GLASSWALL

Video Creation
& Workflow

Did you know: One-third of all online activity is spent watching
video? This guide contains the workflow and design principles
for creating great videos for Glasswall... Lights, Camera,
Remediation!

Any Questions, reach out to: @jakebussell

Our YouTube Channels

Glasswall
Main channel

The corporate Glasswall channel, for public facing material, including:

- Product Overviews
- Marketing Material

URL: https://www.youtube.com/channel/UCfBG-g3aM-LqawBCmbToVuCQ
Account name: jbussellgw@gmail.com
Password: Upon request @jakebussell

Glasswall Engineering
Second Channel

The engeneering and development channel, for technical & experimental projects, including:

- Demos / Walkthroughs
- Screen Recordings
- Recorded Meetings
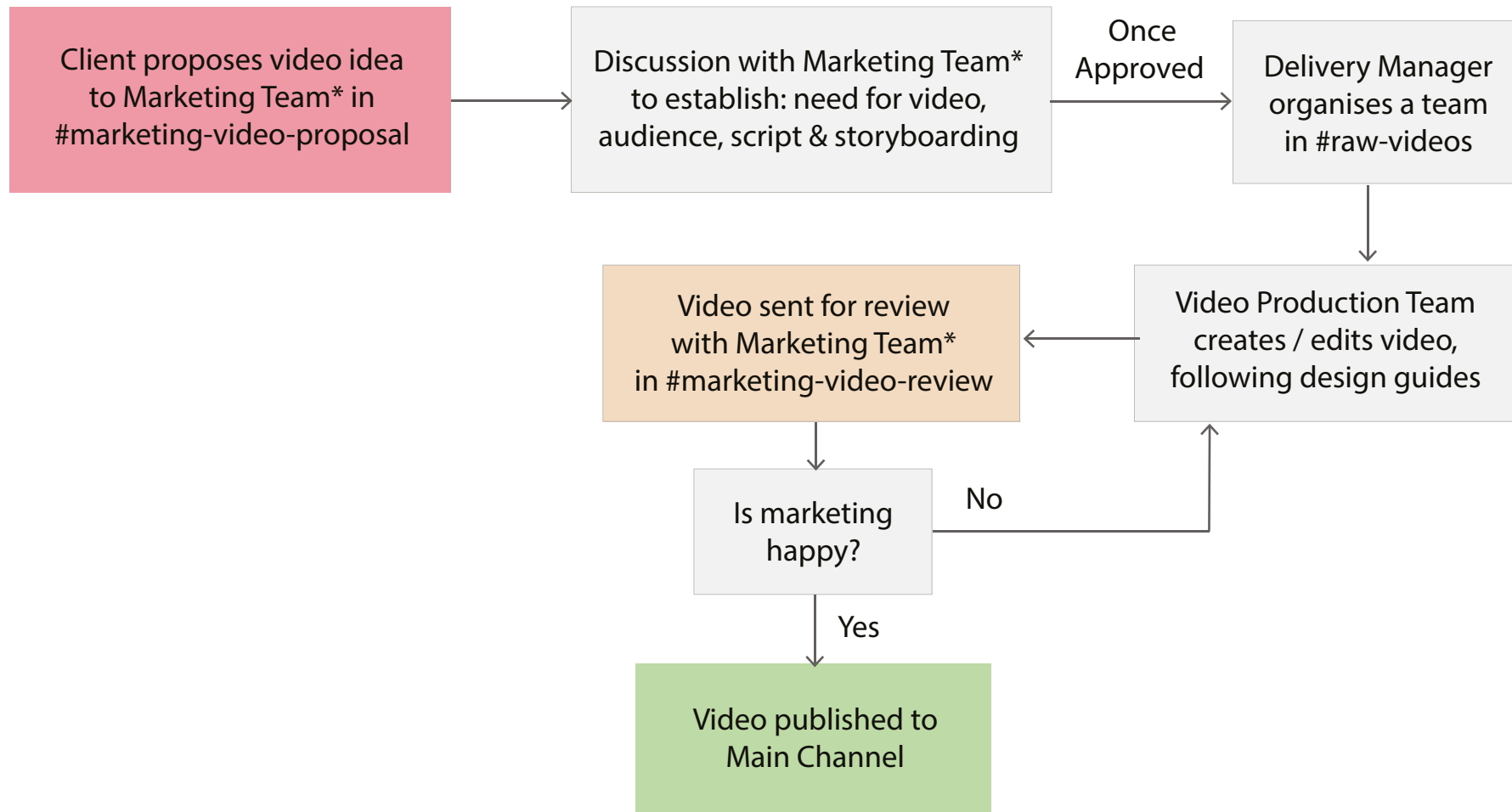- Internal Infomation
- Works In Progress
- & More!

URL: https://www.youtube.com/channel/UCIwN-c938LOnPPB1j8EvSAlw
Account name: glasswallengineering@gmail.com
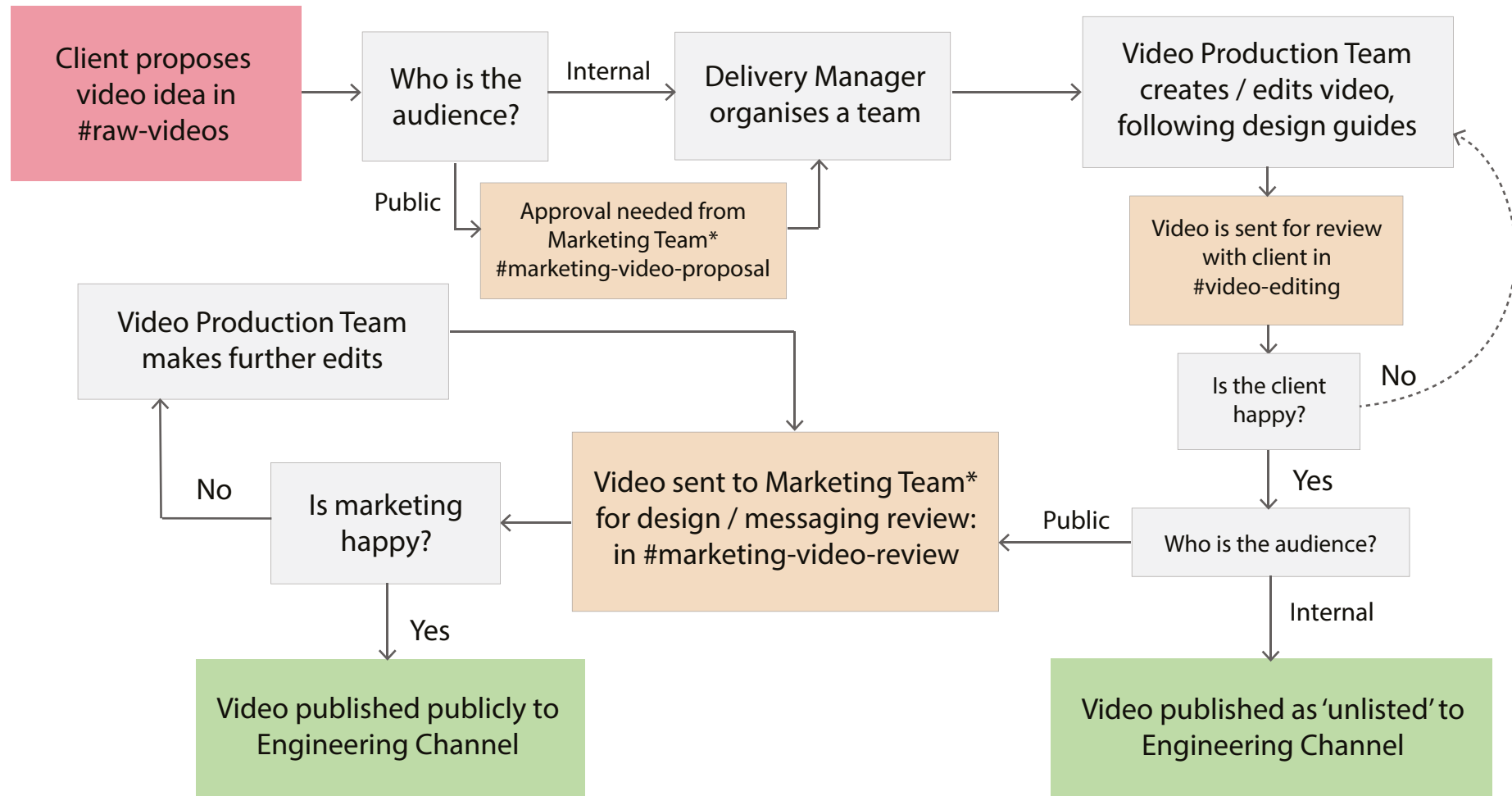**Password:** Upon request @jakebussell

Main Channel Workflow

It is especially important that videos featured on the main channel convey the right impression
of Glasswall. Prior consaltation with the Glasswall marketing team is therefore required.

Client proposes video idea
to Marketing Team* in
#marketing-video-proposal

Discussion with Marketing Team*
to establish: need for video,
audience, script & storyboarding

Once
Approved

Delivery Manager
organises a team
in #raw-videos

Video sent for review
with Marketing Team*
in #marketing-video-review

Video Production Team
creates / edits video,
following design guides

Is marketing
happy?

No

Yes

Video published to
Main Channel

*Marketing Team reffers to Glasswall Employees: @NickBloom, @PaulBurke, @JakeBussell, (Not Upwork marketing teams).

Engineering Channel Workflow

Client proposes video idea in #raw-videos

Who is the audience?

Internal → Delivery Manager organises a team

Public → Approval needed from Marketing Team* #marketing-video-proposal

Video Production Team creates / edits video, following design guides

Video is sent for review with client in #video-editing

Is the client happy?

No → (back to Video Production Team creates / edits video)

Yes → Who is the audience?

Internal → Video published as 'unlisted' to Engineering Channel

Public → Video sent to Marketing Team* for design / messaging review: in #marketing-video-review

Is marketing happy?

No → Video Production Team makes further edits

Yes → Video published publicly to Engineering Channel

*Marketing Team reffers to Glasswall Employees: @NickBloom, @PaulBurke, @JakeBussell, (Not Upwork marketing teams).

Intro / Outro Animation

This is how the Glasswall logo should be animated. Use the white and gradient versions where necessary.
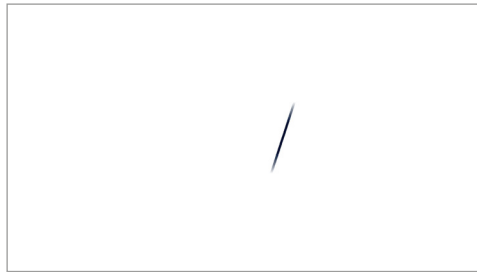
| Shards slide into place | Glasswall appears horizontally from the centre of the shards | Static logo | Logo fades |

Note: To keep the 'ding' sound at a consistant timing, please use the source files, avaliable at: https://github.com/filetrust/glasswall-marketing/tree/master/05_Video/Logo%20Intro

Note: When using the gradient, avoid banding with an adjustment layer > effects > noise 2% and turn off 'Use Color Noise'.
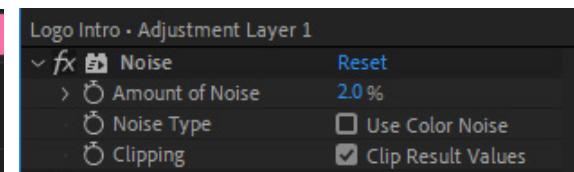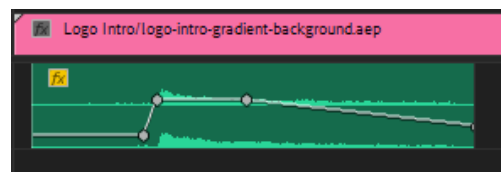
Design Principles

Glasswall design is based on keeping things simple and consistent.
Focus on concise messaging, delivered in a clear and trustworthy manner.

Use Icons and diagrams in-line
with the icon creation guide.
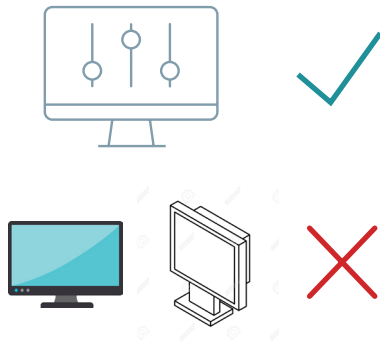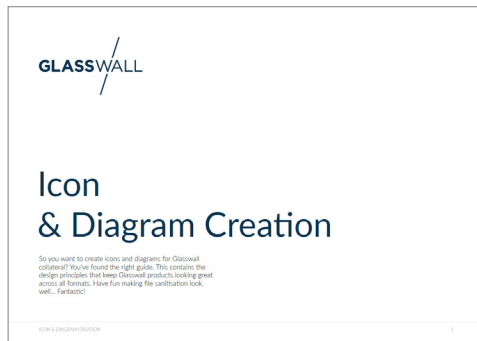
Reference previous videos, such as
the Rebuild API Overview, to help
consistency of presentation.
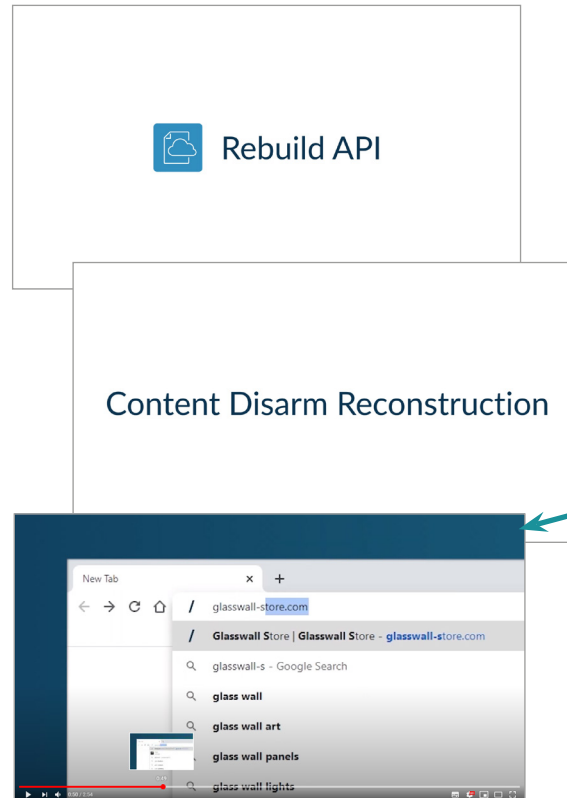
All videos must be:
16:9 Format
1080p or higher

For screen recordings, Use The
Glasswall gradient as your desktop
background. This will save time masking
and editing in post production.

GLASSWALL

Icon
& Diagram Creation

So you want to create icons and diagrams for Glasswall
collateral? You've found the right guide. This contains the
design principles that keep Glasswall products looking great
across all formats. Have fun making file sanitisation look,
well... Fantastic!

Rebuild API

Content Disarm Reconstruction

New Tab

glasswall-store.com

Glasswall Store | Glasswall Store - glasswall-store.com

glasswall-s - Google Search

glass wall

glass wall art

glass wall panels

glass wall lights

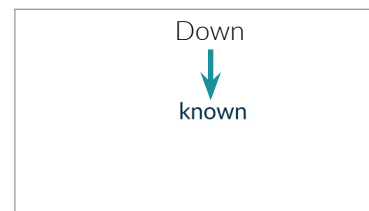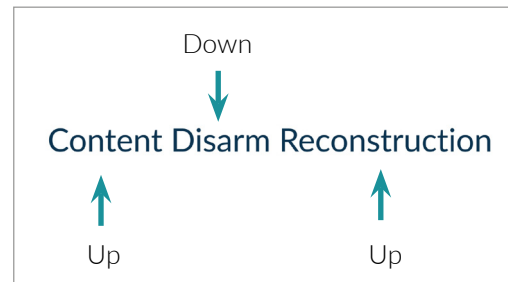Make sure unnecessary tabs are closed
or masked out.
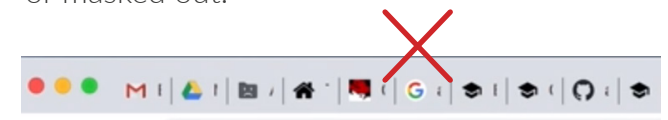
Animation Guide

Avoid lists of information. Animate each message to keep viewers interested.
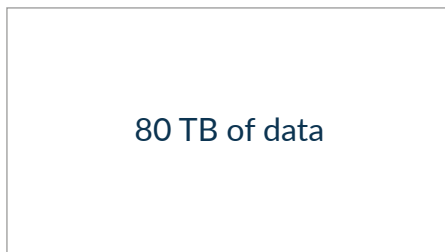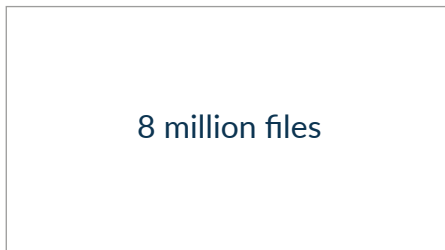
Animation should be consistent but not repetitive. Vary the direction of text entering and leaving the frame in a logical and creative way.
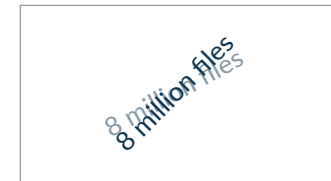
(Examples below from Rebuild API Overview)

Avoid Spinning and other effects.

All this will happen efficiently for a network with
2 million users
500k active users
up to 80k concurrent file downloads
8 million files
80 TB of data

8 million files

80 TB of data

Down
↓
Content Disarm Reconstruction
↑ ↑
Up   Up

See how 'Content Disarm Reconstruction' enters the frame from varying directions. This is also in time with the narration.

Down
↓
known

Down
↓
Unknown

Push Up
↑   Zero-day Malware

See how the elements correspond with each other:
'Zero-day Malware' pushes 'Unknown' from the screen.
See the full video for more ideas: https://www.youtube.com/watch?v=4IGtJWAWQ68

Animation Guide

Use Animation speeds of 5, 10, 15 or 20 frames.
Depending on the effect needed.

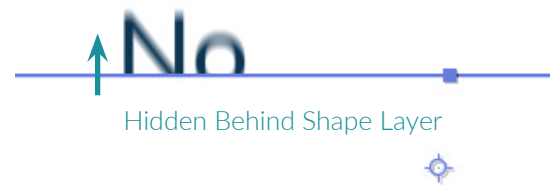Select 'Easy Ease' on the last frame.
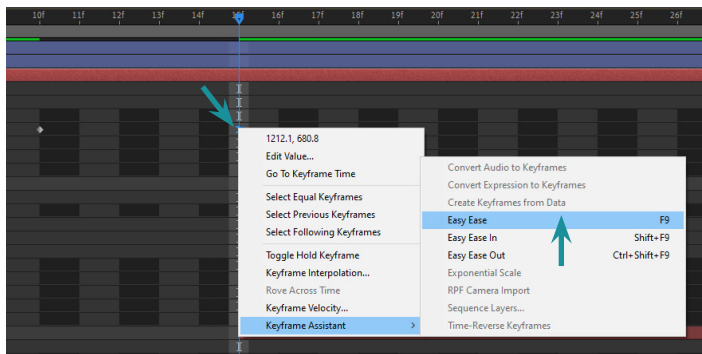
On every animation, increase the acceleration to full on the graph editor for a natural flow.
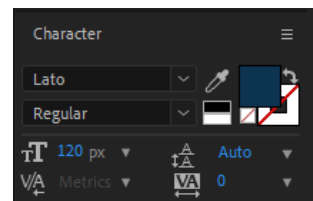See example:
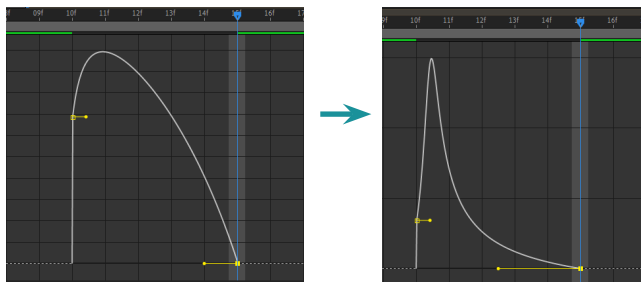
Enable Motion Blur on all animations

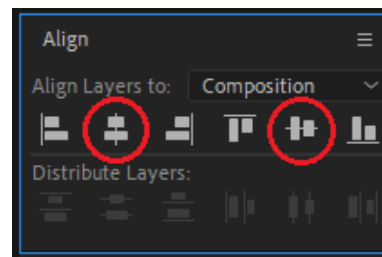Use Alpha Mattes to frame elements and make them appear.

Hidden Behind Shape Layer

Always use the Lato font.
Lato Regular at size 120px where possible.

Centre elements horizontally and vertically.

Lato Font ✓

**Unkown
Font** ✗

Stock Footage

Viewers can identify stock footage instantly, and it devalues a product or message. Because of this, it should be used sparingly, rely instead on interesting animation of text and icons. Tips of what to avoid:

Business Clichés

Overly Negative Messaging

Caricatures of Hackers
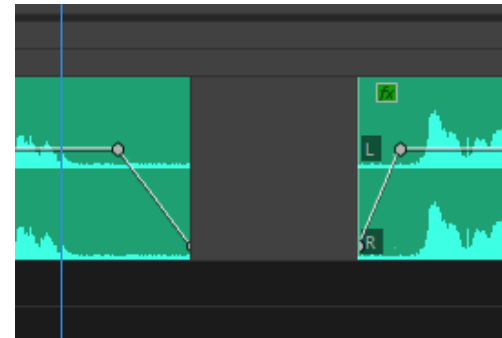

Glass Buildings or Facades

90s TV Shows

Music & Narration

The Glasswall music library can be found here: https://github.com/filetrust/glasswall-marketing/tree/master/05_Video/Glasswall%20Music
Music in Glasswall videos should be unobtrusive and subtle, ambient and calm.
When narration features heavily in a video, music may be unnecessary.

Narration should be clear and well read. Wrong pronunciations or awkward timings will need to be re-recorded.
Leave quiet gaps between takes, this allows for constant background noise to be achieved in the edit.

When narration is sporadic, bring the level of the audio track down at the end of a clip and up again at the start of the next.
This helps reduce noise and 'popping in' of the track.