

Client-Supplied Media Specifications

In this context, the term, “media” refers to any graphics or video content in addition to the actual video footage filmed on location or in studio. Student Creative Services can and often does create such content as needed, or by request. However, much of the content comes to us as very specific material, having been generated by the client beforehand, as is the case with PowerPoint slides.

To help expedite the process and insure accuracy the following will help to identify commonly integrated media with instructions and specifications for preparing them. If you do not have the software or capabilities to prepare supplied media as suggested, please let us know. Most everything can be sent to us in its original form via DropBox, Google Share or even email, depending on file size, if so desired. However, pre-production and/or design charges may be incurred in order to prepare the media for integration. Those charges will be itemized in the estimate.

Common Assets

- Photos
- PowerPoint Slides (exported jpg's)
- Graphics or Animations
- Video Clips or “Bumpers”(intro sequences)
- Music or Audio (royalty free or copyright approved)

Size and Resolution

Everything we produce is in 16:9 format, or what is commonly referred to as widescreen. Actual size is 1920x1080 ppi (pixel per inch) at a screen resolution of 72ppi. Some exceptions may apply and can be determined beforehand. If you do not have the capability of cropping or editing your content, or are unsure as to the process depending on the type of media, please let us know in advance.

Formats and File Types

Video: mp4, .wmv, .mov typically 30 fps (frames per second)

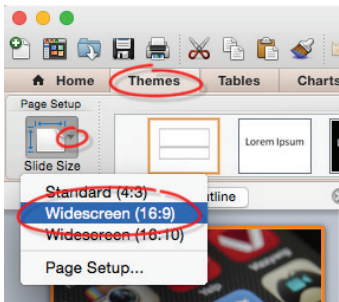
Images (graphics, photos): .jpg, .gif, .png (for transparency). Original Photoshop (.psd) or Illustrator (.ai) files can be sent, but may incur pre-production charges.

Audio: .wav, .mp3

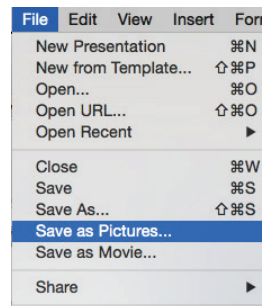
PowerPoint Slide Exports



If your PP presentation is already set to 16:9, you're halfway there. However, if the media you wish to include in your production was created in the default 4:3 ratio (old TV versus Hi-Def) the exported .jpg file(s) will not be the correct aspect ratio. We can make the adjustments on our end as there are a couple steps we need to go through anyway and that will not incur any additional cost to you.



1) If not already sized, to set up a new PowerPoint file in a 16:9 format, click on **Themes** in the top menu bar. Then, in the small **Page Setup/Slide Size** window click on the tiny dropdown arrow and select **Widescreen (16:9)**.



2) To export all the slides, go to the top menu, under **File** and select **Save as Pictures**. It will create a folder in the same location as the PowerPoint file and number each individual .jpg file as Slide 01, Slide 02 and so on. They are now ready to submit to us.

Again, if you would rather send us the original PowerPoint file we can do this processing for you. If there are audio or video files embedded in the presentation those should be removed before exporting the Slides (be careful not to save over your original presentation). The video, audio, or animation files should be submitted as separate files per the size and format requirements listed.



STUDIO OPTIONS AND PROCEDURES

The following information will explain what is involved in studio processes and the advantages of one versus another depending on need or budget. In some scenarios, pro-rated or discounted amounts may apply.

Pre-Production

If you are unfamiliar with common studio procedures, or the filming production process in general, the pre-production phase is critical. It's a time to meet with you, go over your project, and give you a tour of our facility. We'll walk you through what you'll need to prepare or provide and how to go about it, discuss timelines and demonstrate the teleprompter (if needed). Then, fire up the system so you can see what each component does.

Post-Production or Live Production

Traditional editing, also known as **post-production**, is completed after recording and involves cutting clips, transitions, color correction, media integration like slides or title screens, etc. If what is shot in studio is against a green, or chromakey background, any color or image can be composited in during the editing phase. Our **Standard** option requires our post-production services, unless all you need is the recorded content in the event you're editing it yourself.

In contrast, **Live Production** can best be described as editing in real-time. In order to edit during the recording process all the media assets need to be created by us or client-supplied in advance, then arranged and saved on the BlackMagic Live Production system in our control room. This requires a great deal more planning along with some rehearsal time in studio. However, it does save time and cost, if done correctly, because everything is integrated during the recording, even green screen compositing, if used.

Live Webstreaming over the internet, typically through an interface like Facebook Live, is produced in much the same way as the Live Production option, with the one difference being it is actually "live". There are no "do-overs". Just as with all our options, everything is recorded both in-studio and in our control room, however, the control room recording for the Standard option is primarily for redundancy only.

Set Design

Other than a standard black, white or chroma background, we can arrange for a variety of different looks, or set environments for you to film in, see <https://vimeo.com/217739716>. Something like a behind-the-scenes feel, or maybe a more high-tech look will work. Depending on the specific need it will require some time in advance, during pre-production meetings, to plan for and execute. There may be additional cost for props or materials as well as time for labor in setting up.