

## SYSTEMIC

# Video Editor Brief

Your Clothing Donations Are Keeping Africa Poor

Channel: Systemic | Target Runtime: 15–20 min | Style: Documentary / Explainer | Audio: AI Narration (provided)

## PROJECT OVERVIEW

### What this video is

This is the debut video for Systemic, a new YouTube channel covering structural economic and political topics through a calm, documentary lens. The reference point is Wendover Productions or Vox — no shouting, no clickbait, just a strong argument delivered with confidence and restraint.

The video argues that donating clothing to Africa, while individually well-intentioned, is part of a structural system that prevents African countries from industrialising. It uses Nigeria's collapsed textile industry and Rwanda's attempted import ban — and the American trade sanctions that followed — as its central evidence. The tone is calm and devastating throughout.

## DELIVERABLES

### What you are producing

- One finished YouTube video, 15–20 minutes.
- Exported in 4K or minimum 1080p at 60fps as H.264 or H.265 MP4.
- Colour graded in a desaturated, cinematic documentary style.
- Project files retained for 60 days.

## ASSETS PROVIDED

### What you will receive

- Full narration script with B-roll directions (companion document).
- AI-generated narration audio, segmented by section.
- Finalised thumbnail — do not alter.

You will need to source all B-roll independently. Directions are written into the script as [B-ROLL: ...] markers.

## **VISUAL STYLE**

### **Look and feel**

Reference channels: Vox, Wendover Productions, DW Documentary. The grade should be desaturated and cinematic — muted colours, warm shadows, serious and considered. Not corporate, not sensational.

Typography: clean bold sans-serif throughout. All on-screen text indicated in the script should appear as white or red text, consistently styled from start to finish. Suggested fonts: Bebas Neue or Montserrat Bold.

Key statistics should appear on screen when delivered in narration — large, centred, with a short label. These are the moments the video gets shared. Treat them as design moments.

Between major segments the script calls for a DOOM impact sound. Pair this with a hard cut to black or a bold full-screen text card. It should feel like a chapter break, not a jump cut.

Pacing: the narration is slow and deliberate. Do not cut over every sentence. Let footage breathe. The restraint is the style.

## **DOS**

### **What we want**

- Match cut pacing to the narration — slow narration means slow cuts.
- Put every major statistic on screen as well as in audio.
- Use real documentary footage — real markets, real factories, real cities. — Use archival footage where the script indicates (1960s Korea, Nigerian mills, IMF historical material). Creative Commons and public domain are fine. — Keep the colour grade consistent from segment one to the end. — Include subtitles. This audience reads as they watch.
- Give the final closing lines maximum space and silence. They are the payoff.

## DON'TS

### What we do not want

- No stock footage that looks staged or corporate.
- No music that competes with the narration — keep it atmospheric and low.
- No speed ramps, zoom punches, or trend editing effects. This is a documentary.
- Do not change or paraphrase the narration. The script is final.
- Do not add text or commentary not specified in the script.
- Do not use footage of people in a way that feels exploitative.
- Do not use AI-generated imagery for B-roll. Real footage only.
- Do not alter the thumbnail.

## SEGMENT BREAKDOWN

### Structure and approximate timing

01	The Hook	Kantamanto market, charity bins	1–2 min
02	Why Textiles	Factory floors, urban growth, maps	3–4 min
03	The Protection Argument	WTO/IMF buildings, List quote, Chang	2–3 min
04	What Donations Do	Clothing bales, Korle Lagoon	2–3 min
05	Nigeria	Nigerian mills active and abandoned	2–3 min
06	Rwanda and SMART	Kagame, USTR, EAC map, sanction documents	3–4 min
07	Close	Final text cards, fade to black	1 min

## B-ROLL SOURCING NOTES

### Where to find the key shots

#### Kantamanto Market, Accra

The OR Foundation ([oronline.org](http://oronline.org)) has documentary footage. DW Documentary and Al Jazeera English have publicly available reports on YouTube.

#### 1960s South Korea

Korea's National Archives ([archives.go.kr](http://archives.go.kr)) has public domain historical footage. AP Archive and Reuters Archive also cover this period.

### **Nigerian textile mills — active and abandoned**

Al Jazeera and BBC Africa have reported on the industry's decline. Search 'Nigeria textile industry' on YouTube for usable documentary clips.

### **Kagame on the used clothing ban**

Multiple clips on YouTube from 2017 press conferences. Search 'Kagame used clothing ban'. The quotes in the script are from June 2017, widely reported.

### **IMF / World Bank historical**

AP Archive has extensive material. Search 'structural adjustment Africa IMF 1980s'.

### **Modern African cities**

Pexels and Unsplash have Creative Commons footage of Nairobi, Lagos, Accra, Kigali. Artgrid has higher quality options.

## **MUSIC**

### **Audio direction**

Minimal and atmospheric throughout. The voice is always primary — music sits well underneath it at all times. Sparse piano or strings in the style of Max Richter or Epidemic Sound's documentary category. The DOOM impact sound between segments should be a single deep sub-bass hit — deliberate and weighty. It is the only sound effect in the video.

## **TIMELINE**

### **7-14 day delivery**

Any questions about the script or brief should be raised before work begins. The narration audio is generated from the script as-is.

### **— Systemic**