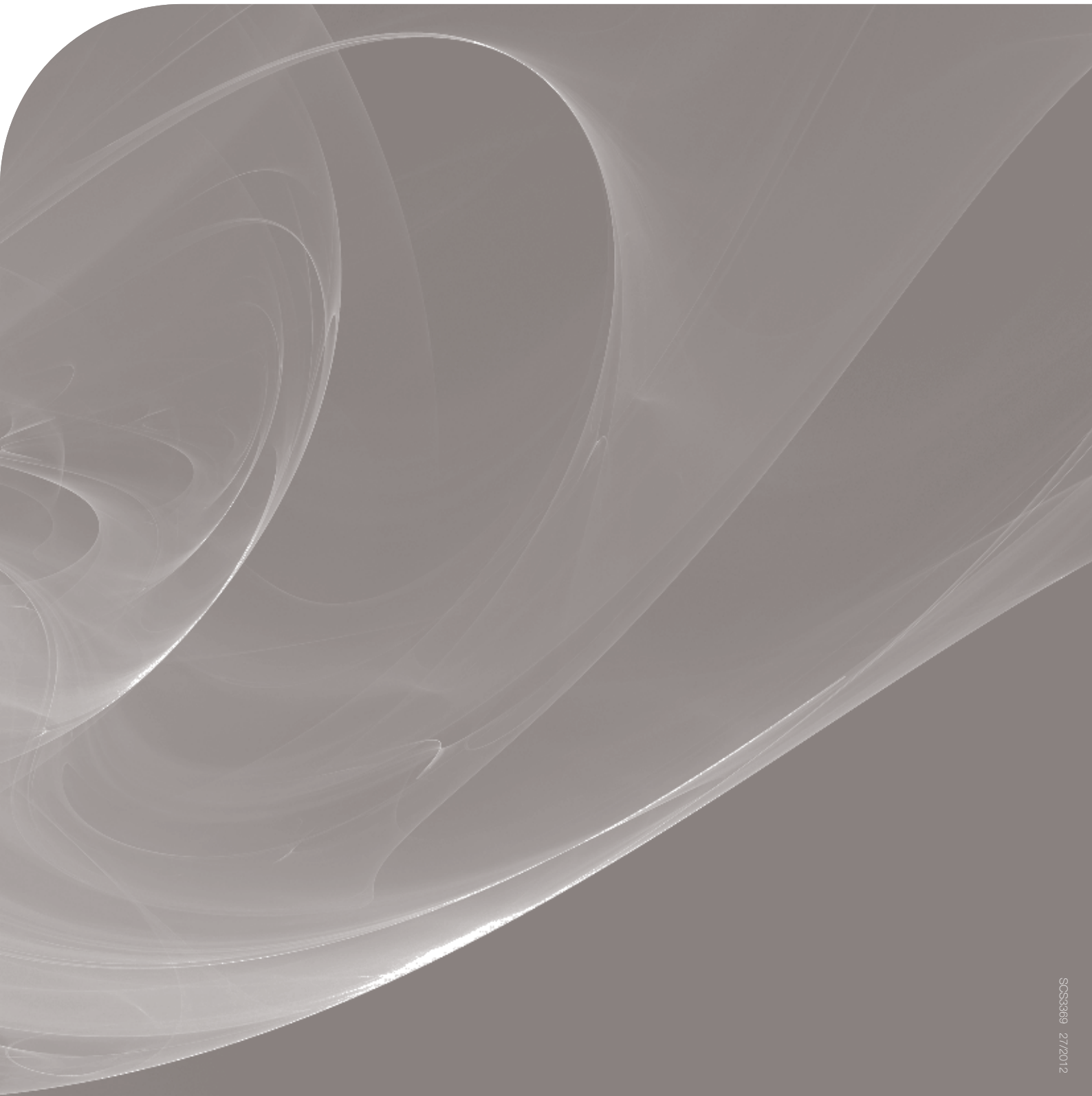


UWS Digital Production Standards



UWS Digital Production Standards

All multimedia intended for use on UWS-Web should be developed in consultation with the Web Services Unit to ensure the final product meets UWS Digital Production Standards.

The following information is intended as a guide to developing and publishing digital media. Failure to adhere to these guidelines may delay the approval process.

Video

Capture

- » Videos must be adequately exposed:
 - » Use additional lights if indoors, consider framing carefully if outside in the sun or inside near windows.
 - » For web output, no more than 30 percent of the frame should be over-exposed. The preference would be for no over-exposed regions.
 - » For television broadcast, no part of the image can exceed excess luminance and chrominance levels.
- » Footage should be steady and level, unless the movement and angle have artistic purpose. Where possible, interviews should be filmed using a tripod.
- » Videos require high quality sound – always use an external microphone when recording interviews:
 - » External microphones that record to their own memory device should be set to record in the highest quality option available. Avoid recording at MP3 compression. 16 bit wav or aiff files are the minimum accepted standard.
 - » Digital audio recording levels, particularly voice, should peak between -12db and -6db. Audio recorded higher than this range may result in unacceptable distortion.
 - » Use headphones to check for unwanted noises – be aware that electrical equipment such as computer towers, fans, air-conditioning, kitchen appliances (especially refrigerators) and electric doors may produce unwanted noise.
- » Record at the largest frame-size possible. Standard Definition 16:9 (1024 pixels wide x 576 pixels high) is minimum screen resolution, with full High Definition (1920 pixels wide x 1080 pixels high) or High Definition (1280 pixels wide x 720 pixels high) being optimal. No video should be in a 4:3 aspect ratio.
- » Progressive video is the required output for videos being placed on UWS-Web.
- » Preferred frame rate is 25 frames per second.
- » All identifiable individuals in the video must sign and submit a release form outlining approval for publishing

on UWS-Web. A Photo Release form can be obtained from the UWS Photographer.

- » In the case of seminars and lectures, written permission must be obtained from the speaker both for the recording to take place and also for the University to publish the recording. Contact your Web Coordinator if you require a copy of the Licence and Copyright Agreement.
 - » An announcement should be made prior to the start of the event that proceedings will be recorded.

Post Production

- » Ensure native frame-size and frame-rate is maintained.
- » Footage should be graded so that whites appear white, blacks appear black and skin tones fall within the normal skin tone range. If a de-saturated look is desired, whites and blacks should still show detail. Flexibility will be accepted for artistic pieces.
- » UWS Visual Identity Manual must be adhered to with regards to logo, image, colour and font usage. For more information, please contact iMedia for clarification.
- » Keep graphics within TV Title Safe area for possible output to DVD or broadcast on television.
- » A copyright notice with 'University of Western Sydney' and the year of production needs to be incorporated into the closing credits. Other crediting needs to be in alignment with the UWS Web Policy. Work completed by UWS students should also be noted.
- » Do not use any copyright music – all music must either be copyright-free or have been released by both the composer and the owner of the recording for use by UWS. Royalty-free music is not the same as copyright-free music, please ensure that if royalty-free music is used, the music has been correctly licensed for use. For more information, please refer to the Copyright Policy and Intellectual Property Policy.
- » Music should be lowered while people are speaking

so that voices can be heard clearly.

- » Final audio levels should sit between -6db and 0db and peaking should be limited.
- » Ensure any use of images in lecture slides does not contravene copyright. Releases for photos that identify people must be signed and submitted before images are used. For more information, please refer to the Copyright Policy and Intellectual Property Policy.

Compression of final edit

- » Ensure compression settings give a professional result.
- » Preferred compression for output to web is:
 - » File Type: .mov
 - » Video Codec: H.264
 - » Progressive scan
 - » Bit rate between 3-7 mb/sec
 - » Native frame rate
 - » Native frame-size
 - » Audio Codec: AAC-LC
 - » Stereo channels
 - » Sample rate of 48khz or 44.1khz
- » Preferred compression for DVD (Standard Definition) is mpeg2 or higher.
- » For television broadcast standards, please refer to the individual channel's requirements. Often submissions are required to be printed to tape with appropriate slates.

Distribution

- » Preferred hosting of videos is on the University of Western Sydney's YouTube Channel www.uws.edu.au/youtube. Web Coordinators have access to publish to this channel.
- » In accordance with the UWS Web Policy, videos must comply with the World Wide Web Consortium (W3C) Web Content Accessibility Guidelines 1.0 and meet level 2 (AA) requirements:
 - » A collated text transcript should be provided for any audio or video recording. The transcript should include spoken words and non-spoken sounds.
 - » A synchronised auditory description should be provided with any visual track, including a description of visual information. This should not interfere with the audio or dialogue of a video.
- » An appropriate video title, description and keyword tags should be provided to help with Search Engine Optimisation.
- » Video annotations available within the YouTube software may be utilised to increase video interactivity when appropriate. Contact the Web Services Unit to discuss annotation options.
- » Large media files not uploaded to the University of Western Sydney's YouTube Channel need to be hosted on a web server, not in MySource Matrix Content Management System. Hosting requests are to be made to the ITS Service Desk servicedesk@uws.edu.au or contact the webteam at webteam@uws.edu.au
- » Embed videos on web pages using the most widely compatible method, and following usability and accessibility standards (refer to Accessibility section of Web Policy for requirements). As a minimum, all embedded videos should have 'title', 'alt' and/or 'longdesc' attributes.
- » Playable DVD or data DVD - UWS brand and identity policies must be adhered to when designing DVD menus. For more information, please refer to the UWS Visual Identity Manual or contact iMedia.
- » Content intended for television broadcast needs to be approved by the Director of the Office of Marketing and Communications.

Audio

Capture

- » Ensure best placement of microphone and recording device. If capturing interviews, try to keep external noises to a minimum for the clearest voice capture. Be aware of handling noises if holding or wearing the microphone during recording. Use headphones to monitor the audio recording where possible.
- » Audio should be set to record in the highest quality option available. Avoid recording at MP3 compression wherever possible. 16 bit wav or aiff files are minimum standard expected.
- » Digital audio recording levels, particularly voice, should peak between -12db and -6db. Audio recorded higher than this range may result in unacceptable distortion.
- » In the case of seminars and lectures, written permission must be obtained from the speaker both for the recording to take place, and also for UWS to publish the recording. Contact your Web Coordinator if you require a copy of the Licence and Copyright Agreement.
- » An announcement should be made prior to the start of the event that proceedings will be recorded.
- » Stereo Channel
- » Bit rate: 128 kbps
- » Sample rate: 44.1khz
- » Constant bit rate
- » Preferred compression for CD is native quality, unless an MP3 disc is required, in which case follow the compression guidelines above.
- » Ensure ID tags are completed appropriately (where applicable).

Post Production

- » Ensure native quality is maintained.
- » Do not use any copyright music – all music must either be copyright-free or have been released by both the composer and the owner of the recording for use by UWS. Royalty-free music is not the same as copyright-free music, please ensure that if royalty-free music is used that the music has been correctly licensed for use. For more information, please refer to the Copyright Policy and Intellectual Property Policy.
- » Music should be lowered while people are speaking so that voices can be heard clearly.
- » Final audio levels should sit between -6db and 0db and peaking should be limited.
- » A copyright notice with 'University of Western Sydney' and the year of production needs to be incorporated into the opening title or closing credits. Other crediting needs to be in alignment with UWS Web Policy. Work completed by UWS students should also be noted.

Compression

- » Ensure compression settings give a professional result.
- » Preferred compression for output to web is:
 - » Speech Recording:
 - » Audio codec: MP3
 - » Mono Channel
 - » Bit rate: 64 kbps
 - » Sample rate: 44.1khz
 - » Music Recording:
 - » Audio codec: AAC (MP4) or MP3

Distribution

- » Embed audio on web pages using the most widely compatible method, and following usability and accessibility standards (refer to Accessibility section of Web Policy for requirements). As a minimum, all embedded audio should have 'title', 'alt' and/or 'longdesc' attributes.
- » Large media files need to be hosted on a web server, not in MySource Matrix Content Management System. Hosting requests are to be made to the ITS Service Desk servicedesk@uws.edu.au
- » Check audio files play on mobile devices.
- » If appropriate, generate an RSS feed for podcasts, consult store requirements for distribution within online stores.
- » Audio CD or Data CD/DVD.

Archiving/Backup

- » Keep copies of all completed audio and video material at the highest quality possible for future repurposing of content. Please note, the Web Services Unit does not keep copies of audio and video material.
- » It is advised that a 'clean' version of video content be kept at the highest quality possible. A 'clean' version is a copy of the video without any superimposed graphics (names, logos, etc.) so that in the event of department name changes / logo updates, the clean version allows these to be added to a high quality version. It is advised that a version of a completed video be kept without embedded music in the event that the video content is re-edited or exhibited in a manner that would contravene the original terms of the music's use.

Maintenance

- » As per UWS Web Policy, all UWS-Web content must be accurate and timely. A review date must be set in consultation with the relevant Web Coordinator prior to publication. All videos are subject to annual review by the Web Services Unit.