

SCHOOL OF ART & DESIGN

# VIDEO SUBMISSION ADVICE



BA (HONS) FASHION MARKETING AND BRANDING

Your video submission is an opportunity for you to showcase your creativity and passion for the course and will help us review your application. [Watch our advice video](#) for guidance from principle lecturer, Tim Rundle, and see examples from other students.

In your video, we would like you to answer the following two questions;

**Question 1: What made you apply to BA (Hons) Fashion Marketing and Branding?**

**In your answer, we will be looking for you to cover the following:**

- What made you choose to study this subject area, and why NTU?
- How do you think this degree will help you in your career, and where do you hope your career takes you?

**Question 2: Can you present and discuss an example of fashion marketing and branding, or a branding strategy, that you admire. It could be a campaign you've seen, or it could be a repositioning of a brand, or a new brand launch.**

**In your answer, we will be looking for you to:**

- Present an example that you feel is exciting, innovative or is a leader when it comes to marketing and branding. Your answer needs to be concise, and you need to articulate your reasons as to why you've chosen the example. Please show physical examples or imagery to the camera.

**Please ensure your video is no longer than 90 seconds.**

## Filming tips

- Stick to either landscape or portrait, not a mixture of both.
- Film in a bright space so we can see your face and/or the examples you are showing.
- Stand close to the filming device so that your voice is clear and can be heard.
- If you are filming in selfie mode everything will be mirror imaged, so if you're showing artwork, magazine covers etc., these will be back to front.
- You can do it in as many takes as you like - we'll only see the version you choose to submit.
- Relax, be yourself and have fun with it!

This information is for those applying to join this course in September 2018.

This information is correct at the time of printing. Nottingham Trent University reserves the right to change this information without prior notice or justification.

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# ADVICE ON UPLOADING YOUR VIDEO

## Step 1: Upload to a hosting website

Once you've created your video, please upload it to a video hosting website such as YouTube, Vimeo or Wistia. We recommend you set the privacy settings to 'unlisted'. This means only people you choose to share the link with will be able to see it, and it can't be discovered in search results.

### Using YouTube

- Setting up an account for YouTube is a straightforward process, and if you have a Google account you'll automatically have access to YouTube.
- You can directly upload from your phone, PC or MAC.
- Include your full name in the title of your video.
- If you need help uploading a video, simply click on the 'Help' icon on YouTube and you'll find lots of helpful tips and guidance. This 'how to' video is helpful: <https://www.youtube.com/watch?v=klVWGHtRTuE>
- Remember to set it to 'unlisted' so only people with the link can see it.

### International students

If you're an international student based in China and unable to upload your video to Youtube or Vimeo, you can also upload your video to Youku.

- Setting up an account for Youku is a straightforward process. You can directly upload videos from your phone, PC or Mac.
- Visit <https://jingyan.baidu.com/article/647f01159ca2e47f2148a8cd.html> for help on how to upload a video file to Youku.

## Step 2: Submit your video to NTU for review

Access and complete the upload form on our website in order to share the video link with us. You will receive the link to the upload from by email from our Admissions team.

**Tip:** It's advisable to copy and paste the video link into a Word document, and upload this document via the upload form.

## Step 3: Wait to hear from us

After submitting your link to us, you will receive a confirmation of receipt from us. Your application will then be reviewed and we will be in touch via UCAS Track to let you know if your application has been successful.

## Deadlines and exceptional circumstances

Please submit your video by your given deadline (provided in video submission request email), as unfortunately after this date we will be unable to consider your application and an unsuccessful decision will be communicated to UCAS.

- If you're unable to meet the deadline date but still wish to submit work for consideration;  
Or
- You're unable to complete the submission due to exceptional circumstances;

Please contact our Admissions Office with your full name and NTU student number (an eight digit number starting with N), providing a short explanation.

Admissions Office contact details: +44 (0)115 848 4200 [applications@ntu.ac.uk](mailto:applications@ntu.ac.uk)

NTU will not use your video submission for any other purposes other than the student application process.

Visit our online advice page for further support: [www.ntu.ac.uk/videoadvice](http://www.ntu.ac.uk/videoadvice)

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