

Producing a video with MaPS

Video: Why use it?

Video is an engaging and powerful tool, that's why!

Video can help you communicate your brand, your message or your story in a way that has a greater emotional impact and allows you to build relationships with your audience.

Advancing technologies mean video is viewable almost anywhere, anytime... So why not make the most of it! The Media and Production Support Team (MAPS) can assist you to develop eye catching video content.

Where to start?

Complete our online questionnaire so we can understand the goals of your project and quote accordingly. It's ideal if you can get in touch with us to investigate the possibility of MAPS filming of your event or project with some lead time before the event and your overall deadline so we can assure our availability.

Request for Video Production

<https://goo.gl/forms/k6klAkoGy0z5lmH73>

Given the many stages of producing video, it's best if we can work with a single point of contact for the project. If a group or committee wish to produce a video, they must appoint a leader to own the project who has final say on change requests and sign off and can liaise directly with the MAPS Team.

Unless otherwise stated, our quotes allow for two rounds of changes. Further changes will need to be negotiated and may incur cost.

Things to think about before completing the questionnaire:

Locations for interviews

When shooting interviews indoors, we look for nice quiet spaces where there is some ability to control noise (by closing doors or windows). It's great if the room isn't completely plain and has some interesting features that can be used in the backgrounds of shots.

When shooting outside, we need to be clear of outside noise such as construction, lawn mowers, fountains etc.

Time of day and light are also crucial to getting a good shot. Often early morning is the best time to capture outside interviews or alternatively, shooting in an area that is in full shade.

Personal Preparation

MAPS can provide advice on what to wear so you look your very best on camera and some tips to assist you when preparing for an interview too!

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Cost and Payment

MAPS will provide a fixed quote based on your questionnaire responses in most cases.
For clients internal to UQ, payment takes place via a RISQ form.
For any clients external to UQ, an agreement must be signed.

Filming and Etiquette:

It is a good practice to let people know in advance if videographers will be attending an event. This can be including a note on an invitation, and putting signs at the entrance of your venue. This task is the responsibility of the client.

Talent Waivers

If the purpose of your video is commercial, for example a promotional video, you should ensure that everyone who can be identified in your video has completed a consent form. Details of this requirement and the form itself can be accessed from the UQ Office of Marketing and Communication (OMC).

<https://omc.uq.edu.au/asset/photography-and-video-consent-form>