

## Studio91 Media: Beat the Brief Challenge

### 1. Studio 91: Beat the Brief skill session - Transcript

Ben Horrigan ([00:00](#)):

Hi everyone. I'm Ben Horrigan. I'm a video producer and I run a Manchester based production company called Studio91 Media. We make social media video content for businesses, charities, and broadcasting companies. Now before I go into the challenge that I've set for you today, I just want to help set the scene a little bit by showing you some clips of the kinds of stuff that we've been working on recently.

Showreel Clips ([00:39](#)):

Eleanor has Downs Syndrome and she starts school in September.

Showreel Clips ([00:56](#)):

I'm just humbled every year that I come back and how amazing this charity is.

Showreel Clips ([01:01](#)):

To sit around the table like this at family time. It's priceless.

Ben Horrigan ([01:06](#)):

I think my first was broccoli, broccoli, I mean the poo with broccoli.

Showreel Clips ([01:19](#)):

Hi, my name is Rhona and I play a laptop.

Showreel Clips ([01:31](#)):

Hi, welcome to Moorside. Come in, let's show you around.

Showreel Clips ([01:38](#)):

And the thing is, it's not English. You might feel a fool to begin with. What? Chat back, press on.

Ben Horrigan ([01:58](#)):

So, I'm challenging you to produce a video using whatever you've got at home, based on one of four briefs. Now if you don't know what a brief is, don't worry. That's something that's typical in creative and digital jobs. Basically, the client gives you an outline of what they want or what they think they want and you put your own creative spin on it. I've given you four to choose from and each one is for a different type of business on a different social media platform. So you should have a load of information about the four briefs already, but basically they are for a smartwatch, a tech recruitment campaign, a video game, and a TV channel. I'll leave it up to you to decide which one you want to do. What I'm not looking

for is a finished product, so don't feel like you need to actually design a smartwatch or create a video game.

Ben Horrigan ([02:44](#)):

I want you to produce a mockup of a video that shows how you would structure it, how you would shoot it, what the script would be, and what text would appear on the screen. Shorter videos generally work based on social media, so your video should be less than a minute long.

Ben Horrigan ([03:02](#)):

Step 1. Before you jump straight into filming, I really want you to do a bit of research. Get online and find out what works well on the platform you're dealing with. What's been successful for this type of video content? What are similar brands doing in that space? I've given you a few ideas to get started, but really spend some time figuring out what sort of approach is going to work best.

Ben Horrigan ([03:24](#)):

Step 2. Come up with an idea that fulfils the brief and takes your research into account, but also has your own unique, creative twist. Think about how you're going to grab people's attention while they're scrolling through the social media feed. If you've got time, think of a few different ideas and then refine the best one.

Ben Horrigan ([03:44](#)):

Step 3. Get your plan down for the video either as a script or as a storyboard. This really doesn't need to look pretty, it's just a sense of what it's going to look like and how it's going to be structured. If you're doing a story board, you might want to include a little bit of text explaining each image.

Ben Horrigan ([04:00](#)):

Step 4. Make sure you capture a few different angles and be creative with the camera you're using. If you're using a phone, does it have a slow motion or time-lapse mode that you could use? Shoot more than you'll actually need so that you've got options in the edit.

Ben Horrigan ([04:16](#)):

Step 5. You can edit your video however you want, but my suggestion would be to use Adobe Spark.

Ben Horrigan ([04:22](#)):

Okay, good luck. How fun. I'm really excited to see what you come up with.