

## Audio/video quality criteria for including videos on the UC ANR YouTube channel



See if your video should sit on the UC ANR Youtube channel

Videos for the UC ANR YouTube channel should be educational/how-to content related to the to the division's work and of interest to a broad section of our target audience. A video will only be included if it meets the quality standards and the goal of advancing UC ANR as a go-to source for research-based information in nutrition, agriculture, the environment and/or youth development.

Knowing the videographer is necessary or at least having permission from someone who can speak for the videographer. The preferred permissions are for all of UC ANR. As for any digital assets presented on the UC ANR website or YouTube, we cannot assure that videos won't be downloaded and used by a third party even though they are copyrighted by the UC regents.

### Video quality criteria

- Preferred resolution HDi (1920 x 1080) or higher. [Minimal resolution acceptable for UC ANR YouTube and/or social media is HD (1280 x 720)]
- Video is in landscape (horizontal) mode.
- Acceptable video formats: MP4 (MPEG4), MOV, AVI, WMV, FLV (if you have a different format let us know and we will check if we can work with it)
- Original file is provided, not just a link to some video hosting place
- Video is leveled and stable (no shaking and smooth camera moves/panning)
- The subject is well visible and in focus throughout the duration of the video
- Good lighting (not under or overexposed, no bright backlight)
- No shadows over the subject
- Subject is suitably positioned in the video (not at the edge or corner)
- There are no other distracting elements in the video
- The video is clearly current
  - Color photography
  - Current equipment
  - Current practices
  - Current hairstyles and clothing
- Video doesn't include any visuals copyrighted by a third party
- Videos for YouTube should be ideally about 3 min long; we will post quality how-to videos up to 15 minutes in length

### Audio quality criteria

- Audio has to be clear and of acceptable uniform volume
- No disturbing noises (humming, wind, mechanization, traffic, echoes, etc.)
- If the audio includes spoken word, we care about:
  - acceptable voice speed
  - acceptable voice tone and level (audio should be recorded using lapel mic)
  - good articulation
  - understandable terminology (no jargon)