

Boston University Video Branding and Standards

(AKA "THE MANUAL," AKA "EMMANUEL WONG")

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With the Love and Support of Everyone at MarCom

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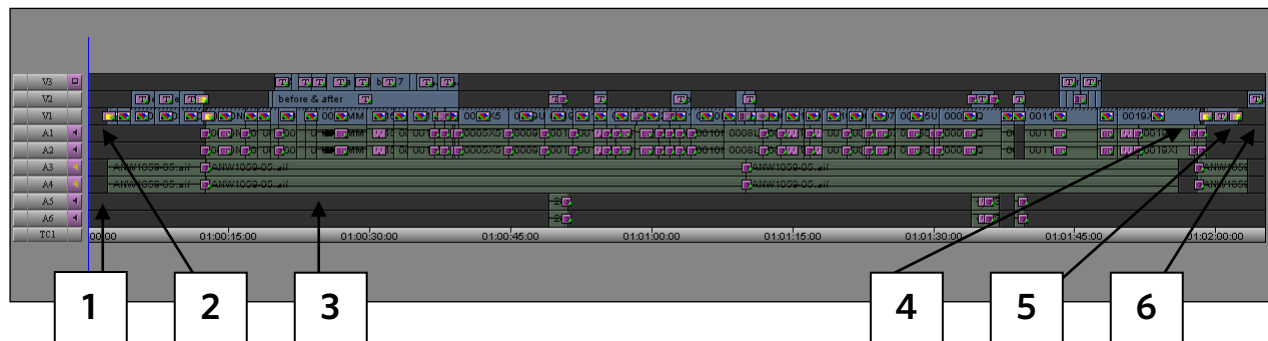


Edit Construction

Use the following formula to assemble your program material in to the standard “wrapper”:

1. 2 seconds of black
2. Fade in
3. Program material
4. Fade out or hard cut
5. OPTIONAL: Black gap (5 frames) and End Title Sequence
6. 2 seconds of black

Here is an example of a sample Avid timeline that has been properly prepared for export.



NOTE: See the full version of Boston University Video Branding and Standards (www.bu.edu/brand/video) for further notes on dissolve in and out of the video, or using a hard cut at the end. Also see the full version for standard program fade in/out dissolve lengths.

Two Seconds of Black: Head and Tail

Always tack on 2 seconds of black at the head and tail of any edit.

There should be no gap between the 2 seconds of black at the head of the cut and the first frame of program audio or video. Likewise, the 2 seconds of black at the tail should follow the last frame of program audio, even if there is no picture, or vice versa.

Program Material: Fade In and Fade Out

Always fade in. For safety in Avid, you can use the Fade from/to Color option.

Begin with “Standard Fade Lengths” for the duration of any fade in or fade out. Only deviate if the dissolve appears “sticky” with the opening or closing image. See “Appendix: Standard Dissolve Lengths” in Boston University Video Branding and Standards for metrics and other dissolve lengths.

Standard Fade Lengths

- 2 frames or 8 frames (24fps)
- 3 frames or 10 frames (30fps)

Hard Cut to Black

- Acceptable if it is appropriate for the edit

Fade Lengths for Slower Paced Edits

For the unusual slower paced edits, you can explore:

- 12 frames or 18 frames (24fps)
- 15 frames or 20 frames (30fps)

Standard Font and Weight

- Use only Whitney typeface in Semibold weight
- No underline or italics
- No small caps (EX: SMALL CAPS)
- No drop shadow on type using Title Bar
- Freestanding text: 2pt drop shadow on lower right of text (black, 100% opacity)

White: #FFFFFF
RGB: 255, 255, 255

Yellow: #E6CC00
RGB: 230, 204, 0

Construction of Less Common Lower Thirds, Transitions, and Elements

See full version of Boston University Video Branding and Standards for construction of standard title and end title sequences, subtitles, and other style elements (transitions, Pop-Up Text lower thirds, Fact Bar, etc.).

Standard Dissolve Lengths

Standard dissolve lengths are based on the following measured intervals: 1/3 second, 1/2 second, and 2/3 second.

Dissolve Length	24fps	30fps
1/3 second	8 frames	10 frames
1/2 second	12 frames	15 frames
2/3 second	16 frames	20 frames

Base your calculations on the frame rate of the original footage, which is typically recorded at 24fps (or 23.976fps) or 30fps (or 29.97fps). For example, 1/3 second translates to 8 frames at 24fps, or 10 frames at 30fps.

The fastest visible dissolves possible are used generally for name ID lower thirds and Pop-Up Text. These dissolve lengths have been determined to be 2 frames (24fps) and 3 frames (30fps).

Common Lower Third Duration and Dissolve Lengths

For more specific scenarios (EX: dissolving in mid-shot to ID a person, applying an ID across multiple shots), see the individual sections in the manual itself. Here are the basics.

ID Heading w/Subheading

Duration: 2 seconds

Minimum/Maximum Duration: 1 and 3 seconds

Dissolve Out: 2 frames (hard cut where applicable)

Single Line ID

Duration: 3 seconds

Minimum/Maximum Duration: 2.5 and 4 seconds

Dissolve Out: 2 frames (hard cut where applicable)

Subtitles

Duration: Subtitles correspond to the audio, and not the video. Obviously, try to clean up the timing if the audio lingers over a shot by a few frames. Otherwise, cut in and out with the person's dialogue, and not with the video edits. Separate phrases using your best discretion.

Dissolve Use: none

Standard Title Alignment

Most videos produced by Marketing & Communications video producers are created specifically for the web. As such, the alignment of all standard titles and text is designed with respect to the full frame of the video.

The department standard for the web—albeit non-traditional—uses the Action Safe area to define margins for title alignment.

Standard Title Alignment Guidelines

- Action Safe: all videos for the web
- Title Safe: non-web traditional uses such as DVD, broadcast, installation, and internal video (projection at Orientation, broadcast on BUTV10, BU Experience, etc.)

See Appendix in full version of Boston University Branding and Standards for (1) definition of Action Safe area and (2) alignment of Title Safe titles for non-web use.

Title Cards and Intertitles

There is generally no need for the use of title cards at the head of an edit or as an intertitle, either to (1) title your video or (2) change the focus of the video. (See “Post Production: Editing Guidelines”)

The main idea of the video should be made clear within the first 20–30 seconds of the edit. Changes in topic should be made via smooth, natural segues; an alternative is to create an altogether separate video(s) on the disparate topic(s).

For exceptions and other situations regarding Title Sequences and End Title Sequences, see full version of Boston University Branding and Standards.

Filename Guidelines

This filename scheme is derived from practices used at BU Productions.

- Use all lower case letters.
- Use hyphens instead of spaces or underscores.
- Keep filenames relatively short.
- Use a consistent naming scheme. Name files in numerical order if applicable.
- If the concept for your video may be revisited in the future, tack on a year to the filename. Again, be consistent with your naming scheme.
 - Filenames “procrastination” and “procrastination-2008” display a revisiting in 2008 of the original video (produced in 2006)
 - Filename “quidditch-08” leaves the possibility for another Quidditch video to be produced in the future
- If video is part of a series of any kind, create a series name. In this case, incorporate either the year or season number up front as well.
 - dunphy01-cod, dunphy01-scallops
 - srvid08-ace-jenkins, srvid09-nathan-ryan
 - bands01-grimis-01, bands01-grimis-02
- If a filename has already been used, rename your file. Do not rename existing files on the FTP server.

Lower Third: ID Heading with Subheading

This is the standard lower third for name IDs. Do not modify the overall presentation of the Title Bar and text.



Guidelines

- Use this lower third only for name identifications.
- In all other cases (location, description, or a factoid), use single line ID or the Fact Bar.
- Keep the subheading as simple as possible. Never use more than one line for a subheading in this lower third. Avoid lengthy subheadings.
- Keep text within Action Safe area. Never let text go beyond the right margin.

Lower Third Editing and Duration

- Use this lower third on the first appearance of the interviewee that runs at least 1 second.
- If possible, edit to allow for the first appearance of the interviewee to run at least 1 second.
- The term “first appearance” applies to the first appearance in which interviewee is speaking on camera.
- Start lower third on the cut. See “Dissolve Use and Duration” below for situations where the subject appears part of the way into the shot.
- Do not use this lower third across multiple shots.
- Minimum duration: 1 second
- Average duration: 2 seconds
- Maximum duration: 3 seconds

Dissolve Use and Duration

- Standard dissolve length: 2 frames (24fps), 3 frames (30fps)
- If subject appears part of the way into the shot, fade in 2 frames to lower third. Ideally time your fade in with the camera move.
- Do not fade out lower third if the shot duration is 3.5 seconds or shorter. Allow lower third to end on the cut.
- Do fade out all titles otherwise.

Lower Third ID Headings

Full Names, Titles, and Other Situations

- Use full first and last name.
- Use full name with middle name or initial upon request of the interviewee.
- Use a title only with uniformed personnel. Otherwise, place the person's title in the subheading.
 - DO USE: Captain Robert Molloy
 - DON'T USE: Dean Virginia Sapiro, Coach Jack Parker, Dr. David McBride, Chef Walter Dunphy
- If you are comfortable with the decision, make subjective use of the person's name. This does not apply generally to upper level administrators or more austere faculty, except upon request of the interviewee.
 - DO USE: Mike Smith, Jeffrey "Venga" Elliot, Joe Chan
 - DON'T USE: Bob Brown, Kenn Elmore, Tom Fiedler

Lower Third Subheadings

Staff and Non-BU Interviewees

- Full Title, Department / College / Company
 - Production Manager, Boston University Productions
 - Dean, School of Management
 - Owner, T. Anthony's
- Company names are unnecessary for interviewees whose affiliation is inconsequential to the video, or nonexistent. (EX: "Pedestrian" / "Bicyclist" / "Street Musician" / "Mascot")
- *BU Today* staff (or certain puppets) used as on-camera hosts can either be titled traditionally, or simply with the subheading of "BU Today." The latter option creates a more inviting feel to the subheading.
- Use your discretion to keep a person's title readable in a short period of time.
 - Official Title: Marketing & Membership Coordinator, Fitness and Recreation Center
 - Acceptable Title: Marketing & Membership Coordinator, Fit Rec
- If a staff person has more than one title, choose the title that is most pertinent to the story.

Renamed/Closed Schools and Colleges

- Use the most current school name for schools that have been renamed.
 - DO USE: COM'84
 - DON'T USE: SPC'84
- Use the correct school name and/or abbreviation format for any closed colleges. Never attempt to approximate the closed school to an arbitrarily contemporary equivalent.
 - DO USE: UNI'02
 - DON'T USE: CAS'02

Graduate Students Who Were Also BU Undergrads

- There is no need to make note of a graduate student's previous undergraduate affiliation with BU.

All Lower Thirds...

...now must prominently display the words "Boston University." As a result, some lower thirds (denoted with an asterisk) now must use two subheadings. Each lower third runs for 2 seconds, separated by a 4-frame dissolve.

For two-part lower thirds, you must create a 4-second window in which to run these lower thirds!

Students and Alumni (no job title)

Subheading: Boston University with abbreviated school year format.



For multiple college affiliations, use this format: "Boston University (CGS'09, ENG'11)"

Alumni (w/non-BU job title)*



We start with the student and alumni ID for 2 seconds, then dissolve 4 frames to... →

...the job title in "job title, company" format for 2 seconds

Faculty (professors)

Please use the official job title: professor, assistant professor, associate professor, etc. While it is sometimes helpful, there is not much actual need to qualify Stephen Prothero as "Professor of Religion."



If the professor belongs to two colleges, use this format: "Assistant Professor, Boston University (CAS, STH)"

Faculty (w/additional job titles)



If it is possible to use one lower third for this subheading without being lengthy or unreadable in 2-3 seconds, use this style.

Faculty/Staff (appearing briefly as an interviewee)

This set of scenarios applies to situations such as faculty/staff being interviewed amongst a large group of people (EX: YouSpeak, National Anthem auditions, etc.). Using a "Boston University Staff" subheading will avoid miring the audience with vague job titles.



However, DON'T use "Boston University Faculty." Stick with the faculty lower third where applicable.

Staff Scenario #1 (main character in a video, short job title)

If it is possible to use one lower third for this subheading without being lengthy or unreadable in 2-3 seconds, use this style: Full Title, Department / College / Company



In the case of the lower third on the right (Brian Durocher), use the abbreviated BU affiliation only if the staff person's alumni status is pertinent to the narrative.

Staff Scenario #2 (main character in a video, long job title)*

In cases where the “Full Title, Department / College / Company” format is too long to incorporate the words “Boston University” into the same lower third, use two lower thirds instead. In all 2-part lower third cases, format should *always* be 2 seconds for each lower third, separated by a 4-frame dissolve.



Administration

Simply use “Boston University” for the “Department / College / Company” portion of the subheading.



However, administration from individual schools and colleges need to be affiliated specifically. Use the two-part lower third here. Please note that this is the only lower third where the school/college is not abbreviated.



Athletic / Alternate Position Title (student)

Use this lower third style if the student's job title is pertinent to the narrative. For example, if a student is directing a play, use the "Full Title, Department / College / Company" format, followed by the abbreviated BU affiliation. EX: Director, "West Side Story" (CFA'14)

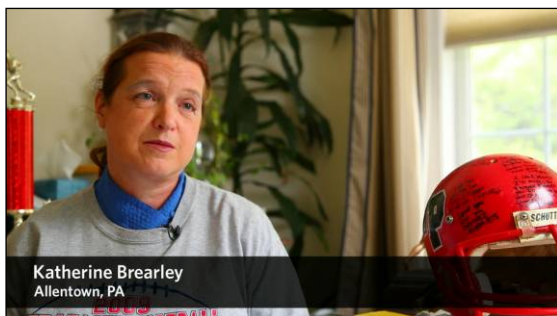
Always use the abbreviated BU affiliation for students.

For athletic teams, use the format "Boston University Men's/Women's Sport" here. DON'T use "BU Women's Lacrosse Team," for example.



BU Community

Assuming the videos in question will inevitably have a strong narrative connection to Boston University, these lower third styles shall remain the same as before: Full Title, Department / College / Company



Lower Third: Single Line ID

This is the standard lower third for establishing a place, a montage, a series of images, or a multi-step process. Do not modify the overall presentation of the Title Bar and text. This lower third is not to be used for subtitles or factoids. See "Subtitles" or "Fact Bar."



Situations for Use

- Establishing shots that need to be identified (EX: "Middlebury, VT")
- Description of a shot or a montage (EX: "Kendo Club" / "Dress Rehearsal")
- Description of a series of shots and/or still images
- Description of a sequence (EX: "Step 1: Cut" / "Step 2: Paste" / "Step 3: Laminate")
- Very rarely, a name ID with no subheading

Guidelines

- Never use more than one line for this lower third.
- Keep the descriptions simple. Avoid using the entire line.
- Boston University and its colleges do not usually need to be identified.
- If necessary, name the specific places. Do not abbreviate. In most cases, do not include BU in the title.
 - DO USE: Fitness & Recreation Center, Hillel House, Warren Towers, Mugar Memorial Library, Boston University Police Department, etc.
 - DON'T USE: BU Fit Rec, Fit Rec, BU Police Department, BUPD, StuVi, etc.
- With US cities, use two-letter state abbreviations. (EX: "New York, NY" / "Los Angeles, CA")
- With international cities, use the full title. (EX: "Buenos Aires, Argentina" / "Paris, France")
- Keep text within Action Safe area. Never let text go beyond the right margin.

Lower Third Editing and Duration

- Start lower third on the cut.
- You may use this lower third across multiple shots except for name ID use.
- See "Lower Third: ID Heading with Subheading, Lower Third Editing and Duration" for name ID use.
- Minimum duration: 2.5 seconds
- Average duration: 3 seconds
- Maximum duration: 4 seconds

Dissolve Use and Duration

- Standard dissolve length: 2 frames (24fps), 3 frames (30fps)
- In general, fade out this single line ID lower third.
- If the situation seems right, end lower third on the cut.