VIDEOGRAPHY
QUICK REFERENCE GUIDE

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AUBURN

VIDEOGRAPHY CREATION

Auburn University engages video to tell engaging stories aligned to the core pillars of our mission, life-changing education, research and outreach. The best videos share compelling content, have a defined purpose and scope, and are technically well produced. All videos produced for the University should aim to follow these technical and stylistic guidelines.

AUBURN BRAND APPLICATION:
Appropriate Auburn University branding should appear in all videos through use of proper logos, lower thirds and transitions. The below resources are available for video producers to incorporate.

- Link to AU Outro alpha
- Link to AU lower thirds
  - Lower thirds should be displayed for a minimum 5-7 seconds to allow time to read the title.
  - Titles should be listed before departments or majors i.e. "Professor, School of Kinesiology" or "Senior, Graphic Design"
  - Lower thirds should only appear the first time a subject is on camera, not every time.
- Link to AU After Effects transitions
- Link to fonts/colors/logos (Brand Center)

Additionally, incorporation of approved, branded motion graphics elements is strongly encouraged if the video content is a good fit for the motion grahpics, e.g. it would enhance the impact of the content. All videos are reviewed by OCM Creative Services and our team can provide assistance with access to branded motion graphics elements available in the Brand Center to the University's videography professionals.

VIDEO FOR SOCIAL MEDIA:
Videos for use on social media typically perform better if they are short and have a strong attention-getter at the beginning of the video.

ACCESSIBILITY REQUIREMENTS:
Per ADA legal requirements, videos produced by the University should meet accessibility guidelines, which most often refers to closed captioning. Videos posted to YouTube and social media should include closed captioning, which can be formatted as a .SRT file or created directly in the platform. When working with an outside video vendor, be sure to establish who is responsible for transcription services.

STYLISTIC TIPS:
- When possible, unnecessary filler words such as "umm" and "like" or any long pauses should be edited out for a cleaner audio track.
- When shooting interviews, use the rule of thirds to frame interview subjects in a more natural positioning. The subject should not be looking at the camera, except in rare circumstances.
- B-roll video should be stable and have interesting action. Consider filming a variety of angles, distances and people. Try to avoid footage of backs of heads and bodies, as faces are much more engaging.
- Videos should be made in good lighting. Consider using natural light and avoid placing subjects directly in front of windows.
- Work to have clear, understandable audio. Consider filming interviews in quiet settings and use microphones to help with background noise cancellation.

VIDEOGRAPHY SERVICES

The Video Services team offers full-service video development including concept development, location shooting, editing and post-production for the campus community. All productions are filmed in full high definition for the best representation of students, faculty and staff, and the work they do. We provide support to local news stations, networks and other outside producers for productions on campus or about the univerisity.

We help facilitate campus visits for production crews and contacts with various professors.

Campus file footage is available for news or public relations purposes, and in some cases, arrangements can be made for audio or video recordings of univeristy personnel.

We also incorporate the Audio-Visual Services department at The Hotel at Auburn University and Dixon Conference Center for presentations and client-specific programs.

SERVICES AVAILABLE TO CAMPUS:
- Consultations
- Project management
- Broadcast-quality production capabilities
- Adobe Premiere Pro and After Effects motion graphics
- Multiple-source format conversion

CONTACT:
Campus partners can request help with a video project by submitting a New Project Request via the **Brand Center**.
External vendors, **email Video Services** or call (334) 844-9999.