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SPES BONA

Brand Guidelines

Multimedia

Multimedia Style Guide – Communication and Marketing Department

Video Production

Guidelines to producing quality video content in line with the UCT Brand

Introduction

This style guide is intended to steer the University of Cape Town (UCT) and its vendors towards a consistent look and feel in terms of the multimedia content it produces for both internal and external audiences. It is an all-encompassing document covering the processes, techniques and style UCT employs in the creation of all multimedia content.

Pre-Production

The aim of this section is to outline the process that should be followed during the pre-production process. Pre-production covers the period from receipt of brief to the day of principal photography or date of filming.

Brief

The video production brief is a document outlining the requirement from UCT or the external client. The brief should cover the deadline for delivery, the message that should be captured, purpose of the filming, and the deliverable in terms of the final video.

All interviewees appearing in the video must sign a consent form prior to any filming, online consent in an email may also be provided.

Both the brief and consent form templates are available at the link: <u>Documentation</u>

Pitch

The pitch is done by the filmmaker contracted to produce the video. It consists of a written and/or verbal proposal describing the way the video will be filmed, edited and delivered in terms of style, taking the client brief into consideration.

Treatment

The treatment is created by the filmmaker/vendor and is a document that outlines the pitch and directors' vision in a way that the client/UCT can understand. The document defines the genre, filming style, storyline and informs the edit of each video. There are three types of videos: Type A, Type B and Type C.

Type A Video

Interview Driven Treatment

This can be used when there are enough quality interviewees to tell the story without the use of voice over

Visual	Audio
Cutaways (C/A's) of students having fun on the steps C/A's of students in a lecture room Shot of Sarah hiking on Table Mountain	**Interview (I/V) with student Sarah Hall** How would you describe UCT? What's your favourite part of attending UCT?
Est. Drone shot - UCT C/A's of UCT Students playing sports, music or doing art activities	**I/V Vice Chancellor** Why should learners choose UCT? What does UCT offer that is unique?
C/A of student playing the guitar	**I/V music student** How does UCT allow youto express yourself? What role has it played in your growth?

Example of Type A Video: https://www.youtube.com/watch?v=dj1pauhUzLk&t=173s

Type B Video

Voice Over and Interview Driven Treatment

This can be used when you interview people but require more narration in order to move the story forward

Visual	Audio
EST. Shot of Sarah Baartman Hall	**Voice Over 1** Welcome to UCT…
Cutaways (C/A's) of students having fun on the steps C/A's of students in a lecture room	**Interview with Sarah Hall** Why should one choose UCT?
C/A's of UCT Students playing sports, music or doing art activities	**V/O 2** UCT offers students a plethora of activities
C/A of student playing the guitar	**I/V music student** What do you like about UCT?

Example of Type B video: https://www.youtube.com/watch?v=OzYG0JMr4JU&t=33s

Type C Video

Voice Over Driven Treatment / Message to Camera using Teleprompter

This is the best option for delivering scripted content.

Visual	Audio
EST. Shot of Sarah Baartman Hall Est. Shots of Cape Town	**Scripted content** Welcome to UCT, Africa's Top Ranked University situated in Cape Town, ranked the number one city in the world.
C/A's of UCT Students playing sports, music or doing art activities	UCT offers students a plethora of activities to create well rounded individuals.
C/A's of students looking through microscopes C/A's of biologists collecting specimens	Be a part of groundbreaking research and programmes in all 6 of our faculties.
C/A of student playing the guitar	

Example of Type C Video: https://www.youtube.com/watch?v=b8s0QjqEGYY&t=19s

Storytelling

In order to create a video, one must define the purpose of telling that specific story.

Example:
We want the Vice Chancellor to tell students about what UCT is doing about COVID-19 in order to relieve their anxieties.

Ask yourself the following questions:

Q: **What** is the message?
A: Message supplied by UCT around its plans to combat COVID-19

Q: **Who** is the target audience? A:
Students

Q: **Who** should be delivering the message/telling the story? Who will the audience resonate with?
A: The Vice Chancellor, due to her role as deputy mother who cares for her students, and Vice-Chancellor in a position of authority.

Q: **Why** is the message important?
A: To ease rising anxieties about education and how it will be impacted by COVID-19

Q: **Where** should the video be recorded?
A: In a known, official UCT environment to show that UCT is there for students

Q: **When** should the video be released?
A: As soon as possible to address a pressing need, taking into account the times that students are active online and on UCT platforms.

Q: **What** action do we want the audience to take after viewing the video?
A: We want students to feel informed and therefore ease anxieties with regard to the uncertainty brought on by COVID-19

Production

Filming Guidelines | Framing

Type A and Type B videos: Interviews

The interviewee is being asked questions by an interviewer who is not on camera.

- The interviewee should be framed to the left or right of the screen.

- When answering the question, the interviewee should look at the interviewer, who will be placed directly next to the camera lens.

- If the interviewee is on the right of the screen, then he/she should look at the interviewer, situated at the left of the camera lens and vice versa as per examples below:
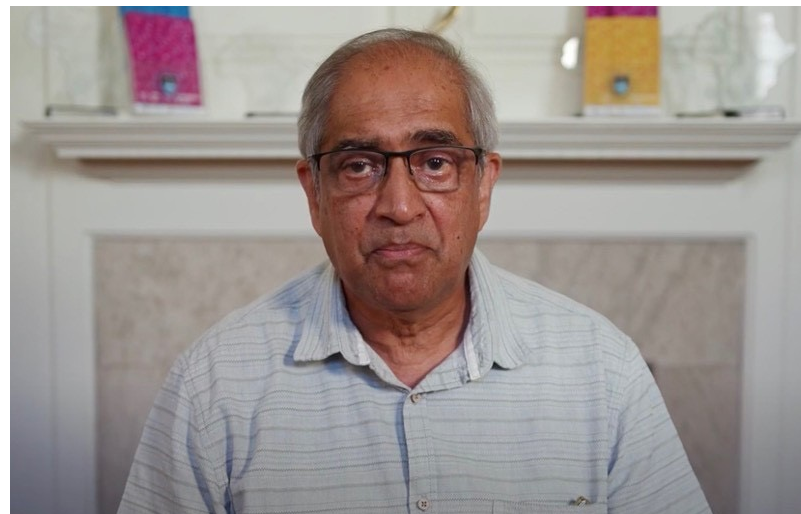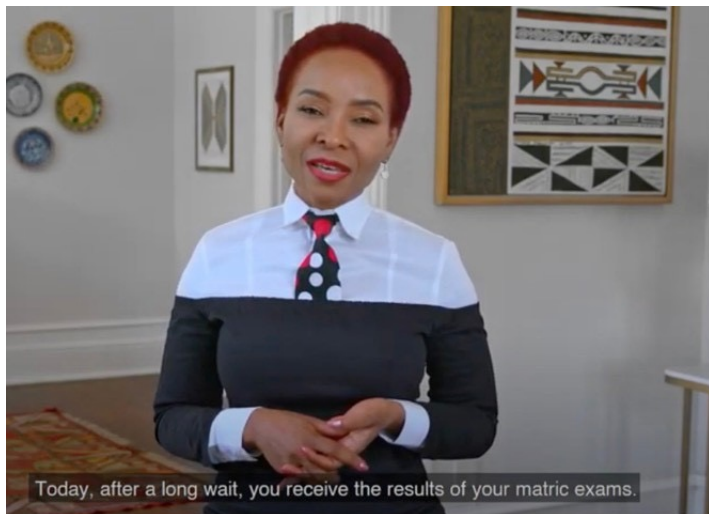
Filming Guidelines | Framing

Type C video: Message to Camera

The message to camera is when a speaker is directly addressing the audience with a message relevant to them.

- The speaker should be framed directly in the middle of the screen and the camera should be placed at eye level of the speaker, preferably on a tripod.

- When delivering the message, the speaker should look at the camera lens as far as possible.

- Try to ensure that you can see their shoulders in the shot, either as a medium shot or a medium close-up as per examples below:

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Filming Guidelines | Framing

Shot Sizes

- **Long Shot (Wide Shot):**
  Shows the subject from top to bottom; for a person, this would be head to toes, though not necessarily filling the frame. The shot tends to still show the scenery around the character.

- **A Medium Shot:**
  Frames a person from their waist up. It appears as if the character is in conversation with the audience. When talking to another person, the interviewer is either standing or sitting with them. Often, the interviewer looks at the interviewee from the waist up. Even more common, they notice the interviewee from the chest up. The interviewer rarely pays attention to the interviewee's feet or legs and does not include these in the shot.

- **Medium Close-Up Shot:**
  Shows the subject up to the shoulders and is often used when interviewing (as a cutting point) along with a medium shot.

- **Close-Up Shot:**
  Fills the screen with part of the subject, such as a person's head/face. When framed this tightly, the emotions and reaction of a character dominate the scene.

Filming Guidelines | Framing Visuals

Camera Placement

- Placing the camera slightly lower than the eye-line of your subject conveys a sense of power or importance of the subject.

- Placing the camera slightly higher than your subject's eye-line and shooting slightly downward makes the subject seem smaller or less important.

- Placing the camera at the subjects eye-line puts them on equal footing with the viewer and makes them more approachable. **This is the required camera placement for all interviews.**

Filming Guidelines | Lighting

Lighting Placement

- The three lighting sources are a Key Light, Fill Light and a Back Light.

- The Key Light is the strongest in intensity and lights the front of your subject.

- The Fill Light is placed directly opposite the key light and pointed toward the subject so that it evens out the lighting on the subject's face.

- The Back Light creates an outline of the subject that separates the subject from the background. This light is placed facing the character's back.

- When working with one light source (a key light), always place the light facing the subject, slightly higher than the subject, and at an angle 45 degrees to the left or right of the subject. Adjust the light up or down to avoid shadows and to ensure that the subject is evenly lit.

- Ideally, one should make use of three light sources to achieve optimal lighting – this could also include natural light sources such as light coming from windows.

Filming Guidelines | Lighting

Basic lighting in the absence of professional lighting equipment

- The closer the subject is to the wall or background, the less depth you will have in the shot, making it harder to light. Try to keep your subject away from a flat background to create a sense of depth in the shot.

- Do not film with your camera facing a window – this may create a silhouette type effect and the background will be overexposed.

- Instead, place your subject facing a window or light source for optimal, even lighting.

- Try to steady your camera and subject to avoid shadows and having to constantly reframe the shot and adjust the lighting to suit a moving shot.

- **NB**: Light changes at different locations, which affects the colour temperature, requiring you to balance the colours on your camera by adjusting **white balance** settings.

- Example: If you film outside or in a room that has a lot of daylight, then you must balance your camera for daylight. If you then move that camera to a room with fluorescent or tungsten lights and leave it on that setting, you will find that the video gets a green or an orange tinge. You therefore have to adjust your white balance again for the light in that room in order to get the true colour on the camera.

- Make use of natural daylight and where possible, open curtains or blinds that are situated in front of your interviewee or on either side of your interviewee for better lighting.

Sound guidelines

Basic Sound

Lapel mic placement
- Use a reliable lapel mic system and monitor sound with headphones during recording.

- Place the lapel mic facing the subject's mouth and secure it on the inside of the interviewee's clothing so that the cable and lapel are not visible. You can do this by clipping/sticking it on the inside of the garment.

- Ensure the mic is placed no lower than the chest area for optimal sound.

Boom mic or shotgun mic
- This is a directional mic so it must be placed as close as possible to the mouth of the subject without being seen in the shot.

- The front part of the mic should be directed at the mouth of the subject or source of sound. If it is not possible to place it directly in front of the subject, it can be held directly above the subject, pointing toward the mouth or below the subject pointing toward the mouth.

In the absence of professional external sound
- Ensure your camera and its internal mic source is placed as close as possible to your subject. This means that you are limited to medium or close up shots. Often cameras and phones won't record optimal sound further than 1 metre away from the subject.
  See Smartphone Video Style Guide for more tips on smartphone filming

Post-Production | Online Specs

All video assets can be found at the link: <u>Video Assets</u>

- The opening and closing animated UCT logo is to be used at the beginning and end of official UCT videos

- The small UCT bug should be on the top left hand corner of the screen. Should this logo cover an artwork or be placed over a busy background it does not always work so use your discretion to remove the logo at these points in the video.

All descriptor text at the beginning of the piece should be placed in the lower part of the screen as per example below: **<u>Heads of Mission Breakfast Video example</u>** (opening text is not always a requirement for your video if the purpose of the video is stated in the first 20 seconds)

- An official UCT title strap is to be used for all names and titles.

Sub-titles (transcriptions at the bottom of the screen): <u>https://www.youtube.com/watch?v=wizuWvKmqj0</u>

- Font: Helvetica Light Size: 38Pts with a black transparent shadow underneath it as per example above. The subtitle strap opacity should be at around 80

- Make use of British English spell checks and concise punctuation including full stops, commas and all punctuation marks

STRAPS (Interviewees names and titles): <u>https://www.youtube.com/watch?v=IVjG-0Ot7mA</u>

- Person's name: Font: Aerial Size: 54 ; Person's designation: Font: Aerial, Size: 42.5

- There is a slight shading under the straps (it is not a solid background). If the designation is very long, then make the font size very slightly smaller and add in a third line on the title strap

  NB: Straps should mention explicitly when someone is not employed by UCT by including their organisation or company name

STRAPS (Interviewees names and titles):

- Titles are abbreviated without full stops, so:
  Prof
  Dr
  Assoc Prof
  Emer Prof
  See example: **https://www.youtube.com/watch?v=2epUWSVEH3E**

- We write designations as follow:
  Title Name Surname
  Position: Company/Institution
  See example: **https://www.youtube.com/watch?v=FYulcAaHKS8**

- For UCT students we write straps as follow:
  Name Surname Year:
  Degree, UCT
  See example: **https://www.youtube.com/watch?v=3Cy9N-W-3uI**

NB: We only add in UCT to titles when other interviewees are not from UCT within the same video. When all the speakers in the same video are from UCT, don't add UCT to title.

YouTube

Guidelines to creating a YouTube Channel

How to create an official YouTube Channel

- In order to create a YouTube channel, you will need to create a Google account.

- When creating the account note that you are not creating a personal YouTube account, you are creating a brand account.

- Here's a super quick video to help you get started: **https://www.youtube.com/watch?v=lIdniWcCw58&t=12s**

- Thereafter you can customize your channel from the channel home page and add your channel banner. You can have a look at ours over **here** and have a designer design a banner for you using your branding or simply crop a photo that works with these dimensions. The minimum image size for a YouTube banner is 2048 pixels wide and 1152 pixels tall but according to YouTube the best banner size is 2560x1440.

- One last thing you want to create are thumbnails. These are pictures that best describe your video and will   act as a cover image on each YouTube video. This can be an image of someone or some branding of the event. These thumbnail specs are generally at an aspect ratio of 16:9 and have a minimum resolution of 1280 x 720. These will have to be selected or created for each video. We suggest not using a photo where the subject or person is in the middle of the frame as the YouTube play button may be covering their face. The person should be slightly right or left of frame.

- YouTube compresses video content so ensure you upload video content that is of a high quality. If you have an option to create video content, the best export setting is h264 at a high adaptive bitrate for YouTube - you can communicate this to your video editors.

Photography

Guidelines to producing quality images in line with the UCT Brand

Photographing Executives for Official UCT Communications

- Photographs of UCT executives to be taken as landscape along with some portrait options.

- Landscape shots are to be used for email banners, website sliders and articles which encompass the bulk of the executive communications.

- Landscape shots should not have the subject centred in the frame as we often need to accommodate for a 'play button' in the middle of the photo. The subject should be either on the left or right of the frame.

- Portrait shots are to be used for website bios, faculty sites, promotional content.

- Ensure clear foreground and background, remove any objects that might be distracting to the eye, unless the objectives are being used to creatively add to the background. We seldom use objectives in the foreground, unless it is a priority that the object be in the shot, for example, rugby posts for a photo about an executive member attending a rugby game, or being nominated as a patron.

- Include a variety of facial expressions eg. smiling, neutral and serious, these options are required for use in official communications.

- Include both standing and seated options.

- Photograph the subject in a variety of backgrounds where and when possible.

- Include a plain background option where possible eg. plain coloured wall.

Photographing UCT Events

- Capture each speaker that presents.

- Where possible, capture shots that showcase UCT branding in the background: posters, banners, gazebos, umbrellas, directional signage etc.

- Include landscape and portrait image options.

- Capture establishing shots and wide shots that show us context for use as end to end slides on our website

- Include medium and close-up shots on the different faces in attendance, audience members listening to the proceedings etc.

- Always capture an exterior shot of the venue.

- Capture interactions among VIP's and guests.

- Images should represent diversity and promote inclusivity; they should represent all South Africans.

- Note: Try capturing images that can be used post-event for future marketing material for both print and online usage such as establishing shots and generic interior shots.

Photographing Students on Campus

- When taking close-up shots of students, please ask for consent.

- Include images of students that portray UCT's values of transformation and inclusivity.

- For set ups and individual photographs, please get the names, surnames, course name, faculty and year of those captured and ensure they sign the consent form if it's not an event-based photo session.

- Always ensure you capture contextual shots that showcase campus in a positive light.

- Capture establishing shots and wide shots for use as end to end slides on our website.

- Capture the diversity and energy of campus life.

- Where possible, when photographing outside, include the university structure and buildings as the backdrop.

Delivery Specs

- Insert captions in the Metadata area using photoshop (Who: name and surname of participant, What: name of event, When: date of event, Where: location, Faculty/ Department

- Label the document correctly when uploading to DAMS

- Below are instructions for filling in the upload descriptor in DAMS
  - Document title: Name of event or story
  - Author: your name and surname
  - Author Title: Senior Photographer or Freelance Photographer
  - Description: Add the caption in this section and your credit, eg, Photo: Michael Hammond, at the end of the caption
  - Keywords: Add the # sign in front of keywords to help when searching

- When saving your images, use this format: your initials _name of event/story _file number, ie JM_UCT Buildings & Generic-80.jpg

- Note: The Metadata helps with crediting the photographer when images are reused in future for different marketing purposes

- Using WeTransfer/Google Drive, send the wide selection of images to the Newsroom coordinator at **elske.joubert@uct.ac.za** or to Senior photographer at **lerato.maduna@uct.ac.za**

Turnaround Times

- For events: Images must be submitted the day after the event before noon as the aim is to publish event-based stories the next day.

- For photoshoots: Images to be submitted within 24 hours.

Delivery

Approvals and Delivery Specs

Approvals process:
- All videos to be sent as unlisted YouTube links for approvals to take place.

- First cuts to be sent to **roxanne.harris@uct.ac.za** who will send feedback on the first cut before online editing takes place.

- The second cut is an online cut and will be sent to UCT Management for approval and feedback, provided all previously requested changes have been implemented and subtitles completed and checked.

- UCT management to respond with feedback within 48 hours, after which changes should be implemented within 24 hours of receipt of the feedback.

- Third cut to be sent for approval within 24 hours and, provided all changes are taken into account, should be signed off within 24 hours.

Delivery format:
- The final video should be sent as an MP4 (via WeTransfer, Google Drive or Dropbox), which is excellent quality but is also versatile. This should be as high res as is possible. (usually between 300MB and 1GB).

UCT Communication & Marketing Dept.

For more information regarding videography, contact Roxanne Harris, Head of Video Production on **roxanne.harris@uct.ac.za** or on 073 267 3830.

For more information regarding photography, contact Lerato Maduna, Senior Photographer on **lerato.maduna@uct.ac.za** or on 061 545 2256.