



## Specs for Departmental Videos for the NEW uscb.edu

**What:** 60-90 second videos showcasing your department's strengths, narrated by your choice of a faculty member, staff member, or student.

**Audience:** The new *uscb.edu* (and by extension these videos) is targeted towards prospective students and their families.

**Script:** Mahogany and Carol will work with department heads or, a representative they designate, to develop a voice-over script describing the highlights in the video montage. **Note: the script is not a student's personal story, rather an overview of your department's offerings and strengths**

**Examples of talking points:**

*Skills and techniques your students will gain*

*Any hands-on experiential learning opportunities experiences provided by your department*

*Potential career paths*

*Events and celebrations exclusive to your department*

**Footage/visuals:** The departmental videos will feature footage of your students and faculty in action in your department's lab, classrooms, internships, community service projects etc.

**Editing:** Mahogany will edit the videos to include music, graphics and/or titles where appropriate.

### What we need from you

- **A video request ticket** requesting a video for your department for the new *uscb.edu*, including the names of your proposed narrator and name of person who will develop video's content with Carol and Mahogany. Fill out the video request form here:  
<https://forms.office.com/Pages/ResponsePage.aspx?id=GUsqSzXRDKKLSrHNI4mYzPBwHs4K8x5Pg65NA04UxCRUQVVZRVINU1JGTjBXWJITDFDQxRUFaOS4u>
- **Your ideas!** You know the best and most rewarding things that your department gives to your students. We will brainstorm with you and help expand upon those ideas.  
*Remember that outdoors activities, laboratory scenery, and students' internship locations make great video settings.*
- **Pls Keep in Mind:** Prospective students want to see other people their age having fun while learning, so these videos should show close ups of student faces that look happy, active and engaged.



We are here to help! For questions or comments, contact Mahogany Hickman at [mahogany@email.uscb.edu](mailto:mahogany@email.uscb.edu) or Carol Weir at [weirc@uscb.edu](mailto:weirc@uscb.edu) or 843-707-6115.