

# Marketing Videography Process

## Breakdown of Timeline

**45 Days Out:** Email Sierra ([scargill@emporia.edu](mailto:scargill@emporia.edu)) to initiate the planning process and provide project details.

**30 Days Out:** Videographer to present storyboard, script or shot list for review.

**15 Days Out:** Finalize storyboard, script or shot list. Schedule actors/models and send calendar invites for the shoot.

**Day of Shoot:** Videographer to arrive at least 15 minutes early for setup.

*\*\*Please note that ESU Marketing and Communication reserves the right to reject any video project that does not align with our brand guidelines or strategic objectives.\*\**

## Alternatives Options

### Crowdsourcing or Contest

Consider hosting a video contest or reaching out to the university community for submissions. This approach can generate excitement and engagement while potentially uncovering hidden talent within the student body or faculty.

### Phone Optimizations

If marketing is unable to collaborate on your video project, we suggest the following setting for your phone and editing in iMovie for social media:

#### iPhone

- > Open up the Camera app.
- > Switch to Video mode.
- > In the upper right corner, tap between 30 and 60 to adjust the frames captured per second.

#### Android Device

- > Open up the Camera app.
- > Switch to Video mode.
- > Then tap on the recording settings to open up a list of resolutions and fps values.

---

## Things to Consider for Your Videography Request

Where is the video going? Will the video be primarily featured on the ESU website and social media platforms, including YouTube and Instagram?

Who is going to watch the video? Who is the target audience? Include current and potential students, stakeholders and/or partners.

What is the purpose of the video? What does the video aim to showcase?

What do you want viewers to know after watching the video? We want viewers to have a clear understanding of what the call to action should be.

What are the dates and times that would be good to shoot the video? Give us specific dates and times.

Who is going to be in the video? Most shoots require actors and models.