Clark School Video Style Guide

Presenter: Matt Ehrichs
Globally, IP video traffic will be 82 percent of all consumer Internet traffic by 2021, up from 73 percent in 2016.

- *Cisco Visual Networking Index: Forecast and Methodology, 2016–2021*
How you can help!

...Fill out the Clark School Video Pitch with any and all pitches!
The Mini-doc

Daniel and the Sea of Sound
How to Build a Tornado

- Branded content with heartstrings
- 3:00-5:00 minutes
- Multiple characters
- Multiple locations
- Multiple layers in terms of research, initiatives
- Will be posted exclusively to YouTube
The Quick-hit

60 Second Docs

- :30-1:30 video for social
- Does well if attached to news peg
- Will include on screen captions
- Will be square
- Only uploaded to Facebook and Twitter natively
- Production time ~ 2 weeks
- Topics include but not limited to:
  - Research and innovation
  - Character story that highlights one of our programs, themes and initiatives
The Explainer

Deep Look
Skunk Bear

- Voiced or narrated by strong, trained professional.
- Usually breaking down the complex to bite sized information that is tied to metaphor and likeness.
- Can be conformed for social but designed for Youtube distribution.
- Production time ~ 2-3 weeks
The Bio-pic

I was Stung 1,000 Times for Science

- Generally one character
- Shorter than mini-doc, 3:00mins MAX
- Works well on YouTube but can be trimmed down to be a Quick-Hit
- Highlights researcher or student and their work
- Production time ~ 2 week
The Donor Video

Supporting Student Athlete Success - UMD

- Targeted messaging at a particular program/initiative
- Focus is on the initiative or program itself. Small target audience
- Will be delivered via YouTube
- Production time: ~ minimum 2 weeks
The Sizzle Reel

Not to be confused with a Sizzler steak ;)

- Targeted highlight reel emphasizing a montage of work
- Used with music
- Every shot matters. This will need lots of development in order for the all aspects of the messaging to resonate
- Needs a strong theme and messaging.
- Production time ~ 3-4 weeks
<table>
<thead>
<tr>
<th>Mini-Doc</th>
<th>Quick-hit</th>
<th>Explainer</th>
<th>Bio-pic</th>
<th>Donor</th>
<th>Sizzle</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Length:</strong> 3-5 minutes</td>
<td><strong>Length:</strong> :30-90 seconds</td>
<td><strong>Length:</strong> 2-5 minutes</td>
<td><strong>Length:</strong> 3 mins max</td>
<td><strong>Length:</strong> ~less than 5 minutes</td>
<td><strong>Length:</strong> 3-5 minutes</td>
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<tr>
<td><strong>Production turnaround time:</strong></td>
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<td>~3 weeks</td>
<td>~2 weeks or less</td>
<td>~2 weeks</td>
<td>~2 weeks</td>
<td>minimum 2 weeks</td>
<td>~3 weeks - 4 weeks</td>
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<tr>
<td><strong>Format:</strong> Youtube</td>
<td><strong>Format:</strong> Facebook and Twitter</td>
<td><strong>Format:</strong> Youtube, can be trimmed to Quick-Hit</td>
<td><strong>Format:</strong> Youtube</td>
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<td><strong>Multiple layers, characters and locations</strong></td>
<td><strong>Square with captions.</strong></td>
<td><strong>Bite size break down with strong voice</strong></td>
<td><strong>One character profile</strong></td>
<td><strong>Focus on an initiative or program itself</strong></td>
<td><strong>Montage. Highlight reel. Every shot matters</strong></td>
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How to support video

- Video does not live in a vacuum. Can’t expect to upload a video and expect it to return results without support.
  - Social media sharing
  - Paired with a written piece but not redundant - to a point
  - Attached to a news peg (newsworthiness)
  - Possible opportunity to pair with a faculty member with AMA or Twitter Chat. Rolled out over social with supported socials versions (square video and captions)
  - Support with .gifs
How to support video continued...

- Needs to be good if someone is going to watch it
  - How to ensure quality? Pitch it. Pitch it even if you think it won’t work in video. We will be able to work through a pitch and judge if it will make a good video or something else.
  - Character first. Ask yourself what makes this character work?
- Tie the corresponding video into strategic campaigns and initiatives at the Clark School and UMD.