

# Clark School Video Style Guide



Presenter: Matt Ehrichs

# 82%

- 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

- Modeling after Great Big Story, VICE, [AJ+](#), PBS, The Atlantic
  - 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
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# 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
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# 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
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# 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
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# 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
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# 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
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## Mini-Doc

Length: 3-5 minutes

Production turnaround time: ~3 weeks

Format: Youtube

Multiple layers, characters and locations

## Quick-hit

Length: :30-90 seconds

Production turnaround time: ~2 weeks or less

Format: Facebook and Twitter

Square with captions.

Themes, research and initiatives

## Explainer

Length: 2-5 minutes

Production turnaround time: ~2 weeks

Format: Youtube, can be trimmed to Quick-Hit

Bite size break down with strong voice

## Bio-pic

Length: 3 mins max

Production turnaround time: ~2 weeks

Format: Youtube

One character profile

## Donor

Length: ~less than 5 minutes

Production turnaround time: minimum 2 weeks

Format: Youtube

Focus on an initiative or program itself

## Sizzle

Length: 3-5 minutes

Production turnaround time: ~3 weeks - 4 weeks

Format: Youtube

Montage. Highlight reel. Every shot matters

# How to support video

- Video does not live in a vacuum. Can't expect to upload a video and expect it 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.,