

Time-Lapse Video of Your Work

SAE CONTENT AGENCY



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Overview

The purpose of this brief is to capture a long-form timelapse video documenting a full day (or the majority of a day) of a student working on their own project.

The student applying for this brief will be both the subject and creator of the content. The video should authentically showcase their creative process, focus, and progression across the day.

This brief is open to students from all courses.

The content will be used for marketing and communications to help prospective students understand the reality of studying and creating at SAE.

Authenticity and real creative work are essential.

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What will you be delivering?

A successful submission will:

- Be a 45–60 second timelapse video showing a full day (or extended session) of work
- Clearly document the progression of your own work over time
- Show real creative activity in your course of study
- Be filmed in a relevant learning or studio environment (on campus or approved workspace)
- Feel natural and unstaged, reflecting genuine focus and workflow
- Be visually clear, stable, and consistently framed
- Be cleanly edited and aligned with SAE's brand tone

The final video should give viewers a strong sense of what it feels like to spend a day working on creative projects as an SAE student.

Deadline: Friday 31st March

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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Format & Length

- **Video format:** MP4
- **Length:** 60–90 seconds
- **Orientation:** Landscape preferred
- **Resolution:** 1080p minimum
- **Style:** Timelapse only (no real-time sections unless agreed)

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Brand & Tone

- **Style:** Clean, modern, and authentic
- **Tone:** Focused, creative, and professional
- **Visual approach:**
 - Capture real work across time rather than staged moments
 - Emphasise progression and change throughout the day
 - Avoid overly stylised effects or fast-cut editing
 - Let the work and process speak for itself

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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 anyone who does not wish to be included
- Minor colour correction and trimming is expected
- Avoid heavy filters, text overlays, or distracting effects

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Marketing Contact & Payment Information

- Payment for Project: £50
- Project/ Support Contact: Ryan Crawley, Marketing Manager (marketing@sae.edu)