

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
<input type="checkbox"/>	Storyboard or Script prepared	Know what you want to say before filming. (Aim for 2-3 minutes for a simple DIY video.)
<input type="checkbox"/>	Filming permits or permission secured for sites, if applicable.	Many locations require permission for tripods or commercial filming. Usually their website will have details.
<input type="checkbox"/>	Acquire B-Roll Footage	Try to capture at least same frame rate as other recordings. Stills are an option, too.
<input type="checkbox"/>	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, windscreen or alternate location.
<input type="checkbox"/>	Wear clothing appropriate for camera	Solid colors lacking patterns work best. Avoid same color as chroma key screen.
<input type="checkbox"/>	Ensure adequate lighting	Watch for harsh shadows or low light.
<input type="checkbox"/>	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.
<input type="checkbox"/>	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
<input type="checkbox"/>	Media files organized and labeled clearly for future use	Many sources only capture date; save file with project and content information. Android/iOS file names are unhelpful.
<input type="checkbox"/>	Official UC ANR-branded assets used	Intro, bottom thirds, closing, backgrounds
<input type="checkbox"/>	Music from approved source	Sourced from Killer Tracks library, YouTube Free Music, etc.
<input type="checkbox"/>	Written permission for use of others' content	Images, stock photo, b-roll from outside sources
<input type="checkbox"/>	Model releases completed	Obtain one for each person on screen. Link to form: http://ucanr.edu/modelrelease

Video Editing

Done?	Item	Comments
<input type="checkbox"/>	Video follows recommended form	Title, UC ANR branding, Content, Closing (optional: Ask)
<input type="checkbox"/>	No sudden volume changes	Keep overall volume level consistent. Edit clips or “normalize” narration if needed.
<input type="checkbox"/>	Transitions serve a function	No spinning cubes just for fun. Transitions should reinforce message, not distract.
<input type="checkbox"/>	All effects have a purpose	
<input type="checkbox"/>	Optional: 20 seconds of closing	For YouTube links to other videos during closing if posted by UC ANR.

YouTube Recommended Encoding

Done?	Item	Comments
<input type="checkbox"/>	File format: .mp4	Other formats will take longer for conversion after upload by YouTube and may degrade quality
<input type="checkbox"/>	Audio Codec: AAC-LC	Stereo bitrate: 384 kbps (.mp3 works fine if you do not have option for AAC)
<input type="checkbox"/>	Video Codec: H.264	No interlacing, variable bit rate,
<input type="checkbox"/>	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. Premiere Elements will lock frame rate based on first clip imported. If you want to set this manually, you must do it *before* importing assets. Higher rates are fine.

YouTube Uploading

Done?	Item	Comments
<input type="checkbox"/>	Location	Decide on destination. See “ Uploading ” page for posting on UC ANR’s channel.
<input type="checkbox"/>	Title & description	A catchy title with a good description are key to discoverability and increasing # views
<input type="checkbox"/>	Accurate Transcript (Time coded is better) for ADA Compliance	YouTube can generate this automatically, but will need edits for ADA. Upload time coded to YT if self-hosting. Include transcript as a file with video for ANR posting.
<input type="checkbox"/>	Thumbnail image, optional	1920x1080 jpg or png – Improves views (UC ANR will make one if they post for you)
<input type="checkbox"/>	Self posted: Select thumbnail or upload image	Either select a thumbnail after uploading or upload a custom thumbnail if you’re not happy with choices given.
<input type="checkbox"/>	Self Posts: 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/howtovideos/>

See the Uploading page on the How-To Video site for current instructions for upload to UC ANR’s YouTube Page.