University College Cork

# UCC Film Production Guidelines

The following set of guidelines is intended to inform the UCC ‘preferred panel of suppliers’ of the production process within the university. These films will be consistent with the UCC brand and identity.

There are a number of types or genres of film including:

1. **Short news/promotional clip,** which may include:
   1. Student Interviews
   2. Staff Interviews
   3. General and unique information about a course or organisational unit featuring aspects such as fieldwork or work placement
2. **Presentation,** which may include
   1. A set of animated instructions regarding a particular technical procedure
   2. A lecture with slides
3. **Feature**

Films may be hosted online but in order to be featured on the main UCC homepage and through the official UCC social media platforms, the short news/promotional films need to tick a number of boxes:

* **Keep your audience in mind:** Bear in mind that the target audience is often the 16 to 24 year old category.
* **Keep it short:** in and around **90-150 seconds** long is desirable.
* **Grab their attention:** The first few seconds of any film are vital so make these as interesting as possible to hook the viewer’s attention.
  + The film should begin with a short ‘*hook’* from the film content (this can be in the form of a quote or interesting happening from the main film)
  + The intro should then be followed by the main film content
* **Use the UCC Brand correctly:** In order to represent UCC correctly across all content, be it film, social media, online or in print, the logo and other brand assets need to be used in a consistent manner. Each video should commence and end with the UCC logo, and the UCC logo should be on the top left hand side of the video for its duration. More information on our visual identity is available here: <http://www.ucc.ie/en/mandc/viguidelines/>

## Technical Requirements:

The master copy of your film needs to be:

* Film: Pro Res HQ 422
* File Type/Wrapper: .mov
* Frame size: 1920 x 1080
* Frame rate: 25fps
* Sound: Sampling rate: 48 KHz Stereo / Ambient (background sound) sound between minus 15 and minus 20 Db; Spoken voice between -4 db and - 10 db

## Copyright and Ownership:

Please see the Copyright website at <http://ocla.ucc.ie/copyright/index.asp>.

The authorization waiver needs to be signed by all before the recording is used for publication.

UCC owns all footage commissioned as part of the film production process.   
All project files as well as masters are to be submitted at completion of project.

## Key Marketing Messages:

University College Cork: Ireland’s first five star university. This means that we have first-class learning and teaching and world-class research that keeps us on the cutting edge.

We’re interested in the whole person. You’ll see the world from many perspectives, we’ll ensure that you are world ready and we’ll ignite your future.

Established in 1845, our campus is beautiful and has amazing facilities. In the heart of Cork, we have heritage and contemporary lifestyle. It’s the perfect environment to succeed and excel.

What defines us is our long tradition of independent thinking. We aspire to lead the thinking, rather than follow it. Independent thinking builds character, fulfills potential and shapes the world we live in.

University College Cork: a tradition of independent thinking

All productions should take their inspiration from this statement.

In addition, seven core ideas have been identified, taken from UCC’s Strategic Plan 2013-2018. All film commissioned in UCC should illustrate at least one of these ideas:

·         Student recruitment (SR)

·         Student experience (SE)

·         Research excellence (RE)

·         Internationalisation (I)

·         External engagement (EE)

·         Income generation (IG)

·         Green/environmental (G)

### User Journey Requirements

To help users find your video on YouTube, the ‘second largest search engine in the world’ you need to have:

* A clear title and description of the video
* Metadata terms (5 minimum, search terms relevant to the video)
* Link to webpage(s) for more information – i.e. to departmental/course page, etc.
* Link to email and phone number for more information where appropriate

Please see our [Writing for the Web Style Guide](http://www.ucc.ie/en/media/mandc/visualidentityguidelines/UCCWebsiteLanguageStyleGuideApproved.pdf) for more information on tone of voice guidelines. If you have any queries, please contact us – [upic@ucc.ie](mailto:upic@ucc.ie)