

**Policy:**  Client-Shot Video Production Guidelines Policy

**Effective Date:** July 15, 2020

**New vs. Revised:** New

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**Policy** When Communications & Creative Services (CCS) staff are not available to produce your video project, you may choose to shoot your own video and have CCS perform the post-production process. This policy offers shooting guidelines and outlines your involvement and responsibilities in the pre-production, file transfer and post-procedure process.

**Video Production Pre-Production Procedures**

Complete the Video Production Request form. Here’s the link:

<https://med.emory.edu/departments/radiology/about-us/ccs.html>

I will contact you to discuss your project.

**Preparing for Your Shoot**

Before you start shooting your video, familiarize yourself with the operation of your device and its capabilities. It’s your responsibility to know your device. It’s a good idea to shoot a few short clips in the room(s) you plan to use for your video project so you can test how your device reacts to the lighting and the sound in the space(s). To evaluate the quality of these test clips, upload them to your computer so you can see them on a larger screen.

**Shooting Guidelines**

* Always shoot in **LANDSCAPE** mode – video shot in portrait mode cannot be used.
* Allow the camera to record for a few seconds before and after each clip.
* Shoot in well-lit locations; a reading room is not a well-lit location.
* Keep your clips to about 1 minute in length; it’s hard to keep the phone steady longer than this and the file sizes become large quickly.
* If you can, stabilize the phone with a tabletop or handheld tripod.
	+ These can be bought for $25-30 at Target or Best Buy.
	+ Using a tripod makes the video look much more polished.
	+ Make sure you get one that allows the camera to be positioned in the landscape mode. Always shoot **LANDSCAPE.**
* Avoid moving the phone quickly while shooting the video.
* If you can use an external microphone, please do so.
* If you are shooting diagnostic images from a screen, delete the PI on the screen because this is very time consuming to do in the editing process.
* If you want to record voice-overs to insert on top of video, the easiest way to do this is to record them as video files. I can isolate the audio track from the video in post-production.
* All EHC, Emory University associates, staff, trainees, faculty, and patients (and family members) must sign a consent form if they appear in the video. The form is found on our Emory Radiology intranet.

**File Transfer**

You are responsible for knowing how to access the files on your phone or device. An Emory Box folder will be created for you to upload your video files to. You can have as many contributors to the Box as you wish. Upload your video files to Emory Box and create a subfolder for your files and name them using this convention: your project name followed by a number that tells me where in the sequence this clip should be placed.

Sample file name: My\_video\_project\_01.mp4

**Post Production**

Your video files will be assembled in the order you designate (see sample file above) as a rough-cut. A Drop Frame Time Code (DFTC) will be added to the resulting mp4 file I will return to you via Box. Once you view the rough-cut you will be required to email the time stamp from the DFTC of the segments you want to keep in the next version. You will need to provide “in” and “out” points. In most cases we will arrive at a completed video after two or three edited versions.

**Distribution**

All final video files are formatted for YouTube HD; this codec also works well for website-based videos. If you require a different format let me know in the pre-production process so that we can format your project properly from the start. You will be responsible for providing the title of the project and a 2-3 sentence description of it.

**Additional Information**

There are restrictions as to where we can shoot. The list below is taken from an email I received recently from the Emory Healthcare (EHC) media liaison at Emory Johns Creek Hospital:

*The EHC legal team has placed restrictions on shooting in hospital treatment areas. We can’t shoot in the following areas, unless every patient in the unit signs a HIPAA Authorization and Consent and Release for Patient Recordings forms:*

* *Pre-op and post-op areas*
* *Operating rooms*
* *Emergency departments*
* *Intensive Care Units (including the Neonatal ICUs)*
* *Nurses’ stations*
* *Outpatient clinics*
* *Infusion centers*
* *Hospital or clinic laboratories*
* *Hospital or clinic pharmacies*

*With the restrictions, we can shoot in an office, conference room or outdoors.*

**Notes**

These guidelines will make it easier from the start for us to arrive at a final product that meets your needs. Every video project is unique but because video production is such a technical process, there are some standards that must be adhered to. On the creative side, I will make suggestions to make your video flow better and stand out and your input is greatly encouraged.

Feel free to email me with any questions at kmakows@emory.edu