Creating *effective* video content is a time-consuming and rewarding process. It involves the careful planning and execution of a script, shoot schedules, set planning, editing, and more. Have EPCC-TV produce a professional quality video for your department. Contact EPCC-TV at 831-6560 or email EPCC-TV to request a video production consultation.

However, if you wish to record a video on your own, this resource has been created to help you with that process. To produce your own video and have it uploaded onto any EPCC's Official social media pages, these guidelines must be met.

Considerations Before You Make a Video

Is Video the Best Medium?
Consider if the information would be more effective presented in a different format, such as a webpage, a graphic, or another visual medium.

Do You Have Time for a Video?
It takes a lot of hours to plan, shoot, and edit a quality video, many times spread over several weeks. Start thinking about your video project two or three months ahead.

Know the Stats
77% of viewers **stopped a video** due to poor quality.

85% of people **expect TV-like quality** for every video they see online.

62% of viewers **develop a negative perception** of your brand if you publish a **poor-quality video.**
Source: Content Marketing Institute

Sometimes no video is better than poor quality video. Please be sure to familiarize yourself with all of video standards, requirements, guidelines, and best practices. Understanding technical and production requirements will help you to best plan the logistics for your video project.

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Planning Your Video

The goal, target audience, script, and dissemination plan can impact what deliverables you need to create, as well as the level of standards your video must adhere to.

What is the goal for your video?

- Market a program or reach prospective students?

- Provide tips or how-to?

- Supplement an event or experience?

- Instructional?

What story are you trying to tell?

- Create a storyboard to think about a script and visuals. Creating one will save you time.

- What messaging or key points do you need to convey?

- Will you need to shoot interviews, b-roll or use archive footage?

Who is the target audience of the video?

- For current students?

- For prospective students and their families?

- For faculty or staff?

Where do you plan to share the video?

- EPCC's Official YouTube channel or other social media pages?
  - Contact the Marketing Department to have video posted on EPCC's Facebook page. For more information or for help in promoting your organization please contact the Marketing Department.

- Are you planning on embedding it on an EPCC.edu site?
  - Contact EPCC-TV to upload your finished edited video onto EPCC's Official YouTube channel and contact IT Web Development in order to embed the video on the your department site.

Branding and Visual Identity – Guidelines and Best Practices

In order to foster lifelong patrons, organizations need to build trust through brand consistency. The more consistent your brand is, the more recognizable it is to consumers, providing a feeling of reliability. This helps your patrons get to know your brand on a more personal level.

- **Adhere to EPCC's** Logo Standards Manual
  - Use official College colors (EPCC Teal and EPCC Purple) and avoid color combos that are used by other schools, i.e. blue and orange.

  - Include the appropriate EPCC logo at either the beginning or the end of the video. Logo *must not* appear altered or distorted. Contact the Marketing Department to request the official College logos.

  - Approved tag, "**The Best Place to Start and Finish**." Contact the Marketing Department to request the official tagline design.

- **Use of External Logos**
  Videos may not contain any external logos or watermarks, including commercial logos without prior approval and no offensive wording. This includes, but is not limited to, any of the following cases:
    - Logos on people's clothing.
    - Logos in the background of a shot.

Branding & Visual Identity – Guidelines and Best Practices (Cont.)

- **Typography**
  - Don't use more than two fonts.
  - Avoid decorative fonts.

- **Graphics**
  - Any graphical elements such as photographs or logos must be crisp, clear and high resolution.

- **Writing Style**
  - All titles and text added to the video must be proofread for accuracy, proper spelling and grammar.

*Any video not adhering to these visual guidelines will not be posted on any EPCC social media page. Corrections must be made by the creator of the video.

Copyright and Permissions

Rights and Permissions

- If the video was produced or created with the intention of promoting or disseminating information about EPCC and it is uploaded to EPCC's YouTube channel, EPCC holds ownership of the video.
- Ensure EPCC holds all rights to the video and to all the content included in the video, such as talent, music and pictures.
- Some material used in an educational setting may not be copyright-free in a marketing setting, so be sure you are adhering to all terms of the content's license.
- Any permissions or licenses received need to be documented. This is the responsibility of the department producing the video.

Music

- There are various sources to copyright free music you may find online, or you can seek legal, documented permission from an individual artist.
- Videos uploaded to YouTube with copyrighted music used without permission will be blocked by YouTube and original artist may pursue penalties against the College.

Talent Release Forms

- Retain signed talent release forms for everyone who appears in the video, even current faculty and staff. It's best to get these the day of shooting.

Formatting and Credits

- These are usually included on the last screen of a video.
    - Format copyright information as follows: (**© 2021 El Paso County Community College District**).
    - Include a production credit formatted as follows: (**Produced by the Department of _____**).

Quality Standards

Video Quality

- Must be shot with video equipment capable of recording at a minimum of full **HD 1920 x 1080**, 30 frames per second (fps) resolution.
- Video output should be an **.mp4** or .**mov**.
- Video from web cams, such as Zoom meetings, video shot on older cell phones, or video that is a screen captured recording of people will likely not meet minimum quality standards.
- Video must be well-shot: in-focus, steady, well-framed and with proper exposure and lighting.
- Lighting
  - Colors should be bright and have adequate contrast. Avoid dull or low-contrast imagery.
  - Fixing an underexposed subject in editing can cause issues such as image noise and loss of detail.
  - Use a location with available light or use lighting equipment along with camera settings to help correctly expose your subject.
- Backgrounds
  - Avoid cluttered backgrounds. Cluttered backgrounds are distracting.
  - Avoid having the subject directly against the wall or in a location that has no relationship to the content.
- Composition
  - Vary shot types, camera angle, focal length, and compositions for a more visually appealing segment.
  - All shots should be clearly focused and well-framed using the whole screen. Use a tripod or stabilizing equipment such as a gimbal for long steady shots or panning shots. Blurry and shaky video should be edited out.
  - Distance and relevance between the subject and background creates a more engaging shot.

Audio Quality

- Audio must be crisp and clear. Use an external microphone, such as a lavalier or cardioid mic. Avoid using a built-in camera microphone.
- Ensure foreground and background noises are well-balanced.

Length of Video

- Promotional videos should be between 2-3 minutes long at most. 60-90 seconds is recommended, especially on social media. For other type of videos contact EPCC-TV.

Interview Guidelines and Best Practices

- Retain signed talent release forms and provide a copy to EPCC-TV for everyone who appears in the video, even current faculty and staff. It's best to get these the day of shooting.
- Before the day of the shoot, give your interviewee the questions in advance so they have time to prepare their answers. Encourage them to think about short answers or "sound bites."
- Give your interviewee some suggestions on how to dress for the interview, i.e. wear a shirt with the College logo.
- Do a run-through before you hit record so the interviewee can feel comfortable in front of a camera before the real take.
- Consider shooting the interview segment more than once (at least two or three times) and select the best take.
- Use a tripod.
- Have the interviewee look at the person asking the questions, even if the interviewer is off camera.
- Avoid having your interviewee look directly at the lens unless they are directly addressing viewers.
- When interviewing a subject, stand beside the camera and ask questions at eye level (the interviewee should not be looking distractingly up, down, or to the side.)
- Make sure the person is staying still – avoid swivel chairs or having them stand.
- Edit out any filler words – ums, wells, etc.
- Make sure there is no background noise.
- Avoid the subject's eyes from visibly moving from left to right while reading. Keep practicing and allow the subject more time to get comfortable with the material before you call the final take.

Uploading Your Video to EPCC's Social Media Pages

Please be sure to familiarize yourself with all of video standards, requirements, guidelines, and best practices. Understanding technical and production requirements will help you to best plan the logistics for your video project.

*Any video not adhering to these visual guidelines will not be posted on any EPCC social media page. Corrections must be made by the creator of the video.

Once your completed edited video is ready to be uploaded to the College's YouTube channel, contact EPCC-TV for assistance. Contact the Marketing Department to have the video posted on EPCC's Facebook page.

- Send the video in .mp4 or .mov formant. We **do not accept links** to the video.
- Send a description of your video so we may also include in on YouTube. If you included music in your video, include the artist's name, name of the song, and the web address in where you downloaded it from. Include any copyright music credit documentation you may have.

*Any video not adhering to these visual guidelines will not be posted on any EPCC social media page. Corrections must be made by the creator of the video.

*Guidelines are subject to change.

Contact EPCC-TV

From planning to execution, video production is a time-consuming process that involves careful thought and attention to detail to create an effective video for your audience. Have EPCC-TV produce good quality videos. Email EPCC-TV to request a video production consultation or call (915) 831-6560.