



CLIENT RESOURCE

LuciHub Project Brief

Starter Guide

A simple guide to setting your project up for a smooth edit and a final video that meets your expectations.

Project Brief Starter Guide

Use this guide when creating your project to ensure a smooth editing process and a final video that meets your expectations. If you need multiple cuts from one video, simply duplicate your project so each version can be delivered separately.

1. Project Name / Title Card

What this is: The name of your project and the main title shown in the video (if applicable).

Tips:

- Use a clear, descriptive project name (e.g., “Q2 Highlight Reel – Vegas Event”).
- If a title card is needed, include:
 - Exact wording
 - Any subtitle or tagline
 - Preferred style (clean, bold, minimal, etc.)
- If no title card is needed, still title the project for organizational purposes and include (no title) next to the title.

2. Project Type

What this is: The category or style of video you’re creating.

Examples:

- Highlight Reel / Sizzle

- Social Media Short
- Explainer / Product Demo
- Testimonial / Talking Head
- Training / Educational
- Promo / Marketing

Tips:

- This helps guide the editing style, pacing, and structure.
- If unsure, describe the purpose of the video.

3. Final Video Length

What this is: Your desired duration for the finished video.

Common ranges:

- Social content: 15–60 seconds
- Highlight reels: 60–90 seconds
- Explainers: 1–3 minutes
- Longer content: 3–10+ minutes

Tips:

- Keep your audience and platform in mind when choosing length.
- If a shorter video is desired, the editor will prioritize the strongest content.
- It's recommended to shoot in shorter bursts than clips over 1 minute each for Highlight Reels.
- 30-second Highlight Reel: recommended 15 clips
- 60-second Highlight Reel: recommended 30 clips

- 90-second Highlight Reel: recommended 45 clips

4. Edit Start Date

What this is: The date your project is scheduled to begin editing.

Important notes:

- This is not the delivery date.
- Standard turnaround is 72 business hours from the edit start date.
- Projects submitted after 6PM PT may move to the next business day to start the edit.
- Weekends are not included in turnaround time.

Recommendation

Ensure all media, notes, and project details are uploaded before this date to avoid delays.

5. Video Orientation

What this is: The format of your video.

Options:

- Horizontal (16:9) – ideal for YouTube, presentations, and web
- Vertical (9:16) – ideal for TikTok, Reels, and Shorts
- Square (1:1) – commonly used for social feeds

Tips:

- Choose based on where the video will be published.
- If multiple formats are needed, note this in advance and be sure to create projects for each format by duplicating the project.

6. Music Description

What this is: The style or mood of music you'd like included.

Examples:

- Upbeat / energetic
- Emotional / cinematic
- Corporate / clean
- Fun / playful

Tips:

- Providing clear direction helps match the tone of your video.
- You can reference genres, moods, or similar examples.

7. Video Description

What this is: A detailed overview of your video's purpose and content.

Include:

- Goal of the video (what you want the audience to feel or do)
- Key message
- Target audience

- Important clips, moments, or messaging to include
- Preferred structure (beginning, middle, end)

Optional but helpful:

- Script or talking points
- Shot list (especially for stock footage)
- Reference videos
- Upload JPEGs to be included
- Upload branding assets (logos, colors, fonts, style guide) in the Brand Box
- Details about lower-thirds/names of talent featured, graphics, subtitles requested, CTA at end of video, etc.

Tips:

- Clear direction upfront helps reduce revisions and ensures a smoother process.

8. Duplicate or Delete a Project

What this is: You can duplicate a project as a quicker method for multiple output delivery. Please delete a project if it is no longer needed and before it goes into edit.

Process:

- Click the three dots in the top corner of the project.
- Choose “Duplicate” and update any of the fields, click the “Acknowledge” box and the check mark in the bottom right corner to save the duplicated project.
- Or choose “Delete” to remove the project before it goes into edit. You cannot delete a project after it goes into edit.

Final Reminders

- Upload all media (videos/photos) before the edit start date.
- Upload documents (scripts/briefs) in the Documents section.
- Add branding elements to your Brand Box.
- More detail upfront leads to faster and more accurate results.
- If you need to extend the video start edit time, you can do so by clicking the Edit Project button in the project, up until 30 minutes before the project goes into edit. Ideally, you do not want your project to close without all the elements included.

Questions?

For any questions, please contact support@lucihub.com.