

First Year meets Grads – Graduation 2026

Film Brief

KEY MILESTONES

Call-out and meeting with student (in-person or remote) to discuss brief	Week of 29 July
Filming + Editing	Week of 13 July
First draft	Mon 20 July
Second draft	Fri 24 July
Final release	Tue 28 July
Time	8 hours at Grade 3

HIRING MANAGER:

Eleanor Costello	e.costello@arts.ac.uk	Social Media Manager	07712512808
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OBJECTIVE:

We're commissioning a short-form video content featuring first-year UAL students 'crashing' Graduation 2026 to capture real, honest conversations with graduating students.

🎓 CRASHING GRAD: ADVICE FROM THE FUTURE 🎓

A first-year student attends Graduation 2026, filming vlog-style as they approach graduates and ask reflective, thought-provoking questions.

The video should be a fast-paced but emotionally grounded montage of answers, moments, and interactions.

We're looking for creators who are warm and confident speaking with people. A member of the social media team will be with you on the day to offer support, if needed.

PURPOSE:

To authentically capture the voices, lessons, and emotions of graduating students in a way that resonates with: Current students (who want reassurance, guidance, and connection), Incoming students (who are curious and slightly overwhelmed), Alumni (who will feel nostalgic and seen).

This content should feel peer-led, honest, and meaningful, creating a sense of shared experience across cohorts.

TONE AND STYLE:

The video should be:

- Casual and conversational
- Relatable, lo-fi, and authentic (think: filmed on your phone)
- Smart and full of personality - with a strong Gen Z sensibility

The video could be:

- Emotional and meaningful
- OR
- Funny and tongue in cheek

FORMAT & STRUCTURE (Suggested):

1. Hook (0–3 sec)

Fast, attention-grabbing opener:

- “I’m a first year... and I just crashed graduation”
- “Let’s ask grads what they really think about UAL...”
- “I’m looking for advice from people who made it to the end”

2. Set-Up (3–8 sec)

Quick context:

- POV walking towards Royal Festival Hall ceremony, greeting students
- Shots of gowns, crowds, energy

3. Main Content (8–80 sec)

A series of quick, snappy Q&A clips with different graduates. Could include:

- On-camera presenter (selfie style)
- POV interactions (could be split POV between first year and grad)
- Cutaways (crowds, hugs, celebrations)

SUGGESTED QUESTIONS:

Choose a mix, but aim for depth + relatability:

- What’s your favourite memory from UAL?
- What’s something you’ll miss the most?
- What do you wish you knew in first year?
- What would you tell your younger self?
- One thing you learned too late?
- Any regrets?
- Who (or what) got you through your degree?
- What are you excited for next?
- Best student life hack?

- How did you survive deadlines?

ENDING (80–90 sec)

Close with a reflective or uplifting note:

- “See you in a few years”
- “Saving this for my graduation...”
- “We’ve got this.”
- “Future me, write this down”

VISUAL DIRECTION:

- Natural lighting
- Graduation gowns, celebratory atmosphere
- Mix of movement (walking, chatting, laughing)

DELIVERABLES:

- 1 x Portrait video (1080x1920)
- Length: 15–90 seconds
- Burnt-in captions (Arial, centered in middle third)
- Warm-toned colour grade

MUSIC:

Please note, any music included must be copyright free to ensure we are able to post the video without any limitations. The Social Media Team can advise on this, if any queries or questions.

GUIDELINES FOR SHOOTING:

- Please make sure to film in 9:16 (1080 x 1920), that your settings are set to 4K and at 30 or 25 fps.
- Make sure that your lens is wiped clean as it can give off a hazy / blurred effect
- Find somewhere with plenty of diffused or natural lighting.
- Think about your backdrop - keep it engaging! (avoid a blank backdrop / blank walls)
- Avoid standing with your back directly to the wall – stand a little closer with some space evenly spaced around you
- Avoid shaky / unstable shots. A tripod (if you have one) works best.
- Make sure to take off your camera case when filming (if you have one).
- If you have access to a lapel mic – this can significantly improve sound quality. To minimise background noise, especially when filmed outdoors and in crowded spaces. Try to avoid plosive sounds (like harsh “P” and “S” sounds) and ambient noise.
- Don’t forget to send us your handles on Instagram so we can tag you properly and add you as a collab partner!

- Avoid sending your file over email as this can compress the file. You can share it via WeTransfer or SharePoint

CONTENT EXAMPLES:

https://www.tiktok.com/@_giannalove/video/7347727388459109678?is_from_webapp=1&sender_device=pc&web_id=7655706443915822614 - The energy and candid moments in this are really nice

https://www.tiktok.com/@officialuom/video/7529851558083775766?is_from_webapp=1&sender_device=pc&web_id=7655706443915822614 - The fast paced editing here feels good for social

https://www.tiktok.com/@liverpoolguild/video/7527340011751099670?is_from_webapp=1&sender_device=pc&web_id=7655706443915822614

<https://www.instagram.com/reel/DSVTUMnDkSK/>

<https://www.instagram.com/reel/DRzfFmjifAl/>

<https://www.instagram.com/reel/DXZd9bEglI9/> - close up edit makes it feel more personal

<https://www.instagram.com/reel/DTctX06isg>

<https://www.instagram.com/reel/DWjjqPeDGTs/>

https://www.tiktok.com/@ambardriscoll/video/7615288779221241110?_r=1&_t=ZN-97XCbwRuNmG - The POV / Day in the Life style of this one is good

https://www.tiktok.com/@talkofthetownsends/video/7505697509805755670?_r=1&_t=ZN-97XCiGcPHgE - this is a nice example of a voiceover style that could work alongside vox pops

<https://www.instagram.com/p/DZ-mUH5Nvua/>