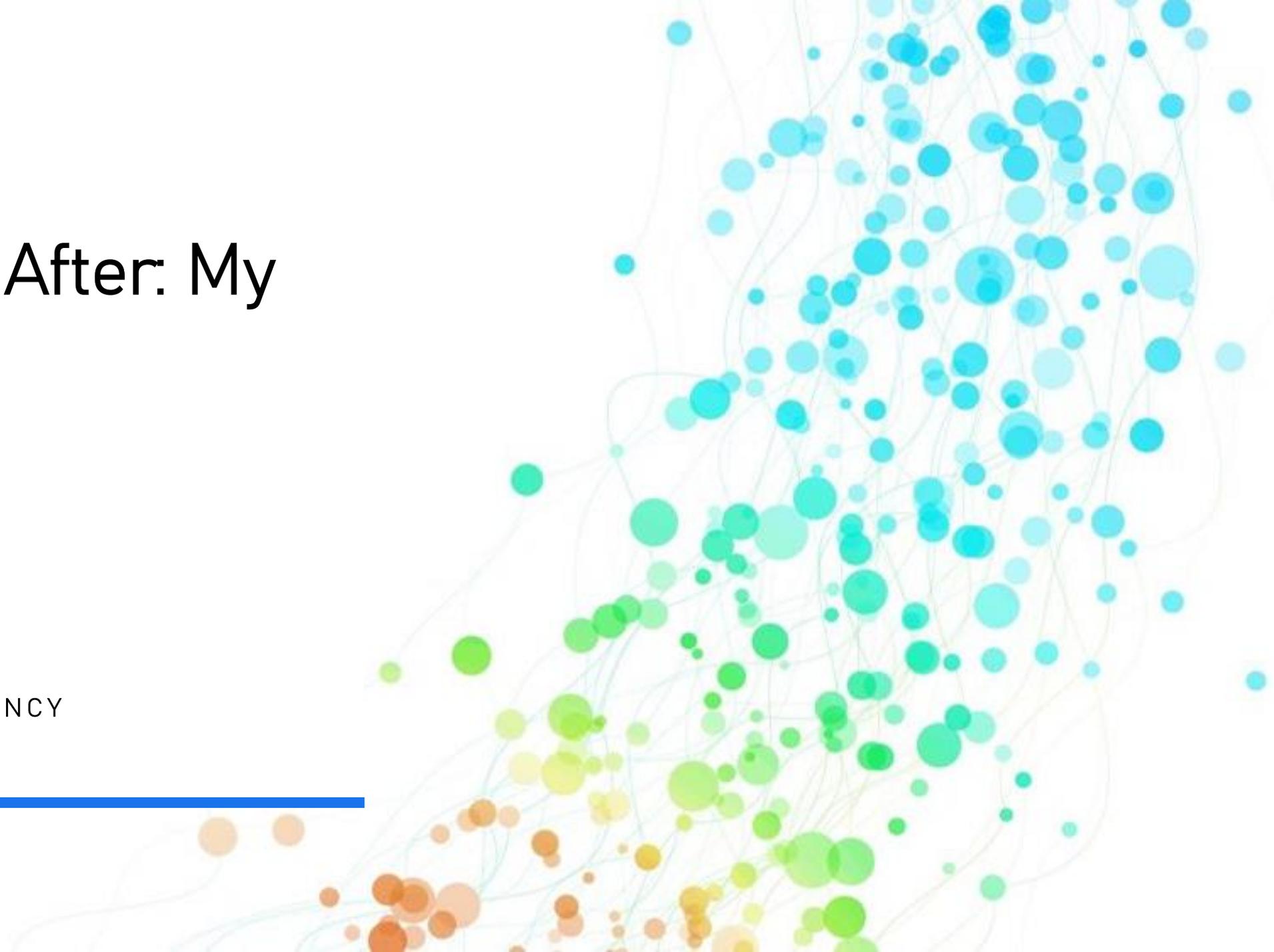


Before & After: My Project

SAE CONTENT AGENCY



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Overview

Create a short TikTok showing the development of a project you have created during your course at SAE.

Your video should clearly show the “before” and “after” stages of your work, demonstrating how your project evolved from early development to the final result.

This could include examples such as raw footage vs the final edit, early audio recordings vs the final mix, a game prototype vs the finished build, or an unfinished creative project vs the completed version.

The aim is to show future students how projects develop at SAE and the practical skills students gain through hands-on learning.

Your video must clearly show the SAE campus you study at and feature your own work.

Videos may be used across TikTok, Instagram Reels and other 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 what you actually do on your [Course Name] course
- Featuring projects, creative work, tools or learning environments
- 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 the development of your project from early stages to final outcome
 - Use real campus environments, studios or workspaces
 - 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

- The project shown must be your own original work. If the content is found not to be your work, the submission will not be eligible for payment.
- 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)