

VIDEO PRODUCTION DEPARTMENT
STYLE GUIDE – DRAFT 4

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TYPES OF VIDEO PROJECTS

We are still discovering new types of videos which could make valuable additions to our video library, so if you are interested in making a type of video that is not listed below, let us know. These are just a few suggestions for types of requests we expect:

- Ad / Short promotional video
- Instructional / Educational video: how-to or documentary style
- Hosted announcement of campus news, events, sports, etc.
- Internal training or safety video for existing staff and/or students
- Student or staff profile(s) promoting campus-life, programs, services, etc.

DISTRIBUTION

Videos will be distributed in one of the following categories:

- Independent Videos / Clips: No time restriction, no longer than necessary. A stand-alone video.
- Recurring Short Shows: No time restriction, no longer than necessary. One segment only. Can release new episodes at any time. Most short shows would represent programs, like Culinary or Fire Technology. Must have enough material to release new episodes semi-regularly.
- Recurring Full Shows: Generally, 5, 15, or 30 minutes long which can be made up of multiple segments, like a news program. New episodes would be released at regular intervals.

Unless otherwise instructed, all videos will automatically be posted online to:

- The Video Gallery page of the YCCD website
- The school's YouTube channel

The video requester is responsible for all other distribution.

Formats Given:

Upon completion of the project, the requester will receive the video in the following formats:

- **Two video files** (.mov, .avi, .wmv, or .mp4) on a drive or sent online.
 - **YouTube version** (includes opening and closing title cards and end screen)
 - **Regular version** (edited video only)
- **A closed captions file** (.srt, .sbv, or .sub) (You don't need to use this when embedding the YouTube video online; only when uploading the regular version for public viewing)
- **A YouTube embed code** (YouTube videos can be embedded onto Facebook pages, blogs, and any editable webpage)

Upon special request and approval in advance, the Video Production Department can also provide:

- **DVD copy/copies** with or without a DVD menu

MEDIA SUBMISISON GUIDELINES

If footage or other media is submitted for incorporation in the video, the following guidelines apply:

- Raw footage is preferred, do not submit already edited or compressed footage. This means it should not include any text, graphics, effects, filters or transitions. If edited footage is an important addition to the final video, it may be accepted as long as it's of acceptable quality. For photos, submit only unedited full resolution files, not compressed files from Facebook or other photo sharing sites.
- Acceptable video/image quality: In focus, well lit, not too grainy, not shaky. (See Tips & Best Practices for details)
- If the audio is being used, the video must be of acceptable audio quality. All speaking in the video must be clear and easy to understand. (See Tips & Best Practices for details)
- Aspect Ratio – Widescreen 16:9
 - If there is Fullscreen 4:3 footage which is an important addition to the final video, it may be accepted; but Widescreen is always preferred.
- Resolution – Full HD 1920p x 1080p
 - If lower resolution footage is submitted which is an important addition to the final video, it may be accepted as long as the lighting and camera work are acceptable.
 - If higher resolution footage is submitted and the final video is also expected to be of a higher resolution for projection on a big screen, the full quality version is preferred.
- Acceptable Video File Types - .mov, .avi, .wmv, or .mp4
- Must not violate any copyright laws. Please read the copyright section below.

BRAND & VISUAL IDENTITY

****All title cards, end screens, watermarks and lower thirds will be provided by Video Production Services, please do not attempt to create or add your own. All finished videos will include:**

Opening Titles:

- If applicable, the video may open with a title using the school's chosen font, text size and color.

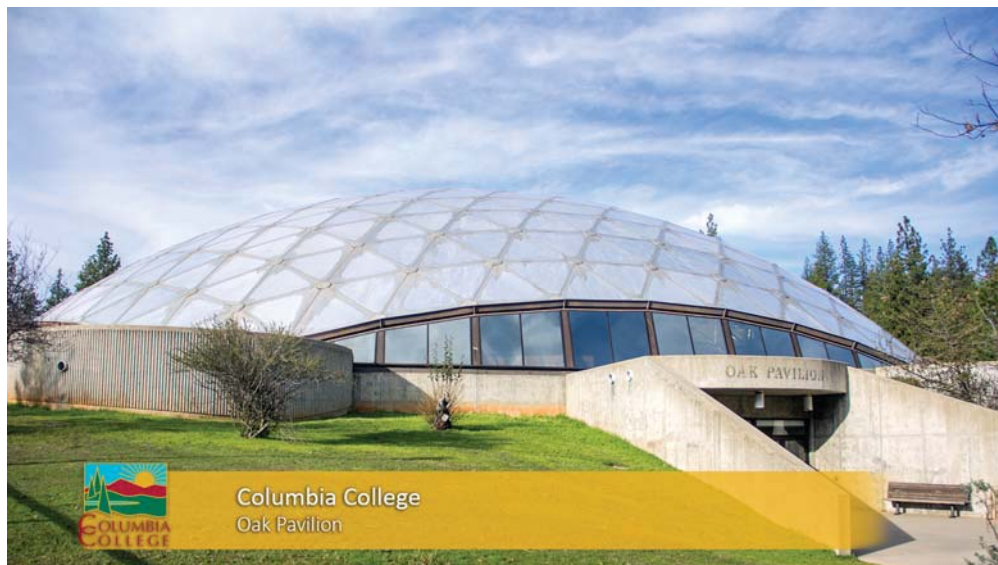
Watermarks:

- Watermarks are a small, slightly transparent school logo which will remain in the bottom right corner of the screen throughout each video.



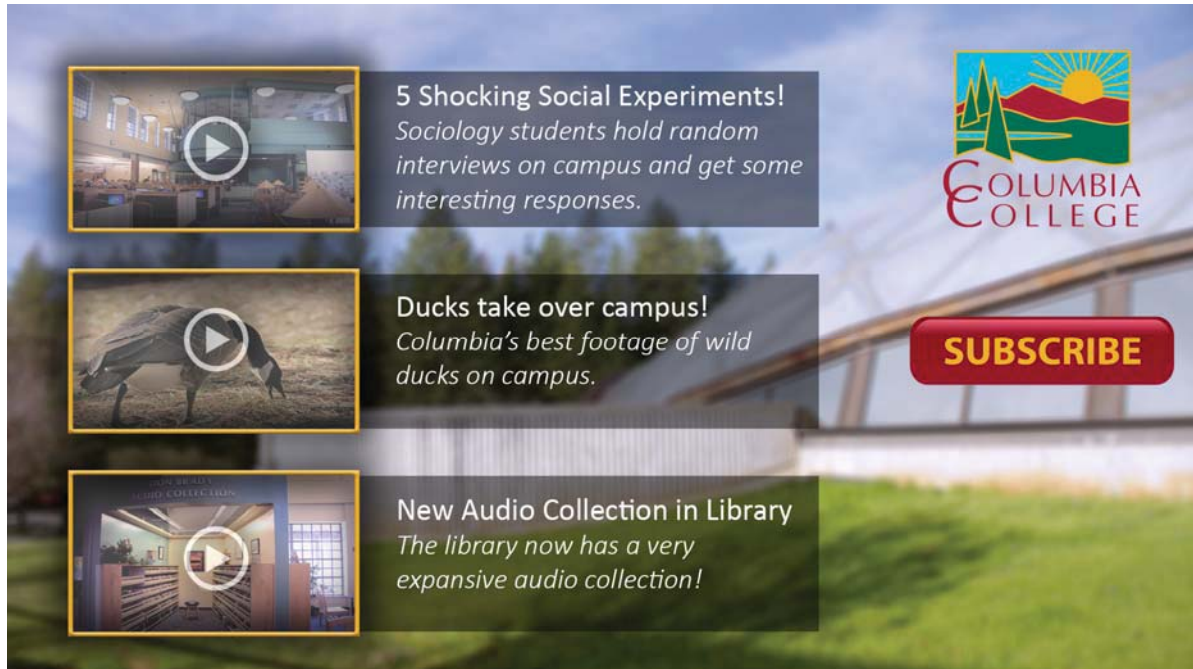
Lower Thirds:

- Lower thirds are graphics which stretch across the lower third of the frame. They include the school's color, the logo, and a short, important title/description that relates to the footage being shown. For example:
 - o Interviews: The first six seconds of each interview will have a Lower Third with the interviewee's name, and title or relevant skill if applicable.
 - o Unfamiliar Locations: If a video includes footage which takes place in a location the audience might want/need to know about, there will be a six-second Lower Third at the start of the new location with the name of the location and city.
 - o Unfamiliar Subjects: If any item which is the subject of a shot might be hard to identify for general audiences, there will be a six-second Lower Third to identify the item.



End Screens:

- End screens incorporate thumbnail links to other videos and descriptions, a Subscribe button for the school's YouTube channel, the school's logo, color, and possibly a host to encourage viewers to subscribe and watch more videos.



COPYRIGHT INFORMATION

COPYRIGHT LAW

Current technology makes it easy to combine material created by others - film and television clips, music, graphics, photographs, and text - into a video product. ***The technical ease of copying these works does not give the legal right to do so.*** If copyrighted material is used which is owned by others, without getting permission, liability could be incurred for hundreds of thousands or even millions of dollars in damages.

Most third-party material is likely protected by copyright and likely belongs to someone else. Using copyrighted material without getting permission; either by obtaining an "assignment" or a "license"- can have disastrous consequences. The owner of the copyright can prevent the distribution of the product which uses their material and obtain damages for infringement, even if the artist did not intentionally include his or her material. In addition, the artist might be held liable to pay for the other party's legal fees.

Permission to use material is called a license. A license is typically limited in scope, amount or duration. An assignment is generally understood to transfer all of the intellectual property rights in a particular work, although an assignment can be more limited in scope.

COMMON COPYRIGHT MISCONCEPTIONS

Misconception #1: "The work/material doesn't have a copyright notice on it, so it's not copyrighted. Anyone is free to use it."

Most published works contain a copyright notice. However, for works published after 1989 use of copyright notice is optional. The fact that a work doesn't have a copyright notice doesn't mean that the work is not protected by copyright.

Misconception #2: "One doesn't need a license when using only a small amount of the copyrighted work."

It may be true that *de minimis* copying (copying a small amount) is not copyright infringement. Unfortunately, it is rarely possible to tell where *de minimis* copying ends and copyright infringement begins. There are no "bright line" rules.

Copying a small amount of a copyrighted work is infringement if what is copied is a qualitatively substantial portion of the copied work. In one case, a magazine article that used 300 words from a 200,000-word autobiography written by President Gerald Ford was found to infringe the copyright on the autobiography. Even though the copied material was only a small part of the autobiography, the copied portions were among the most powerful passages in the autobiography. Copying any part of a copyrighted work is risky.

Misconception #3: "If one is planning to give credit to all authors whose works they copy, they don't need to get licenses."

If credit is given to a work's author, there is not a plagiarism issue. However, attribution is not a defense to copyright infringement.

Misconception #4: "The project will be a wonderful showcase for the copyright owner's work, so the owner will not object to the use of their work."

One should never assume that a copyright owner will be happy to have someone use his or her work. Even if the owner is willing to let someone use the work, the owner may want to charge a license fee. Content owners view the various forms as new markets for licensing their material. There are clearance agencies and stock houses to obtain rights and permissions to use work.

Misconception #5: "One doesn't need a license if they're going to alter the work they copy."

Generally, liability for copyright infringement cannot be escaped by altering or modifying the work being copied. If elements of a copyrighted work are copied and modified, that would be infringing the copyright owner's modification right as well as the copying right.

WHEN A LICENSE IS NOT NEEDED

You don't need a license to use a copyrighted work in three circumstances:

1. If the work being used is in the public domain
2. If the material being used is factual or an idea
3. If the use is "fair use". Fair Use is a concept that came from case law and became part of the Copyright Law in the revision in 1978. The term has come to mean an unauthorized use of copyrighted material from which no infringement action would survive considering what work was used, how it was used, how much it was used and the final effect of the use on the market for the original.

IDEA V.S. EXPRESSION

The law separates the "idea" from the "expression of the idea". Copyright protects against "copying" the "expression" of a work but not the "idea" of the work. The difference between "idea" and "expression" is one of the more difficult concepts in copyright law. The most important point to understand is that the protection of the "expression" is not limited to exact copying whether it is the literal words of a novel or the shape of stuffed bear. No one owns the exclusive right to draw a cat. However, one can own the exclusive right to draw a particular, original cat character. Copyright infringement extends to new works, which are "substantially similar" just how similar is determined in part on whether the artist saw or had access to the previous work. If it's too close a resemblance, access might be inferred.

HOW LONG DOES COPYRIGHT PROTECTION LAST?

The term of copyright protection depends on three factors: who created the work, when the work was created, and when it was first distributed commercially. For copyrightable works created on and after January 1, 1978, the copyright term for those created by individuals is the life of the author plus 70 years. The copyright term for "works made for hire" (see below) is 95 years from the date of first "publication" (distribution of copies to the general public) or 100 years from the date of creation, whichever expires first.

COPYRIGHT LAWS PROTECT MANY TYPES OF ORIGINAL WORK:

- Literary works. Novels, nonfiction prose, poetry, newspaper articles and newspapers, magazine articles and magazines, screenplays, staging notes, and compilations etc.
 - Musical works. Songs, advertising jingles, and instrumentals.
 - Dramatic works. Plays, operas, and skits. If you film a play you'll need that clearance.
 - Pantomimes and choreographic works. Ballets, modern dance, jazz dance, and mime works.
 - Pictorial, graphic, and sculptural works. Photographs, posters, maps, paintings, drawings, graphic art, display ads, cartoon strips and cartoon characters, statues, and paintings.
 - Motion pictures and other audiovisual works. Movies, documentaries, travelogues, training films and videos, television shows, television ads, and interactive multimedia works.
- * Sound recordings. A recording of music, sounds, or words.

THE COPYRIGHT OWNER'S SIX EXCLUSIVE RIGHTS:

- Reproduction Right. The reproduction right is the right to copy, duplicate, transcribe, or imitate the work in fixed form.
- Modification Right. The modification right (also known as the derivative works right) is the right to modify the work to create a new work. A new work that is based on a preexisting work is known as a "derivative work."
- Distribution Right. The distribution right is the right to distribute copies of the work to the public by sale, rental, lease, or lending.
- Public Performance Right. The public performance right is the right to recite, plays, dance, act, or show the work at public place or to transmit it to the public. In the case of a motion picture or other audiovisual work, showing the work's images in sequence is considered "performance." Some types of works, such as sound recordings, do not have a public performance right.

- Public Display Right. The public display right is the right to show a copy of the work directly or by means of a film, slide, or television image at a public place or to transmit it to the public. In the case of a motion picture or other audiovisual work, showing the work's images out of sequence is considered "display."
- Right to distribute copies or phonorecords of the copyrighted work to the public by sale or other transfer of ownership, or by rental, lease, or lending.

THIS INFORMATION WAS GATHERED FROM THE FOLLOWING SOURCES:

Copyright Law: <http://www.copyright.gov/title17/>

Copyright for the Artist: <http://www.up.edu/showimage/show.aspx?file=6651>

Copyright Office Website: <http://www.lcweb.loc.gov/copyright>

Fair Use Information: <http://www.fairuse.stanford.edu>

See the following "Free Media Resources" chapter for links to free public domain material.

FREE MEDIA RESOURCES

If there is a certain type of music, sound, video clip or image that should be included in the video, feel free to browse through these free resources. Any additional media which meets the requirements (see 'Media Submission Guidelines') can be submitted to the Video Production Department for inclusion in the video.

YCCD Resources - Please ask the video production department about taking advantage of the following resources right here in the district:

- Media Services (footage)
- Photo Database (images)
- MJC West, MJC East, and Columbia campuses (locations) – [LINK TO LOCATION PHOTOS?]
- Video Production Dept. (footage, images & sound creation)

Music & Sound Resources:

Freesound: <https://www.freesound.org/browse/>

YouTube Audio Library: <https://www.youtube.com/audiolibrary>

CC Mixer: <http://ccmixter.org/>

Footage Resources:

Pond5: <http://www.pond5.com/>

IgniteMotion (Video Backgrounds): <http://www.ignitemotion.com/>

Free Footage: <http://www.free-hd-footage.com/>

Footage Crate: <http://footagecrate.com/>

Beachfront B-Roll: <http://www.beachfrontbroll.com/>

Motion Backgrounds For Free: <http://www.motionbackgroundsforfree.com/>

Free HD Stock Footage: <https://vimeo.com/groups/freehd/>

Videvo: <http://www.videvo.net/>

Stock Footage for Free: <http://www.stockfootageforfree.com/>

Videezy: <http://www.videezy.com/>

Free Video Footage: <http://free-video-footage.com/>

Pexels: <https://videos.pexels.com/>

Library of Congress Film Registry: <https://www.loc.gov/programs/national-film-preservation-board/film-registry/complete-national-film-registry-listing/>

Image Resources:

Pond5: <http://www.pond5.com/>

Pexels: <https://videos.pexels.com/>

Free Images: <http://www.freeimages.com/>

Stock Snap: <https://stocksnap.io/>

Unsplash: <https://unsplash.com/>

Gratisography: <http://www.gratisography.com/>

Negative Space: <http://negativespace.co/>

SplitShire: <http://www.splitshire.com/>

RELEASE FORMS

Any additional media such as video or photos which include the image or voice or participating on-screen talent should be submitted with the proper release forms.

RELEASE FORMS **ARE NECESSARY** WHEN:

- Using a model or actor who is clearly a **participant** in the project by speaking or performing to the camera, playing a character, hosting a segment, being interviewed, etc.
- Taking footage which showcases a skill/talent of the on-camera participant, such as an instructor showing culinary students how to cook a meal in an instructional video.
- Taking footage inside a classroom, home or **private** office/area where we can see peoples' faces.

RELEASE FORMS ARE **NOT NECESSARY** WHEN:

- Taking footage of people just going about their regular routine out in **public areas** on campus. They are just background, not active participants in the video. (However, when recording out in public areas where people might be caught on camera, it would be a good idea to post "Video Recording In Progress" notices around the area so that people are aware that they may be on camera.)
- The person's face is not visible or the person is not identifiable.

DISCLAIMER: The information provided is a general overview. For more comprehensive information regarding video and photo rights, legal counsel may be consulted.

ON THE FOLLOWING PAGES, YOU WILL FIND:

Video Recording in Progress Notice

- To be used for video recording in public areas where release forms are not necessary, but unknowing people may end up in the video. These notices are to be posted around the perimeter of your recording area so they can be seen by anyone entering or passing through.

Video Release Form (Image & Voice), One Person

- To be used for any talent appearing and/or speaking on video.

Video Release Form (Image & Voice), Multiple People

- To be used for when many people on set at once are appearing and/or speaking on video.

YCCCD VIDEO RECORDING IN PROGRESS

If you're in this area, you may be on camera.

*These videos may be used to promote Columbia College,
Modesto Junior College, or Central Services.*

Yosemite Community College District On-Camera Talent Release Form

For good and valuable consideration, the receipt of which is hereby acknowledged, I consent to the photography and/or videography of myself and/or the recording of my voice; and the use of these photographs, videos and/or recordings singularly or in conjunction with other media for advertising, publicity, educational, commercial and/or other district-related purposes.

I, _____, hereby grant to the Yosemite Community College District (YCCD) and its representatives the irrevocable and unrestricted right to use and publish photos/video of my image and recordings of my voice.

I further consent to the reproduction and/or authorization by the YCCD to reproduce and use said photos, video and recordings of my voice, for use in all domestic and foreign markets. Further, I understand that others, with or without the consent of the YCCD, may use and/or reproduce such photos, video and/or recordings.

I hereby release YCCD, and any of its associated or affiliated companies/organizations, their directors, officers, agents, employees and customers; and appointed advertising agencies, their directors, officers, agents and employees from all claims of every kind on account of such use.

If talent is under 18: I, _____, am the parent/legal guardian of the individual named above, I have read this release and approve of its terms.

Name (Print): _____

Address: _____

Phone: _____ **E-Mail:** _____

Student/Staff ID Number: _____ *(if current student or staff only)*

Signature: _____ **Date:** _____
Signature of parent or guardian if under 18 years of age.



Yosemite Community
College District
2201 Blue Gum Avenue,
Modesto, California 95358
209-575-6550



Modesto Junior College
435 College Avenue,
Modesto, CA 95350
209-575-6550



Columbia College
Columbia College
11600 Columbia College Drive,
Sonora, California 95370
209-588-5100

Yosemite Community College District On-Camera Talent Release Form

For good and valuable consideration, the receipt of which is hereby acknowledged, I hereby consent to the photography and/or videography of myself and/or the recording of my voice; and the use of these photographs, videos and/or recordings singularly or in conjunction with other media for advertising, publicity, educational, commercial and/or other district-related purposes.

I hereby grant to the Yosemite Community College District (YCCD) and its representatives the irrevocable and unrestricted right to use and publish photos/video of my image and recordings of my voice.

I further consent to the reproduction and/or authorization by the YCCD to reproduce and use said photos, video and recordings of my voice, for use in all domestic and foreign markets. Further, I understand that others, with or without the consent of the YCCD, may use and/or reproduce such photos, video and/or recordings.

I hereby release YCCD, and any of its associated or affiliated companies/organizations, their directors, officers, agents, employees and customers; and appointed advertising agencies, their directors, officers, agents and employees from all claims of every kind on account of such use.

If talent is under 18: I am the parent/legal guardian of the individual named above, I have read this release and approve of its terms.

NAME	PHONE NUMBER	ID # (student/staff)	SIGNATURE



Yosemite Community
College District
2201 Blue Gum Avenue,
Modesto, California 95358
209-575-6550



Modesto Junior College
435 College Avenue,
Modesto, CA 95350
209-575-6550



COLUMBIA
COLLEGE
Columbia College
11600 Columbia College Drive,
Sonora, California 95370
209-588-5100