



EXAMPLE VIDEO PRODUCTION BRIEFS

- **Brief 1 - Microscope Demonstration Video**

A laboratory video for first year Nursing students which explains how to use a microscope. The video will feature Dr Jane Andrews presenting to camera, plus close up shots of the various microscope controls in use. Dr Andrews will write the script one week prior to filming. The video will be filmed at the biomedical laboratory at St Albans campus (only available Fridays). We will also need to show examples of magnified images which we will supply from our photo library. Suitable music to play underneath plus Victoria University logos/branding. The video will be in VU Collaborate. Duration of 2 minutes. We will need the video prior to Semester 1 Block 2.

- **Brief 2 - Interview with Dr Preeti Sharma**

The video is a two-way interview between Dr John Davis and visiting UK academic Dr Preeti Sharma discussing global economics. The interview will take place in the Video Hive studio at Footscray Park. Dr John Davis will act as the interviewer and prepare six questions with the final video to be approx. 6 minutes. The video will be hosted in VU Collaborate for second year economics students to help build their understanding of Australia's role in the global economy. Please include Victoria University logos/branding. We will need the video prior to Semester 2 Block 3. John will also show the video at an overseas conference in July.

- **Brief 3 – Internal Communications Message re Student Experience Survey**

The video is to encourage VU students to complete the annual Student Experience Survey. We would like to increase the number of students participating in this national project. We will have ten students across the Footscray Park and St Albans campus holding up coloured signs with a key message on each explaining different benefits of the survey and incentives such as prizes. Internal comms team will develop messages to be written. Please include Victoria University logos/branding and upbeat music. To be distributed on VU social media. No more than one minute. The survey commences on 1st November so the video will need to be finalised by 20th October.

- **Brief 4 – Open Day Event Highlights**

This video is to highlight VU's Open Day at the Footscray Park Campus. The video will cover colour and excitement (performers, musicians) across the event but also focus on the range of courses on offer at VU. In particular, hospitality courses offered by the Polytechnic. The video will also feature voxpops from visitors about the day and a quick voxpop with the Vice Chancellor who will be onsite from 11-12pm. The video will be a maximum of 2 minutes for VU social media channels. Suitable music to play underneath plus Victoria University logos/branding. The video will be required on the Tuesday after Open Day. We will also keep all raw footage on file to be used for future Open Day promotions.