

This campaign uses animation with user-generated footage to tell the story of our alumni community. Each alum is framed within their own box, with hundreds of alumni sharing their story, eventually coming together to form the RMIT pixel.



Questions to answer in your video:

1. How has being an RMIT alum impacted you?
2. What do you enjoy most about the RMIT Alumni experience?
3. What do you hope to gain from your RMIT network as an alum?

Getting Set Up:

We recommend you film your response seated at your computer or on your mobile phone (**horizontal/landscape**) – with a background that isn't too busy. Ensure there's enough light on your face, and that we can see and hear you clearly.



Examples of how to frame your video.

Delivery:

When answering your questions be sure to start your answers with the question asked. For example, if your question is 'How has being an RMIT alum impacted you?' — you can start your answer with something like 'Being an RMIT alum has had a significant impact on me by providing me with...'

Down the barrel: When filming, try and remain relaxed while looking directly at the camera. You're also welcome to use your hands and gesture while you speak.

Keep it natural and concise: Remember, this is a down-to-earth conversation. Your natural response will be the best response, so there's no need to be overly formal or long-winded – simply try to imagine you're chatting with a friend. Short, sweet and to the point.

***Please ensure you pause before and after each answer** (about 3 secs), as a gap in sound helps make the editing process much smoother. Of course, you can also film each answer as another take if you'd prefer, it doesn't have to be one continuous answer.

Upload:

Please ensure to name your video file with **your first and last name** before you upload it to Dropbox here: <https://www.dropbox.com/request/NfspdF6j5tLNKrYuW9Sm>

Make sure you have filled in the form, and read over the consent terms before signing.

Thank you so much for contributing and being an active part of our RMIT Alumni community!