

# UTS Business School Video Submission Guide

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## Video purpose

UTS wants to hear from alumni about your experience as a student and what you have done with the skills, knowledge, capabilities and networks you have developed with us since you graduated. These are not advertisements or sales pitches, but key sources of information for people that are now where you once were: considering options and looking for anything that can help make the right decision. We will share these on our website and via social media. Participating in these videos might make you famous, at least amongst our future student community!

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## What's the style?

First of all, we want you to have fun as you record your video!

To help you find the right tone of voice, imagine you're speaking with a younger sibling, family member, a colleague or good friend. Your video should be warm, friendly and casual. Don't worry about following a script – keep it natural!

- Talk directly to the camera
- Be honest. If it was hard, or easy, or you had to overcome challenges, share those. It has to be your story and be authentic. Again, definitely not a sales pitch

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## How do I prepare?

- Firstly, find a quiet location to film in that looks good on camera. **Be creative!** Remember to **stay COVID-safe** and follow the rules and directions mandated in your location.
  - If you can film within your workplace, that's great. But a lot of organisations have restrictions on people filming within them, so film wherever you feel comfortable.
- Pay attention to what appears in the background of your video. Try to choose a place that's **neat and clean**; make sure there aren't any other people who may be identifiable in your video (it's ok to have people in the background, so long as they can't be identified).
- Make sure where you film is peaceful and quiet. There should be **minimal background sounds** (busy traffic, windy weather, other people talking), **no music** at all, and try not to film in echoey rooms (like your kitchen). It's your voice we want to hear the most!
- What to wear: Please dress as though you would normally at work. Colours that 'pop', or blue, grey, red, and white shades are encouraged. On the whole, wear clothes that are comfortable and represent your everyday work style. Please avoid clothing with obvious designer labels or loud slogans, or that expose too much skin.

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## How do I film?

- Please film in **vertical** format (9:16 aspect ratio). You can choose to film using either a phone or a camera.
- Make sure there's lots of light on your face so that we can see you properly. Try not to film with a bright light in the background (such as the sun) behind you.
- Keep the camera positioned at head-height, and make sure your face is large in the frame, not distant.
- Try not to move too much while your filming. Unless you have a film crew with you and you are doing a 'walk to camera' piece, walking around while filming may create a jolty experience for the viewers.



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## What do I say?

- **Please answer the following questions within your video:**
  1. Introduce myself: name, the city/country in which you live, what Business degree you studied, when you finished, where you work, and your job title.
  2. Briefly (very briefly) describe what your job involves
  3. What are the key skills and knowledge did you develop through my degree? Why are these important? How have you applied them so far in your career
  4. What did you like best about the teaching and learning style in your degree?
  5. What did you find the most challenging and rewarding when studying your course with UTS Business School?
  6. What's your number 1 tip for students who are thinking of studying your course?
  7. What do you hope to do in the future with the skills and knowledge you've gained? [optional]
- Be authentic. Tell your story and say what's true for you. Answer with more than just a single sentence – think deeply about what your studies meant to you and what you got out of them.
- **Don't read from a script.** Again, be natural and don't think you have to over-prepare. Think of your video as a casual conversation. Mistakes are alright!
- You can record each answer either separately or all in one go – whatever option is most comfortable for you. If you think you need to re-record a question, feel free to do so. You can submit more than one video file, so if you have multiple takes, please submit them all so we have more options to choose from.

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## Video submission

**Video submissions are due by 30 September.**

- Send your unedited video footage to [Business@uts.edu.au](mailto:Business@uts.edu.au) via [Wetransfer](#). In the covering email, please include your full name, degree name, and the year you graduated.
- Alongside your footage, please attach your **signed and filled-in UTS Consent Form**, so that we know we have permission to use your footage.

Thank you for your participation!