct): <a href="mailto:drew@amplifyvideo.co.uk">drew@amplifyvideo.co.uk</a> or <a href="mailto:me@drewperry.co.uk">me@drewperry.co.uk</a></p> <p>Office: 0114 360 3330</p> <p>Mobile (direct): 07737 206091</p> <p><a href="http://www.amplifyvideo.co.uk">www.amplifyvideo.co.uk</a></p>	<p>A two minute video with standard lighting, grading and sound recording will normally require one day's filming and two days' editing. A longer or more complex video may need three or four days editing time.</p> <p>Filming cost (two cameras and operators with basic lighting and sound kit): £750 per day</p> <p>Editing cost (including titles, music, graphics): £300 per day.</p> <p>Videos may take less time to edit or may not require two camera operators, which will cost less. Please ring Drew Perry to ask for a more accurate quote.</p>
Daylight Moving Image Ltd	Matt Smith	<p><a href="mailto:talk@day-light.co.uk">talk@day-light.co.uk</a> or <a href="mailto:matt@day-light.co.uk">matt@day-light.co.uk</a></p> <p>0161 839 9088</p> <p><a href="http://www.day-light.co.uk/">http://www.day-light.co.uk/</a></p>	<p>Ballpark prices per day (excluding VAT):</p> <ul style="list-style-type: none"> <li>- Camera operator and kit: £550</li> <li>- Sound operator and kit: £550 (only really required if recording roaming location sound)</li> <li>- Director/Producer: £600</li> <li>- Edit/post-production: £550</li> <li>- Motion graphics: £600</li> </ul> <p>Additional costs could include, dependent on level of production:</p> <ul style="list-style-type: none"> <li>- pre-production</li> <li>- travel</li> <li>- expenses</li> <li>- lighting</li> <li>- encoding</li> <li>- uploading</li> <li>- master</li> <li>- storage</li> </ul> <p>Prices will alter depending on the brief. Discounts are given for multiple days work.</p>
Human Studio	Nick Bax	<p><a href="mailto:Nick@humanstudio.com">Nick@humanstudio.com</a></p> <p>0114 221 3806</p> <p><a href="http://www.humanstudio.com">www.humanstudio.com</a></p>	<p>Rough summary of costs for video production (Filming, editing and delivery of "web-friendly" promotional video)</p> <p>Filming Camera, audio recording equipment, assistant, art direction 1x full day: £1,500 2x full days: £2,500 3x full days: £3,000</p> <p>Editing Video editing: £250 per day Colour grading: £250 per day Refined audio editing + EQ of interviews: £250 per day</p>

			<p>Delivery (included in costs) All edits to be uploaded for approval Final hi-res files uploaded / supplied on disc</p> <p>Example of combined costs: 1x full day filming, 3x days editing, 1x day colour grading, 1.5x days audio editing, delivery Total: £2,850 +VAT</p> <p>2x full days filming, 4x days editing, 1x day colour grading, 2x days audio editing, delivery Total: £4,750 +VAT</p> <p>Examples shown based on: - Estimated "web-friendly" duration of 1-3 minutes - Audio interviews to be conducted and edited by University Marketing team - Audio to feature previously commissioned music (owned by University)</p> <p>Additional options Audio interviews to be conducted and edited by Human : £750 Commissioning of unique / bespoke music: £500-£1,000</p>
Sort of Films	Ed Cartledge	<p><a href="mailto:ed@sortoffilms.co.uk">ed@sortoffilms.co.uk</a></p> <p>07968 902293</p> <p><a href="http://www.sortoffilms.co.uk/">http://www.sortoffilms.co.uk/</a></p>	<p>Estimate price: £400-£500 for a three to five minute online video including half a day filming and half a day editing, plus simple graphics.</p> <p>Additional costs could include, dependent on level of production: - studio voiceover: £50-£300 - motion graphics: £100-£1000 - music: £30 - £10,000 e.g. up to £10,000 for a Coldplay track. - more expensive equipment (for a glossier finish): £100-£1000s - autocue system hire: £200-£400 per day - additional crew costs (for filming an event or dialogue) - DVD/Blue-ray/USB production costs</p> <p>Prices exclude VAT, and will alter depending on the brief.</p>
Über, Sheffield	Karen Drew	<p><a href="mailto:karen@uberagency.com">karen@uberagency.com</a></p> <p>0114 278 7100</p> <p><a href="http://www.uberagency.com">www.uberagency.com</a></p>	<p>Estimate price for a two minute video is in the region of the 10k for:</p> <p>- One day shoot. <span style="float: right;">8</span> - Equipment: HD Camera. - Crew: Camera Operator, Sound Man, Director, Director's Assistant, Runner. - Basic Edit: (two days) with simple graphics. Price excludes any additional elements, such as music, voice-over, script/storyboard development etc.</p>

## Example creative brief

**From:** (your name)

**Date:**

**To:** (the video  
agency's name)

Project title:	
Budget holders and sign off:	

Background	Background information about the project.
Research and insight	If applicable, give details about any research that has fed into the project.
Delivery deadline	Films to be finished by...
Objectives	One or two points outlining the video's main aims
Target audiences	E.g. 16-18 year olds, undergraduate students, postgraduate students, staff, international/UK students, parents and teachers. Give as much detail as possible.
Key message	The video's main message
Secondary message	Other messages that you would like to include in the video.
Deliverables	What you would like the film agency to do for you e.g. Film and edit new content for a student recruitment video.
Formats required:	E.g. suitable for YouTube, vimeo, provided on a DVD, blu-ray, USB
Budget (inclusive of VAT or not?)	
Contacts/project roles	Project Manager – Team Support – Budget holders & sign-off –

