

# I am COAH Video Guidelines

## Objective:

The content will feature a student, staff, or faculty member within the College of Arts and Humanities (COAH) who will describe and show what they're doing from a first person perspective. The goal is to create marketing videos in the style of Snapchat and Instagram stories to engage a younger audience that has grown up with social media. The videos will be used to promote the seven COAH areas: Art, English, International Languages, History, Music, Philosophy, and Theatre.

The video should be filmed per the example and guidelines below. University Marketing and Communications will edit/"finish" the video and insert graphics, etc. Ideal content should contain simple ("selfie style") first person narration and b-roll (supplemental) footage describing behind the scenes moments and interactions. The combination of the narration and b-roll would show the viewer how engaging and fun the experience is.

## Guidelines:

- You must film the content either entirely horizontal or entirely vertical. Having a mix of both makes for a poor viewing experience.
- Please record at least 2-3 minutes of video. This will give University Communications and Marketing editing options. Ultimately each finished and edited video will be 1:30 at the absolute longest. 45 seconds to 1 minute is ideal.
- You can choose to record one continuous video or break the footage up into several clips.
- Do not edit the video--you should only provide the footage. University Marketing and Communications will edit the video and add graphics such as department logos and the "I am COAH" brand.
- Videos must contain the items listed below or they cannot be used.

## Each video should include:

1. An introduction with the student/staff or faculty member speaking in first person.
2. Clips of people having fun with each other and engaging in a department activity or event.
3. Clips of students working on their project or practicing for an event or performance.
4. Clips of the finished product, performance, etc.
5. **Important! An end clip with the student saying "I love the Department of X because of x. I am COAH!"**

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***AI Drago Video Example Link (Click to view)***



**Example of video style (top) and ending graphics (bottom):**

**Email video footage to (Use Google Drive, Drop Box, etc if need be):**  
Clint Samples  
Associate Dean for Special Projects // UWG College of Arts and Humanities  
csamples@westga.edu

# One person...one story...“I am COAH”

## Video 1: Intro

- Introduce yourself and your department!
- What activity or event are you going to show?
- Keep your intro brief--short, sweet, and direct!
- Keep the video format consistent and the same--vertically or horizontally for all clips.
- Example: “Y’all, my name is \_\_\_\_\_ and I’m a marching band student and we’re about to put on a halftime show. Come see how cool this is!”

## Video(s) 2: Fun Stuff!

- Show students or others engaging in a fun activity of event.
- Example: Video in-between moments of friends having a good time (showing faces and not backs of heads is important).

## Video(s) 3: The “Product”

- Show clips of the finished product, performance, event, or result
- Example: Get a variety of video footage of the band playing at halftime

## Video 4: I am COAH!

- Important! An end clip with saying “I love the Department of \_\_\_\_\_ because of \_\_\_\_\_. I am COAH!”
- Example: “I love marching band because of x reason and finish with the “I am COAH!” statement. It can be casual and doesn’t need to be obviously scripted.



**CHOOSE TO  
VIDEO ALL HORIZONTAL  
or ALL VERTICAL**



**DON'T MIX**

