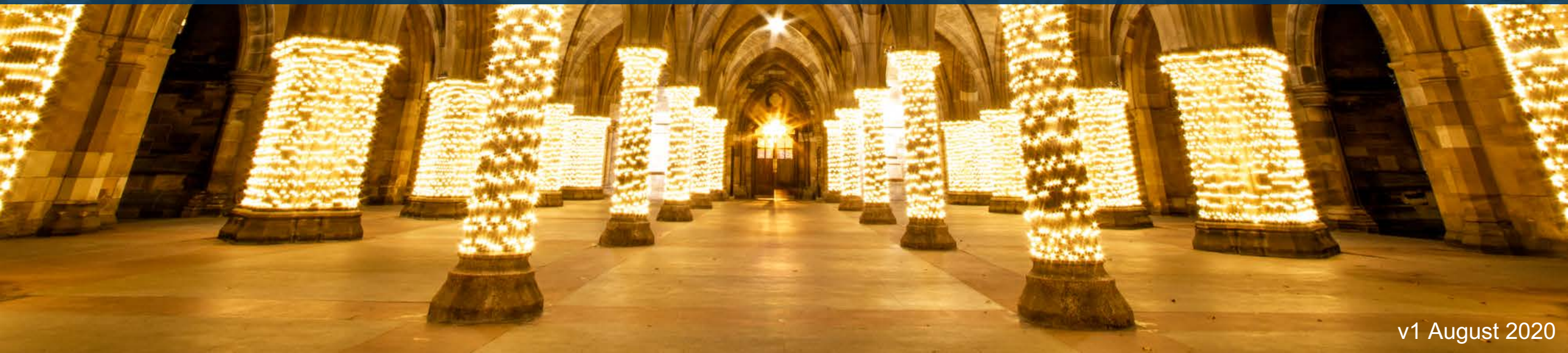




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UofG Video Guidelines





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Introduction

Video is an invaluable communication tool. Staff and students throughout the University use video regularly to engage with their audiences on an infinite variety of projects including learning and teaching, showcasing research, promoting recruitment, communicating essential information, celebrating success stories and much more.

The UofG Video Guidelines have been produced to establish a simple framework and provide a handy set of resources to help all video users across the University create video regardless of the nature of their work. While we've done our best to account for all skill levels, we assume some working knowledge of video production.

The document starts by introducing the UofG video brand toolkit, with specific guidance on how to use subtitles, logos, on-screen text and so on. We then provide download links to template files for popular video editing programs to make it as simple as possible to adhere the University brand guidelines. This document also provides more general advice on things like video duration, equipment, use of music, publishing and so on.

Video production is very much a moveable feast, so we anticipate that our approach to video and the advice and resources we offer will evolve over time in response to changes in available technology, video conventions and so on. As such, this document will be updated from time to time and we would greatly appreciate your feedback, highlighting any issues or suggestions you have so that we can continue to improve our approach and provide resources that work for the entire #TeamUofG community.

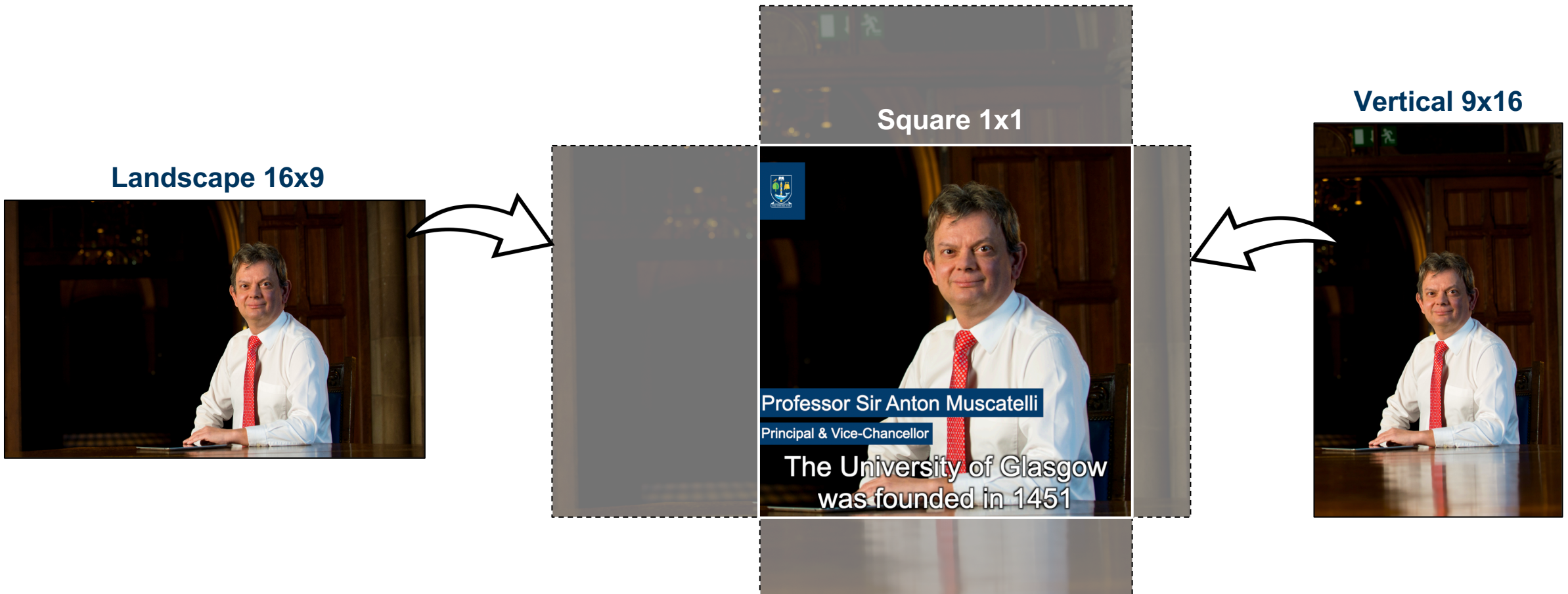
If you have any questions, please contact **socialmedia@glasgow.ac.uk**



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1x1 Square Video

For videos being produced specifically for publication on social media, we strongly recommend the adoption of the Square 1x1 format. The Square 1x1 frame will accommodate all types of footage, whether your footage was originally shot in Landscape 16x9 or Vertical 9x16.



The exception to this rule is vertical 9x16 Vertical-specific platforms, such as Instagram Stories, Facebook Stories and TikTok.

Letterboxing

When applying footage to the Square 1x1 video format, please avoid 'letterboxing' – i.e. the creation of black bars at the sides or top and bottom of the image when resizing the image to fit the frame. Instead, resize the image to fill the entire square frame or, where this is not possible, create a blurred duplicate of the video for the background.



**Landscape
Letterboxing**



**Vertical
Letterboxing**



No Letterboxing



**Blurred
Background**



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Shot Composition

When shooting video, consider how your shot composition will work with the UofG video brand elements. As a general rule, whether you're shooting landscape 16x9 or vertical 9x16, imagine a horizontal line in the middle of your screen and aim to keep your subject's head above that line to ensure compatibility with the on-screen UofG branding elements applied later.

Landscape 16x9



Square 1x1



Vertical 9x16





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16x9 Landscape Video



1x1 Square video should be prioritised, however, the 16x9 landscape format can be used if videos are not intended for publication on social media or where a specific reason exists to not adopt the 1x1 square video format.

N.B: Youtube has a dynamic player which can accommodate any format, including 1x1 square as in the following video: <https://youtu.be/wVENm4hafs0>

The UofG Video Brand Toolkit

The UofG Video Brand Toolkit is made up of a number of simple branded elements, best demonstrated in the following video: <https://edshare.gla.ac.uk/817/1/UofG-ToolkitDemo-1x1new.m4v>

Watermark

Caption
Strap



Subtitles



Intertitles



Endboard

Editing Software Templates



The UofG Video Brand Toolkit has been organised into handy, easy-to-use template projects for the DaVinci Resolve, Final Cut Pro and Premiere Pro video editing software packages. These project templates contain pre-made sequences with all UofG branded toolkit elements in the correct place, with the correct settings. Video editors simply import their own footage and edit.

The editing templates can be downloaded via the following links:

- 1x1 Square – DaVinci: <https://edshare.gla.ac.uk/id/eprint/846>
- 1x1 Square - Final Cut: <https://edshare.gla.ac.uk/id/eprint/821>
- 1x1 Square - Premiere Pro: <https://edshare.gla.ac.uk/id/eprint/828>
- 16x9 Landscape – DaVinci: <https://edshare.gla.ac.uk/id/eprint/847>
- 16x9 Landscape - Final Cut: <https://edshare.gla.ac.uk/id/eprint/826>
- 16x9 Landscape - Premiere Pro: <https://edshare.gla.ac.uk/id/eprint/829>
- 9x16 Vertical – DaVinci: <https://edshare.gla.ac.uk/id/eprint/848>
- 9x16 Vertical - Final Cut: <https://edshare.gla.ac.uk/id/eprint/827>
- 9x16 Vertical - Premiere Pro: <https://edshare.gla.ac.uk/id/eprint/830>

Step-by-step video tutorials for getting started with the templates:

- DaVinci Resolve tutorial (26mins): <https://edshare.gla.ac.uk/id/eprint/851>
- Final Cut Pro tutorial (15mins): <https://edshare.gla.ac.uk/id/eprint/822>
- Premiere Pro tutorial (20mins): <https://edshare.gla.ac.uk/id/eprint/823>

If you do not yet have editing software, DaVinci Resolve is available for free here:

<https://www.blackmagicdesign.com/products/davinciresolve/>

We are regularly reviewing which programs are in use across the University in order to facilitate correct video brand use as far as possible.

If you are using a video editing software program other than those listed here, please contact socialmedia@glasgow.ac.uk for advice.

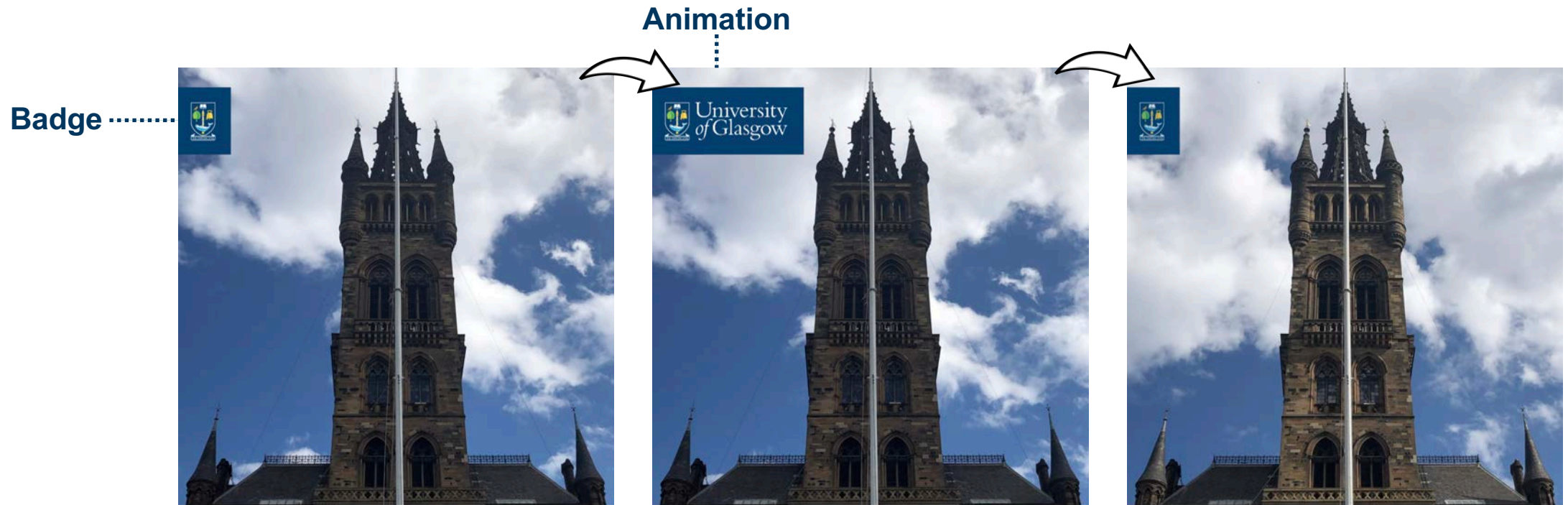
We can provide the original toolkit assets (watermark, endboard, caption straps, etc) for use in a variety of compatible editing apps/programs.



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Watermark

The video logo watermark (sometimes called a ‘bug’) consists of the **badge** and the **animation**:



Position: The video logo watermark is always positioned just below the top-left corner of the screen to reflect the University’s wider brand guidelines for print, digital, outdoor and other media. The watermark scale, position, colours or design should never be altered.



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Watermark



Badge Use: The small logo badge should be visible throughout entire video, except over the endframe.

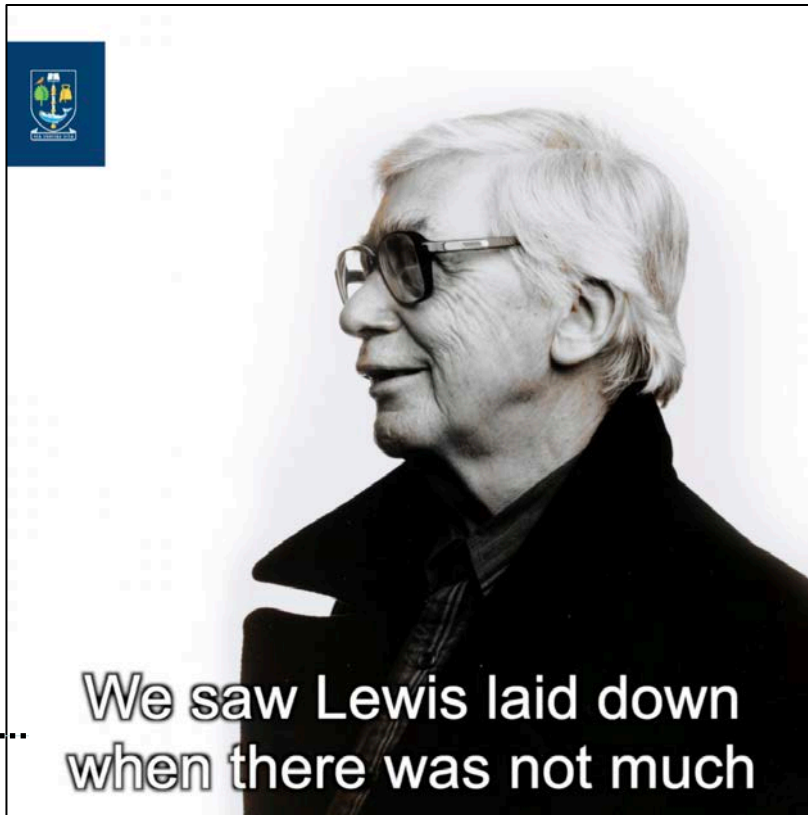


Animation Use: the watermark animation can appear at any point in the video. We recommend choosing a moment when there isn't too much visual information distracting the viewer (e.g. busy subtitles, caption strap, interesting action on screen). For short-form videos, the animation should only be used once during the video. For long-form videos, the animation can occur several times.



Subtitles: Short-Form

All videos should be subtitled to comply with digital accessibility regulations (more information available here: <https://www.gla.ac.uk/myglasgow/digitalaccessibility/>). We recommend that short-form videos, generally considered under 3mins duration, are best subtitled at editing stage and 'hardcoded' or 'burned-in' to the video. Closed-Captions, which are optional to the viewer, can be used for long-form video (>3mins).



Subtitles

Font: subtitles should always use the Arial Regular typeface. This is a licence-free font and should be available as standard on most computers.

Colour: Subtitles should be white with a thin black outline, which will provide contrast on a range of different background images. The specific parameter settings depends on your editing software (see pages [14](#), [15](#) and [16](#)). You can use one of the brand colours to denote a second speaker, where this is otherwise unclear to the viewer:

<https://www.gla.ac.uk/myglasgow/staff/brandtoolkit/brandelements/colours/>

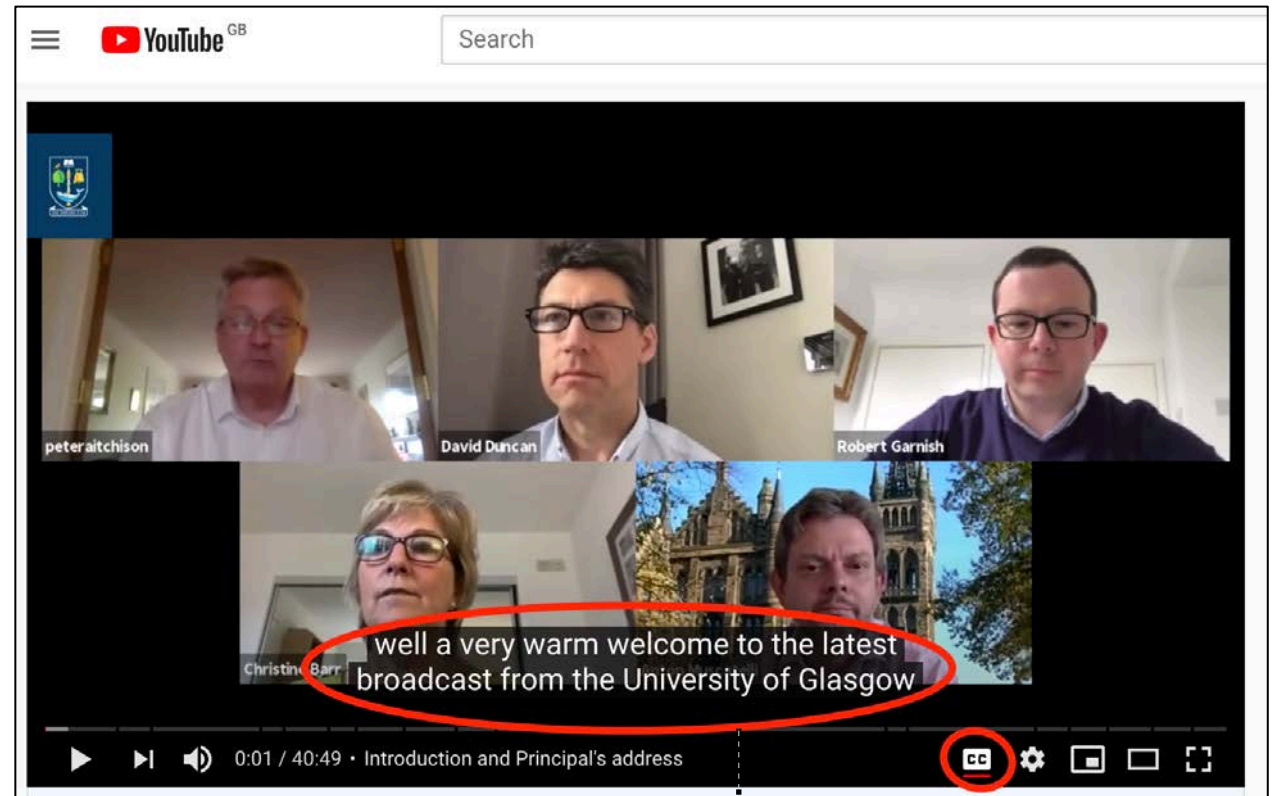
Size: Subtitles should be large for legibility and broken into easily-digestible short sentences. The specific font size depends on your editing software (see pages [14](#), [15](#) and [16](#)).

Subtitles: Long-Form

Subtitling is time-intensive, but must be supplied with all UofG videos to comply with digital accessibility regulations (more information here: <https://www.gla.ac.uk/myglasgow/digitalaccessibility/>).

For long-form videos (3mins and longer) we recommend utilising auto-generated closed-captions functions on platforms such as Youtube, Zoom, etc. These almost always contain significant inaccuracies, but can be edited manually.

For further guidance on recommended workflows please contact: socialmedia@glasgow.ac.uk



Closed Captions

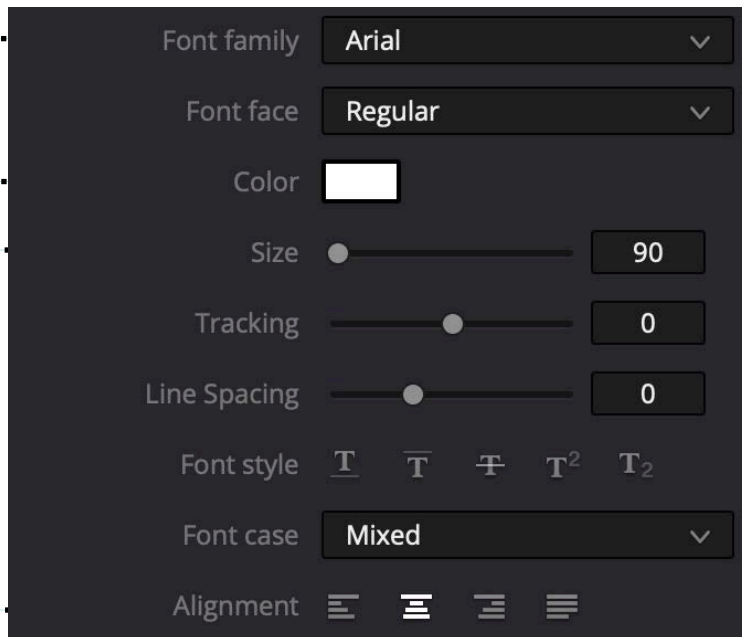
Subtitles: DaVinci Resolve Settings

Typeface: Arial Regular

Colour: White


Size: 90

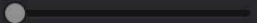
Alignment: Centred




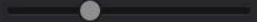
Font family: Arial

Font face: Regular

Color: 





Size:  90

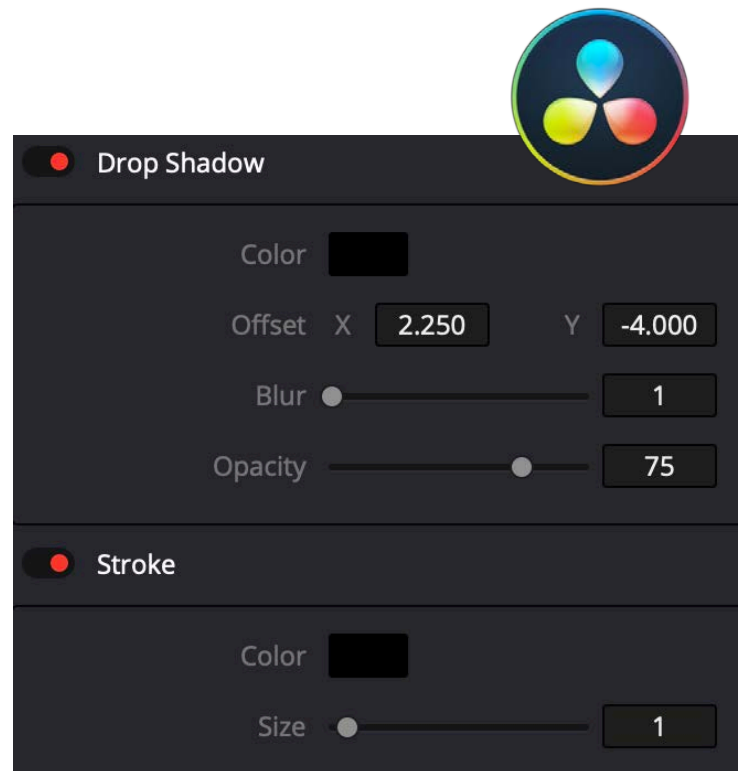
Tracking:  0


Line Spacing:  0

Font style: T T T T² T₂


Font case: Mixed

Alignment:    

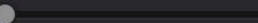


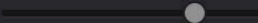


☒ Drop Shadow


Color: 

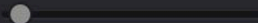
Offset X: 2.250 Y: -4.000

Blur:  1

Opacity:  75

☒ Stroke

Color: 

Size:  1

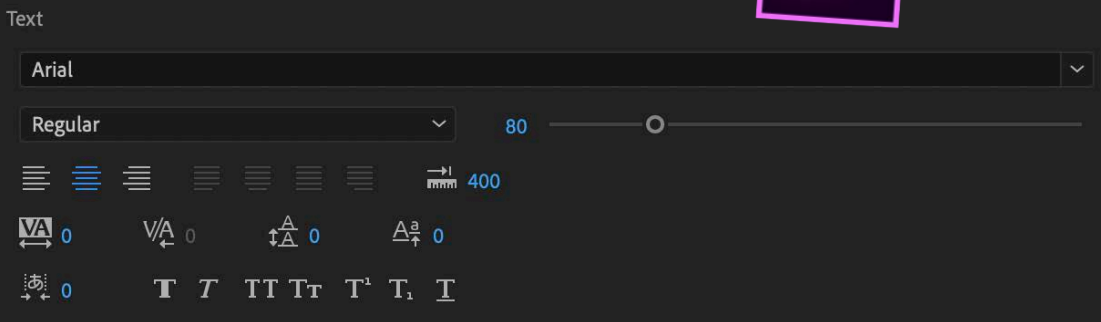
Drop Shadow
Colour: Black
Blur: 1
Opacity: 75

Stroke
Colour: Black
Size: 1

Subtitles: Premiere Pro Settings



Typeface: Arial Regular



Size: 80

Alignment: Centred

Fill: White



Shadow colour: Black

100%

0

0.0

10.0

20

Subtitles: Final Cut Pro Settings



Typeface: Arial Regular

Alignment: Centred

Tracking: 0%

Basic	
Font	Arial Regular
Size	80.0
Alignment	Centred
Vertical Alignment	Top
Line Spacing	0
Tracking	0 %

Size: 80

Line Spacing: 0

Opacity: 100%

Width: 4.0

Outline	
Fill with	Color
Color	Black
Opacity	100.0 %
Blur	1.2
Width	4.0

Outline Colour: Black

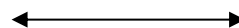
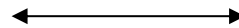
Blur: 1.2



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Caption Strap

The top caption strap should be used for the subject's name, while the bottom should be used for their title, role or organisation. The University Blue caption strap backgrounds can be adjusted independently on the horizontal x-axis to accommodate a variety of name and title lengths.



Caption Strap Settings

Name Caption Strap

Professor Sir Anton Muscatelli

Title Caption Strap

Principal & Vice-Chancellor

The University of Glasgow
was founded in 1451

Top Line:

Size 75 (DaVinci)
Size 60 (Final Cut)
Size 65 (Premiere)

Bottom Line:

Size 45 (DaVinci)
Size 40 (Final Cut)
Size 40 (Premiere)

Intertitles

A device dating back to the days of silent cinema, the intertitle has made a comeback in the 21st century where most video is consumed with audio on mute. It's an excellent way to highlight key messages, grab your audience's attention with a snappy headline or signpost on to the next part of the story. White Arial Bold font should be used, as large as possible, with a thin black outline and keywords highlighted with colours from the UofG brand colour palette:

<https://www.gla.ac.uk/myglasgow/staff/brandtoolkit/brandelements/colours/>

Intertitles



..... Intertitles

Logo Endboard

Every video should end with the UofG logo endboard.
Like a full stop at the end of every sentence.

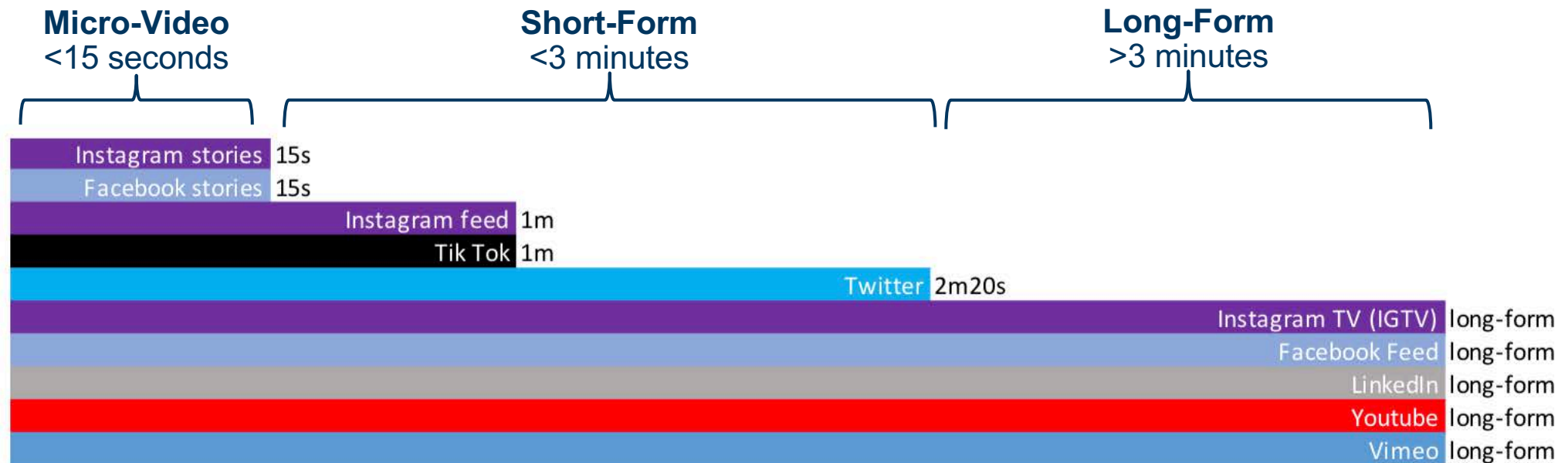


You don't need to put a logo at the start of your video – in fact this often dissuades viewers from continuing to watch - just get straight into the content.



Duration

Think about who and where your audience is and which video-hosting sites you intend to use to reach that audience. The following graph, giving an overview of the video duration limits for each platform, will help define the duration of your video and inform its content and structure.





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Duration: Micro Video

Usually considered 0-15seconds, micro-video is generally used for used for entertaining, in-the-moment and trending content. This duration works best on platforms which are designed around micro-video like TikTok and Instagram Stories – but can also work well as GIF-like looping videos on Twitter and Facebook feeds.

Examples:

Valentine's Day: <https://www.tiktok.com/@uofglasgow/video/6793240179307056389>

Star Wars Day: <https://twitter.com/UofGlasgow/status/1124580670490071043?s=20>

World Bee Day: <https://twitter.com/UofGlasgow/status/1263033234855800832?s=20>

Before & Afters: <https://twitter.com/UofGlasgow/status/1111682901949771777?s=20>

Campus moments: <https://twitter.com/UofGlasgow/status/1256234180318461954?s=20>

Celebrating students: <https://twitter.com/UofGlasgow/status/1142089833151700995>

Campus Beauty: <https://www.tiktok.com/@uofglasgow?lang=en#>

Funny: <https://www.tiktok.com/@uofglasgow?lang=en#>

Campus Beauty: <https://www.tiktok.com/@uofglasgow?lang=en#>

Dance trends: <https://www.tiktok.com/@uofglasgow?lang=en#>

Dance trends: <https://www.tiktok.com/@uofglasgow?lang=en#>

#QuaranTeamUofG messages: <https://www.instagram.com/stories/highlights/18111428983097865/>

Choose Your Own Adventure Instagram Stories: <https://www.instagram.com/stories/highlights/17880610492454774/>

Choose Your Own Adventure Instagram Stories: <https://www.instagram.com/stories/highlights/17856601846960341/?hl=en>

Duration: Short-Form

Usually considered 15seconds to around 3 minutes long, short-form video can be used for any purpose: from storytelling to short interviews, delivering important messages to promoting an event, communicating research to capturing performances. The examples below could provide some inspiration for short-form video possibilities:

Student Stories: <https://twitter.com/UofGlasgow/status/1144582827951972358>

Campus moments: <https://twitter.com/UofGlasgow/status/1087657104054329344>

Vox Pops: <https://twitter.com/UofGlasgow/status/823577679450566657>

Topical content: <https://twitter.com/UofGlasgow/status/1157311982934077440>

Campus Tours: <https://youtu.be/9UW6jnkIRQE>

Celebrations: <https://www.youtube.com/watch?v=cA5qew3K310>

Celebrations: <https://twitter.com/UofGlasgow/status/1207221461921910786>

International Observances: <https://twitter.com/UofGlasgow/status/1235843811525488640>

International Observances: <https://twitter.com/UofGlasgow/status/1197120288183504896>

International Observances: <https://twitter.com/UofGlasgow/status/1091333083851300864>

Marketing: https://www.youtube.com/watch?v=R89_88woscQ

Campus walkthroughs: <https://twitter.com/UofGlasgow/status/1201064017114095616>

Campus walkthroughs: <https://www.youtube.com/watch?v=IK2agiUUgus>

Promotions: <https://twitter.com/UofGlasgow/status/1202881425839738881>

Promotions: https://www.facebook.com/permalink.php?id=160556770630713&story_fbid=2456297991056568

Future World Changers: https://www.facebook.com/permalink.php?id=160556770630713&story_fbid=3228797673806592

Future World Changers: <https://twitter.com/UofGlasgow/status/1065933718370639872>

Graduations Stories: <https://twitter.com/UofGlasgow/status/1138832433930002433>

High Profile visits: <https://twitter.com/UofGlasgow/status/1165912511557902337>

Important Messages: <https://twitter.com/UofGlasgow/status/1111557721487233024>

Performances: <https://twitter.com/UofGlasgow/status/1220980876298702849>

Topical messages: <https://twitter.com/UofGlasgow/status/1136905633859379200>

Campus Beauty: <https://twitter.com/UofGlasgow/status/1115996056586805248>

Festive Fun: https://www.facebook.com/permalink.php?id=160556770630713&story_fbid=3058557307497297

Short-form video is the most practical and engaging option for most purposes across the University.

We recommend aiming for a limit of **2 minutes 20 seconds** to allow for publication on Twitter. Although platforms like Facebook, Youtube, Vimeo and LinkedIn are capable of hosting longer durations, we would advise that short-form video performs best on these platforms too.

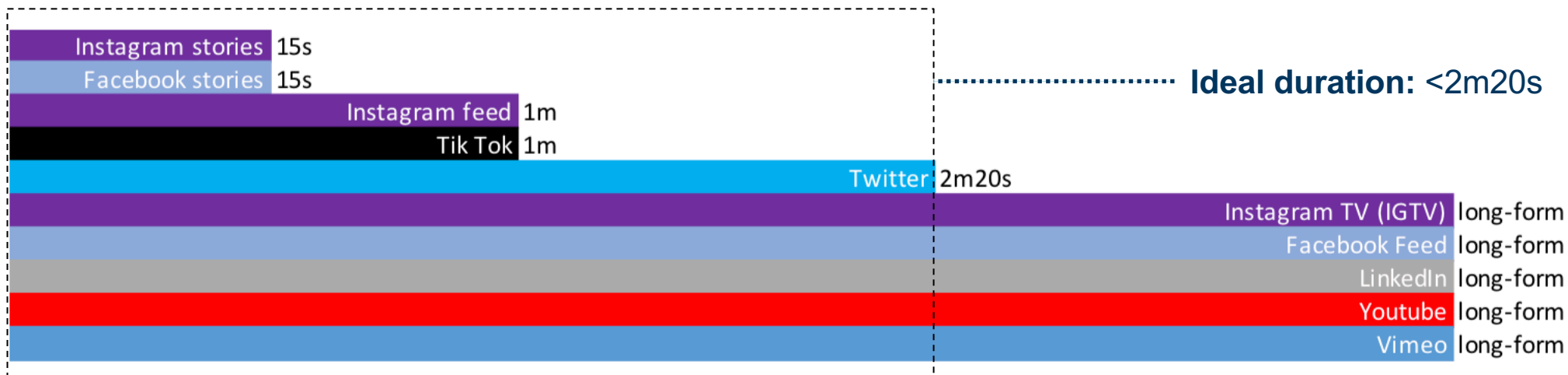
Our Advice

Duration: Short-Form

The shorter your video, the more platforms you have available for publication.

	Instagram Stories	Facebook Stories	Instagram Feed	TikTok	Twitter	Instagram TV (IGTV)	Facebook Feed	LinkedIn	Youtube	Vimeo
<15s	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
15s-1m	✗	✗	✓	✓	✓	✓	✓	✓	✓	✓
1m-2m20s	✗	✗	✗	✗	✓	✓	✓	✓	✓	✓
>2m20s	✗	✗	✗	✗	✗	✓	✓	✓	✓	✓

For this reason, we recommend that up to 2 minutes 20 seconds is the optimum duration for short-form video online.





Duration: Long-Form

Usually considered around 3 minutes and more, long-form video is best used where there is a need to explore a subject or a range of issues in detail over a longer period of time. Common uses include full lecture recordings, Q&A panel recordings, Facebook live events, vlogging, in-depth educational features, podcasts supplemented with visual material, and so on.

Examples:

Lecture Recordings: <https://www.youtube.com/watch?v=kcR8-Sq8dZk>

Student Vlogs: <https://youtu.be/iQ-DQei9u5U>

Future World Changers: <https://facebook.com/UofGlasgow/videos/357453315161163/>

Future World Changers: https://www.youtube.com/watch?v=TrsK8_-FBSs&t=7s

Celebrating our People: <https://www.youtube.com/watch?v=JJMwpTgbFj8>

Podcasts with visuals: <https://www.youtube.com/watch?v=e7LrLku5HQ8>

Educational features: <https://www.youtube.com/watch?v=5xFgSlydYrM>

Panel Q&As: <https://youtu.be/tRy7zMffbfo>

Facebook Lives: <https://www.facebook.com/160556770630713/videos/803467063470710>

Facebook Lives: https://www.facebook.com/watch/live/?v=737700733332993&ref=watch_permalink

Virtual Facebook Live Panel Q&As: <https://www.facebook.com/160556770630713/videos/2840127709389671>

Our Advice

Video production is time-intensive and, generally, the longer the video the more time is required. We recommend that for most pre-recorded video communications, resource is best put to **short-form video** - with the exception of content which cannot possibly be communicated in under 3 minutes (e.g. full lectures, Q&As, full event coverage, etc). Long-form video cannot be hosted on Twitter and doesn't perform as well as short-form on most platforms – so use only if absolutely necessary.



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Content & Structure

Always aim to adopt a simple, coherent structure for UofG video content.

At the most basic level, we would recommend a simple '**Beginning, Middle, End**' structure.



For short-form videos, too many messages can confuse your audience so we recommend aiming for no more than **3 key messages** per short-form video.

Content & Structure: An Example

The following video is an excellent example of a simple, coherent short-form video:

<https://twitter.com/UofGlasgow/status/1247836165207740417?s=20>

Beginning



- Introduces himself
- States purpose of video
- Introduces 3 main points

Middle



- Explains 3 main points in more detail

End



- Briefly reiterates 3 main points
- Conclusion
- Goodbye

Based on nothing more than a simple piece-to-camera with a coherent structure, this short video is an excellent example of how to communicate effectively using video. It could easily be improved further still with the addition of some cutaway shots, intertitles and perhaps even music.



Music

Music should be used selectively and tastefully on UofG video content. When using music in video content, it is essential you ensure you have the rights to use the track.

Commercial Music: Commercial music and copyrighted works should never be used on UofG video content unless the necessary licenses and permissions have been put in place.

Licensed Music: There are a number of royalty-free music library services available on both paid subscription and individual-license-per-track bases. Using such tracks usually means attribution is generally waived in return for a fee.

Free Music: There are a variety of sources of free-to-download music, such as Youtube Audio Library: <https://www.youtube.com/audiolibrary/music>. Free music tracks often require attribution (i.e. giving credit to the artist within the video and/or in the video asset description) in lieu of a fee, however, some music tracks are available where attribution is not required. Always ensure you understand the license in place for any given track.

Original Music: You can always write and record your own music for video or ask talented friends, family or local artists to use their original music. Again, always ensure the necessary permissions are in place for your intended use.

Copyright guidance for UofG staff and students: <https://sway.office.com/jy4ifca0B0yg5V04>

Disclaimer: the information contained within this document does not constitute legal advice.



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Publishing & Embedding Video Online

Social Media

Where possible, videos should be uploaded directly to the platform they are intended for (e.g. Twitter, Facebook, Instagram, etc) rather than cross-posted (e.g. a Youtube link shared to Twitter). If you don't have access to a relevant social media account and believe it is of interest to a general audience, it may be eligible for publication on the official UofG social media channels or on a channel belonging to a School, College, Institute or other UofG-affiliated unit. If you're seeking to publish your video on the main channels as part of a wider campaign, please check your plans with us in advance of production so we can advise on proper branding and compatibility with existing content strategy: socialmedia@glasgow.ac.uk

Youtube

If you don't necessarily want to share the video on social media and would simply like to host the video somewhere online for others to access, we have established a separate Youtube channel for this purpose.

Please contact socialmedia@glasgow.ac.uk for access.

Embedding

Videos hosted on social media or Youtube can be embedded externally (e.g. in T4 pages or Moodle courses). For more information on how to embed video please visit the following page:

<https://www.gla.ac.uk/myglasgow/staff/webpublishing/help/tutorials/embedding/>



Equipment

Your choice of equipment is largely informed by the content you intend to produce. Here are some of the main considerations:

Camera: Smartphone technology has come on leaps and bounds in recent years and many content creators across the University will find the only camera they need in their pocket. However, if you want to achieve more high-end results, it may be worth considering mirrorless cameras, DSLRs, digital camcorders and even cinecams.

Rigging: This is how you handle the camera. If you intend to shoot handheld – you don't need any rigging – however a simple tripod can go a long way. The humble selfie stick can offer a bit of stability to a smartphone, with a gimbal offering some great cinematic possibilities. Other options include handheld rigs and shoulder mounts.

Sound: Sound quality is considered even more important than image quality in ensuring viewer engagement, so it's important you take this into account. Most smartphones and cameras have microphones built in, but they are poor quality and prone to wind noise and interference from handling. There are many affordable lavalier clip-on mics available and you can even use earphones with an in-built mic, which often come free with phones. There are also many options for wireless mics, boundary mics (e.g. for panels), directional mics, etc at various pricepoints.

Lighting: Much filming on campus can be done using available light (daylight, practical indoor lighting, etc) but the quality of your footage can often be greatly improved with one or two controllable lights. LED panels are a great option for lightweight portability, ease of use, cost and energy efficiency. There are, of course, many more lighting options available to help achieve specific types of look or effect (eg softboxes for diffuse light, gels for colours, etc).



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For further advice on any of the aspects in the UofG Video Guidelines
please contact socialmedia@glasgow.ac.uk

