Basic Guidelines for Producing Multimedia Materials for the Lehman Website

• **Get permission from your department chair or program director to produce the video or podcast.** Your chair or program director also will need to approve the final version of your production prior to posting on either the College's website or an external site like YouTube or iTunes.

• **Get permission from your subject(s)—**To place a video or podcast on the web, you must have the signed permission of those who are seen or heard. A form is available for this purpose from the Media Relations Office. Contact Lisandra Merentis at lisandra.merentis@lehman.cuny.edu. You also must have permission to use any of the materials displayed by your subject, such as slides, posters, etc. This is especially important if you are taping a performance. If a musician performs a contemporary song, you must secure not only the artist's permission to broadcast his/her performance but also the permission of the composer of the music (or writer of the play, book, poem, etc.). *Please be aware that you cannot film, audiotape, or photograph for the web any subject under the age of 18 unless you have the signed permission of his/her parent or guardian.*

• **Use the proper equipment**—Use a high-quality camera (flip camera will suffice www.theflip.com/en-us), audio device (e.g., Marantz audio recorder), and a good lighting kit for a broadcast-quality look. You will also need to purchase wireless microphones (check Sony products).

• **Set up the shot**—In video, we follow the rule of thirds. Position your subject on a third of the screen (left or right) but never directly looking into the camera. Instruct your subject to avoid wearing all black or all white, as this does not translate well on video. The subject also should not wear apparel with any logo (other than Lehman's). When lighting the scene with a good lighting kit or using natural light, make sure the light on the subject is not so bright that it causes the video to be overexposed or creates unflattering shadows on the subject’s face.
• **Check the audio**—There is little that can be done in the edit to correct a bad audio recording. The camera person should use headphones while recording audio or video to ensure that there are no echoes or feedback in the recording, and to also ensure that the audio is not too “hot” (loud) or too low. Be aware that sounds like planes and passing overhead trains will be picked up and cannot be deleted.

• **Avoid zooms and pans**—Unless your shoot will employ two video cameras that shoot from two different angles simultaneously, you will need to shoot “cutaways” after the primary shooting. Avoid zooming and panning during an interview, as it is dizzying to watch. After the interview, get close-up shots, called "cutaways" (e.g., subject’s hands, a poster or diagram that the subject is referring to during the interview) and "b-rol"l (e.g., shots of the campus, buildings, students walking to class).

• **Provide a Transcript**—It is a good idea to have your video and audio transcribed for quicker editing, and for purposes of archiving or closed captioning. The Media Relations Office uses Transcript Associates for these services: [www.tscripts.com/services.php](http://www.tscripts.com/services.php). A transcript of the completed video or podcast MUST be placed on the Lehman website, along with your video or podcast, to be in conformance with accessibility guidelines.

• **Edit your video and audio**—Once you have captured your footage or audio, you will need to use editing software to put your package together. For videos, in addition to the footage you have taken of your subject, as well as cutaways and b-roll, you may wish to incorporate still photographs. FinalCutPro is the industry standard for editing video and SoundTrackPro for audio, but you can also use iMovie for simple video edits and Garage Band for simple audio edits (both usually are included with Apple computers). Video- and audio-editing programs are now included on PCs as well. Generally, videos for the web should not exceed five minutes. The shorter the total package, the better. Please see video packages...
on the Lehman Today website for examples (www.lehman.edu/lehmantoday/multimedia.html). Each video or audio package needs to have an introduction and ending that are consistent with other videos and audios in your program or division.

- **Incorporate Standard Graphics**—You should adhere to the College’s Graphic Identity Guidelines when using text on the screen to identify interview subjects, or employing the College’s logo in any opening or closing sequence. Please visit www.lehman.edu/logos to see examples of acceptable fonts and logo usage. When identifying interview subjects on screen, use one of the approved fonts and only the approved colors.

- **Compress Your Files**—When you are done packaging your video or audio project, you will need to compress the files so they are in the proper format for you to upload to YouTube or iTunesU. Help in doing this is available on each of these sites. Alternatively, these projects can be placed on your website in Windows Media and/or Quicktime. Keep in mind, though, that some users will need to download these free players, depending on the age and type of the computer they use.