

# VIDEO OVERSIGHT AND CREATION



## Overview

To ensure the College and University brand remains strong and recognizable, branded videos must be created or overseen by Creative Services. Due to the time-intensive nature of video projects, project timelines are highly approximated. Additionally, we do not always have the bandwidth to accept projects depending on the circumstance, but we can communicate with UK-approved vendors to outsource in those situations.

## ■ Design Review Request

	Task	Completed By	Timeline
1	Schedule a meeting to discuss the project with Will Hieronymus (wlhi223@uky.edu), bear in mind the rough timelines below.	Requester	Refer to Project Timelines section below
2	After meeting, Creative Services will provide a timeline for completing the project in-house or recommend outsourcing.	Creative Services	
3	If working in-house, Creative Services will provide a first draft within the project timeline.	Creative Services	Refer to Project Timelines section below
	4 Requester will review the first draft and request edits as necessary.	Requester	
	5 Final draft will be provided to requester.	Creative Services	
3	If outsourcing, Creative Services will reach out to the video vendor to schedule an initial meeting.	Creative Services	
	4 Creative Services, requester, and vendor will meet to discuss project details and timelines.	Creative Services, Requester	
	5 Creative Services will continue communication and review of drafts until video is complete.	Creative Services	

## Projected Timelines

Timelines for video projects are highly variable and dependent on the scale of the project, as well as the current workload of Creative Services. We may recommend outsourcing the project, which would require funding from the department requesting the video.

Medium	Notes	Timeline
Full-Scale	Scripting, filming, lighting, sound, editing. May require outsourcing, paid for by department requesting services.	4-6 months
Medium Scale	Examples: Interview series, short video accompanying a news article. Limited B Roll and animations.	1-2 months
Small Scale	Examples: Short interviews, 15 second video for social media with no B Roll and very limited animations.	3-4 weeks