Charles Sturt University Video Guidelines

These guidelines cover videos meant for external audiences (e.g. prospective students, alumni, researchers, business etc) or in university communications to commencing/continuing students and staff.

Objectives
- Effective delivery of information
- Create baseline standard for Video Quality
- Encourage good practice principles for web video, including accessibility considerations
- Employ most accessible method of adding multimedia content for all site editors
- To utilise robust external YouTube server for storage and compression of video files

CSU will Support:
- Appended with Edit+ training – Resources on uploading to YouTube should be the first point of call.
- Consultation with Marketing to ensure appropriate use of CSU branding banners and other relevant materials and promotion

Considering the intent and need of video or audio content

It is important to consider why you would choose the video format, and the purpose you’re trying to achieve.
- Does the information need to be in video or audio format? Could a static webpage, Powerpoint Captivate or Prezi slideshow, or still graphics better convey the message?
- Looking at the content itself, if there were one person speaking, could audio and graphics be added to help capture interest and enforce the message more effectively?

Successful use of video and audio material is when it has a defined purpose, whilst conveying a key number of messages for the audience to easily understand. Also, ensuring video is material with high audio/video quality, and keeping short in length helps retain attention. Who your audience is, is an important question to consider for online videos. An example is planning to certain demographics and behaviour help give an idea of how long a video should be.
Technical Information

Videos should not be uploaded directly to the web Content Management System (CMS), as it is not a dedicated Media Server, and as a result does not provide the best platform of performance to run videos. The CMS also does not support local hosting of video for newer browsers.

Instead, there are a number of options for getting your videos online. The two main options CSU supports are;

1. **YouTube hosted, governed by you/your area**
   - Divisional or Faculty YouTube channel

2. **YouTube hosted, organised and managed by DOMC**
   (Division of Marketing Communications)
   - The University (corporate) YouTube channel

YouTube Channel Organised by you/your area

Has the following benefits:

- Easy compression, hosting and embedding of multiple videos;
- Social media benefits through YouTube recommendations, YouTube search, comments, etc;
  - Refer to the social media guidelines doco
- Can track statistics on videos (e.g. number of views, how much of the video people watch, whether they view video embedded on your site or directly on YouTube, viewer location, etc);
- privacy settings for each video/channel to be considered
- create playlists for your videos.

Things to consider:

- Shared responsibility/mutual understanding of responsibility, responsible for the upkeep and content and retention of access details
- Maintaining an account requires an internal resource, and may not be suitable if you have only one or two videos
- Third-party solution: limited security over your own videos should YouTube change its policies, or cease to exist
- Disabling comments
University main YouTube channel

The University YouTube channel generally features videos that are made as part of University-wide initiatives.

Has the following benefits:
- As with self-governed YouTube channel, plus:
  - Channel has high visibility, exposing your video to a potentially wide audience;
  - Can promote videos already uploaded to your own YouTube channel.
  - Marketing can assist with guidance on Analytics and correct branding considerations.

Video submission
- To request for a video to be uploaded to the University YouTube channel, please contact domc@csu.edu.au

Using YouTube

YouTube makes it easier to share videos across the web. You can create an account and upload your files to YouTube uploading files to YouTube.

You tube recommend that you upload your files in HD (High Definition) using the standard aspect ratios of 4:3 or 16:9. You Tube accepts files up to 2GB.

Optimal end package size for the web

The final package size is subjective. It depends on how the video is captured, the bit rate and the frame rate. It also depends on if there is transitions in the video, movement in the video which all adds to the overall size.

Generally for a 1-3 minute video file with the above specs should be 10MB or under, on final compression for the web.

Captions

Captions (known as closed captions/CC or subtitles) are a file separate to your video that contains text of the dialogue, with adjacent time codes. Time codes allow the synchronisation of text to the dialogue as it occurs during playback. Captions can be turned off or on by your viewer. Captions also contain important cues such as sound effects & music that appear in your videos soundtrack. This has a part to play in aiming to keep media accessible too. Our responsibility as a university is to make reasonable adjustments to our distribution practices in order to minimise the impact of certain impairments.

More information about Accessibility guidelines within CSU Websites is located at the following:
Transcripts

Please aim to provide a transcript in the event captions may not be achievable. A transcript is a text version of all of the words spoken in your video, formatted like a script, placed as additional content on the webpage embedding your video. This is not only great for those who cannot hear the audio, but also for giving Internet Search providers more specific information about the content of your video to increase searchability of the video content.

Un-supported options

If the video is house another external third-party service, e.g. Vimeo, you may need to refer to that service’s own help section to embed their provided code.

Further Information

For any queries on this information – please advise DIT Web via the Online Service Desk

Document information

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