

Video Overview

Video can be an engaging way to share the stories, values, and accomplishments of UCLA College with a wide audience. UCLA College Communications may provide limited video assistance if time/resources permit and the project is a development or communications priority.

While limited assistance may be provided, **it is highly recommended that your first choice be a full service video production vendor that can meet all the requirements of your project.**

Project completion times will vary based on the project parameters. Because of this we require video requests be submitted two to three months ahead of the anticipated due date. A rough estimate for completing the project is four to eight weeks from the start of the project. An estimated timeline may look like this:

Strategy and preparation = up to 1 week

Creative development = up to 1 week

Filming and Recording* = 1-2 weeks depending on external video production company

Pre-production = 1-2 weeks

Post-production = 2-3 weeks

Delivery and distribution = 1-2 weeks

A scope of work will be set at the beginning of the project, including timeline and deliverables. Adjustments can be made to the scope on a case by case basis, but they will affect deliverable dates. Once the scope of work is approved and all assets are received, the project can begin. Depending on the level of support provided, the process for this assistance may encompass several or all of the stages outlined in the following pages.

****College Communications is not able to offer live filming or audio recording support.***

Strategy and Preparation Meeting

The strategy and preparation meeting is important to identify and better understand the goals for video. This will help determine which solutions are best suited to achieve those goals. From this meeting we can identify the right creative approach for the video. To ensure a productive meeting, it is best to come prepared to discuss the following:

- **The goal for the project:** What is the objective? How does this video achieve a specific goal?
- **Roles and responsibilities:** Define the roles and responsibilities for all involved in the process.
- **Stakeholders:** Identify any stakeholders or reviewers that need to be involved. Who has the final sign-off? Who needs to approve content and planning at different points of the production?

Some questions to consider are:

- **What is the video strategy?**
- **How does it align with College development or communications goals?**
- **Who is the target audience?**
- **What type of video will be created?**
- **What will the lifespan of the video be?**
- **Which platforms will be used for video distribution?**
- **What metrics will measure success of the video?**

The Communications team will create a brief summarizing the points above. A timeline for a realistic production will also be provided which will include key milestones, production times, and target completion date. Once all assets are received and the creative brief and timeline are signed off on, the project can begin.

Creative Development and Pre-Production

The insights gathered during the strategy and preparation meeting will guide the creative development of the visuals, tone, and energy of the video assets produced. This stage is critical in ensuring the direction visually and tonally fit into the campaign, branding, division, and/or the overall UCLA visual style that is appropriate.

This stage is also when any relevant assets are gathered, including videos, images, audio, logos, branding, text, and more. It is important to gather all assets during this stage to ensure that they are **properly labeled, organized, usable, and have been approved to avoid unnecessary changes.**

From these assets and the creative direction, rough samples of the visuals can be produced to show the general direction before moving into the creation of the video assets.

Because of the time and labor intensive demands of video work, approvals are critical in ensuring the project is moving in the right direction. Each step in the production process builds upon the last, so it is important that all content and approvals provided be final. **Any delay in approvals, or changes, may result in a delayed completion date.**

Filming and Recording

The College Communications team **does not offer video or audio recording assistance**. The team can offer assistance in what to discuss or ask a production team for. If your video project requires video or audio recording services, [visit UCLA Health's DGIT page](#), which offers these services and more. You may also choose to work with your own video production vendor of choice.

For filming on campus, follow the guidelines from UCLA:

If you are shooting outside your own department, you need a permit from the Events Office. Request a permit via UCLA Events here. See Section B. parts 1 & 2 of Policy 863.

If you hire an outside photographer or videographer, you need to work with purchasing to ensure the individual has appropriate liability insurance. You should engage the photographer on a work-for-hire basis, or obtain a written agreement that UCLA will have unlimited usage rights to the photography or videography.

Additionally, the art direction of the production should reflect the UCLA brand:

Imagery should capture UCLA's unique personality, conveying warmth, energy and the feeling that anything is possible. To that end, photos and videos should feel bright and inspirational, with light playing a central role. The sky and the sun represent the brand's themes as well as the characteristic weather, light and location of campus. Natural light is essential, and plentiful sunshine, natural washouts and sun flares are welcome.

More information can be found on the [UCLA brand page](#).

Post Production

The post production phase includes processing, combining and trimming footage into what will become the final cut of the video. A total of two to three rounds of edits will be offered, each before the next phase of post production process. Due to the complexity of video work, **all comments and edits must be collected and submitted before the start of the next phase.** All requested changes and edits must be made in writing, referencing the time-code for specific changes. Piece-by-piece edits will not be accepted.

Each of the three phases of post production serves a different purpose to reach the final video. It is important to relay this information to all stakeholders so they may provide appropriate feedback depending on the phase. The phases are as follows:

Rough Cut: Developing the basic structure by putting the scenes in order. Fixing any continuity errors. Fixing any narrative gaps.

Fine Cut: This phase builds on the work done in the rough cut. At this stage, the video gets close to its final format. This phase works the placing and timing each shot, trimming scenes down to improve flow, adding transitions, and finalizing the timing and sequence.

Final Cut: This is the final step in post-production, and includes adding the final touches including: mixing and cleaning audio, synching audio to images, adding visual effects, titles, graphics, and brand assets, adding music, narration, and voiceover, and correcting color.

At the final cut, there is a final review to ensure there are no mistakes. It is the requesting team's ultimate responsibility to sign off on the final version of the video, checking to ensure all content that is correct. Any requests for changes to the structure of the video at the final stage will delay delivery and will be subject to availability.

Delivery and Distribution

Once the final cut or assets has been exported, it will be uploaded and shared via BOX. If there is a specific format or codec required for the files, please inform us before the final export. The Communications team can provide files in most formats.

If the **video will be shared publicly with a wide audience, the video must be captioned** before being shared. Any approvals required for anyone appearing in the video **are the responsibilities of the requesting team/individual.**

If assets for web, email, and social are part of the scope of work, those will be provided as well to the team to assist them with the distribution of the video.

The goals, metrics, and target audience for the video/assets will determine the distribution strategy that the requesting team will carry out. The strategy can be discussed early in the planning process with insight given to the team on how to carry it out and measure it. Some methods of distribution can be:

- **Video sharing service or site**
- **Embedded video on a web page**
- **Shared on social media platforms**
- **Link shared via email**
- **Shared via BOX or other service for download**
- **Shared via physical medium (disk, USB, etc.)**

Guidelines and Additional Information

Copyright Laws

Be sure to follow the laws governing copyright and fair use of copyrighted material owned by others, including UCLA's own copyrights and brands. Refer to the [UC copyright policy](#) here.

Code of Conduct

UCLA's channels are an integral of the university brand. When you represent the university on media platforms, it is important to adhere to UCLA's values and follow [UCLA's principles of community](#), [UC diversity statement](#), [UC statement of ethical values and standards of ethical conduct](#) and all other applicable policies.

Video and Photos

Before submitting videos, photos, or other assets, make sure to review the [Imagery section of brand guidelines](#). We also recommend reviewing the best practices and specs outlined by each platform's own guidelines, keeping in mind requirements for both resolution and dimension.

Vendors and Services

Photo and Video

DGIT

UCLA Health Info Technology

<https://ucla.in/3xOQ9Bg>

Advanced Digital Productions

Andy Madison

<https://avprva.com/>

Alan Larsen Films

Alan Larsen

alan@alanlarsenfilms.com

<https://lovebugmedia.com/>

Alas Media

Rosa Ruvalcaba

alas@alasmedia.com

<https://www.alasmedia.com/>

Heromade Productions, INC

Aaron Schasse

aaron@heromade.com

<https://www.heromade.com/>

Kavich Reynolds Productions, Inc.

Steve Kavich

stevekavich@kavichreynolds.com

<https://www.kavichreynolds.com/>

Rare Form Entertainment

Damon Cirulli

<https://www.damoncirulli.com/>

Video

VISIONSOUND COMMUNICATIONS

Chase Roberts

chase@visionsoundfilms.com

<https://visionsoundfilms.com/>

WorldWise Productions LLC

Jinah Kim

jinah@wwpvideo.com

<https://wwpvideo.com/>

Video Editing

Hida Visuals Inc

Andrew Hida

hidavisuals@gmail.com

<http://andrewhida.com/>

Captioning

Rev

<https://www.rev.com/>