



# CREATING 200 + VIDEOS FROM A TWO DAY SHOOT



SIC LEARNING HUB

CASE STUDY

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# 1 SUMMARY





# SUMMARY

## Objective

### Shoot 30+ videos over 2 days

As part of a pilot project, SIC, an organisation championing for D&I in the workplace to actively include disability, needed support with creating a series of 30~ webinar videos for 3 courses within a short time frame, limited shooting time and on a tight budget.



## Solution

### Superstar freelance creative

Freelance creative Trevor aka TV Trev Photography was brought on to help plan, produce and deliver the videos.



## Outcome

### 200+ videos delivered

The scope of what was required as an output drastically changed, however Trevor was able to adjust the post production process early to ensure there were no issues with delivering what was required.

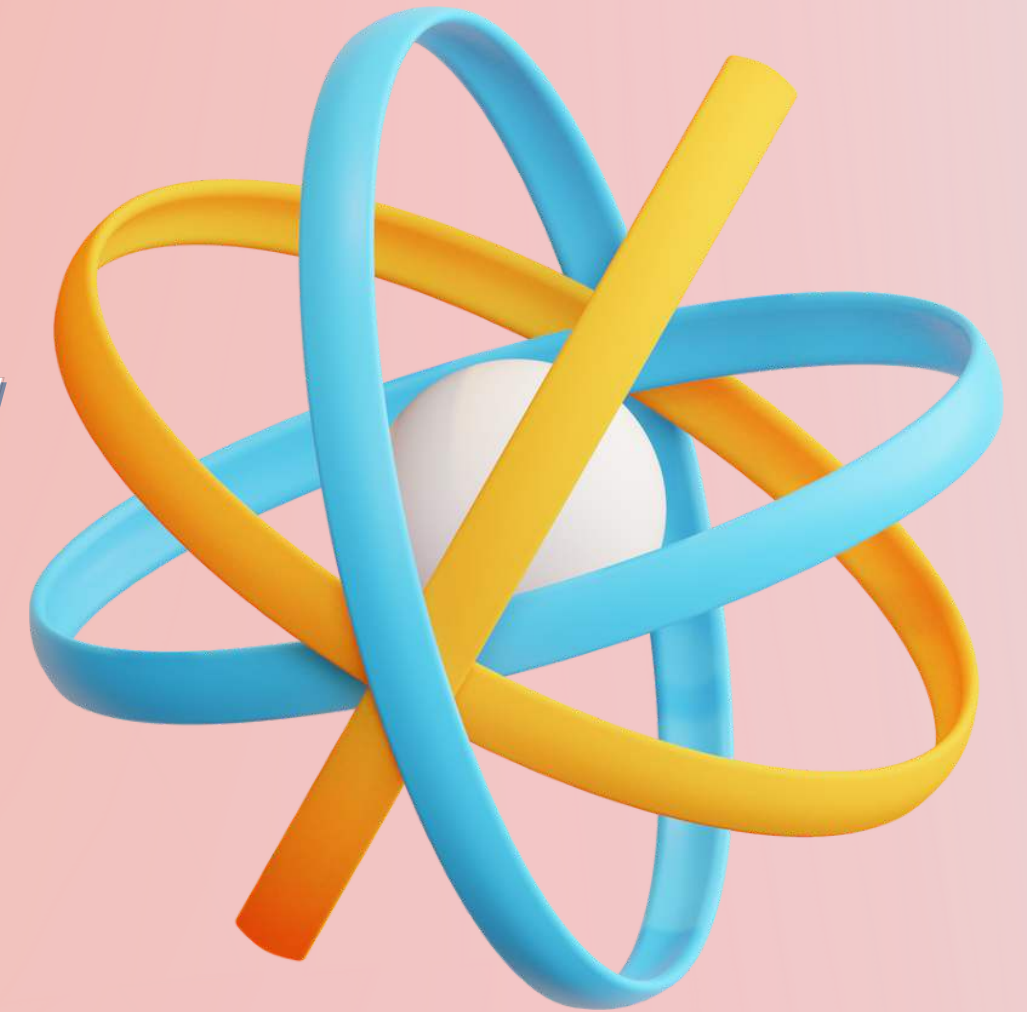


“ Our Learning Hub is a completely new offering to the market.

We're planning **to support thousands of disabled and neurodiverse professionals** over the coming year.

Thanks to Trevor **we've got some really great content.**

Rachael Mole – SIC CEO



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**What SIC  
needed**





# The Brief

As part of a pilot project, SIC, an organisation championing for D&I in the workplace to actively include disability, were setting about creating the first accessible and free courses catered to disabled and neurodiverse people.

The project was supported by UnLtd, with limited funding to help deliver the courses that SIC wanted to produce for their new Learning Hub.

SIC partnered up with AdaptVile to help build the platform for the Learning Hub, but still needed the content that would be the core of the Hub. They put a call out looking for a creative that could help them with shooting and editing a series of accessible webinars within approximately 2 months with the actual shooting of the content only being 2 days.

To summarise the requirements:

- 2 days of filming with 11 speakers
- Each speaker needed to have their content recorded within an hour slot
- All videos edited within a 4-8 week period
- Final videos needed to be landscape, with closed captioning, and transcripts.

# WHY TV TREV PHOTOGRAPHY

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Trevor was one of many agencies and freelance creatives approached to help deliver the required content for the SIC Learning Hub.

Alice Hargreaves, SIC COO, said;

*"I'd worked with Trevor before and knew he was a safe pair of hands to support us on this project. We're so impressed with the outcomes."*

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# PLANNING

From the brief SIC provided there was already a good chunk of planning that had gone on in terms of the planning of the who, what and where. They knew who the speakers would be, and were actively talking to them about the content they would be recording. They also had an idea of where they wanted to shoot. Dream clients one could say.

Where Trevor came in, was to help with the how and to refine where exactly the shoot would take place.

As part of the collaborative planning process a range of appropriate locations within Warwick University was explored for suitability, and a detailed plan of how the shoot would run from a technical perspective – equipment, setup, backups etc.

At this stage the post-production plan was also drafted up so there were clearly defined expectations of when the project would be delivered in full, and how SIC would be vital to ensuring the success of their content.

All the planning was done in a remote friendly app that helped keep track of everything throughout the project





# PRODUCTION

Because so much time had gone into planning (pre-production) the SIC team and Trevor were able to handle the shoot with relatively few issues.

Both days, there was minimal setup, despite the amount of equipment.

Speakers were briefed by the SIC team prior to arrival and there was little to no overlap, so no distractions.

The room was private so this also ensured there were no distractions.

Most speakers were confident on camera and needed minimal coaching.

Backups of the video and sound were done throughout production to ensure content was stored correctly and to speed up post-production.



# POST-PRODUCTION

This is where the bulk of the project happened and also where the brief changed from 30 videos to 200.

Through discussion with AdaptVile, the SIC team were able to confirm that shorter snappier content would work best for their courses rather than the original longer form videos that were planned and shot.

Luckily this was decided upon early into the post-production process so it could be adapted in order to ensure the timeline for delivery was not affected.

This did however mean that there were one or two additional checks which needed to be planned in.





# RESULTS

- 4 webinar courses created
- 200+ videos produced
- SIC Learning Hub launched on time

SIC's courses will be a direct pipeline of support for the 1000+ Disabled and neurodiverse people SIC is on target to support over the next 12 months.

[Visit here for more information on the SIC Learning Hub](#)





# NEED VIDEO SUPPORT?

Contact Trevor today  
for dedicated help with  
your next video project!

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