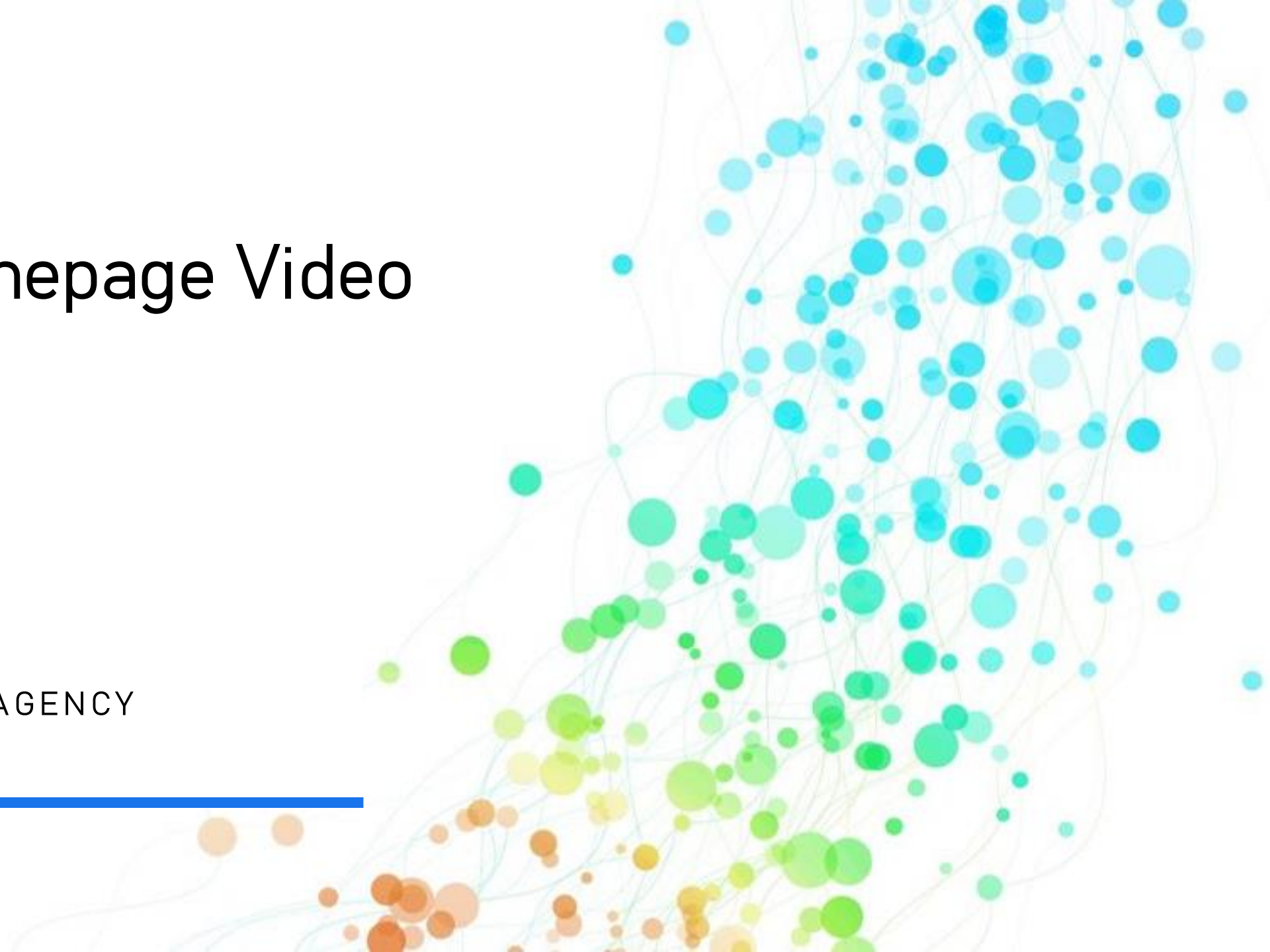


SAE Homepage Video (Leads)

SAE CONTENT AGENCY



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Overview

The purpose of this project is to create a homepage hero video for SAE Leeds, closely matching the style, structure and pacing of the existing SAE UK homepage hero video, but filmed exclusively within the new Leeds campus facilities.

This video will sit prominently on the SAE homepage and support wider digital marketing activity. The focus is on capturing the feel of studying at SAE Leeds through authentic, real-world visuals.

The focus should be on real activity, real students and real spaces, capturing the energy and atmosphere of studying at SAE Leeds.

[Link to current Homepage video](#)



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What will you be delivering?

A successful submission will:

- Clearly showcase the new SAE Leeds campus, not just individual rooms
- Show a range of teaching spaces, studios and communal areas
- Capture students actively working on real projects
- Include a strong mix of:
 - Wide campus shots
 - Mid-shots of teaching and collaboration
 - Close-up detail shots of equipment and creative work
- Feel authentic and unstaged, showing the campus in real use
- Match the structure, pacing and rhythm of the reference homepage hero video

Deadline: Friday 13th February

Submission: Once selected and approved for the brief, you will receive a OneDrive upload link from the Marketing team. All final images must be submitted to this folder.



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What will you be delivering?

Two final versions of the video are required:

- **Version 1 – No Text**
 - Clean homepage hero video
 - No on-screen text
 - Designed to loop seamlessly
- **Version 2 – With Text**
 - The same video, with text overlays added
 - Text will be supplied by the Marketing team **after Version 1 is completed and approved**
 - No copywriting is required as part of this brief

Video length: 20–30 seconds

Format: Landscape (homepage hero)

Maximum file size: 15MB per video



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Brand & Tone

- **Style:** Bright, natural, modern and authentic
- **Tone:** Welcoming, creative, and professional
- **Visual approach:**
 - Use natural light where possible
 - Capture real teaching, learning and creative activity
 - Avoid overly posed or staged scenes
 - Avoid stock-style or overly cinematic visuals
 - Focus on movement and flow through spaces
 - Ensure the video loops smoothly without a hard ending



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Additional Information

- Please do not use AI-generated content
- Consent must be obtained from any individuals clearly identifiable in the video
- Avoid filming students who do not wish to be included
- Editing should be clean and minimal
- Avoid heavy filters, effects or stylised colour grading
- Final exports must be suitable for web use and optimised for performance



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Marketing Contact & Payment Information

- Payment for Project: £100
- Project/ Support Contact: Ryan Crawley, Marketing Manager (marketing@sae.edu)