Studio Helper × UQU Clubs & Societies

Style direction 02

On screen

The lesson happens inside the actual tools. A prospectus, a Canva file, an Instagram story and a sponsor email — built the right way, on screen, step by step.

Club leader training video series
16 videos · one topic per video · 2026

The idea

Most training video explains. This direction demonstrates. Every teaching point is shown happening inside a clean, animated recreation of the exact interface a club exec actually uses — Canva, Instagram, Gmail, a Google Doc prospectus, a content calendar.

It is not screen-recording. Every interface is rebuilt as a polished, brand-framed mockup, so it stays razor sharp, stays on-brand, and never looks dated. The cursor moves with intent, fields fill on cue, and the mobile view rotates in when it matters. Students finish a video knowing precisely what "good" looks like — because they just watched it get built.

How each video is made

No filming. Every frame is designed.

1 — we write the script. 2 — you approve it in writing. 3 — we design the screens in Figma and animate them in After Effects, Google Flow and similar tools — real app layouts recreated as clean mockups, never actual screen capture. 4 — we send you the cut. 5 — you send one consolidated set of changes. 6 — we deliver the final in 4K, with a 1080p social cut and captions.

Palette — Clubs & Societies sub-brand

Green ·lead	Rich black	Blue ·info	Pink ·don't	Orange ·do
#B9D532	#000000	#19BFD3	#FF1A8E	#FAA61A

Flat 100% colour. No gradients, anywhere. No purple. Green frames every screen; blue, pink and orange are used only as fixed callout roles.

The system

Colour

Green frames every screen — a green browser chrome, a green cursor, green highlight sweeps drawn over the interface. Full-bleed green chapter cards sit between sections so it stays unmistakably C&S. Blue is the "here's the information" colour, pink marks the weak version, orange marks the fix. Those roles never change across the 16.

Typography

The brand's geometric grotesk in Black for callouts, labels and the one key takeaway; Regular for on-screen annotation. Type is locked flat to the screen plane so it reads as a brand graphic, not a floating video effect. Display type is reserved for the chapter cards.

Motion language

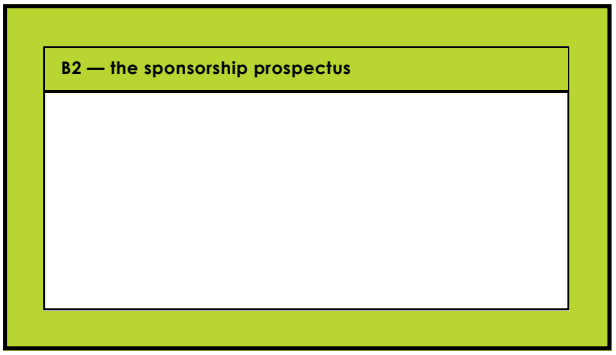
Polished, deliberate UI. The cursor eases toward its target; panels slide; fields fill; a phone rotates in to show the mobile view. Snappy micro-animations, smooth throughout, nothing jittery. It feels like the most confident screen-share you have ever watched.

Devices & motifs

The real artefacts do the teaching — an actual prospectus, a Canva canvas, an Instagram profile and story, a Gmail compose window, a signed agreement, a content calendar. Green highlighter sweeps, circled fields, arrows to the fix. Before and after by sliding two screens side by side. The ibis turns up as a profile photo or a cursor sticker for the one gag — the 2am email from partyclub2019@ getting quietly corrected.

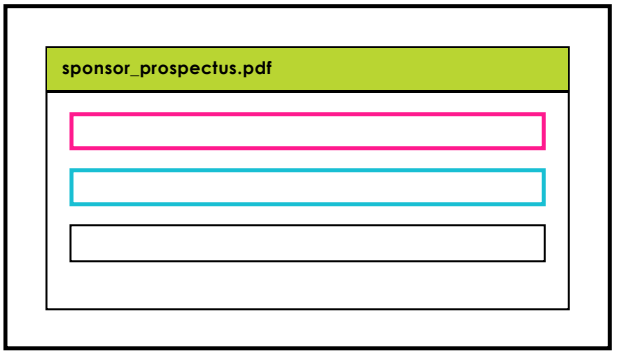
Anatomy of a video — 1 of 2

Title card



A clean green desktop with one window centred. The title is typed into the window's title bar, then the window zooms to full-bleed green for one beat with the title enlarged, then snaps back.

Mid-video teaching beat



The real screen fills the frame. Annotations build step by step — a green box around the right field, a pink strike through the weak version, an orange arrow to the fix.

Every video runs the same five parts: a cold open that states the problem before any title, the title card, a teaching body of three to four signposted sections, a three-line recap, and a next-step card. A full-bleed green chapter card resets the eye every 40–60 seconds, and a chapter progress bar is on screen throughout.

Anatomy of a video — 2 of 2

End & CTA card



All windows minimise to a bare green desktop. One card slides in with the takeaway, then cuts to a full-bleed green CTA. Logo bottom-right. Holds clean.

Music & voice

Warm, light electronic with a gentle pulse. UI ticks and clicks carried up in the mix as texture. A close, friendly Australian voice — like someone sharing their screen and walking you through it.

Studio Helper arranges the Australian voice-over. Nothing needed from UQU.

Strongest for

Pure how-to. The sponsorship and content videos in particular — club execs see exactly what a strong prospectus, a professional sponsor email and a workable content calendar actually look like, field by field.