



BOISE STATE UNIVERSITY

Video Production Standards

We live in a world where just about anyone can create a video and publish it for a potential worldwide audience to see on the web or through social media channels. The following guidelines are designed to offer tips and direction as you develop your video projects and create videos that best promote your message and convey the spirit of our campus, programs, lifestyle and what it means to be part of the community at Boise State University.

Support the Brand

Given the availability of editing technology, creating a video can be easy. However, in a noisy marketplace, you want your video to stand out. To be watched. For the message to have impact. To reflect your message or program. To represent Boise State. There are fundamental best practices and standards required to produce a quality video that speaks well of Boise State and reflects the university brand. All print and web brand standards apply to video production, so your choice of font, colors, graphics and placement of university marks is important to support brand consistency.

Things to Consider

Keep it simple and look for natural opportunities to capture the spirit of our campus and community. Who will be speaking on camera? Encourage them to wear our school colors, blue and orange, when possible. Are opinions being expressed in the video? If so, consider if there should be another side to an issue or topic to be included. Does the video reflect positively on the Boise State experience? Be aware of the negative impression a messy background or cluttered room has when shooting a video. What b roll is needed and where will it be shot? Never refer to the university as BSU. (There are a few BSU's but only one Boise State). Always refer to the university as "Boise State University" on the first reference, "Boise State" on follow-up references within the video.

Image clearances

Have the people identifiable in the video given you permission to include them? This is an important consideration, even on a public campus. People are perfectly within their right to decline being involved. It's important to get permission, especially if you are shooting video in a classroom, residence hall or other area where there may be a reasonable expectation of privacy.

If you are including third party images or video, do you have the approval from the owner?

Copyright in Music

The latest song may be just the inspiration to bring your video to life, but may you use music that does not belong to either you or the university? Before you edit the latest cut from your favorite artist into a video, remember someone other than you owns the song and someone else likely owns the recording of the song and everyone involved in its creation and production most certainly intends to make money from the song, the words and the music. Using any combination of those without permission is a copyright violation. To be 100% safe, do not use copyrighted music in your video without written permission from the copyright holders, which includes both the owners of the recording and also the underlying written composition. (This can be a lengthy and often expensive clearance process.) A better solution is to use royalty free music or create your own composition and recording using readily available software. Here are two websites for consideration that offer music that is available for use without a fee: royaltyfreemusic.com or freesound.org.

Best Practices

Stay steady Few things are worse than having to watch a video while feeling overcome with motion sickness due to a wobbly camera providing a shaky perspective on the world. Use a tripod or maintain a steady hand while shooting your video.

Watch for Windows No matter how advanced your camera may be it will not compensate for the natural light streaming through a window the same way our eyes do. Use the light from a window to reflect onto someone's face; do not place them in front of the window, shooting toward them.

Backgrounds Whether it's general clutter or an ill-placed item on a bookshelf, your viewer will notice what's in the background of your video. Make sure there are no distractions that will make your viewer stray from the message. If appropriate, we recommend choice placements of Boise State items or awards in the background to help identify Boise State and/or enhance your message.

Interviews A good rule of thumb when shooting a sit down interview or blocking an interview-style shot is to keep your subject at about the 1/3 line of the frame, using this "rule of thirds" helps produced nicely balanced images and helps hold a viewer's interest.

Open and Close with a Boise State Graphic

The beginning and ending of your video should include a full screen graphic that readily identifies for the viewer that the video is a production of Boise State. Use either the option that displays the University Signature Mark or you may edit into the full screen graphic a line and the identifying information for the college or administrative unit that is responsible for the video, essentially creating the approved Companion Mark.

Plan Ahead

While not every project requires a script, good video production should begin with a plan. Every video, even one of a spontaneous nature, involves the development of an idea, planning and in some cases, an approval process. At the very least this means giving thought to the elements that will be included in your video, the people, the sound, the music and graphics and most importantly, how you will be portraying the Boise State brand.

Need Help?

Have a question on best practices for producing a video or incorporating the Boise State brand? Please email brand@boisestate.edu.