

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, message or story in a way that has greater emotional impact and builds relationships with your audience. In our digital world, video is viewable almost anywhere, anytime... So why not make the most of it!

The Media and Production Support Team (MAPS) can assist you in developing eye catching video content.

Where to start?

Complete our online [questionnaire](#) so we can understand your project goals and quote accordingly.

Lead time before your event or overall deadline is ideal so we can assure our availability and time to deliver the perfect product. A single point of contact for the project is also preferred where possible.

Things to consider before completing the questionnaire:

1. Locations for interviews:

When shooting interviews indoors, we look for quiet spaces with some ability to control noise and light (by closing doors or windows). It's great if the room isn't completely plain and has some interesting features (like a plant or picture) which 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 or alternatively, shooting in an area that is in full shade.

2. Filming and etiquette:

It's 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.

3. Talent waivers:

Talent waivers: If your video serves a commercial purpose (e.g. a promotional video), you should ensure anyone who can be identified in your video has completed a consent form. Details of this requirement and the form can be accessed from the [UQ Office of Marketing and Communication \(OMC\)](#).

4. 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!

5. Cost and payment

In most cases, MAPS will provide a fixed quote based on your questionnaire responses. For clients internal to UQ, payment takes place via a RISQ form. For any clients external to UQ, an agreement must be signed prior to commencing production. Unless otherwise stated, our quotes allow for two rounds of changes. Further changes will need to be negotiated and may incur further costs.

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