Campus

Campus video resource guide 2025

Thank you for agreeing to contribute to Campus. We publish useful, professional advice to support those working in higher education. This can be in the form of written articles, short videos or a combination of the two.

This guide is for video resources – there is a separate guide for written resources.

Campus advice should be practical and applicable, offering fresh ideas, perspectives and solutions on day-to-day challenges facing university staff at all levels, in:

- Teaching and learning
- Early career research
- Research management
- Equity, diversity and inclusion
- Internationalisation
- Sustainable Development Goals
- Leadership and strategy
- Digital transformation
- Interdisciplinarity
- Student success

The work should be original. Any use of AI in composing the script, audio or images must be declared on submission. Video resources produced with significant use of AI will not be accepted.

The lessons shared can be based on personal experience, research findings, case studies or collective feedback and insight. They can be presented as "how to" guides or more personal anecdote- or opinion-based insights.

Either way, you are speaking to your fellow higher education professionals, so advice should go beyond obvious statements and assertions. It should offer specific, nuanced and contextual details associated with the work of educators, early career to senior academics, researchers and administrative staff.

Do: Send us your draft script to ensure it meets the Campus brief and receive feedback before you record the video.

Consider: Why should someone watch your video? Are you saying anything new? What is the evidence for your advice?

Remember: Explain *how* to do something, as well as *what* and *why.* Keep it conversational, direct and concise.

Examples of well-structured video resources

How to pitch a book to an academic publisher | THE Campus Learn, Share, Connect

An introduction to creating escape rooms| THE Campus Learn, Share, Connect

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Filming practicalities	Videos should be filmed in **landscape**, with a minimum **resolution of 480p**. Please do not use a substitute background image.
Tech set-up	• For recording, use a laptop, desktop computer or mobile device with an effective camera and microphone. • If your computer microphone is not reliable, use a headset with a microphone you can plug in. • Make sure your recording device is plugged in to a power source or has plenty of battery to complete the recording.
Physical set-up	• Choose a quiet room, with little to no background noise (such as traffic or weather), where you will not be interrupted. • Sit with a plain background – ideally, a wall and not a window. • Position yourself directly in front of the camera with your eye-line in the top third of the screen. • Check the lighting. Keep lights in front of or above you – avoid bright lights behind you; this will throw your face into shadow. • Turn off all notifications (email, Slack messages, WhatsApp) on your device.
Recording the video	• The video should be no more than five minutes. • Wait three seconds after you press record before you start speaking. • Speak clearly. • If necessary, slow your natural speaking pace down a bit. • Wait about three seconds before you stop recording. • Avoid excessive branding in the video – this is an editorial resource, not a promotional piece of content.

	Video content: What to include
Introduction	Introduce yourself – give your name, job title and institution or company. Briefly explain what challenge, work or issue you will be talking about. Explain why it is important and could be improved. Make it clear what is new and compelling about your advice.
Advice	Explain the potential solution(s) or method(s) that will meet or overcome this challenge or improve outcomes. • Provide practical detail and examples that will enable the reader to understand how theoretical advice can work in practice. • Include pointers on how to apply the advice in specific contexts. • Explain how the approach(es) outlined can improve outcomes, drawing on personal or institutional experiences, case studies, research findings, and staff or student feedback. • Break up your advice into sections to keep the points clear and easy to follow, as you would in a presentation.

Conclusion	• Finish with a summary of key takeaways you wish to leave viewers with or a concluding line on the potential development of the ideas.
Extra tips	• You can keep the videos informal and chatty in style. • Based on time constraints, it's best to stick to a few specific points. Do not try to cover too much – a short Campus video is not the right platform to express broader, far-reaching ideas. • Keep the intro brief and try to get to the advice as quickly as possible. • Do not make the video too promotional or include excessive branding as this will devalue it as an editorial piece of content.
Supporting content	• **Transcript:** We will provide a full transcript of the video. • **Additional links:** We are happy to include links to relevant related content and resources below the video, so do share these with us.

DO

- Do a quick test recording to check sound, camera angle, lighting and your position.
- Keep it brief – up to five minutes.
- Keep it simple – focus on one or two key takeaways.
- Always watch and check the video recording before sending.

DON'T

- Don't overcomplicate the set-up or script – you speaking clearly to a camera is perfect (but if you want to add in slides or infographics and have the tech know-how, then go ahead!)
- Don't get lost in the detail – decide on the key points you want to make and stick to them.
- Don't worry about needing high production quality – neat and casual conversations that situate you in a home or office setting are relatable for viewers.
- Make the video too promotional or overtly branded.

How to submit a video to Campus

Send us your draft script before you start recording, so we can provide relevant feedback on the content.

After recording, send us the video as an MP4 file. Video files are often too big for email. Please send us the video file via Wetransfer or another free file-sharing platform.

A Campus editor will review the video and, if it is suitable for publication, add in a transcript and publish it to the site as soon as possible.

Finally, please check our Campus contributor terms and conditions and ensure you're happy with them.

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