

Day in the Life 2026 | Brief

Overview

Create a short form Day in the Life content that captures what studying and living at UAL is really like. This video will be used on the UAL HallsLife Instagram to help future students and new students feel excited, welcomed and prepared for university life.

We want you to create an engaging, authentic video content that gives viewers a genuine insight into your daily routine as a UAL student, from morning routines, travelling to campus, to studio sessions, social life, food spots, creative work and moments in the halls.

All videos should be:

- 60–90 seconds in length
- 9:16 Portrait format
- Delivered as .mp4 files
- Authentic and informal in tone
- Edited using external software (e.g. CapCut – no TikTok or Instagram edits)
- No Capcut logo shown

What your video should include:

Your content should tell a clear story throughout the day and may include:

- Getting ready to go to college
- Necessities to bring for your studies
- Journey to college
- Creative projects and behind the scenes
- Study breaks, cafes, favourite food spots
- Time spent in halls and with friends
- Events, gym, social activities
- Evening routine and wind down moments

Most importantly, be yourself, we want to see your student life shine through the video.

Content Style:

We are looking for content that feels:

- Natural, energetic and personality led
- Friendly and relatable to students

- Fast-paced and engaging
- Creative, show us your creativity in the first 3 seconds, this could be a fun title

Deadline:

- **9 July 2026** - First Draft
- **10 July 2026** - Final delivery of video.

Important Information

- Ensure you get consent from those who are included in the videos or photographs. Explain to them that the video or photos would be used to promote halls life to future students to help ease them into university life. They should complete a consent form.
- Ensure no personal information about a student is visible within the videos or photos. For example, no close ups of sign in forms, and it shouldn't be known which room number a particular student is living in within that hall
- Please aim to capture a diverse range of students to reflect the UAL community.

Style Guidance – Key Reminders

- Please do not swear or use other inappropriate language
- Try to film everything with a steady hand – we want it to feel authentic, but we don't want shaky camera shots!
- Let your personality shine through! Whether through your editing style, voice over or speaking to the camera.
- Bring your personality through your cover, add text
- Don't use TikTok to edit your content as it will save with a watermark. Also don't use Instagram to edit as it limits reach on other platforms when shared. Please use external video editing software such as CapCut.
- We'll add captions so don't worry about adding those!