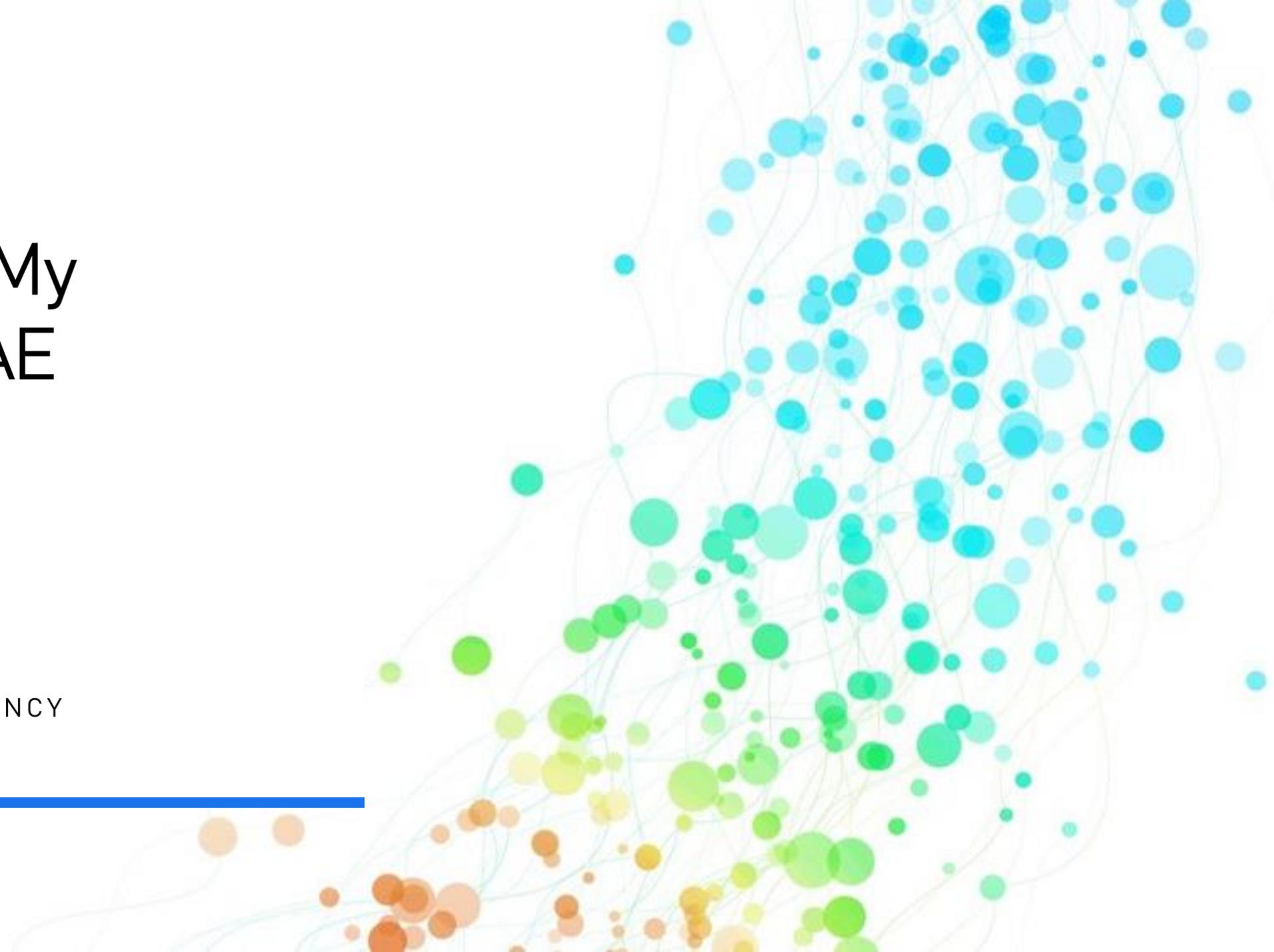


# A Day in My Life at SAE

SAE CONTENT AGENCY

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# Overview

Create a short TikTok showing what students actually do on the [Course Name] course at SAE.

Your video should highlight the types of projects, tools, creative work and practical learning that take place during the course.

The aim is to give future students a clear and honest insight into what studying this course is really like.

Your video must clearly show the SAE campus you study at and feature real examples of your work, learning or creative projects.

Videos will be used across TikTok, Instagram Reels and SAE marketing channels.

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# What will you be delivering?

What will you be delivering?

- A 45–60 second TikTok-style video
- Filmed vertically (9:16)
- Showing key moments from your day as an SAE student
- Featuring your campus, course and creative work
- Edited and ready for social media

Deadline: Final video must be submitted within 2 weeks of lecturer approval.

Submission: Once approved, you will receive a OneDrive upload link from the Marketing team.

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# Format & Length

- Video format: MP4
- Length: 45–60 seconds
- Orientation: Vertical (9:16)
- Resolution: Minimum 1080p
- Style: TikTok / short-form social video suitable for TikTok and Instagram Reels

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# Brand & Tone

- **Style:** Natural, modern, and authentic
- **Tone:** Honest, energetic, and welcoming
- **Visual approach:**
  - Speak directly to camera
  - Show real coursework, projects or creative work
  - Use real campus environments and studios
  - Keep movement natural and relaxed
  - Avoid heavy filters or influencer-style edits
  - No text overlays (subtitles will be added by the marketing team)

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# Additional Information

- AI-generated content must not be used
- Consent must be obtained if any other individuals are clearly identifiable
- Avoid filming students who do not wish to be included
- Minor trimming and colour correction is expected
- Avoid heavy transitions, meme-style edits, or distracting graphics



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# Marketing Contact & Payment Information

- Payment for Project: £30
- Project/ Support Contact: Ryan Crawley, Marketing Manager (marketing@sae.edu)