



Video Standards & Best Practices

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Having video on your website is a great way to share information with your audience in a way that lets them experience and understand much more than through text alone. As a public institution, Delta College, by legal requirements, must make all our digital resources accessible. Additionally, all content must align with Delta College's brand standards and visual identity guidelines.

Before beginning the process of producing a video for the Delta website, contact marketing@delta.edu to make sure that the project does not replicate other planned work, is consistent with the mission of Delta and will support Delta's web and video standards.

Marketing can help you determine the right messaging for your audience and assist with video direction and production. Once the content is created, we will host it on Delta's official YouTube channel and a link will be provided for sharing!

By creating a video, you are agreeing to reviewing it every six months to ensure it's current, relevant information.

Ideally, the marketing team will handle all multimedia content creation, but if you must create the video yourself, here are some fundamental best practices to help:

Video Quality

- High Definition (HD) video at either 1920x1080p or 1280x720p.
- Video output should be an .mp4 or .mov.
- Video length must be no longer than 5 minutes, and no shorter than 15 seconds.
- Video must be well-shot: in-focus, steady, well-framed and with proper exposure and lighting.
- Video from web cams, such as Zoom meetings, video shot on older cell phones, or video that is a screen captured recording of people will likely not meet minimum quality standards.
- If you are filming yourself, avoid using a busy background and would be preferable if recorded on campus.
- If using a cellphone, make sure it is filming horizontally and not vertically.
- Avoid using stock footage (unless otherwise approved).

Audio Quality

- Audio must be crisp and clear.
- If possible, use an external microphone, such as a lavalier mic or cardioid mic.

- Ensure foreground and background noises are well-balanced.
- Copywritten music is not allowed.

Accessibility

- Videos must include closed captioning, which will be added by the marketing team.
- Videos must include a thumbnail image, which will be created by the marketing team to ensure brand standards.
- Make sure there's proper contrast between the text and its background.
- Avoid logos of any kind, whether on clothing or wall art/posters.