**Guidelines: Developing your Sustainability Videos**

By now all groups should be familiar with their group topic and should have identified the **key issues** which need researching/exploring. Below is some brief guidance on how to proceed in making your videos.

**Video outline**

* No more than 5 minutes long.
* May include a mixture of: video clips, image stills, audio files playing over either of these (songs or voice overs).
* Remember your target audience, i.e. Senior University Management. You should deliver your sustainability recommendations in a concise, interesting, appropriate and professional way. This does not mean you cannot be creative or experimental.

**Deciding on key issues**

Before you design your outline plan/storyboard it is important that you have decided as a group:

1. The **main focus** and **approach** of your video – what is the key message you are trying to get across, how will you set the scene?
2. The **key issues** and **narrative** – which key issues related to your topic will you explore and the sequence of events, i.e. do you need an intro, middle and end, how will scenes follow on from one another, how will you summarize? You may not be able to cover all aspects of your topic within 5 minutes so you may need to prioritize some information over other information.
3. **Recommendations** you want to make and how you will **justify** these.

**Video plan/storyboard**

The purpose of a plan/storyboard is to help visualize the structure of your video and to help you to plan the sequences and images you need to capture. As you only have five minutes it may be a good idea to split your storyboard into 30second/1 minute sections. You can then design the layout of your video and which things you will cover in each section.

**Things you may wish to consider when designing your video**

* How can you design a video that has impact and leaves a lasting message?
* What exciting/original style of video could you take?
* How can you grab attention from the start and keep your audience engaged?
* How can you stress the importance of your recommendations?
* What locations will you use – can you think of interesting/unusual settings?
* Will all your settings be on the Keele campus? Will you visit other places to showcase examples of sustainable practices and highlight benefits?
* Who will talk to the camera? Will this be formal/informal (it still needs to be professional)?
* Will you interview people? How will you get permission?
* Will some shots be voice overs? How can you keep these shots captivating?
* Will you use images as well as video clips?
* Do you need to consider lighting, sound and filming techniques?
* Will you need any props?
* Do you want any music/soundtrack in the background?
* Don’t forget to introduce people, topics and locations which feature in the video.

Have a look on YouTube for videos about making short films/documentaries for more guidelines. There is a lot of guidance about how to use particular software’s online too.

**Greening Business Group Videos - Marking Criteria**

This table below shows the criteria you will be marked on for your video presentations. During the video presentation sessions members of the universities senior management and sustainability team will mark each group using this form. The module leader and facilitator will determine the final video marks.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1st | 2:1 | 2:2 | 3rd | Fail |
| 1. Fulfilment of brief (content) |  |  |  |  |  |
| 1. Extent of interdisciplinary considerations |  |  |  |  |  |
| 1. Inclusion of key points |  |  |  |  |  |
| 1. Depth of research ‘in the field’ at Keele |  |  |  |  |  |
| 1. Depth of online research from other institutions/businesses |  |  |  |  |  |
| 1. Strength of recommendations made |  |  |  |  |  |
| 1. Creative and effective use of media |  |  |  |  |  |
| 1. Professional ‘polish’ to video |  |  |  |  |  |
| 1. Quality of answers to questions |  |  |  |  |  |