



UNIVERSITY OF LEEDS

# VIDEO GUIDANCE

Version 1.0 – May 2018

This document is subject to periodic revision.  
Please check [comms.leeds.ac.uk](https://comms.leeds.ac.uk)  
to make sure you have the most recent version.

<b>INTRODUCTION</b>	<b>3</b>	<b>SECTION TWO: guidance for creators</b>	<b>17</b>
<b>SECTION ONE: guidance for commissioners</b>	<b>4</b>	<b>Quality</b>	<b>18</b>
<b>Content planning</b>	<b>5</b>	Software	18
Audience retention	5	<b>Before you edit</b>	<b>19</b>
Video length	5	Getting organised	19–20
Copyright and permissions	5	<b>Editing</b>	<b>21</b>
Video formats	6	First steps	21
Resolutions	7	Idents	22
<b>Commissioning or producing footage</b>	<b>8</b>	Logo bug or watermark	23
The Supplier Framework for video and animation	8	Adding name captions	24–26
Existing footage/stock footage	8	Adding name captions for social media	27
Self-shot footage	8	Adding subtitles	28
Video slideshows	8	Adding subtitles for YouTube	28
<b>Getting more from your content</b>	<b>9</b>	Adding subtitles for social media	29–31
Optimising your content for search	9–14	<b>Export settings and Media Encoder</b>	<b>32–34</b>
Use video placement or seeding	15	<b>Thumbnails</b>	<b>35</b>
Video advertising	15	<b>Animation and motion graphics</b>	<b>36</b>
Quick reference guide	16		

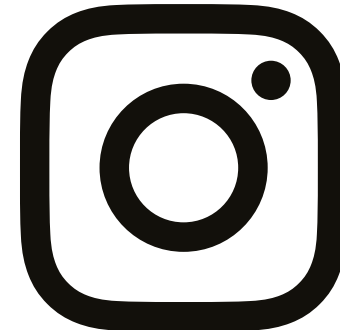
In 2016 Mark Zuckerberg said we are at the 'dawn of a golden age' of video. He remarked on how he thinks video will be as transformative as mobile was in terms of how we communicate with each other. YouTube is now the world's second largest search engine (second only to Google), with consumers turning to video for inspiration and advice.

Whatever your objective, video can be a powerful tool.

These guidelines will outline how we commission and create video content, best practice and optimisation for web search, and help you make the most of this compelling medium.

This guide has been split into two sections.

Section one is aimed at commissioners of video and section two is for those who are creating and editing video content.



# SECTION ONE

**Guidance for commissioners**

## Content planning

There are a few things to think about when planning video content for social media, from your messaging and video length to formats and resolutions. This section will provide you with guidance and advice to get the most out of your video content.

### Audience retention

The length of audience retention on digital channels is low. This means that you need to do two things – capture someone’s attention within the first 3–5 seconds, and ‘front-load’ your key message.

Nowadays, your audience won’t wait around for the punch line, so traditional story arcs, where the pay-off, call to action or climax of a story sits right at the end, will not be effective.

Instead, think about what eye-catching (and scroll-stopping) content you can have right at the start of your video, and also consider which one key message is the most important to get across, and ensure that’s in the first half of your video, at least.

There are simple ways to attract more people to your content, by optimising your title, descriptions and tags to appear in more search results. We’ll cover this later in the ‘Getting more from your content’ section on pages 9–15.

If you are planning long form content primarily for YouTube please see [comms.leeds.ac.uk/video](http://comms.leeds.ac.uk/video) or contact **Sue Underwood** ([S.Underwood@adm.leeds.ac.uk](mailto:S.Underwood@adm.leeds.ac.uk)) for advice on best practise.

### Video length

Some channels have restrictions on the length of the video you can use, which are detailed below. We’ve also noted the ‘optimum’ length of video content – this is not a hard and fast rule, more general guidance on what we’ve found works best.

Channel	Max length	Optimum length	For paid activity
Facebook	45 minutes	Under 2 minutes	No more than 45 seconds
Twitter*	2 minutes 20 seconds	Under 2 minutes	No more than 45 seconds
Instagram	60 seconds	Under 60 seconds	Maximum of 30 seconds
Instagram Stories	15 seconds	Under 15 seconds	Under 15 seconds
Snapchat	10 seconds	Under 10 seconds	**Do not use**

\*You should also note that Twitter has a video file size limit of 512MB.

Contact **Martin Carter** ([M.E.Carter@leeds.ac.uk](mailto:M.E.Carter@leeds.ac.uk)) for more advice.

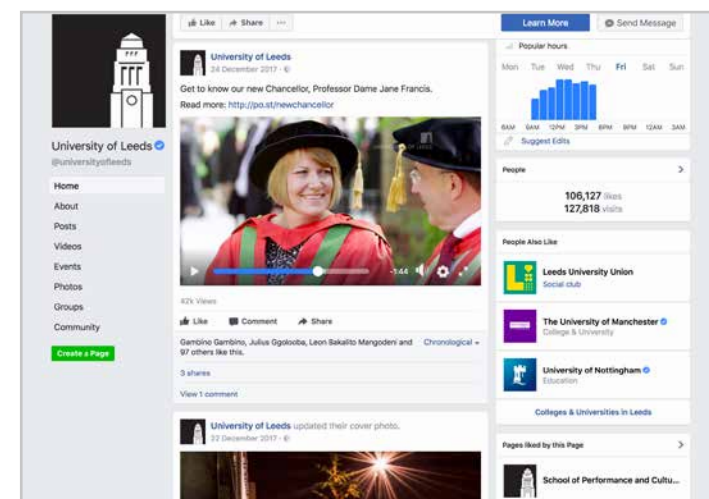
### Copyright and permissions

You should take advice before using music in any edit. You might consider buying copyright-free music. There are free tracks available online.

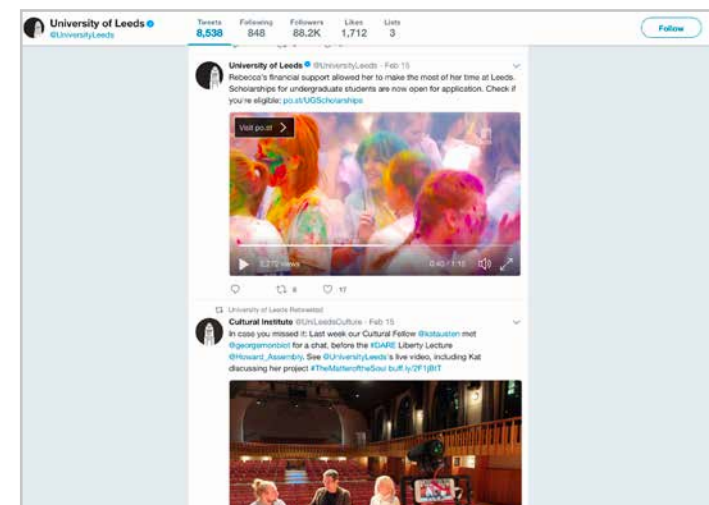
Images from books, works of art, footage and stills from websites are not generally copyright free. It may be possible to buy copyright but if the content is of a famous person or owned by a big news group it will probably be a costly and lengthy process. Avoid showing any clear product names or labels in any scenes.

There are laws about using images and footage of children – full parental permission must be obtained.

If in doubt, check with the legal team.



Facebook



Twitter

## Content planning

### Video formats

The channels your content will be broadcast on will affect the format this content will be filmed and supplied in.

As most of this content will be produced by our mandatory list of suppliers for video, knowing which channels you intend to publish to, as well as having an understanding of aspect ratios and resolutions, will help you to brief them clearly.

The aspect ratio describes the proportional relationship between its width and its height.

Here are the most commonly used aspect ratios for online video content and their relevant platforms:

### Landscape (16:9 aspect ratio)

**Channels – website, YouTube, Facebook, Twitter, Vimeo, display screens**

All of these channels will accept landscape video. It's the most widely used format used across all major social networks, streaming services and broadcasters.

### Portrait (9:16 aspect ratio)

**Channels – Snapchat, Instagram, display screens**

Some channels require portrait video formats. Channels like Snapchat and Instagram (through their Stories feature), allow you to upload portrait content which disappears after 24 hours.

These formats can be compelling for inspiring intrigue, promoting events or running time-bound promotions.

Facebook also offers a feature called Canvas advertising, which allows you to deliver interactive adverts. You might want to consider portrait video to offer a more immersive experience in this format.

### Square (1:1 aspect ratio)

**Channels – Facebook, Instagram**

You may have seen the rise of square video formatting on social networks recently. We use square formats in limited circumstances. In organic posts we use it to go in-depth and to explain news stories. Through paid activity we use square video in Carousel adverts.

**! All our framework suppliers will shoot their footage in a 16:9 aspect ratio unless you specify otherwise.**

If you require content for multiple channels, your supplier should be able to accommodate these various formats in one shoot. For example, if footage is captured with the subject in the middle, that footage can be cut to landscape, portrait and square formats without the need to film multiple times.



**Landscape 16:9 aspect ratio**  
3840x1260 px / 1920x1080 px



**Portrait 9:16 aspect ratio**  
1080x1920 px



**Square 1:1 aspect ratio**  
720x720 px / 1080x1080 px

## Content planning

### Resolutions

In addition to the aspect ratio of the video there are also a number of resolutions (number of pixels on the screen) that your footage can be filmed and supplied in.

Online video will typically be in three resolutions (measured in pixels).

These are:

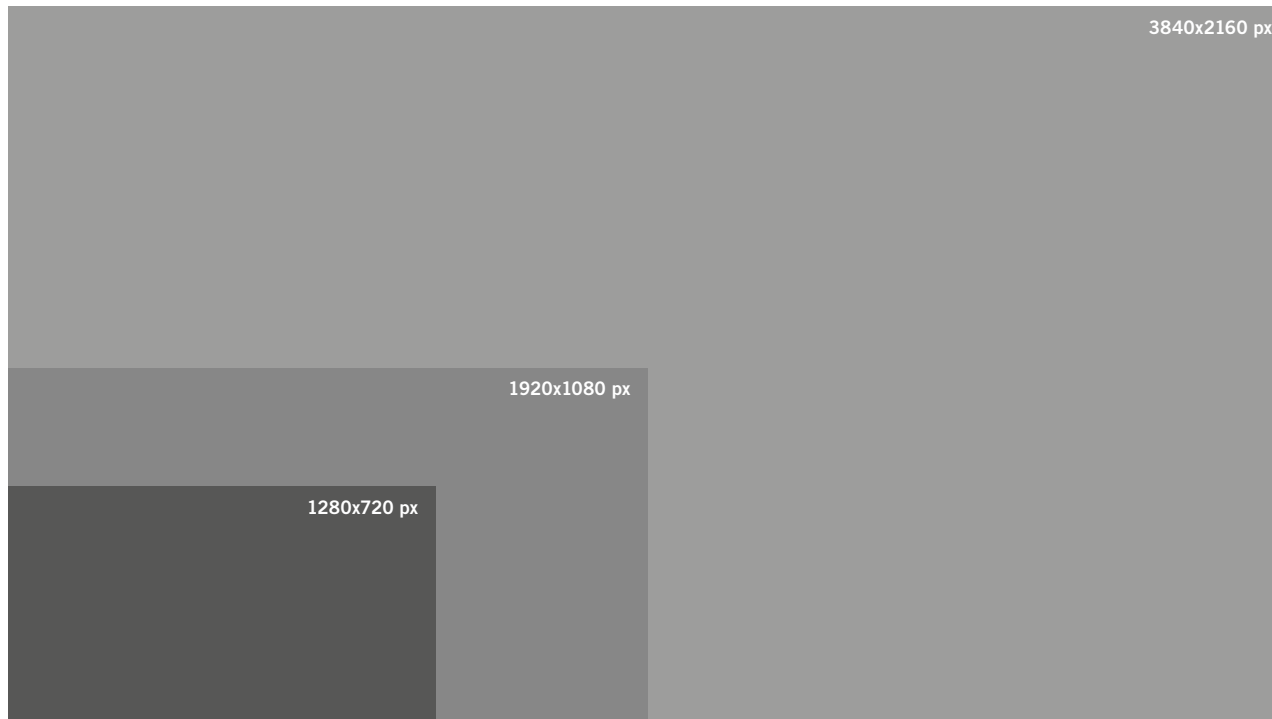
**3840x2160 pixels** – referred to as 4K or Ultra HD.

**1920x1080 pixels** – referred to as 1080 or Full HD.

**1280x720 pixels** – referred to as 720 or HD.

If you require your footage to work across multiple channels (YouTube, Twitter, Facebook) then you should request your footage to be filmed in the maximum possible resolution (4K) as it can always be downscaled for the relevant platform by your framework supplier.

**! You should always brief all the formats you require to your framework supplier at the outset, as it will be difficult to provide resized formats after your final edits.**



## Commissioning or producing footage

Now you know where your content will be published and what formats you require you will need to commission the shooting of new footage, the creation of animation, sourcing of existing footage or a combination of these.

This is how we do it at the University.

### The Supplier Framework for video and animation

We have a mandatory list of suppliers for video and these are commissioned to produce promotional videos and film major events. You can find out more about commissioning work from the Framework including the briefing form and contact details at [comms.leeds.ac.uk/video](https://comms.leeds.ac.uk/video)

### Existing footage/stock footage

The University and our external suppliers possess a wealth of footage captured on campus – from our iconic buildings to our laboratories and gallery spaces.

These are known as GVs (general views), cutaways or B roll. This footage is generic and doesn't focus on a specific subject, it is not a case study and can be used in the editing process to capture the feel of the campus or to create a seamless joining of the audio narrative.

Consider whether this footage could be re-purposed to meet your needs. The footage has been paid for by the University and is ours, but there may be a small charge for re-digitising it from the company that shot it.

Both **VideoLeeds** and our **YouTube** channel have a volume of content which can be re-used and re-edited for different purposes.

There are also stock libraries for generic footage, although we'd prefer you to use original material as it helps with authenticity.

[www.shutterstock.com](https://www.shutterstock.com)  
[pixabay.com/videos](https://pixabay.com/videos)  
[videos.pexels.com](https://videos.pexels.com)  
[www.videvo.net](https://www.videvo.net)

### Self-shot footage

On the whole we do not use 'self-shot' footage, because the quality does not reflect the professional nature of the image we want to portray from a University marketing perspective. However there are two exceptions to this rule:

#### Live-streaming

Facebook, Twitter and Instagram allow us to live-stream, and we do this using semi-professional equipment. If you'd like to discuss the best live-streaming techniques, please contact the Digital Communications team at [webcomms@leeds.ac.uk](mailto:webcomms@leeds.ac.uk)

#### Student-shot footage

Footage self-shot by students can be an authentic way of bringing to life what it's like to study here at Leeds.

Vlogs (video blogs) are popular amongst young people and it's how many prefer to understand a topic or receive recommendations. Self-shot footage from students can be used in video content, but be sure to provide a clear brief to your subjects about what you're hoping to achieve with their footage. You may also need to pay the students taking part.

These clips do not generally carry our logos or any University branding.

We can offer further advice on this, please contact the Communications team at [commsprod@leeds.ac.uk](mailto:commsprod@leeds.ac.uk)

### Video storage

The University is currently working on a solution for the storage and sharing of video. Until this is implemented, if you have adequate space on your shared area, then you should ask your supplier to transfer the GVs or rushes (original, unedited footage) as well as a version of your final edited video supplied as a Premiere project file for you to save on the network.

If you do not have space on your shared area, please check how long your supplier will retain copies of your footage for and expected timescales for retrieval. Please note, there may be a cost incurred for the retrieval process.

If you need further advice on storage and retrieval of footage, please contact the Communications team at [commsprod@leeds.ac.uk](mailto:commsprod@leeds.ac.uk)

### Video slideshows

If you're unable to commission or don't have access to relevant, existing video footage, you can create 'video slideshows' from your stills photography.

If you require video based content for use on Facebook, you can produce this by using the Facebook Slideshow feature, as outlined below:

1. go to your Facebook Page
2. start a new status
3. click Share a photo or video
4. select Create a slideshow.

You'll be able to select between 3–10 of your images which Facebook will turn into a video for you.

You can also choose from a selection of stock music to play in the background of your video.

This is a great and easy way of creating engaging video content using a small collection of photos.

You can also export this video for use on other channels.



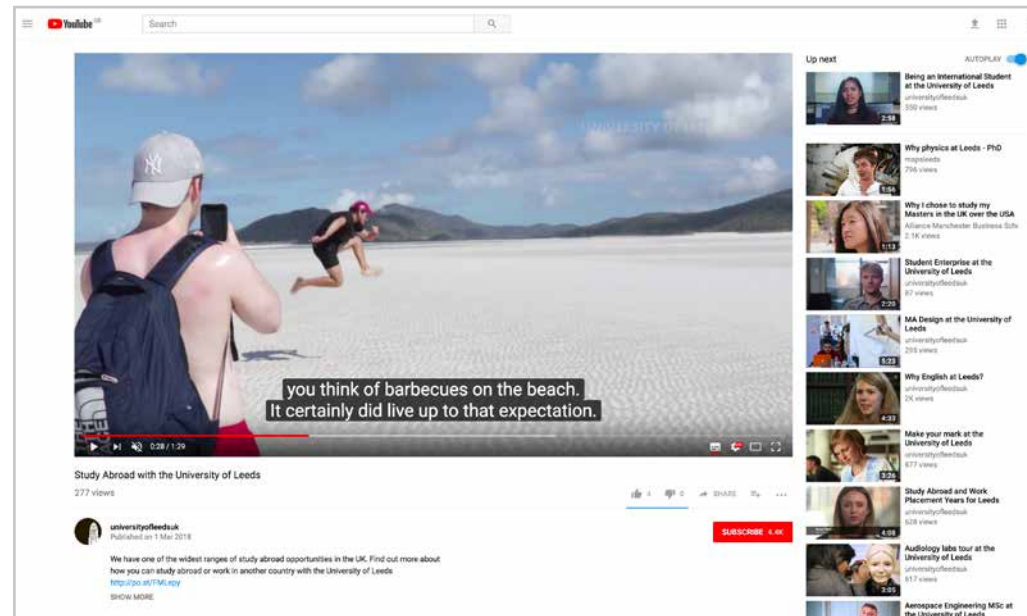
## Getting more from your content

### Optimising your content for search

If your content is going on YouTube please note that the platform follows an algorithm (a set of rules) when it decides how your video will be ranked and discovered. By optimising the video, you ensure that you have satisfied the algorithm to achieve maximum discovery. YouTube allows your video to be discovered in several ways:

- YouTube Search – this is where your video appears as the viewer searches for a specific topic. For example, for someone searching for 'Apples', the most relevant video on apples will appear. Relevancy can be achieved through having an optimised Title, Tags and Description.
- Suggested Videos – your video being recommended next to another video. Factors that affect this include relevance, viewer browsing history, and upload date.
- Browse Features – your videos appearing on the front page of YouTube. This depends on the browsing history of the viewer but is also affected by relevance, engagement rate, upload date, and view velocity (how much traffic a video gets within the first 24 hours).

By optimising the metadata (Title, Description, Tags), you can leverage the YouTube algorithm and achieve maximum visibility.



Example of Suggested Videos on the right.

## Getting more from your content

### Metadata

Metadata is the information YouTube uses to understand what your video is about. The metadata makes up the Title, Description and Tags of your video. These are the easiest and most important things you can do to optimize your video and make it discoverable through search/suggested content.


### Titles

Your Title should accurately reflect the video's content and be attention grabbing at the same time. A good Title is likely to focus on the subject of the video rather than the speaker.

Keep the Title to no more than 60 characters. This will ensure it doesn't get cut off on mobile devices while staying concise and catchy.

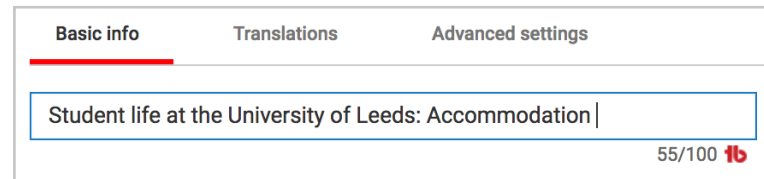
A well structured, relevant Title should provide the viewer with the answer to their search.

Identify important keywords and who you are targeting. If the video is aimed at students, include 'students' in the Title.



The screenshot shows the YouTube video title field with three tabs: 'Basic info', 'Translations', and 'Advanced settings'. The 'Basic info' tab is selected and highlighted with a red underline. The title field contains the text 'Student Accommodation'. To the right of the field, the character count '22/100' and the YouTube logo are visible.

**This is a poorly structured Title. There are not enough relevant keywords included and it is too vague. This would result in a poor ranking.**



The screenshot shows the YouTube video title field with three tabs: 'Basic info', 'Translations', and 'Advanced settings'. The 'Basic info' tab is selected and highlighted with a red underline. The title field contains the text 'Student life at the University of Leeds: Accommodation |'. To the right of the field, the character count '55/100' and the YouTube logo are visible.

**This is a well structured, descriptive Title. Relevant keywords such as 'University of Leeds', 'Student' and 'Accommodation' are used in an organic way. This would appeal to prospective students.**

## Getting more from your content

### Description

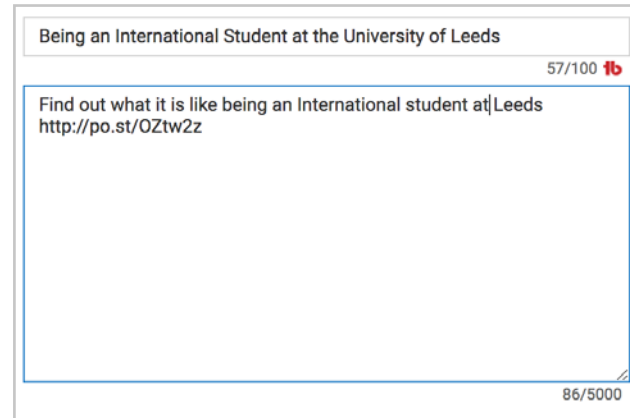
The Description of the video is a very important factor in optimisation. Here you can tell the viewer what the video is about in depth and include relevant links. Just like the Title, the Description uses keywords to help YouTube understand what your video is about.

The first line of the Description should reiterate, reflect and expand upon the title. Include the same important keywords that you have used in the Title.

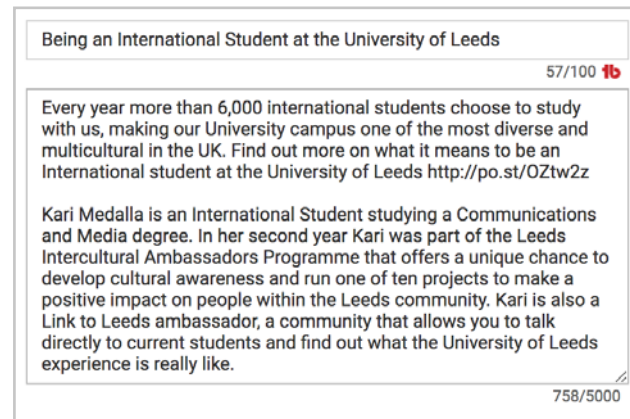
The rest of your Description can go into depth about the subject or provide extra information. This is the ideal place to draw focus towards the speaker and go further into the subject. You can enter up to 5,000 characters into your description.

If the video is considered to contain time-based content such as a scholarship or an event that is currently taking place, it is best to put the link to any external websites in the first sentence of the description so that it is easily accessible to the viewer.

Only the first 265 characters are visible. The full content of your description is only visible once the viewer clicks on the “SHOW MORE” tab. Treat this as additional information for the viewer.



**An example of a poor Description. The Description does not reiterate ‘University of Leeds’ and provides very little information about the video.**



**An example of a good Description. The text reiterates and expands upon the Title in an organic way. Further information about the student and various aspects of her time in Leeds not only create context for the viewer but also provide YouTube with a clearer picture of what the video is about.**

## Getting more from your content

### Tags

The following Tags must be included on all videos: **#University of Leeds**, **#Leeds University**, **#Leeds Uni**

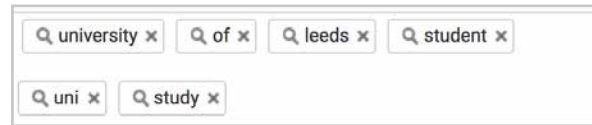
Tags should also be reflective of the title and description. Your tags should reiterate the script and content of your video. This helps the algorithm confirm that your video is what it says it's about. For example, if your video is titled 'Study Economics at the University of Leeds', you should include the Tag **#Study Economics at the University of Leeds**, including spaces.

If you are uploading time-based content it is advisable to include dates in the Tags such as **#Christmas at the University of Leeds 2018**, or **#Scholarships for the University of Leeds 2018**. This is due to YouTube sorting content in order of relevance and you want to make sure your videos are relevant at the right time.

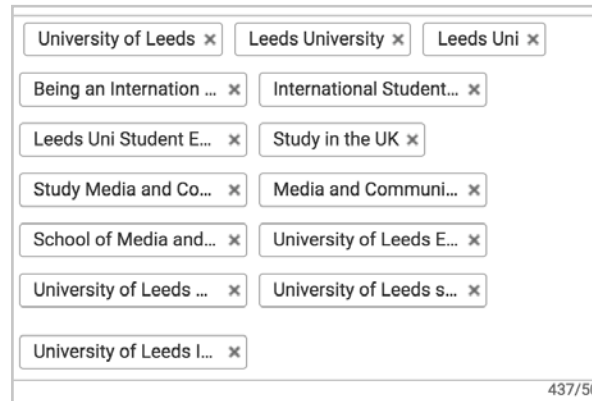
There are 500 characters available for Tags and it is best to utilise them all but ensure that in total a video has no more than 15 Tags (YouTube automatically ignores all Tags if there are more than that).

Try not to include speaker names in the Tags unless the speaker is a well known politician/author/doctor/etc. Utilise this Tag space for the subject of the video rather than the speaker as this will result in higher views.

Google Keyword tool can help you plan Tags and optimise your video. Sign into your AdWords account and visit [https://adwords.google.com/intl/en\\_uk/home/tools/keyword-planner](https://adwords.google.com/intl/en_uk/home/tools/keyword-planner)



This is an example of poor Tagging. Single word Tags are too vague and will not rank well in search. Tags that are not specific to their niche will not compete well with other videos and will not leverage well in the algorithm.



This is an example of effective Tagging. The Tags are specific to their niche. A viewer is likely to search in full sentences. This method of Tagging will rank well in search.

## Getting more from your content

### Cards

Cards are a way of driving actionable results from your video content. They let you add more visual components with underlying objectives to your videos instead of just annotations, making your videos more interactive.

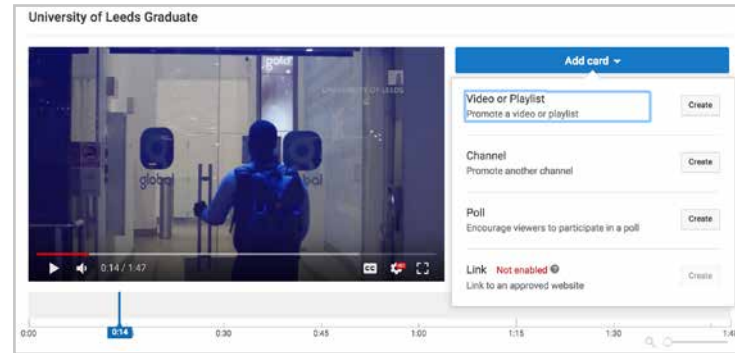
The cards can appear at any point in your video, and can include images, outside links, and even content that's downloaded when viewers click.

Cards are teasers that can be added to any video. Using Cards is optional but they can add interactivity to your videos and drive viewers to a specific URL.

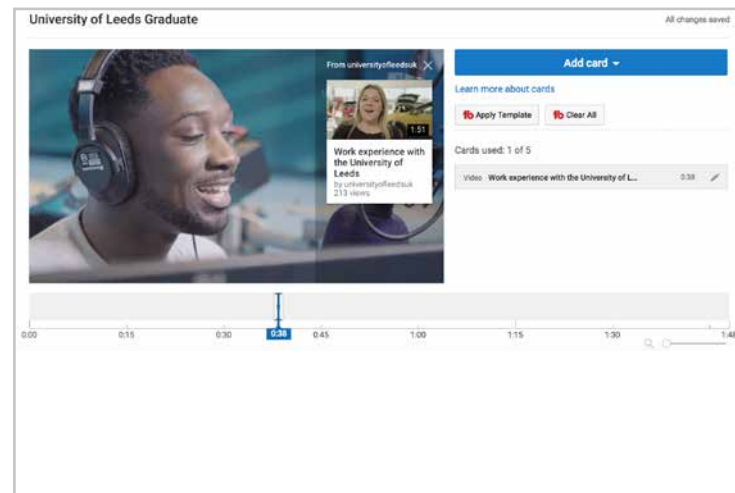
Cards can be added to any timestamp in your video.

Cards come in four formats:

1. Video or Playlist will give you the option to select either one of your own videos/Playlists or enter a URL to another channel's video.
2. Selecting Channel will create a link to another channel.
3. A Poll can encourage the viewers to participate in a poll.
4. Adding a Link will allow you to create a direct link to an approved website.



Example of the four Card options to overlay onto your video.



Here we've added a video Card to encourage viewers to watch our Work Experience video.

## Getting more from your content

### End Screens and Playlists

End Screens are a feature where it is possible to sign post to another video/Playlist at the end of your video (either from your own or another channel).

Playlists are an effective way to encourage the viewer to spend longer on your channel. They also serve as a categorisation tool for organising videos around specific topics or interests. The aim of the Playlist is to increase the overall Watch Time and Viewer Retention metrics on your channel.

The Digital Communications team will set up End Screens and Playlists for you where relevant on the corporate University of Leeds channel.

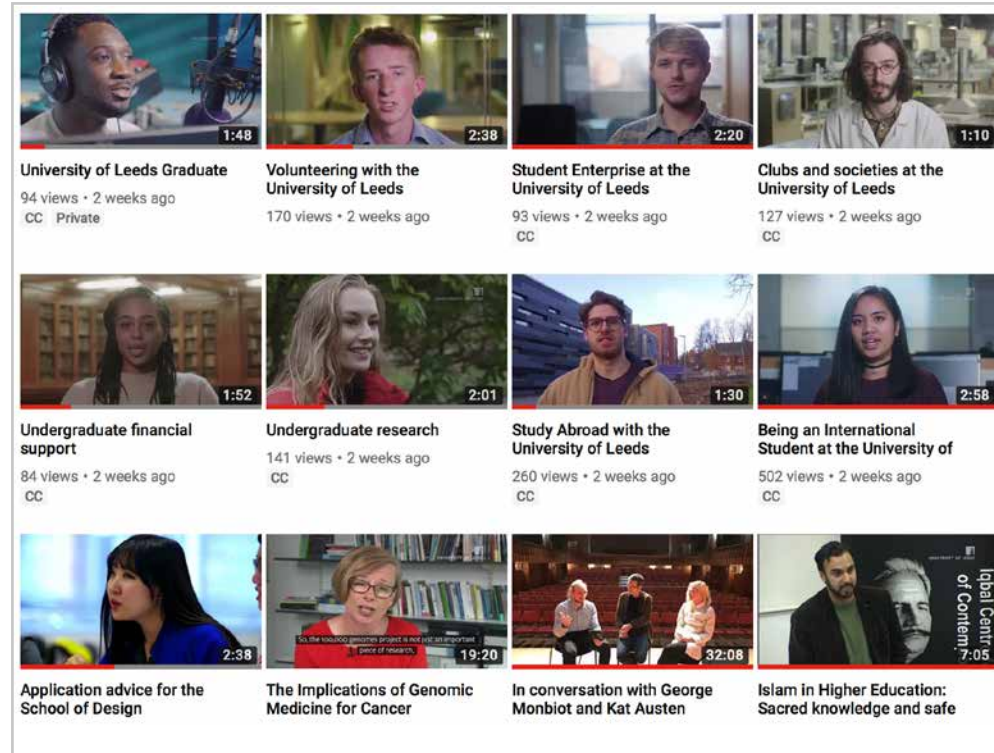
If you run a separate YouTube channel:

You must include videos from the corporate University of Leeds channel in your own channel Playlists where appropriate. This will encourage viewership and growth across both channels.

You should include at least four videos in each Playlist.

Do not put Unlisted or Private videos in a Public Playlist. This will cause Unlisted videos to automatically become Public.

You should create an 'All Videos' playlist and keep it as the first visible Playlist on your channel. This will encourage Watch Time and Viewer Retention.



Example of YouTube playlists.

## Getting more from your content

### Use video placement or seeding

Video placement, also known as video 'seeding' is the practise of securing placements or 'embeds' of your video content on third party websites. It's commonly used by commercial brands to extend the reach and views of their content as part of their earned media strategies.

When creating your video content, it's worth thinking about who potentially may be interested in hosting your content, particularly if it's of academic merit.

You can also speak to the media team who may have news outlets to offer your content to **pressoffice@leeds.ac.uk**.

There are a number of routes you could consider for video placements:

- National or local press.
- Blogs and forums.
- Social bookmarking sites such as Reddit, StumbleUpon or Digg.
- In e-mail newsletters or e-mail campaigns.
- Across social media, particularly accounts run by others.
- Embedded into your website, or the websites of partners and associates.

### Video advertising

If you have a clear objective for your video content, advertising can be an effective way to achieve this. Video advertising, particularly on social media and YouTube, is very affordable and incredibly targeted.

You can target across many demographics including location, interest, life-stage and industry, to name a few. All paid for social media is run through our Digital Marketing Manager, so if you'd like to discover how advertising could support your video content, e-mail the Digital Marketing Manager,

**Shona Orr (s.orr@leeds.ac.uk)**

## Quick reference guide

Channel	Optimum length (organic)	Optimum length (paid)	Subtitles	Aspect Ratio	Notes
YouTube (including for website embed)	Content dependant – seek advice*	Content dependant – seek advice*	Videos will be subtitled for you	16:9	You will also need to provide a title and description for each video
Facebook	Under 2 mins	Under 45 seconds	Open Captions required†	16:9 or 1:1 (square format for carousel adverts)	
Twitter	Under 2 minutes	Under 45 seconds	Open Captions required†	16:9	Max file size 512MB
Instagram	Under 60 seconds	Under 30 seconds	Open Captions required†	1:1	
Instagram Stories	Under 15 seconds	Under 15 seconds	Open Captions required†	9:16	
Snapchat	Under 10 seconds	Do not use	Open Captions required†	9:16	

\*You can seek advice from your chosen supplier, from the Social Media Manager ([m.e.carter@leeds.ac.uk](mailto:m.e.carter@leeds.ac.uk)) or Digital Marketing Manager ([s.orr@leeds.ac.uk](mailto:s.orr@leeds.ac.uk))

†Open captions are explained on page 28 / 29



# SECTION TWO

**Guidance for creators**

## Quality

**! Any footage produced by framework suppliers or purchased from stock libraries should be 4K (Ultra HD) resolution (see page 7).**

If you are producing externally facing/marketing materials there are minimum quality levels your content must meet in order for to be published on University social media channels.

Commissioning a Framework supplier is the easiest way to achieve this. You will be provided with all the formats you have requested as well as additional high quality footage to reuse in other projects.

If however, your budget prohibits this, and you have access to video editing and/or motion graphic software and are intending to produce content yourself, please get in contact with the Communications team for advice, at [commsprod@leeds.ac.uk](mailto:commsprod@leeds.ac.uk)

If you are re-purposing previously commissioned footage from other sources here are a few instructions to help you create professional looking content that is within University guidelines.

### Software

In order to produce compliant video content you will need access to professional editing and/or motion graphics software.

Our internal teams and framework suppliers all use the Adobe Suite of applications.

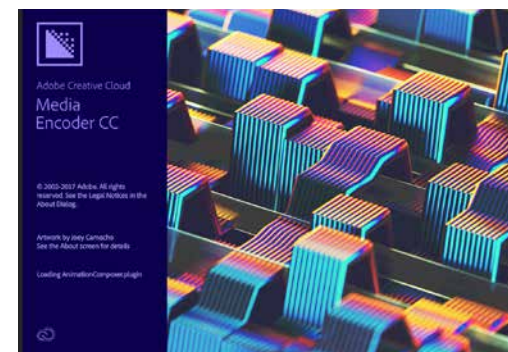
This includes:

- Adobe Premiere – for editing your live action and animated footage together into a final video**
- Adobe After Effects – for creating nameplates and animated footage**
- Adobe Media Encoder – for exporting your videos**

Other software which will achieve similar results:

- iMovie**
- Final Cut Pro**
- Sony Vegas**
- Cyberlink PowerDirector 15**
- Corel VideoStudio**

**! The following guidance is specifically for the Adobe suite of publications. If you are not using this suite of packages please refer to your specific software manuals.**



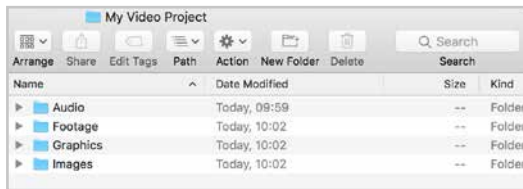
## Before you edit

### Getting organised

1. You should collect together any footage, audio, images and graphics you will be using in your edit into one place.

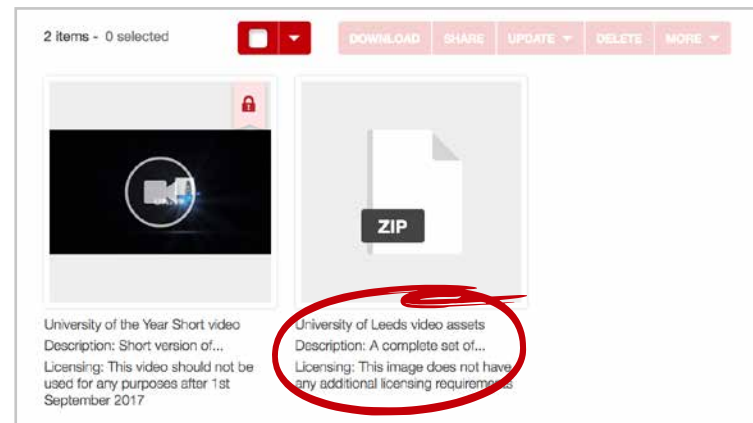
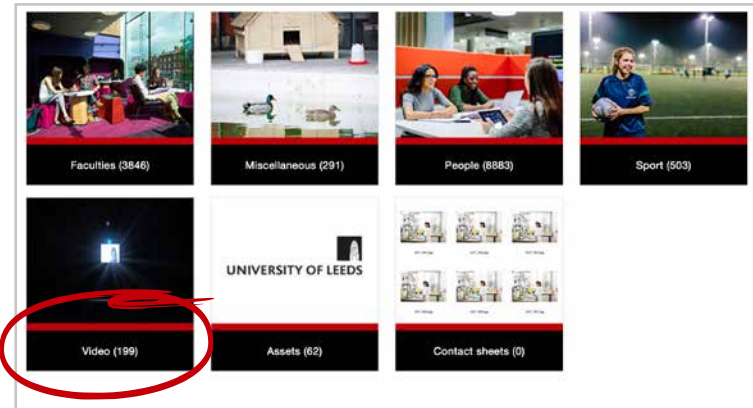
Always knowing where your files are located will save you time and improve your work flow, if you need to work on another machine you will have all your files in one place. Archiving your projects in an organised fashion will facilitate revisiting them effortlessly in the future.

The folder structure below is best practice to follow:

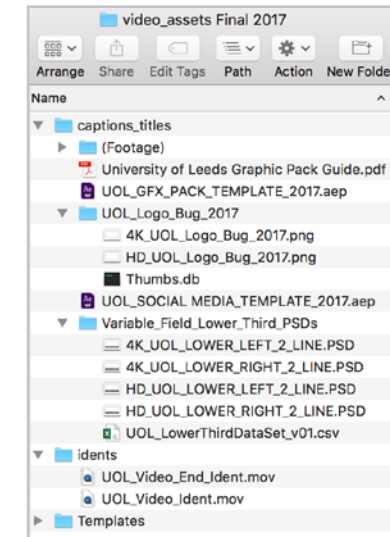


You should then place all your media in the relevant folders.

2. In addition to your specific files you will also need the University ident and graphics pack. This can be downloaded via the University Image Library, at [imagerlibrary.leeds.ac.uk](http://imagerlibrary.leeds.ac.uk).



3. Once your download is complete and you have unzipped the file, you will see the following folder structure:

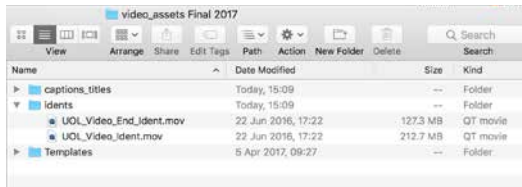


The most relevant files are as follows:

1. **UOL\_Video\_Ident.mov**  
**UOL\_Video\_End\_Ident.mov**  
Opening and closing idents (see page 21)
2. **HD\_UOL\_Logo\_Bug\_2017.png**  
Logo 'bug' graphic to be used on all videos (see page 22)
3. **UOL\_GFX\_PACK\_TEMPLATE\_2017.aep**  
After Effects templates for captions (see page 23–25)
4. **UOL\_SOCIAL\_MEDIA\_TEMPLATE\_2017.aep**  
After Effects templates for captions (see page 26)

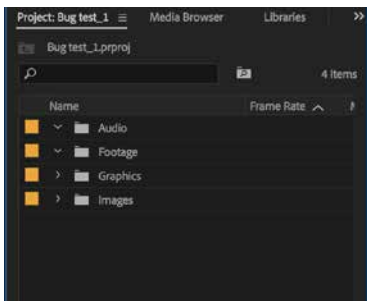
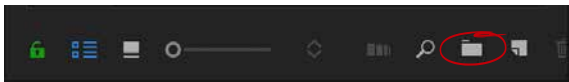
## Before you edit

4. In the graphics pack folder navigate to 'Idents' folder.



Once you are in your editing software you should mirror the folder structure from step 1 on the previous page.

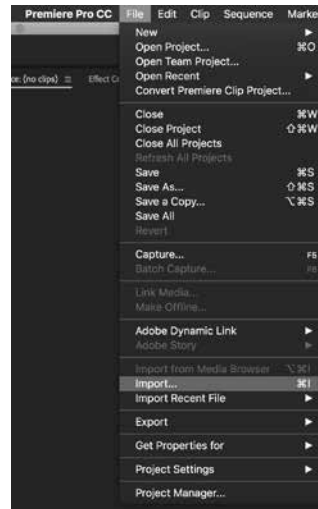
In Adobe Premiere you can do this by clicking the 'New bin' icon in your project window (bottom left of your screen by default) and naming the created folder accordingly.



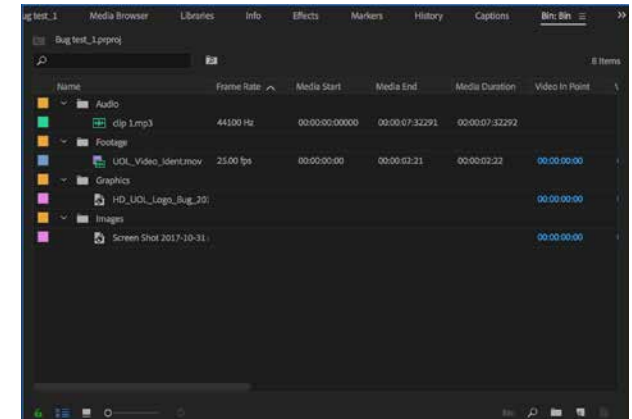
Once you have both your project folder and your Adobe Premiere 'bins' set up you can begin to import your assets into Premiere.

### Importing assets

To begin importing assets into Premiere select **File > Import**

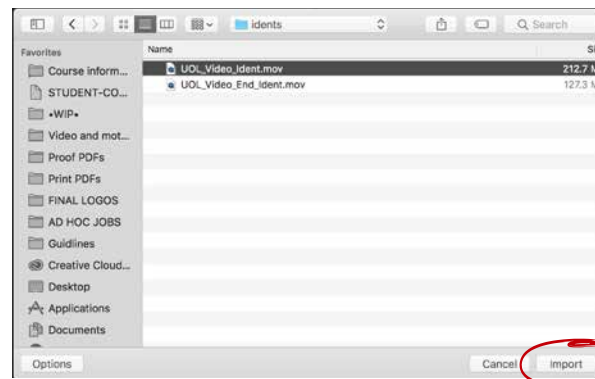


Continue to import all your required assets into Premiere and move them to the relevant folders in your project panel.



Once you have finished importing all your assets, you are ready to begin editing.

Navigate to your project folder; the first file you should import is 'UOL\_Video\_Ident.mov'



## Editing

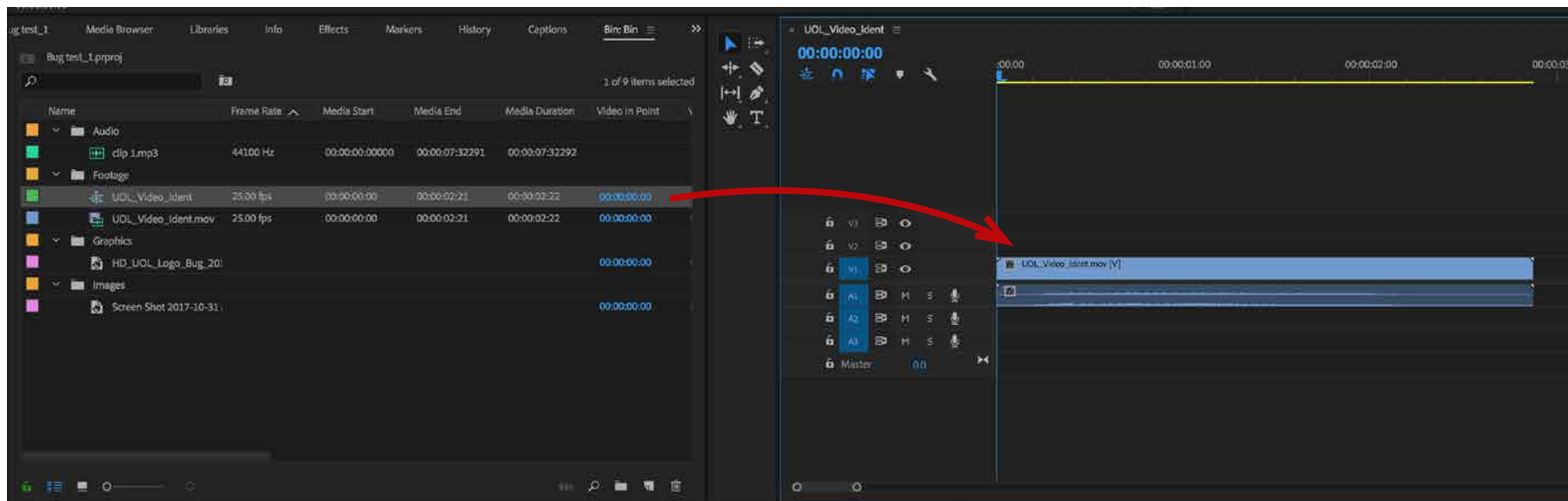
### First steps

The easiest way to set up your edit is to drag the 'UOL\_Video\_Ident.mov' file onto your timeline as shown here.

This will place the ident on your timeline and set your project to the resolution and framerate of the ident (1920x1080 px, 25 frames per second).

If your content is intended for social media channels you can move this clip to the end of the piece later in your work flow (see page 21 for explanation).

You will then build the edit using your relevant assets.



## Editing

### Idents

The University currently has two idents:

UOL\_Video\_Ident.mov

UOL\_Video\_End\_Ident.mov

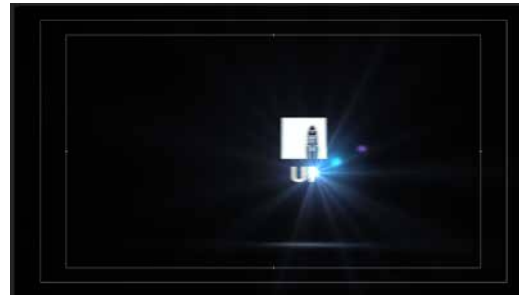
These were developed to bookmark the start and end of video content.

However, as social media channels display the first frame of video content in the users timeline these idents are not appropriate for use as the initial frames are solid black.

To remedy this, you should only use the file 'UOL\_Video\_End\_Ident.mov' at the end of your social media videos.

**! You should still use both idents for long form YouTube or website hosted videos as this content will typically use Thumbnails.**

UOL\_Video\_Ident.mov



UOL\_Video\_End\_Ident.mov



## Editing

### Logo bug or watermark

The University logo bug or watermark should sit in the top right of all long form videos, these videos will typically sit on YouTube or be embedded in University webpages. We do not use the logo bug for social media videos as these pages are already branded as University of Leeds.

There are two files provided as part of the University graphics pack  
'4K\_UOL\_Logo\_Bug\_2017.png'  
'HD\_UOL\_Logo\_Bug\_2017.png'

Use the relevant file for the specific resolution you are editing in.

This file should be imported and placed on your topmost video timeline (Fig. 1).

If possible, when shooting interview footage, frame subjects with adequate space to the right to avoid the logo appearing over their face.

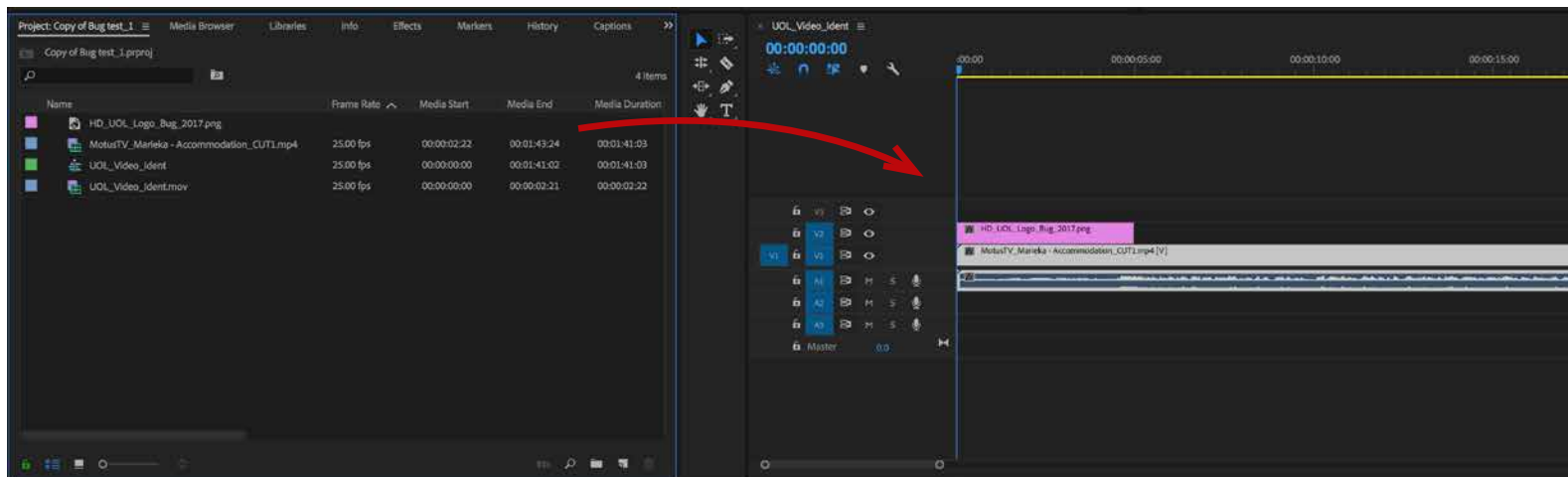


Correct positioning of subject in the frame to avoid the watermark



Incorrect positioning of subject in the frame as watermark appears over their head.

Fig. 1 Drag 'HD\_UOL\_Logo\_Bug\_2017.png' to your timeline





## Editing

### Adding name captions

All our video content should contain our standard name captions if needed.

If you have access to Adobe After Effects you can use this to add lower third captions (for names and job titles) and title cards to your footage.

**! A note on using After Effects**  
**Adobe After Effects is not video editing software.**  
**It should only be used for post-edit graphics and animation.**

1. Open 'UOL\_GFX\_PACK\_TEMPLATE\_2017.aep' in Adobe After Effects. You will see various compositions open, select the one you would like to use. In this example we will use the 'HD\_UOL\_LOWER LEFT\_2\_LINE' composition.

2. Make sure you have the correct composition tab selected (Fig. 1).

- i) Select the text block you need to edit by clicking on it with the Selection tool.
- ii) Switch to your Type tool and double click the text to highlight it all (Fig. 2).
- iii) Type your new text.



**! If you are adding name plates for social media channels please use the 'UOL\_SOCIAL MEDIA\_TEMPLATE\_2017.aep' file (see page 26).**

Fig. 1

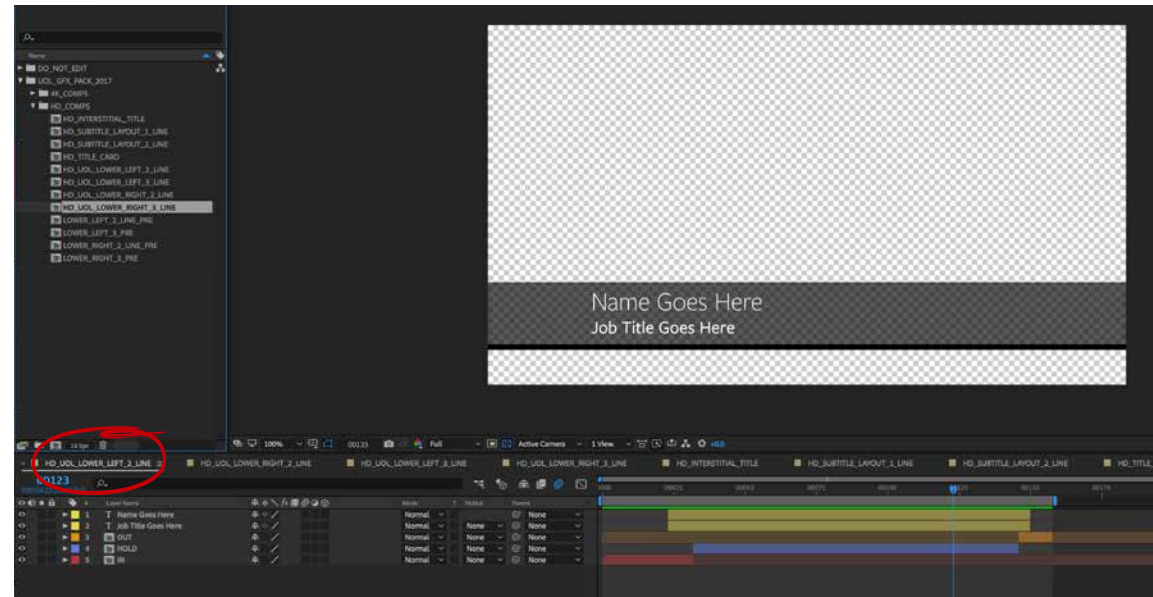
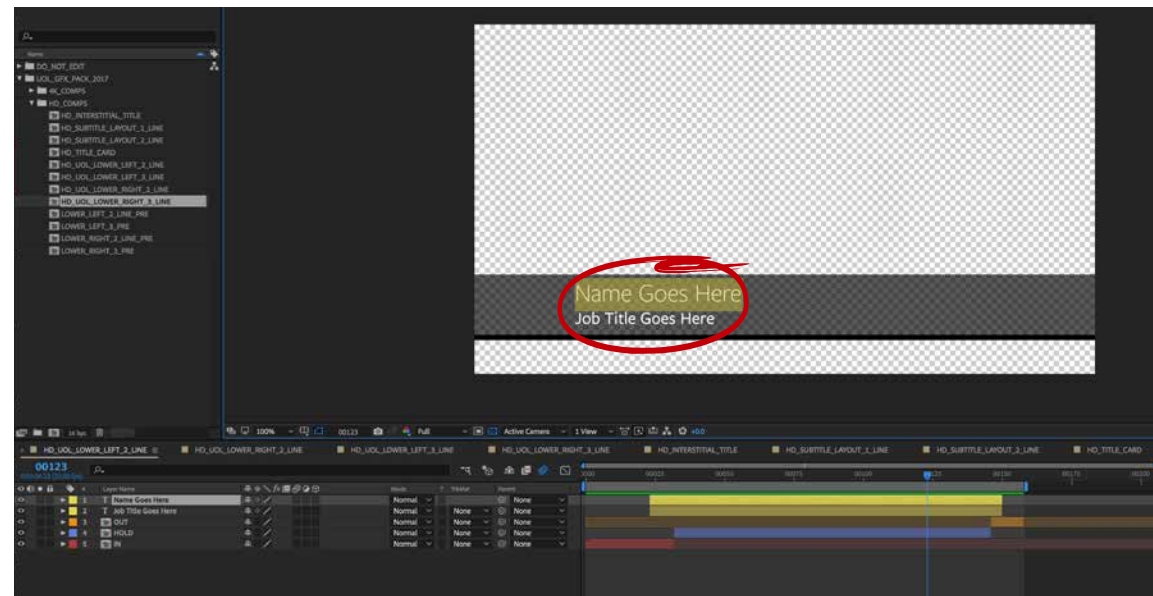


Fig. 2





## Editing

3. Once you have updated the text you can place the After Effects composition into your Adobe Premiere project panel.

You can do this by either selecting **File > Import** within Premiere and navigating to your After Effects file, clicking 'Import' and then navigating to the relevant composition and clicking 'OK' (**Fig. 1**) or by directly dragging and dropping the composition into Premiere (**Fig. 2**).

Fig. 1

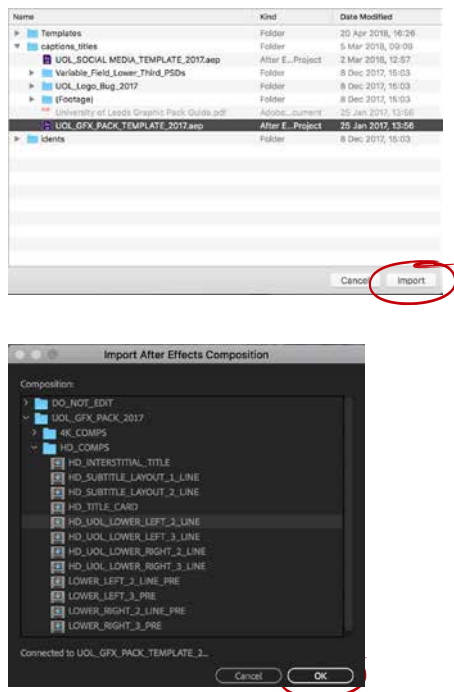
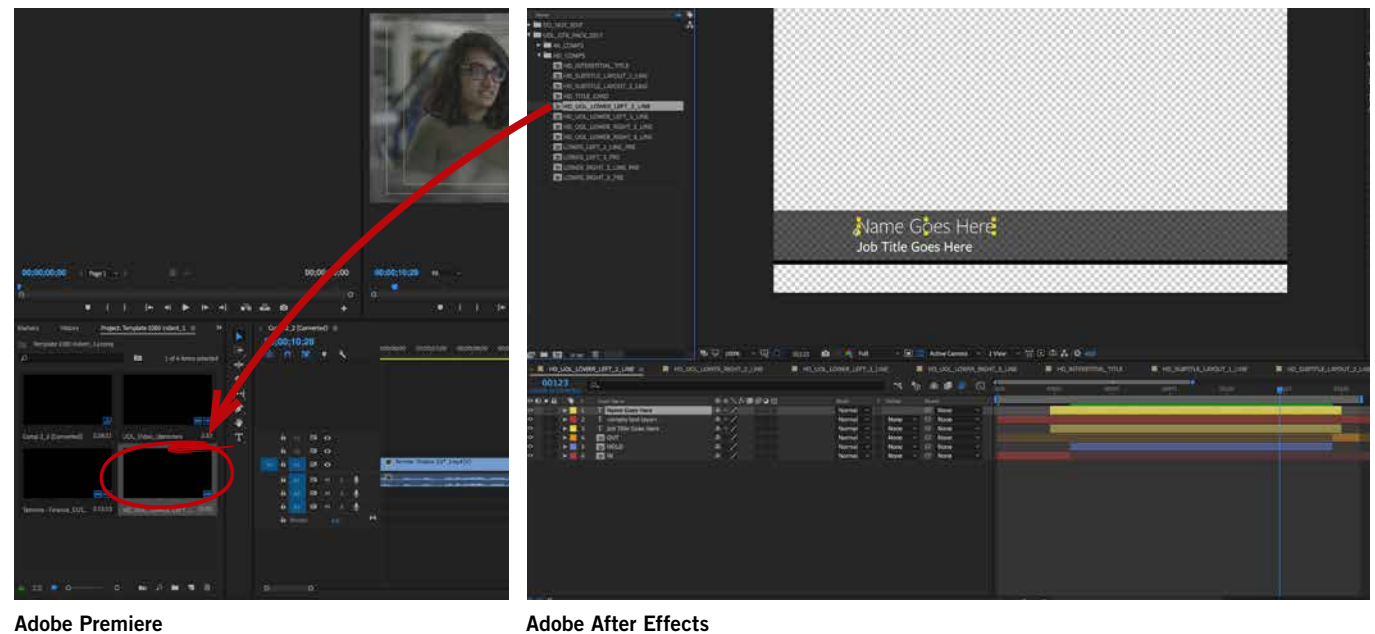


Fig. 2

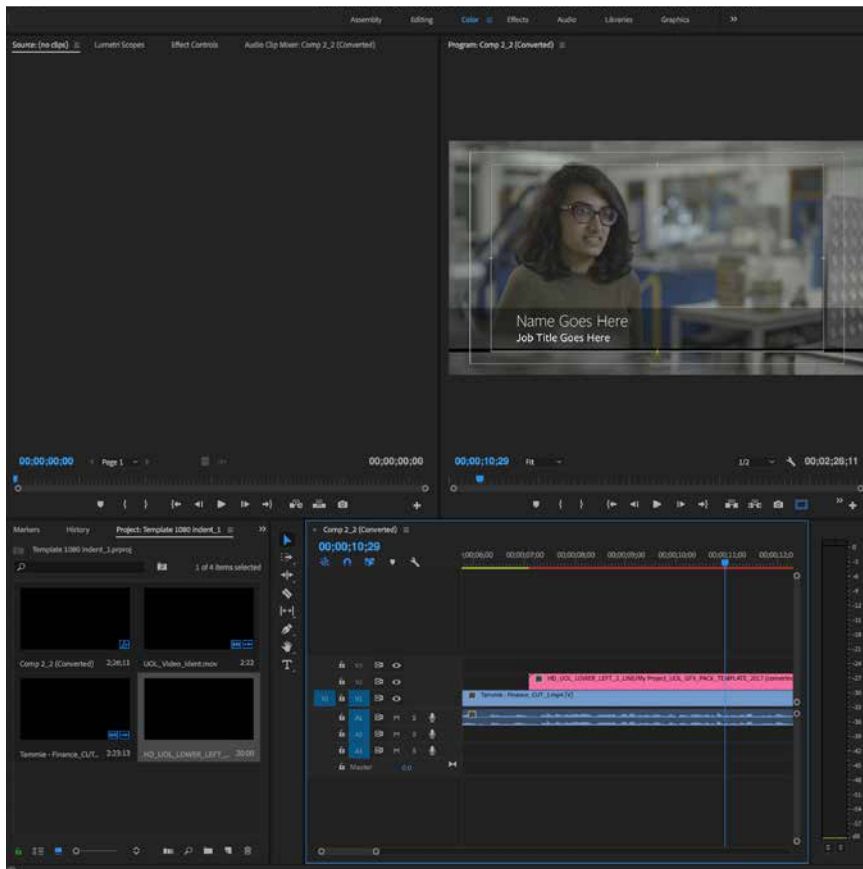


Adobe Premiere

Adobe After Effects

## Editing

4. The After Effects composition can now be placed on your timeline. Any edits you make to the text in After Effects will be automatically updated in your Premiere file.



## Editing

### Adding name captions for social media

Social media video content should contain our social media name captions if needed.

These differ from the standard name captions in screen position and size. This is to account for the need to use subtitles for social media content (see page 28–29).

1. Open the file 'UOL\_SOCIAL\_MEDIA\_TEMPLATE\_2017.aep' in Adobe After Effects. You will see four compositions open, select the one you would like to use. In this example we will use the 'ADD NAME RIGHT' 'ADD NAME LEFT' 'RIGHT SIDE\_MASKED FOR PREMIERE' and 'LEFT SIDE\_MASKED FOR PREMIERE'.

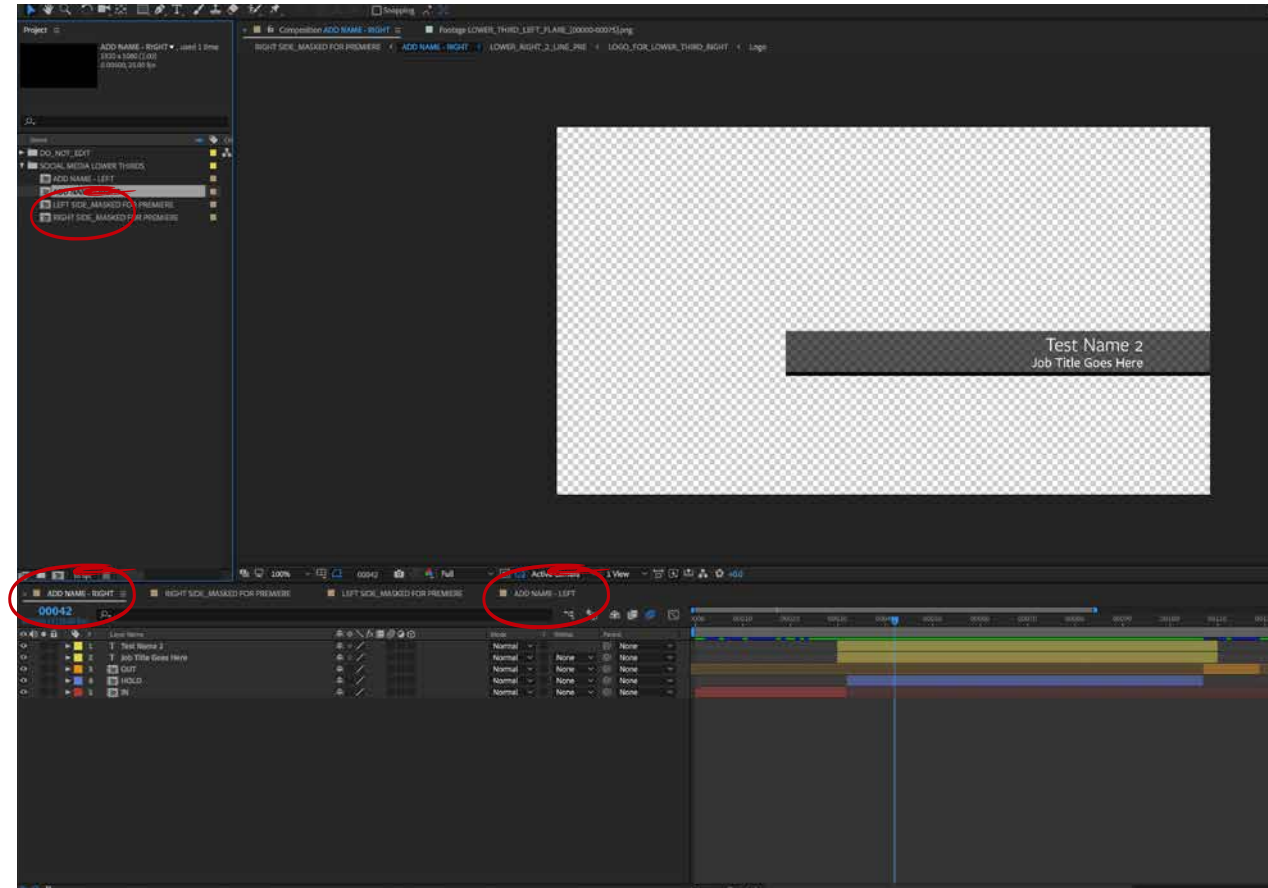
2. Select either 'ADD NAME RIGHT' 'ADD NAME LEFT' depending on your requirements.

i) Select the text block you need to edit by clicking on it with the Selection tool.

ii) Switch to your Type tool and double click on the text to highlight it all.

iii) Type your new text.

3. Select the composition named either 'RIGHT SIDE\_MASKED FOR PREMIERE' or 'LEFT SIDE\_MASKED FOR PREMIERE' depending on which side you have added your name captions to and drop this into Premiere as per instructions on page 23–25.



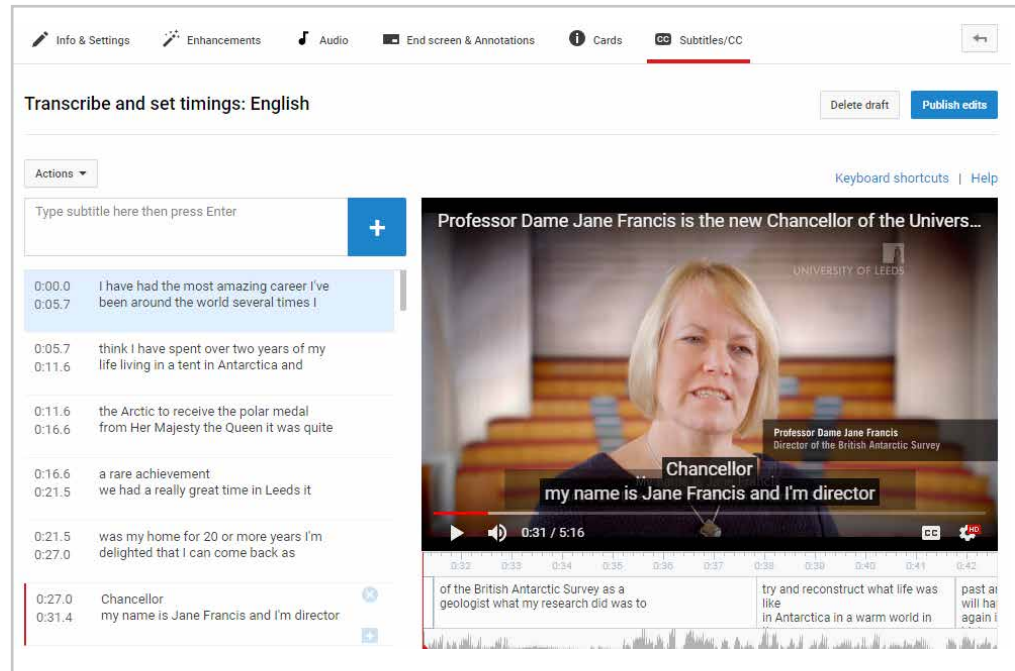
## Editing

### Subtitles

**! On most social media channels the University uses subtitles as standard (see page 28–29).**

The University has a set style for using subtitles on video content. All videos should have either permanent or optional subtitles, depending on the channel:

- Video content for Facebook, Twitter and Instagram should contain permanent subtitles which are added directly on the video file itself during the editing process. These are called **'open captions'** (see page 28–29).
- Video content for YouTube should be produced without permanent subtitles added during the editing process. The University's communications team will have your YouTube video subtitled professionally for you.



Adding closed caption subtitles manually in YouTube Video Manager.

## Editing

### Subtitles for social media

On social media, with the exception of YouTube, the majority of videos are watched with the sound off, so having subtitles on your videos is vital if you want to reach the maximum amount of people with your message. Read more at <https://digiday.com/media/silent-world-facebook-video>

From an accessibility point of view, it's important not to exclude anyone from being able to view the content you create.

If you have more than one speaker in your video a limited range of colours can be used to distinguish them from each other. In order of priority:

#### Subtitle colour in order of priority

Colour	Hex value
White	#FFFFFF
Yellow	#FFFF00
Cyan	#00FFFF
Green	#00FF00

For any video content hosted on social media the viewer cannot turn subtitles off and they are always visible on your video.

These are called 'open captions'.

'Open captions' are added by manually entering them yourself within Adobe Premiere.

See page 29 for detail instructions.



Open caption subtitles and social media specific nameplate.

**!** On social media content, the name plate needs to be positioned differently. See page 26 for more details.

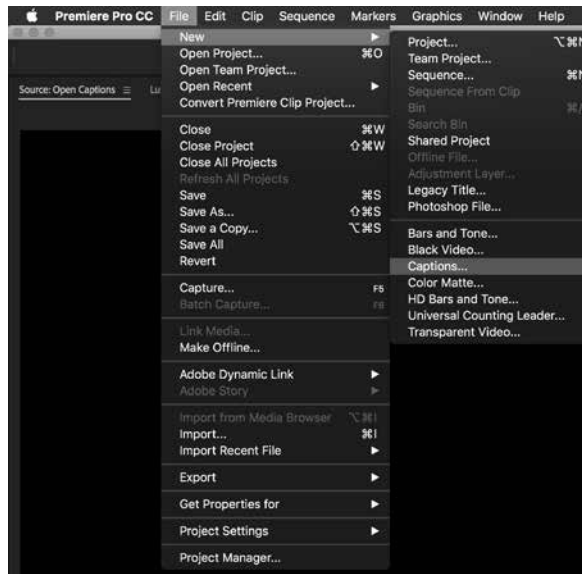


Open caption subtitles for multiple speakers

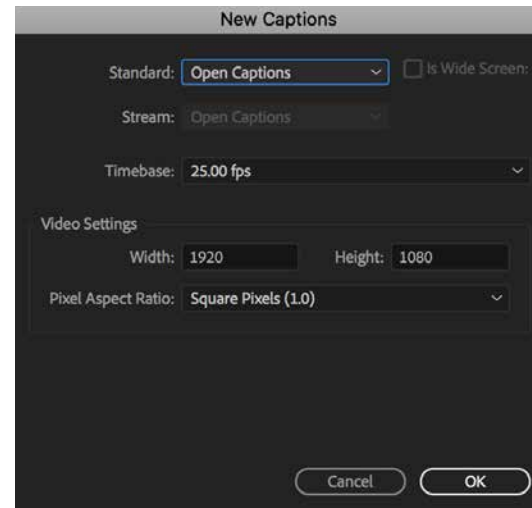
## Editing

To add 'open captions' to your video:

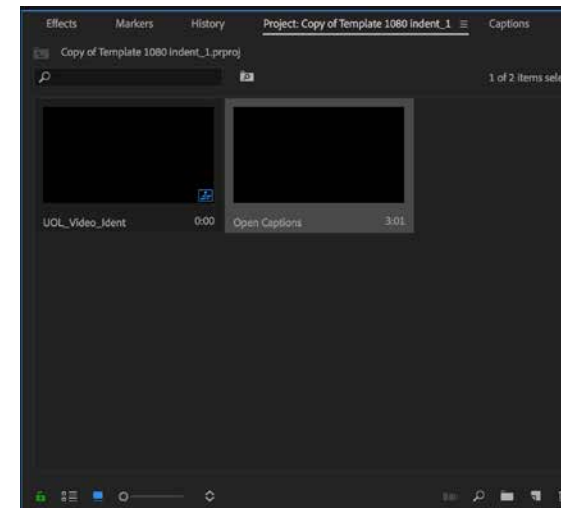
1. Within Adobe Premiere select **File > New > Captions**



2. In the pop up box select the following settings and click 'OK'

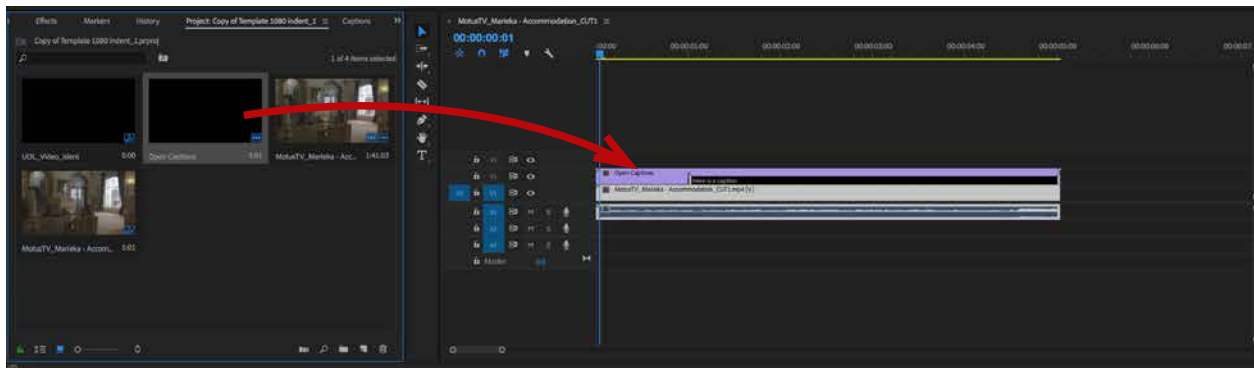


3. You will now have a new clip in your project panel called 'Open captions'

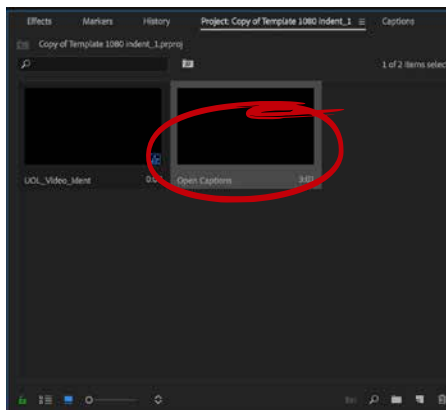


## Editing

4. Drop the captions clip on your timeline and drag it out to match the length of your footage.



5. Double click on the 'Open Captions' clip in your project panel to open the Captions tab.



6. In the Captions tab you should set your font to 'FreightSans Pro – Book' with a size of 65pt. This font can be synced through Adobe Typekit.

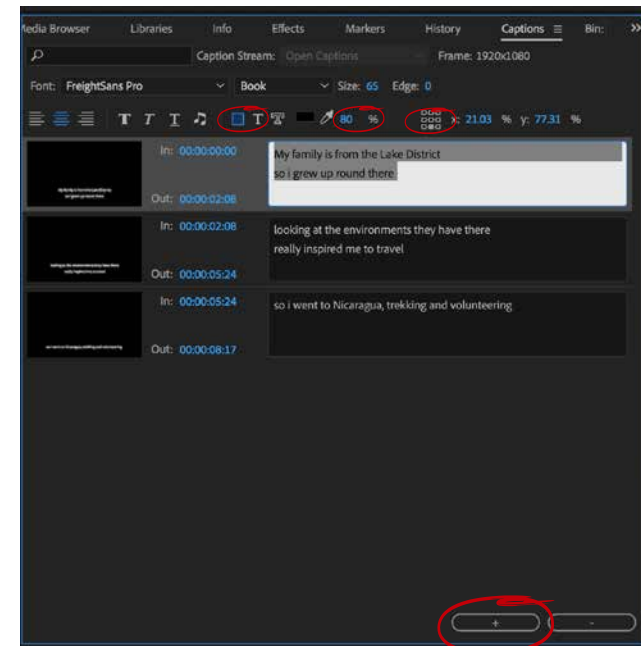
You should also set your background colour to black with an 80% opacity.

The captions should be centred and anchored to the bottom of the screen (approximate x:20 y:77)

**! This size and position is designed to minimise the impact on legibility from the video player controls should a viewer have them visible.**

Add your captions by typing in the text field and setting in and out points for when you would like them to appear.

For each new caption, click the '+' button at the bottom of the panel.





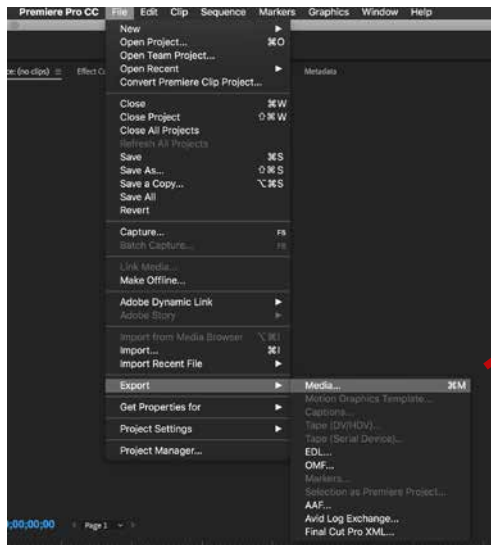
## Export settings and Media Encoder

Now that you have finished editing your project you should export it for the relevant platform.

This is a two stage process using both Adobe Premiere and Adobe Media Encoder.

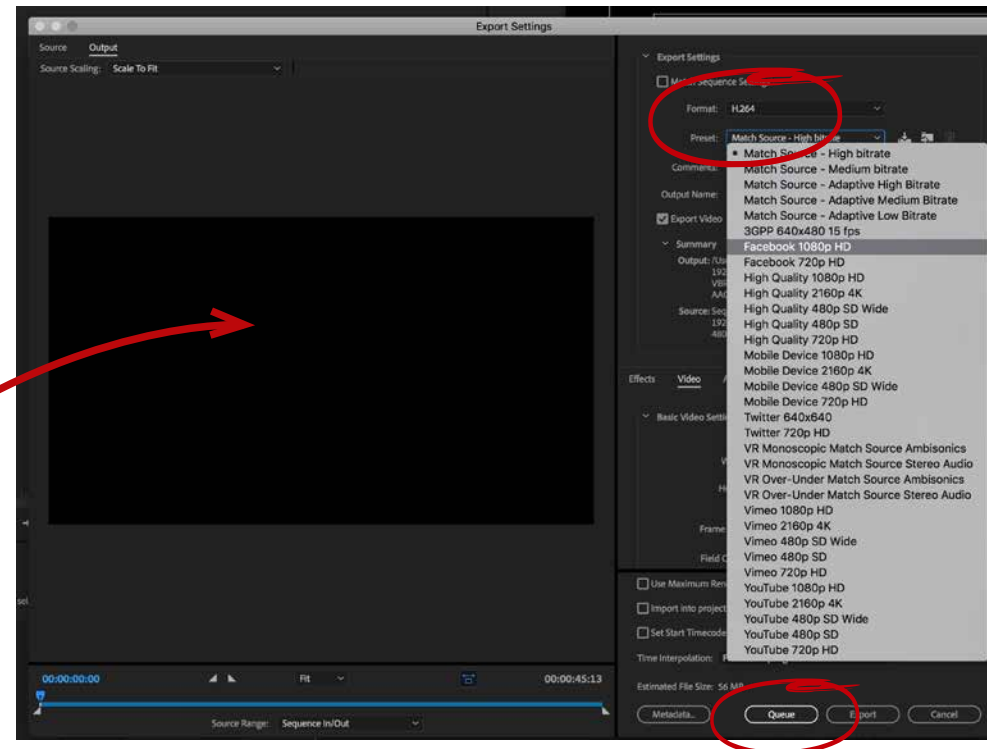
### In Premiere:

1. Click File > Export > Media



2. In the panel that opens, set the format to 'H.264' and drop down the 'Preset' menu to select the most relevant platform from the options provided.

3. Click on the 'Queue' button at the bottom of the panel, this will automatically open Adobe Media Encoder.

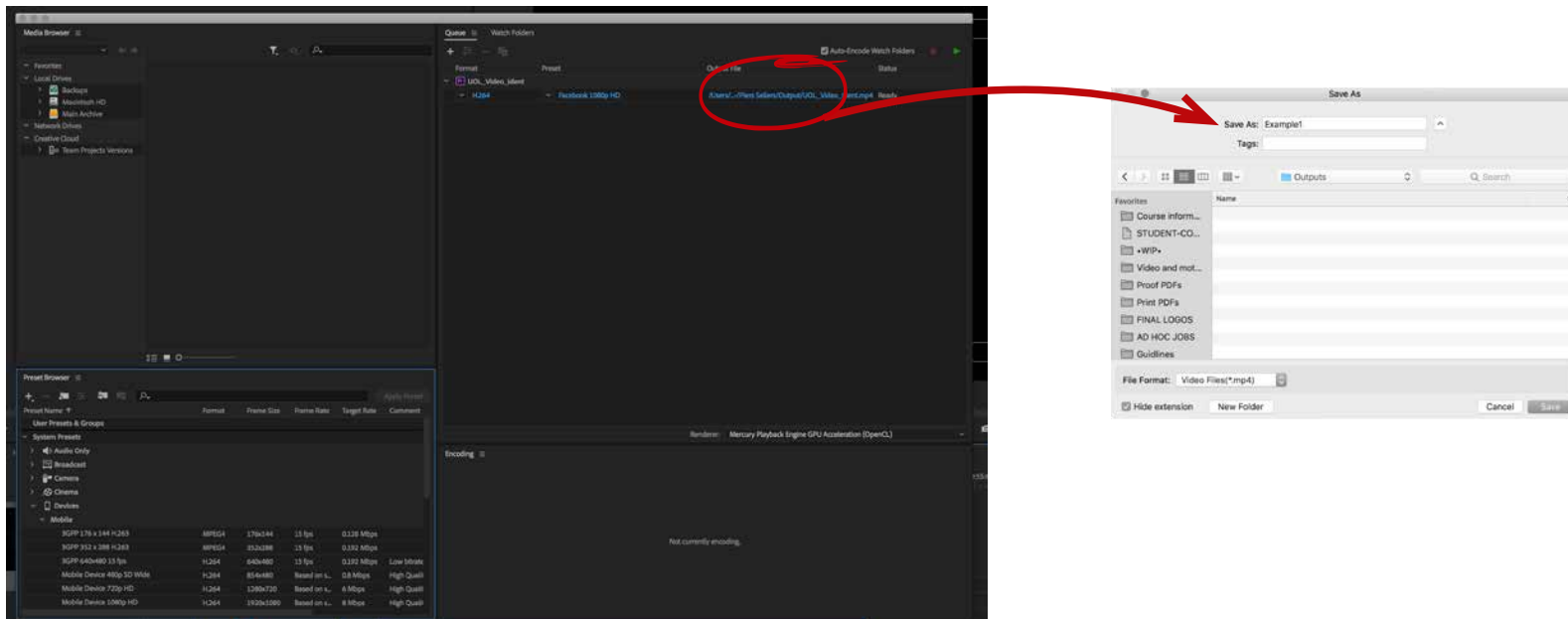




## Export settings and Media Encoder

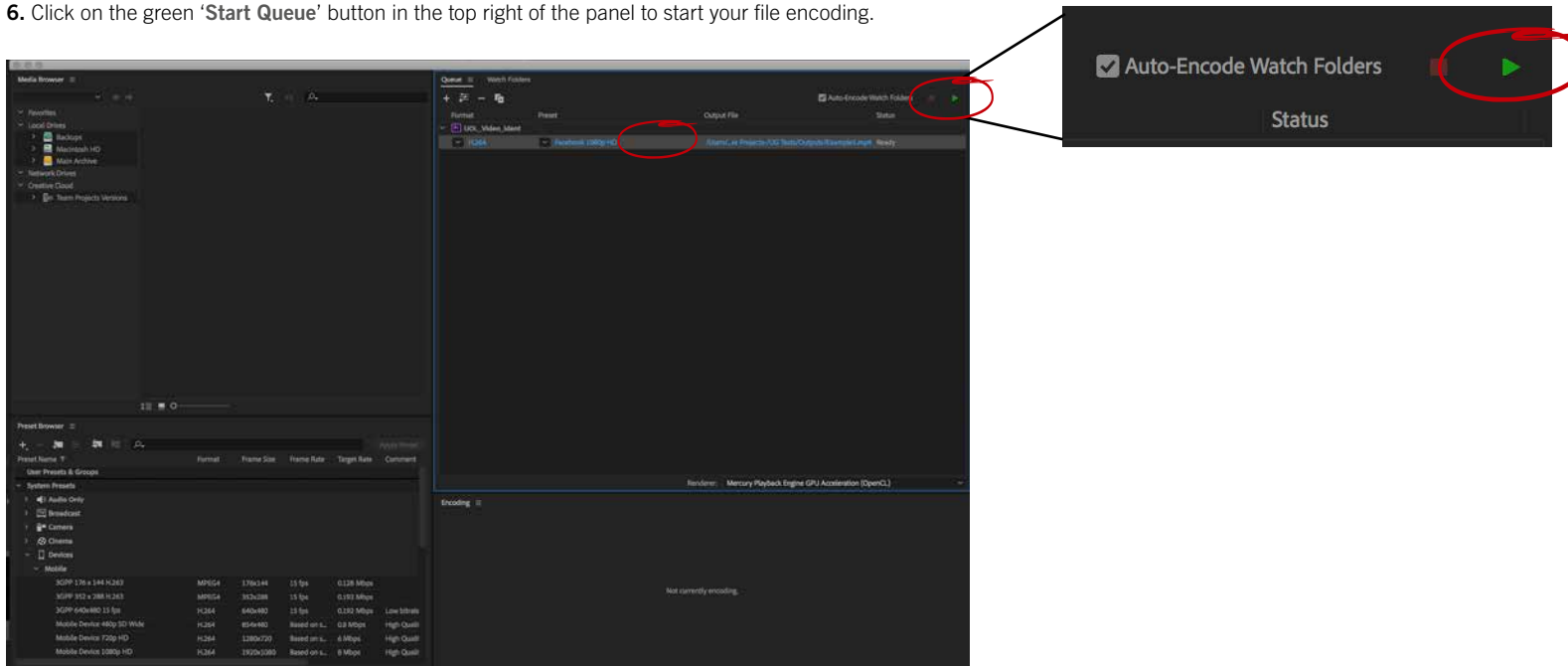
### In Media Encoder:

4. Click on the blue filename to specify a file title and save location.



## Export settings and Media Encoder

5. Highlight the project by clicking anywhere in between the blue text.
6. Click on the green 'Start Queue' button in the top right of the panel to start your file encoding.



**When it is finished, your final video will now be saved in the location you specified, ready to upload to your chosen platform.**

If you are publishing to various platforms then go back to step one on page 32 and repeat the process making sure you alter your export preset for each platform.

## Thumbnails

YouTube, Facebook and Twitter allow you to upload custom thumbnails on your video content. This means you can create a specific image file for your video to attract viewers to watch.

Most thumbnails are not complicated – they usually show a compelling moment from within the video overlaid with some text – usually the video's title. They are fairly easy to create, and studies have shown that videos with thumbnails attract more views.

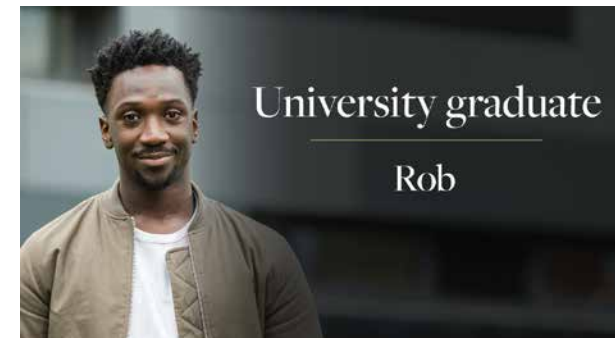
You should create thumbnails for your all your videos.

Thumbnails should be a high resolution image file, sized at 1280x720 px using the 16:9 aspect ratio. Thumbnail file sizes are limited to 2mb.

Make the subject of the video clear. It is better to have one or two people maximum in the thumbnail. You can also include text, such as the title of the video or it's theme.

Keep in mind that YouTube has two modes, Day Mode (white background) and Night Mode (black background).

You should test your thumbnails on white and black backgrounds to ensure that in both circumstances the text on the thumbnails is legible and the thumbnail remains eye-catching.



## Animations and motion graphics

Animated or motion graphics covers anything that is not live action content. It is usually created in dedicated animation and motion graphics software such as Adobe After Effects.

You can use animated content to convey hypothetical or complex information and where live action footage is not available, such as research stories.

Animation can also be used to carry through design elements as part of a campaign that is predominately graphic based to help in continuing a certain look and feel.

It is also useful to compliment and enhance existing live action video a content by using animated text elements or colour/transparency overlays. It is particularly effective if you lack live action video content as you can turn your stills photography into video content, for example by using video slideshows, see page 8.

For standalone animated pieces we recommend the video is between 10-20 seconds in length, has no audio and set to loop.

This content is normally produced as part of a wider campaign that includes printed collateral so it is important that the University branding remains prominent.

All assets should be created at 1920 px x 1080 px and 25 fps, with a logo size of 525 px. This means we will only need to create one size and version, that can be used across social media platforms.

If creating for YouTube, we are recommending to create at as big a size as your footage will allow, eg 4K.

### 4K (3840 px width x 2160 px height)

Logo size	Margin
1050 px	130 px

### 1920 px width x 1080 px height

Logo size	Margin
525 px	65 px

1920 px x 1080 px sizing



Example of animated content on social media

