

Swinburne University of Technology

# Audio Video Style Guide

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Marketing and Future Students  
Swinburne Commons

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# Audio Video Style Guide

## Introduction

These guidelines will ensure that Swinburne audio and video publications remain clear and consistent throughout its many distribution channels. It's important that when we communicate to our audience we do it in a manner that is familiar and that we establish conventions that our users can become comfortable with.

Video and audio templates have been developed with a style that is compliant with Swinburne's visual identity.

## Key contacts

### Marketing and Future Students

Before embarking on a new audio or video project, consult Marketing Integration (Jordan Capp, Manager, Marketing Integration, [jcapp@swin.edu.au](mailto:jcapp@swin.edu.au), 9214 5923):

<https://www.swinburne.edu.au/intranet/communicating-swinburne/future-students/content-marketing/>

### Swinburne Commons

Non-promotional videos or departments that are yet to be assigned to a consultant should discuss their video projects with Swinburne Commons:

<https://commons.swinburne.edu.au/s/contact>

### Media and Communications

If you believe you are producing content for a story that may be considered newsworthy to an external audience, contact Swinburne's Media and Communications department:

<http://www.swinburne.edu.au/news/media-contacts/>

## Getting started

Before you start, consider your audience, and be sure that a video is really going to meet the objectives of what you are trying to communicate. Making a video can be very time-consuming, expensive and is not always the most effective form of communication.

By working with your colleagues, your video can be shared with the right audience and can remain consistent with the Swinburne brand:

<https://www.swinburne.edu.au/intranet/communicating-swinburne/staff-resources/brand-guidelines/>

Whether produced for an internal or external audience, productions must comply to basic requirements:

- Style guide requirements
- Copyright law
- Accessibility guidelines

## Marketing and promotional videos

If your video is going to be viewed by an external audience (other than current Swinburne staff and students) and is intended to support recruitment activities then please contact Marketing and Future Students. This is so that they can ensure:

- It includes consistent Swinburne marketing messages, contact details and complies with style guide requirements
- It conforms with the University's ethical protocols (consent forms etc)
- It conforms to Copyright policies and laws
- It conforms to accessibility guidelines (i.e. has appropriate captioning or transcripts)

They may also be able to coordinate the making and editing of the video with an external agency.

The Marketing Integration Manager (Jordan Capp, [jcapp@swin.edu.au](mailto:jcapp@swin.edu.au), 9214 5923) is to have final sign off of all audio and video productions for the purposes of marketing and recruitment.

## Creating a brief

There are many consistent variables that should be included when briefing an external (or internal) provider about your video project.

Marketing & Recruitment is happy to assist in the development of your brief.

Ensure the ownership and copyright of all artwork, photography, creative and project files are transferred to Swinburne at the completion of the project. Discuss the Following:

- Timelines
- Storyboards
- Captions
- Audio tracks
- Format of deliverable and preview files and how these will be delivered

## Distribution channels

Swinburne publishes digital media to a variety of distribution channels:

- [Swinburne website](#)
- [Swinburne intranet](#)
- [Swinburne wiki](#)
- [YouTube](#)
- [Swinburne Commons](#)
- [iTunes U](#)
- [Facebook](#)
- [Blackboard](#)

Consider your audience, and the advantages of each channel when deciding where to publish. Speak to your Marketing consultant, Business Partner or Swinburne Commons (non-promotional material) for advice on selecting channels.

## Swinburne video/audio templates

Templates are available from: <http://commons.swinburne.edu.au/s/toolkit>

Please contact Swinburne Commons if you require assistance with implementing the templates.

### Audio

The primary Swinburne audio template is designed for Audacity

Use the following guidelines for publishing audio on the web:

- Format: MPEG3 (.mp3)
- Average data rate: Up to 160Kbps
- Output sample rate: 48kHz

### Video

The primary Swinburne video template (Version 5) is designed for Adobe Premiere Pro CC. This template is to be provided to external video producers.

Use the following export settings for publishing video on the web:

- Format: H.264
- Preset: HD 720p 25 / HD 1080p 25
  - or PAL DV (if the legacy narrowscreen format 720x576 is used).

Alternative software templates are also available (Final Cut Pro, Camtasia). For these templates, the following exporting guidelines can be used:

- Format: MPEG4
- Size: 1280x720 or 1920x1080
- Codec type: H.264
- Average data rate: 800 (Kbps)
- AAC encoder quality: high
- Activate "progressive download", "fast start", or "use streaming mode"

### Template elements

If you're unsure whether the optional elements should be used on your project, please speak with Swinburne Commons or a Marketing consultant.

If producing a video for Swinburne's [social media channels](#), please work directly with the [Media and Communications team](#) or the [Marketing Integration team](#), as there are variants of these elements.

### Opening title (all projects)

The opening title is to be used on all video projects.

The text lines are editable and should be customised to best describe the video project.

No other text or images should be added to the intro slide. The Swinburne logo, CRICOS and TOID are not to be removed.



## Supers (when required)

This refers to text that is superimposed on video within the text safe area. They typically appear for a few seconds and display names, places, events or describe an action without breaking the flow of the content.

The supers can also be used to credit the footage being used. This optional element is provided within the template.

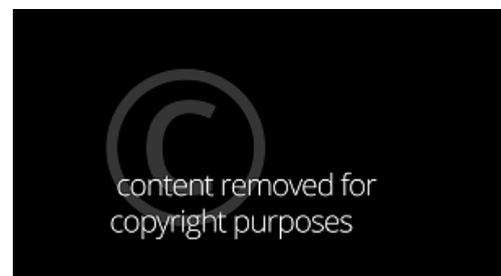
Black or white text should be used and placed on an area of appropriate contrast.



## Content removed (when required)

There are situations when vision is required to be removed to ensure copyright compliance.

The “content removed for copyright purposes” graphic should be used to fill the screen and completely obscure the unlicensed video content.



## Closing sequence / outro (all projects)

The closing sequence should be used on all productions.

The Swinburne URL and logo should not be removed.

Optional (hidden) elements include:

- Extra credits
- [Creative Commons](#) logos for sharing your production



## Including additional music or material

Included in the template is Swinburne’s approved music track that can be used without limitations.

Use of other material is subject to Australian Copyright Law. For further advice please contact Legal and Governance: <http://www.swinburne.edu.au/corporate/legal/contact/>

## Volume levels

- Supers / No conflicting audio: Music track should be around -5dB
- Voice overs / talking / commentary: Music track volume should be decreased to -12dB
- Audio track should be normalised to 0db and equalised before the video is exported to for production.

## Content guidelines

Contact the Marketing Integration team for content assistance:

<https://www.swinburne.edu.au/intranet/communicating-swinburne/future-students/content-marketing/>

## Accessibility

Swinburne's web accessibility requirements for video and audio content are outlined here:

<http://web.swinburne.edu.au/publish/guidelines/accessibility/>

### Captions and transcripts

Captions / transcripts can be ordered via Swinburne Commons at \$2.50 USD per minute (5 day turnaround). Simply email the title/url of your video and the name of your department's Finance One representative to [commons@swinburne.edu.au](mailto:commons@swinburne.edu.au)

Do-it-yourself options are also available. <http://commons.swin.edu.au/s/accessibility>

## Distribution

### Promotional productions

Contact the Marketing Integration team for distribution assistance:

<https://www.swinburne.edu.au/intranet/communicating-swinburne/future-students/content-marketing/>

### Non promotional productions (public lectures, education, research etc.)

Swinburne Commons can assist with hosting and distribution. If you intend to make your production available to an external audience, please make contact as early as possible in the production process (<https://commons.swinburne.edu.au/s/contact>).