

THE GUILD OF STUDENTS

# Shooting Brief

The Guild Awards

18th March 2024, 6PM to 10PM

Communications & Marketing

## THE GUILD OF STUDENTS // THE GUILD AWARDS

Capture the dazzling celebration and heart-stopping moments as The Guild Awards honour students and societies who've gone above and beyond.

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Tag

# BRIEF

**Time:** [REDACTED]

**Location:** Aston Webb Great Hall

**Shooting Size:** At least 700 pictures and videos

**Album size:** At least 350 pictures + videos post culling.

**Target Audience:** [REDACTED]

**Dress code:** Smart-Casuals/Black-Tie

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| Shot List    | Brief  |
|--------------|--|
| Red Carpet   | Guests arriving, mingling, and interacting.  |
| Stage        | Speeches from officers, external stakeholders, and University representatives. Award presentations, winners receiving their awards, presenter shots. |
| Audience     | Reactions from the audience, close-ups on nominees and winners during their moments, crowd shots showing the overall atmosphere.                     |
| Performance  | Capture the energy and excitement of the performance(s).   |
| Backstage    | Behind-the-scenes glimpses of award preparation, presenters, and volunteers  |
| Group Photos | Winners and nominees with their awards, group shots of The Guild committee and volunteers.   |
| Details      | Awards & trophies themselves, event branding, decorations, food and beverages  |

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Shot List

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| Notes         | Brief   |
|---------------|---|
| Lighting      | The Great Hall may have challenging lighting conditions. Be prepared to use internal or external flash, or other techniques to achieve optimal results. |
| Audio Visuals | Consider capturing AV snippets of speeches and award presentations for potential use in social media or website content.                                |
| B-Rolls       | Capture short video clips to supplement the still photography and create a more dynamic presentation.   |
| Timelapse     | Capture a time-lapse of people settling into their seats as the event doors open.   |
| Event Agenda  | Get an event agenda ahead of the event, get familiar with the event program and timeline to anticipate key moments.                                     |

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Additional Notes

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| Equipment             | Use and Purpose  |
|-----------------------|--|
| Tripod                | Shooting for extended duration and stable shots at night.  |
| External Flash        | Consider capturing AV snippets of speeches and award presentations for potential use in social media or website content. |
| Long and short lenses | Capture short video clips to supplement the still photography and create a more dynamic presentation.                    |

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Equipment

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Mood Board

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