

Videography

Video is a great storytelling device, particularly on social media. A number of departments on campus, including Admissions, Athletics, and the various schools have created videos to promote their programs and successes.

In an effort to standardize the branding elements of these videos, please consider the following recommendations.

Whenever possible, compelling stories in print pieces should be accompanied by a 30- to 60-second video vignette of the interview subject, summing up the essence of the story in a sound bite (much like an elevator speech).

In print, this should be referenced at the end of a story as follows:

 sandiego.edu/video/kayak

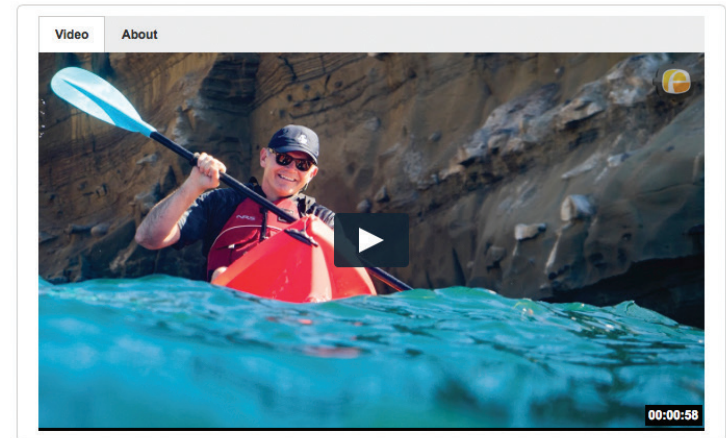
Once videos are uploaded to YouTube, the preferred platform, contact ITS to set up a redirect to the vanity URL that follows the above naming convention. A vanity URL is a unique web address that is branded for marketing purposes, and is meant to be easy to remember, use and share.

INFORMATION TECHNOLOGY SERVICES (ITS)

web@sandiego.edu

TO VIEW A COLLECTION OF VIDEOS BY VARIOUS ENTITIES ON CAMPUS, VISIT:

www.youtube.com/user/uofsandiego



Video Repository/B-Roll

University Communications has developed a video repository that services the USD community, as well as approved campus vendors. The repository — which contains a detailed archive of compiled video files, as well as video “B-roll” — can be accessed through Google Drive, once you’ve been provided access to share the folder via the Department of Digital Communications and Institutional Marketing.

University Communications has developed a video studio which has resources available to the schools and college to support their videography efforts. Cameras, microphones, tripods and other equipment are available for pre-scheduled use by contacting the office of Digital Communications, which is located in the Degheri Alumni Center, Suite 103.

TO REQUEST ACCESS, EMAIL:

dcim@sandiego.edu

Bumpers and Chyrons

The University of San Diego has standards for consistent video bumpers. Bumpers may include a slide with masthead/date, story title and subhead; an optional slide with subject name and title; an optional slide of intro text about the story; and a closing bumper of the USD logo. While schools and other campus entities should feel free to use the same approach, there is no requirement to use title cards at the beginning of a video, as the main idea of the video should be made clear within the first 20 seconds. However, every video should close with a logo bumper. On the following page are examples of video bumpers for schools, institutional campaigns and *USD Magazine*.

In general, main subjects of videos should be identified upon their first appearance with an ID heading and subhead, known as a chyron, within a gradated black bar in the lower third of the video. A chyron should run at a length of 8 to 10 seconds (if you're using b-roll and need to cut, it could be shorter). Fonts for ID heading and subheads should be as follows:

- Name: 64pt Myriad Pro Light (Torero Blue - #75bee9)
- Title: Myriad Pro Light Semicondensed (White - #ffffff)

Video Platform

You are encouraged to post your video content to the USD YouTube channel (or your school/college channel). As a best practice, you ought to embed your YouTube video on a USD website page, and share that page in order to drive traffic to our website rather than to YouTube. It is also recommended that you use YouTube's feature that prevents related videos from appearing after an embedded video ends, as these can distract viewers or display unsavory content. YouTube provides an easy way to do this: simply go to your video on YouTube, select "Share," select "Embed," and uncheck the box that says "Show suggested videos when the video finishes." You can then copy and paste the embed code onto the USD website as HTML in the usual fashion.

For additional information and support on best practices for uploading video content, and for available equipment, contact the Office of Digital Communications.

OFFICE OF DIGITAL COMMUNICATIONS

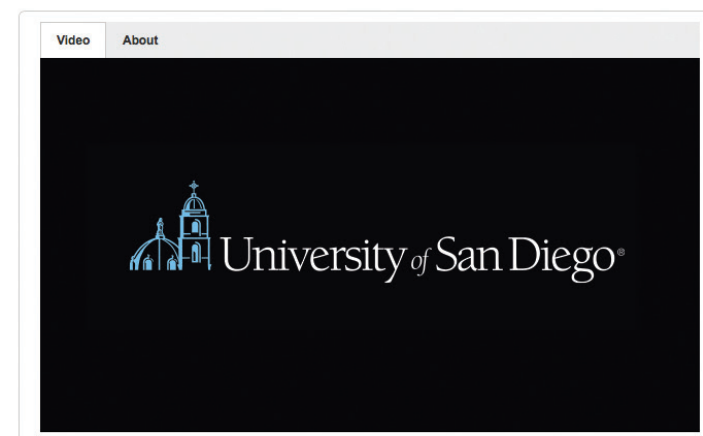
dcim@sandiego.edu
(619) 260-7460



SCHOOL OF BUSINESS CLOSING VIDEO BUMPER



USD MAGAZINE VIDEO WITH CHYRON



USD MAGAZINE CLOSING VIDEO BUMPER