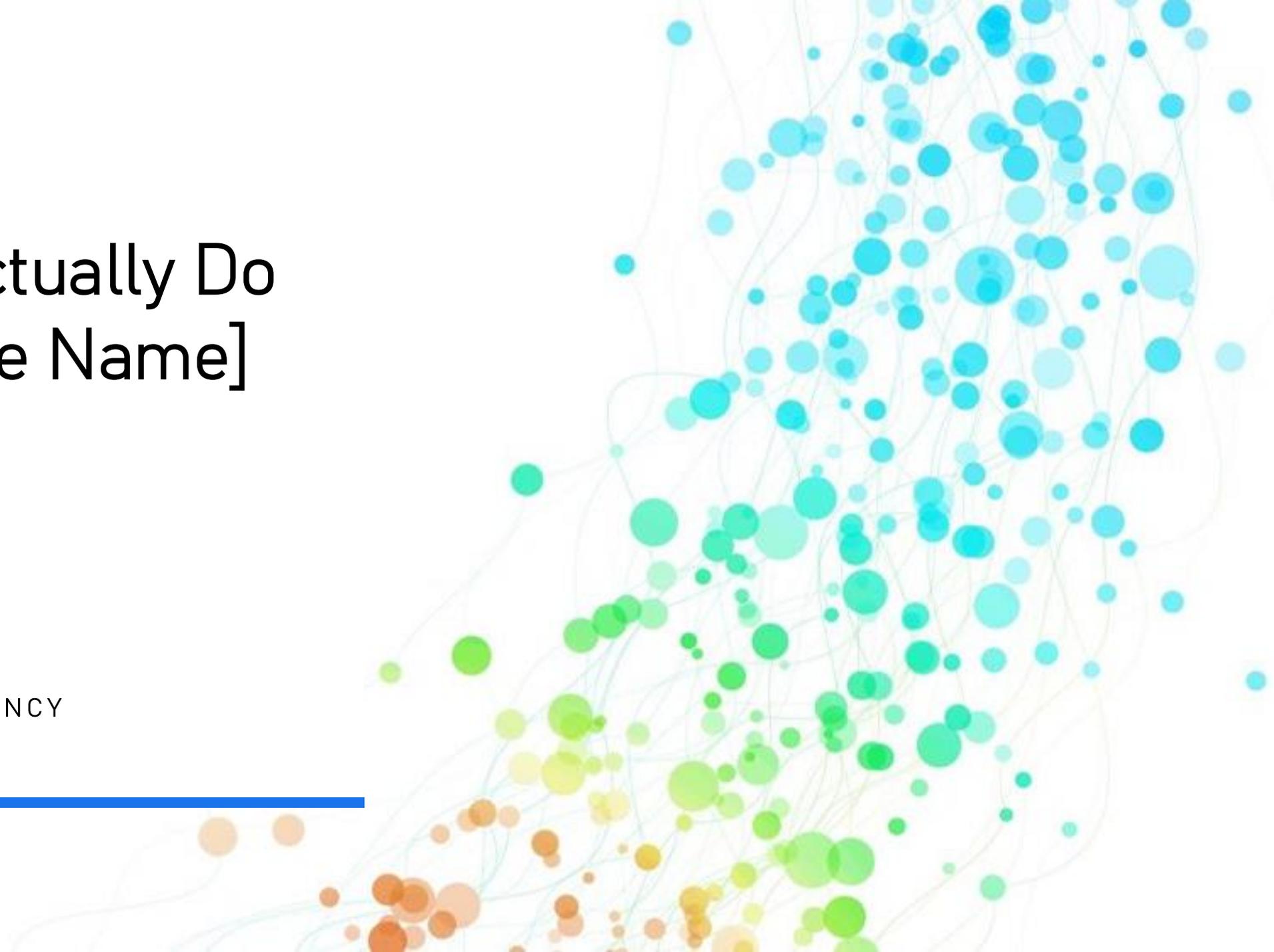


# What I Actually Do in [Course Name]

SAE CONTENT AGENCY

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# Overview

Create a short TikTok giving viewers a tour of your SAE campus.

Your video should show the key spaces students use, such as studios, labs, creative spaces, social areas and learning environments.

The goal is to help future students visualise what it is like to study and create at SAE by showing the real spaces where projects and collaboration happen.

Your video must clearly show the SAE campus you study at and highlight several areas students regularly use.

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
  - Capture real moments from your day
  - Show real coursework, projects or creative work
  - Use real campus environments and creative spaces
  - 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)