UC ANR Video Production Checklist

Video Title: _____ **Editing Software Used:** _____

Destination: ❑ Personal Page / Social Media ❑ UC ANR YouTube, non-peer-reviewed ❑ UC ANR YouTube, peer-reviewed

Playlist (optional): _____ **Audience:** ❑ Anyone ❑ Primarily Minors

Author: _____ **Email:** _____

Pre-Production

Done?	Item	Comments
❑	Storyboard or Script prepared	Know what you want to say before filming. (Aim for 2-3 minutes for a simple DIY video.)
❑	Filming permits or permission secured for sites, if applicable.	Many locations require permission for tripods or commercial filming. Usually their website will have details.
❑	Acquire B-Roll Footage	Try to capture same frame rate as other recordings.
❑	Test sound recording levels and clarity if recording on location	Watch for wind, background noise, and too distant speakers. You may need an improved microphone.
❑	Wear clothing appropriate for camera	Solid colors lacking patterns work best. Avoid green/blue if using a screen or you will disappear.
❑	Ensure adequate lighting	Point sources far away make harsh shadows and high contrast, large sources close make softer light.
❑	Optional: Contact AE before production	If you plan to submit for ANR peer-review, contact appropriate AE first to ensure you are not duplicating an effort already in progress.
❑	Optional: Set up green/blue screen if using chroma-key effect in post-production	This is the effect used in weather forecasts with the map behind the presenter.

Content Elements

Done?	Item	Comments
❑	Media files organized and labeled clearly for future use	Many sources only capture date; save file with project and content information
❑	Official UC ANR-branded assets used	Intro, bottom thirds, closing, backgrounds
❑	Music from approved source	Sourced from Killer Tracks library
❑	Written permission for use of others' content	Images, stock photo, b-roll from outside sources
❑	Model releases completed	Submit one for each person filmed. Link to form: http://ucanr.edu/modelrelease

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Video Editing

Done?	Item	Comments
❑	Video follows recommended form	TBD: 1. Title/branding, content, closing or 2. Statement of topic, title/branding, content, closing
❑	Audio levels normalized between clips	Avoid sudden volume changes. Some software can automate this.
❑	Transitions are consistent	[Guess we need guidance here if you don't want a lot of 3-D spinning cubes.]
❑	Special effects have a purpose	
❑	Optional: 20 seconds extra time at tail end (Recommended)	For YouTube links if posted by UC ANR. If on your own site, it's optional but you won't be able to add links to other videos. If played as part of a playlist, it will go to next video automatically.

YouTube Recommended Encoding

Done?	Item	Comments
❑	File format: .mp4	Other formats will take longer for conversion after upload by YouTube and may degrade quality
❑	Audio Codec: AAC-LC	Stereo bitrate: 384 kbps (.mp3 seems to work fine if you do not have option for AAC)
❑	Video Codec: H.264	No interlacing, variable bit rate,
❑	Type: 1440p or 1080p	Higher is better. YouTube will adjust lower during playback when needed due to bandwidth.

We are recommending frame rate of 23.97, but others will work. YouTube recommends encoding in the same frame rate as you recorded in.

YouTube Uploading

Done?	Item	Comments
❑	Location	Upload to the UC ANR YouTube site (Contact Strat com for assistance). Co-post for greater exposure.
❑	Title & description	A catchy title with a good description are key to discoverability and increasing # views
❑	Time encoded transcript	YouTube can generate this automatically. See L&D site for instruction. Upload if self-hosting, Include with video otherwise.
❑	Thumbnail image, optional	1920x1080 jpg or png
❑	SELF: Select thumbnail or upload image	Either select a thumbnail after uploading or upload a custom thumbnail if you're not happy with choices given.
❑	SELF: Choose options on YouTube	You must now select whether video is intended for minors or anyone if uploading yourself (You can select this for your entire channel as default)

For more information on producing videos consult: https://ucanr.edu/sites/Professional_Development/Extension_-_Delivery/Video/
- https://ucanr.edu/sites/communicationstoolkit/Branding/photo_video/videography/

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