I am COAH Video Guidelines

Objective:
The content will feature a student, staff, or faculty member within the College of Arts and Humanities (COAH) who will describe and show what they’re doing from a first person perspective. The goal is to create marketing videos in the style of Snapchat and Instagram stories to engage a younger audience that has grown up with social media. The videos will be used to promote the seven COAH areas: Art, English, International Languages, History, Music, Philosophy, and Theatre.

The video should be filmed per the example and guidelines below. University Marketing and Communications will edit/"finish" the video and insert graphics, etc. Ideal content should contain simple ("selfie style") first person narration and b-roll (supplemental) footage describing behind the scenes moments and interactions. The combination of the narration and b-roll would show the viewer how engaging and fun the experience is.

Guidelines:
• You must film the content either entirely horizontal or entirely vertical. Having a mix of both makes for a poor viewing experience.
• Please record at least 2-3 minutes of video. This will give University Communications and Marketing editing options. Ultimately each finished and edited video will be 1:30 at the absolute longest. 45 seconds to 1 minute is ideal.
• You can choose to record one continuous video or break the footage up into several clips.
• Do not edit the video--you should only provide the footage. University Marketing and Communications will edit the video and add graphics such as department logos and the “I am COAH” brand.
• Videos must contain the items listed below or they cannot be used.

Each video should include:
1. An introduction with the student/staff or faculty member speaking in first person.
2. Clips of people having fun with each other and engaging in a department activity or event.
3. Clips of students working on their project or practicing for an event or performance.
4. Clips of the finished product, performance, etc.
5. Important! An end clip with the student saying “I love the Department of X because of x. I am COAH!”

Example of video style (top) and ending graphics (bottom):

Email video footage to (Use Google Drive, Drop Box, etc if need be):
Clint Samples
Associate Dean for Special Projects // UWG College of Arts and Humanities
csamples@westga.edu
One person...one story...“I am COAH”

**Video 1: Intro**
- Introduce yourself and your department!
- What activity or event are you going to show?
- Keep your intro brief—short, sweet, and direct!
- Keep the video format consistent and the same—vertically or horizontally for all clips.
- Example: “Y’all, my name is _______ and I’m a marching band student and we’re about to put on a halftime show. Come see how cool this is!”

**Video(s) 2: Fun Stuff!**
- Show students or others engaging in a fun activity or event.
- Example: Video in-between moments of friends having a good time (showing faces and not backs of heads is important).

**Video(s) 3: The “Product”**
- Show clips of the finished product, performance, event, or result
- Example: Get a variety of video footage of the band playing at halftime

**Video 4: I am COAH!**
- Important! An end clip with saying “I love the Department of _____ because of _______. I am COAH!”
- Example: “I love marching band because of x reason and finish with the “I am COAH!” statement. It can be casual and doesn’t need to be obviously scripted.

**CHOOSE TO VIDEO ALL HORIZONTAL or ALL VERTICAL**

**DON’T MIX**