

4-2016

## UCF Libraries Video Guidelines and Best Practices

Rachel Mulvihill

*University of Central Florida, [rachel.mulvihill@ucf.edu](mailto:rachel.mulvihill@ucf.edu)*

Carrie Moran

*University of Central Florida, [carrie.moran@ucf.edu](mailto:carrie.moran@ucf.edu)*

Rosalie Flowers

*University of Central Florida, [rosalie.flowers@ucf.edu](mailto:rosalie.flowers@ucf.edu)*

Shane Roopnarine

*University of Central Florida, [shane.roopnarine@ucf.edu](mailto:shane.roopnarine@ucf.edu)*

Leah Kriebel

*See next page for additional authors*

Find similar works at: <https://stars.library.ucf.edu/lib-docs>

University of Central Florida Libraries <http://library.ucf.edu>

This Guide is brought to you for free and open access by STARS. It has been accepted for inclusion in Libraries' Documents by an authorized administrator of STARS. For more information, please contact [STARS@ucf.edu](mailto:STARS@ucf.edu).

---

### Recommended Citation

Mulvihill, Rachel; Moran, Carrie; Flowers, Rosalie; Roopnarine, Shane; Kriebel, Leah; Dancel, Cynthia; and DeSalvo, Matthew, "UCF Libraries Video Guidelines and Best Practices" (2016). *Libraries' Documents*. 128.  
<https://stars.library.ucf.edu/lib-docs/128>

---

**Creator**

Rachel Mulvihill, Carrie Moran, Rosalie Flowers, Shane Roopnarine, Leah Kriebel, Cynthia Dancel, and Matthew DeSalvo

# Video Guidelines and Best Practices

April 2016

Created by the Video Guidelines Taskforce: Rachel Mulvihill (chair), Cindy Dancel, Matt DeSalvo, Rosalie Flowers, Leah Kriebel, Carrie Moran, Shane Roopnarine

## Contents

Intended Use.....	2
Video Advisory Team .....	2
Video Production Resources.....	2
Learning Outcomes .....	3
Video Style .....	3
Scripting & Storyboarding.....	4
Video Length .....	4
Accessibility.....	4
ADA Compliance Statement.....	4
Best Practices for Caption Timing & Positioning.....	5
Technical Specifications .....	5
Aspect Ratio .....	5
File Format .....	6
Codec, Frame Rate, & Bit Rate.....	6
General Best Practices .....	6
Branding.....	7
Review & Approval Process .....	7
Vimeo Account Management .....	8
Archiving Video Content .....	8
Video Creation/Production Steps.....	9

## Intended Use

All videos i.e. videos that are set to “public” via the Libraries’ Vimeo account must follow the guidelines and technical specifications outlined in this document, as well as the general web style guidelines in the Web Working Group (WWG) Procedures and Style Manual. Videos for individual classes or events are not required to follow the specific processes and specifications outlined below, but instead should use this document as a reference for best practices. All videos, regardless of audience, should follow the accessibility guidelines.

Specific steps of the video creation and production process are marked here by the pointing hand symbol (👉), so that the procedures are highlighted. A checklist of these steps follows the Guidelines.

This document will be reviewed and updated once per year or as necessary. The annual review will take place during the Fall/Spring Intersession, sometime around the new calendar year.

## Video Advisory Team

A small team will have access to the library’s Vimeo account, and be responsible for adding, reviewing, and maintaining the library’s public facing videos.

The team will be composed of the following positions/departments:

- Teaching & Engagement (T&E): User Engagement Librarian
- Information Technology (IT): End User Support Specialist
- Branch Librarian and/or Regional Librarian
- Art Specialist

This group will meet quarterly, although their work is ongoing throughout the year. It will be led by the User Engagement Librarian, who will serve as the spokesperson for the group to the Libraries’ faculty and staff. As the Video Advisory Team leader, the User Engagement Librarian will communicate with the Libraries’ Web Working Group (WWG) about video projects, problems or issues encountered, and new initiatives. The End User Support Specialist serves as advisor on Information Technology resources and services, and the Art Specialist creates original content for videos on request and provides input on graphics and design issues. The Regional and/or Branch Librarians represent the unique perspective of librarians outside the John C. Hitt Library.

## Video Production Resources

Library staff needing equipment to create a video can reserve the ILO Production lab space via the internal Libraries calendar, and borrow equipment from IT. The Faculty Multimedia Center has equipment and software available for faculty use in Classroom Building I, room 202.

Production Lab Software & Hardware Resources (Rm 203S) as of December, 2015

- Audacity
- Adobe Acrobat XI Pro
- Adobe Captivate 8
- Adobe Illustrator Creative Cloud
- Adobe ImageReady CS
- Adobe Photoshop Creative Cloud
- Adobe Premiere Creative Cloud
- Snagit 8
- Camtasia 3

- Blue Snowball Microphone
- Microsoft Webcam

IT Resources (call Page Curry to borrow)

- Canon DSLR Camera
- Video Camera

Faculty Multimedia Center Resources (<http://oir.ucf.edu/fmc-resources/>)

- Audio recording equipment
- Camtasia screen capture software
- Video camera
- Teleprompter

## Learning Outcomes



At least one statement that defines what knowledge or skills a viewer will gain by watching the video is essential.

Learning Outcomes should:

- Be measurable/observable
- Focus on the end result rather than the activity or process used to get there
- Be manageable in proportion to the length/complexity of the video (Will you be able to teach the ins and outs of controlled vocabulary in 3 minutes? Probably not. Will you be able to show a user where to locate the thesaurus in a specific database? Probably yes!)



For ideas on writing concise learning outcomes, please see FCTL's explanation of Bloom's taxonomy with key phrases for each cognitive level.

<http://www.fctl.ucf.edu/TeachingAndLearningResources/CourseDesign/BloomsTaxonomy/>

For more assistance with writing appropriate learning outcomes, please consult the Libraries' Teaching & Engagement department head.

Example Learning Outcomes-

- Students will be able to request a book or article via the Interlibrary Loan system.
- Viewers will be able to identify three key differences between popular and scholarly journals.

## Video Style



Select the appropriate video style based on your stated learning outcomes.

- Screen Casting: best for demonstrating a process, such as searching a library database, or converting a slideshow presentation into a video.
- Live Action: best for demonstrating a process that requires an orientation to a physical space, or creating a promotional video.

- Animation: best for conveying conceptual information, such as the information cycle or research conversations. [Note: for help with animation, please contact the Libraries' Art Specialist or the Video@CDL team at the Center for Distributed Learning. The Video@CDL team occasionally works with the Libraries to produce videos for special projects, such as the Information Literacy Modules.]
- Other: If there is no visual component to your information, consider a format other than video.

 For help with selecting the appropriate video style, please consult with the head of the Libraries' Video Advisory Team.

## Scripting & Storyboarding



After developing your learning outcome(s), write a script. The script will be used for captioning, allows other editors to work with the existing files when making changes or edits, and makes it easier to solicit feedback from others before production begins.

You may also need to create a storyboard. A storyboard will help you plan your animations/graphics/live action shots/etc. and just like the script, it will allow others to review your project and give feedback before you start the hard work of creating those elements.

 For assistance creating a script or storyboard, please contact the head of the Libraries' Video Advisory Team.



Email your learning outcome(s), script and storyboard to the Video Advisory Team for review. This review will help ensure the final video adheres to the guidelines set in this document. Expect this review process to take a week, on average.

## Video Length

- For quick instructional videos, 1-4 minutes should be the general guideline for length, but there are always exceptions.
- For longer videos, consider incorporating a table of contents so users can jump ahead if desired, or making several related videos and creating a playlist so that the content is divided into smaller chunks.
- Be concise, avoid information that does not support the learning objective of the video.

## Accessibility

### ADA Compliance Statement

*The UCF Libraries strives to make information accessible to the entire UCF community. Videos produced by the library will be designed with accessibility in mind, using captions, subtitles, and high contrast/high visibility graphics and colors. For*

*more information about the library's accessibility services, please visit*  
<http://library.ucf.edu/services/accessibility-services/>

Each video on the Vimeo platform will include a link to this ADA Compliance Statement in the video description.

## Best Practices for Caption Timing & Positioning

Captioning will be completed by the Video Advisory Team, with the guidance of the video creator and the provided script. The Video Advisory Team will generally use the captioning tool provided by Vimeo and follow the suggested guidelines listed below. **All uploaded videos must be captioned, regardless of intended audience.**

- Each line of text should be a maximum of 42 characters in length with a maximum of two lines per subtitle.
- Text should be displayed for a minimum of one second in length but no more than 7 seconds total.
- Describe any sounds that are necessary or enhance understanding of the content. Non-speech sounds like [MUSIC] or [LAUGHTER] should be added in square brackets.
- All caption frames should be precisely time-synched to the audio.
- Spelling should be accurate.
- When multiple speakers are present, it is helpful to identify who is speaking, especially when the video does not make this clear.
- Both upper and lowercase letters should be used.
- Punctuation should be used for maximum clarity in the text, not necessarily for textbook style.
- Captions should preserve and identify slang or accents.



For question about the captioning process, please contact the head of the Libraries' Video Advisory Team.

## Technical Specifications

### Aspect Ratio

16:9 (Widescreen)

Most computer monitors/smart phones/tablets, etc., are designed for a widescreen viewing experience. Preexisting videos that are already publicly available with a different aspect ratio will be converted to 16:9 when/if content is updated and requires a new file upload.

Resolution: Typical resolutions for a 16:9 aspect ratio are 1920x1080 (Full HD), 1280x720 (720p HD), or 640x360 (Standard Definition). An HD format is preferred. There are a variety of acceptable additional resolutions as long as they comply with the 16:9 aspect ratio format.

## File Format

MP4 is the preferred file format, but the following additional formats are acceptable.

- .avi
- .flv
- .wmv

[Note: Adobe Captivate is Flash-based and defaults to outputting .swf files. Change the publishing options to a supported video format before publishing.]

## Codec, Frame Rate, & Bit Rate-

These compression related settings are usually of concern when shooting live video and when using more advanced editing software like Adobe Premiere or Final Cut. Please refer to

<https://vimeo.com/help/compression> for the latest guidelines.



For help ensuring your video meets these specifications, consult with the Libraries' End User Support Specialist in the Information Technologies department.

## General Best Practices

- Use best quality images, best camera available, professional-looking graphics – make it look great!
- Include graphics when they support the point, not just to be flashy.
- When possible, choose screenshots that will not date the video. (ex. Do not capture the home page with a banner for an upcoming event.)
- It is helpful to consider your audience when choosing a voice “actor” and to vary the voices in the videos. It’s great to have a “smiling” voice and a quick pace.
- Avoid computerized voices.
- Choose a title carefully, and consider the differences in student and librarian language. What task is the student trying to accomplish? Avoid library jargon.
- Avoid the split-attention effect: don’t have text on the screen that does not match the voice-over or action.
- Work locally- use your workstation’s hard drive to store the project. Saving to and working from a network drive will make your project file crash or load slowly. Large files may put users over their data quota.
- Leave at least .3 seconds of silence after finishing a sentence before moving to a new screen and before beginning audio on new screen.
- When screencasting, consider that your audience may be viewing the finished video on a mobile device. Try to capture text so that it is readable on all device sizes. A focused view on the task being demonstrated is generally preferable to screencasting the entire window.

## Branding



To create a consistent look and feel for all library produced media, public facing videos should follow the [Style Manual](#) [Y:\\_Library Administrative Files\Committees & Groups Documentation\Web Working Group\2016\Manuals\WWG - Procedures and Style Manual.pdf] set forth by the Web Working Group in regards to fonts, colors, logos, and terminology (for example, use “Ask Us” instead of “Ask A Librarian”).

Add the title and outro screens using the templates on the Y:\ Drive to brand the video. The folder location is Y:\\_Library Administrative Files\Committees & Groups Documentation\Video Advisory Team\

- The title screen should display for a minimum of 3 seconds (longer if title is lengthy).
- The outro screen should display for 3 seconds at the very end of the video.



For help locating and using the Style Manual or branding screens, contact the Libraries’ Art Specialist.

## Review & Approval Process



Save the final version of your video, its description, the script, any raw project or video files (such as .cpx), transcripts, storyboards, audio files and any other media assets to one folder with the title of the video. Place your folder in the Q:/Video Uploads/. Maintaining all the relevant files in one folder allows for easier updating of the video.



Email the Video Advisory Team when your files have been added to the folder. The approval process may take up to a week, but generally will be completed in 2-3 working days. Once approved, the Video Advisory Team will upload the final version to Vimeo, create captions using the provided script, include a link to the ADA compliance statement under the description, and add metadata. Suggestions for metadata tags by the video creator are welcomed. The Video Advisory Team will include the following tags:

- University of Central Florida
- UCF Libraries
- Topic specific – Interlibrary Loan, Research, etc.

Once the video has been uploaded to Vimeo, the project files, script, and final project will be moved from the Q:\ Drive to an external hard drive accessible in the production lab. The final file will be placed in Y:\\_Library Administrative Files\Committees & Groups Documentation\Video Advisory Team\Public videos for use by others. Please maintain any original files you would like to keep on your computer’s hard drive.

Depending on the nature of the video, a member of the Video Advisory Team may send an email to all UCF Libraries faculty and staff with a description of the video for possible inclusion in LibGuides and/or newsletters.

## Vimeo Account Management

The Vimeo account will be managed by the Video Advisory Team, who will assist in the uploading of all videos to the channel.

Videos will be subject to a periodic review process as follows:

- The Video Advisory Team reviews all videos on the video channel during Spring/Summer intersession.
  - The review will examine the usage, placement, and relevance of video content.
  - Videos will then be categorized by recommendation:
    - Remain on the platform
    - Requires update
    - Marked for retirement
- Videos will generally be updated or retired during the Summer/Fall intersession
  - The Video Advisory Team will contact the video owner to discuss how to proceed
  - When videos are retired, the Video Advisory Team will attempt to identify where those videos are linked/embedded and contact the link owners to replace them.
  - If a video becomes out-of-date due to interface or procedure changes, the Video Advisory Team will contact the video creator to determine any immediate course of action.
- The User Engagement Librarian, or other member of the Video Advisory Team, will send a list of current videos to all staff during the Summer/Fall intersession. Other more active ways of demonstrating and sharing videos may be utilized.
- Annual statistics for each video will be recorded during the Fall/Spring intersession, and saved to Y:\\_Committees & Workgroups\Video Advisory Team

## Archiving Video Content

Outdated, replaced, or retired videos will be archived on STARS, along with the corresponding statistics and script, if available. The User Engagement Librarian will upload the MP4 or final video product file to STARS. If the video has been replaced, the current version of the video can be embedded on the STARS page.

## Video Creation/Production Steps

These are the steps that a staff member must complete to create a video for the Libraries' public video collection. For more detail, refer to the complete Guidelines document above.

- Identify learning outcomes. At least one statement that defines what knowledge or skills a viewer will gain by watching the video is essential.
  
- Select the appropriate video style based on your stated learning outcomes.
  
- After developing your learning outcome(s), write a script. The script will be used for captioning, allows other editors to work with the existing files when making changes or edits, and makes it easier to solicit feedback from others before production begins.
  
- You may also need to create a storyboard. A storyboard will help you plan your animations/graphics/live action shots/etc. and just like the script, it will allow others to review your project and give feedback before you start the hard work of creating those elements.
  
- Email your learning outcome(s), script and storyboard to the Video Advisory Team for review. This review will help ensure the final video adheres to the guidelines set in this document. Expect this review process to take a week, on average.
  
- Add the title and outro screens using the templates on the Y:\ Drive to brand the video. The folder location is Y:\\_Library Administrative Files\Committees & Groups Documentation\Video Advisory Team\
  
- Save the final version of your video, its description, the script, any raw project or video files (such as .cptx), transcripts, storyboards, audio files and any other media assets to one folder with the title of the video. Place your folder in the Q:/Video Uploads/. Maintaining all the relevant files in one folder allows for easier updating of the video.
  
- Email the Video Advisory Team when your files have been added to the folder. Once approved (may take up to one week), the Video Advisory Team will upload the final version to Vimeo, create captions using the provided script, include a link to the ADA compliance statement under the description, and add metadata. Suggestions for metadata tags by the video creator are welcomed.



For help with any of these steps, please contact the head of the Libraries' Video Advisory Team