

## NORTHUMBRIA UNIVERSITY - (BA) FILM - LIVE BRIEFS

Second Year undergraduate students on the **MP5029: Film Professional Placement module**, part of the (BA) Film programme at Northumbria University are available to take on 'Live Briefs' for external clients.

These short video projects could involve but are not limited to:



- **Staff Training Videos**
- **International Communication Videos**
- **Creating Social Media content**
- **Promotional Videos**
- **Recording Conferences, meetings and presentations**
- **Any other kind of Audio/Visual material required**

### CLIENT INPUT

Students are equipped with all the relevant technical training in first year, employers/clients are therefore not expected to be concerned with the practical and editing aspects of the brief.

Clients should provide a very clear and specific brief to work towards and the beginning of the project. It is often useful to have examples of similar content for reference. Consideration should be given to the following elements:



- What length should the film(s) be?
- What is the core content?
- What do you want the film(s) to say or communicate?
- What kind of style and tone are you after in the finished work?
- Who is the target audience?

## CLIENT/STUDENT COLLABORATION



**Establishing a clear brief in advance of the project will facilitate a smoother collaboration.** Once students have the live brief information, they can start working towards how to deliver your requirements.

The process could be **creatively developed with the students before finalising plans and commencing production work.**

The external organisation will be the Client - and **the student filmmakers will apply their specific media skill sets to deliver the Client requirements** in line with wider media industry practices.

As the project nears completion, **Clients are asked to review edits and give feedback and approval.**

## NEXT STEPS



**Talk To Us** about working with Northumbria University film students.