

## WHO WE ARE AND WHAT WE DO

ISS Digital Media Service provide a range of media-related services to the University. A key element of our services is the production of high quality digital media which is offered as a core and free service to the University provided the aim of the project is to:-

- Aid or enhance learning and teaching within the University
- Promote or market the University and its schools, faculties or services

Whilst we would like to be able to accommodate all requests our resources are limited and we aim to provide our services equally across faculties and services within the University. If we are not able to accommodate your request we will try and assist in brokering your request either elsewhere within the University or by recommending an external video production company; either option may however incur charges.

We have a professional TV studio which can be utilised during the production process; useful where a controlled environment is needed. We can also record and mix live which often speeds up the filming process and negating the need to reshoot from multiple angles.

We don't provide our services outside of the University

## HOW TO REQUEST OUR SERVICES

To request our media production services please complete our media production request form in the first instance. We will then evaluate your request against current commitments, timescales and available resource and get in touch with you to confirm if we are able to accommodate your request.

Due to current involvement in the MOOC projects we are currently unable to commission any long term production commitments until early 2014. We will however review and consider any request on their own merit so we would suggest completing our request form (see below).

## WHAT MAKES FOR A GOOD PRODUCTION?

Production is generally split in to three phases. Evidence suggests that the more preparation and structure put in place by everyone during the pre-production process the smoother and less time-consuming the actual production and post-production process will be

### **Pre-production**

If commissioned we will contact you to arrange a pre-production meeting to discuss your production in more detail and to firm up timescales. Whilst we will offer creative input on your project we will also require you to do some work in advance. Consider things like this ahead even ahead of the pre-production meeting:-

- What are your required outcomes/objectives for the project?
- What style are you looking to achieve (documentary/promotional/etc). Are there any examples of similar work which you could show in terms on look and feel?
- Who is your target audience? How should it be pitched? What level of education are potential viewers expected to have?

- How long do you expect the finished programme to last? Statistics suggest that the first 15 seconds are crucial to grab the viewer's attention and generally anything longer than 5 minutes will show a drop in interest levels
- How do you anticipate delivering the finished media (e.g. DVD/online/etc)
- Having a rough script or story-board to work from is really useful in allowing us to know what's needed in terms of filming and to give input on what we feel will and won't work from experience
- Consider any locations that you may need to film in. Are there any potential restrictions/permissions/ advance notice that may need to be given?
- Consider people's availability who are involved in the project to ensure that they can be available when required
- What about music? Tracks that are subject to copyright generally cost a lot of money to use, are very time consuming to get the 'rights' to use and incur royalty payments therefore we wouldn't recommend this route. We generally purchase from a royalty free music library which covers a vast range of types and styles of music and would normally offer assistance and advice during this process.
- Does the finished video require a voiceover? If it does then do you know of anyone who may be able to undertake this? Professional voiceovers do cost and are not covered within our core service

### **During production/filming**

- Plan sufficient time to get the best possible shots; taking the time to allow the setup of well-coordinated and creative shots (e.g. tracking shots) can make such a difference to a finished product. Sometimes things like the time of day can give a more dynamic/dramatic look to a shot
- Consider the filming environment – can it be controlled in terms of noise disruption? This could add to the required filming time
- When filming people remember that they generally aren't trained actors so allow for plenty of time to rehearse and shoot multiple 'takes'; people do get nervous in front of cameras, even seasoned presenters!

### **Post-production/editing**

- It's likely that you won't get exactly what you want in the first edit. Plan in time to receive and feedback on first and second 'cuts' of material. It's also useful if you are available to spend time with our team during the edit process to give more on the fly and dynamic feedback.
- Review the latest version against your original objectives/outcomes in the pre-production phase; does it achieve what you expected?