



VIDEO PRODUCTION PROCESS

All requests for video production must be channelled via the **Visual Media Coordinator (Neil Grant)** within the corporate brand team. This one central point will have oversight of all video content that is being produced and prevent any overlaps with other projects. We will ensure the new video fits within the university's corporate objectives, complies with brand guidelines and visually delivers the LJMU brand narrative.



VIDEO PRODUCTION PROCESS

The process below outlines the steps which must be taken for video production. It is acknowledged there are different 'tiers' of video production with content being produced by staff, students and the schools – the steps below apply to central Marketing content commissioned by Marketing/Student Recruitment/ Corp Comms service teams.

PRE-PRODUCTION

Contact Visual Media Coordinator to outline your video requirements.

Guidance on brief development can be offered at this stage, as well as contractor recommendations and initialising pre-production meetings.

Based on budget and the nature of the video, it may be decided an in-house production would be more suited.

Please see the buyer's guide for videographers/ photographers on the supplier framework – if none of these provide the service you need then a waiver may be completed to work with a third party not on the framework:

[BUYERS GUIDE](#) 

Once the production method and all the deliverables have been agreed, obtain a quote and pass on to Visual Media Coordinator.

PERMISSIONS PROCESS

The correct permissions must be obtained to film on campus.

Request permission from IMT using online form:

[REQUEST FORM](#) 

Visual media coordinator then liaises with estates/ security/building managers to make sure approval is met.

Obtain permission from video subjects, ideally filling out model release form:

[RELEASE FORM](#) 

PRODUCTION

Make sure contractors are aware of and agree to adhere to brand guidelines, using latest video assets which include titles, lower thirds and brand idents:

[VIDEO ASSETS](#) 

Please provide updates on production progress with Visual Media Coordinator, to help keep things on track and avoid major amendments at the final stages.

SIGN-OFF

Visual Media Coordinator and key stakeholders to see final version for final signoff, to ensure brand and production standards maintained.

DISTRIBUTION

Visual Media Coordinator to save archival copy, which can then be distributed via various channels; or the files passed onto whoever is managing the distribution/ campaign.

