**VIDEO PROJECT INFORMATION**

*Title:*

**Note:** We **prioritize** video requests based on the level of importance the video has in advancing the USF College of Public Health’s [mission](http://health.usf.edu/publichealth/overviewcoph/mission-vision.htm), as well as enhancing the [brand](http://health.usf.edu/publichealth/brand/index.htm), supporting enrollment goals, and broadening the base of support. Video production is very **time-intensive**. Allow a MINIMUM of one month for the shoot and production time, and a MINIMUM of six weeks for editing.

**Video purpose:**

What do you want the video to achieve? What do you want the viewer to do after they watch the video?

**Target audience:**

Who is the video meant for?

**Please provide a detailed description of your vision and concept of the final video:**

**Core message and reasons to believe:**

What are some key factors that will lead to accomplishing the video purpose?

**Style/tone/look/feel:**

What are some adjectives that describe the tone of the video?

**Links to good/bad examples of similar videos:**

**Length:**

How long will the video be? (Typical promotional video is 1-3 minutes.)

**Intended use:**

Where will it be seen? (YouTube, website, an event, etc.)

**Subject(s):**

Who will be in the video? Does the subject have specific availability limitations? USF Marketing and Communication requires a release from anyone in the camera’s frame. Please plan accordingly and complete the form posted [here](http://www.usf.edu/ucm/documents/usf-photo-video-release.pdf). The videographer will collect the form at the first scheduled shoot.

**Location(s):**

Where will the video take place? (USF campus, IDRB building, etc.)

**Any specific visuals:**

Are there any specific activities, events, etc. that should be in the video?

**Who else is responsible for approving the video project (PI, program director, etc.)?**

**At what point will they be included in the process?**

**Due date:**

**Date filming can begin:**

**Is this video in support of a grant?**

**If so, what is the grant and is this video a required deliverable?**

**Do you have a script or storyboard?**       **If so, please attached.**To be in compliance with federal laws, USF Marketing and Communication requires that all videos posted publicly on the COPH website or USFH/COPH You Tube Channel have **closed caption**. It is imperative that a script be provided along with this form. For longer videos, a 3rd party can be contracted to script the closed caption. The expense will be paid by the client. For additional information, see the next page.

Requestor(s) print name:

Requestor(s) signature(s)

Office/academic unit:

Campus phone # and email:

Date submitted:

**By signing, the approver(s) agrees that the content provided in the proposed script, actors, shoot locations and storyboard is accurate and appropriately represents the office, program, academic unit and/or college.**

Approver(s) print name:

Approver(s) signatures:

Office/academic unit:

Campus phone # and email:

Date submitted:

*Return this completed form to Zack Murray at* *zmmurray@health.usf.edu* *and Natalie D. Preston at* *npreston@health.usf.edu**.*

**U.S. Government Publishing Office**Electronic Code of Federal Regulations
§79.1 [Closed captioning of televised video programming](https://www.ecfr.gov/cgi-bin/text-idx?SID=72eb5a624e8dc043293819a5663dff41&node=47:4.0.1.1.6.1.1.1&rgn=div8=4747%20CFR%2079.1(j)(2))

j) *Captioning quality obligation; standards.* (1) [Reserved]

(2) *Captioning quality standards.* Closed captioning shall convey the aural content of video programming in the original language (*i.e.* English or Spanish) to individuals who are deaf and hard of hearing to the same extent that the audio track conveys such content to individuals who are able to hear. Captioning shall be accurate, synchronous, complete, and appropriately placed as those terms are defined herein.

(i) *Accuracy.* Captioning shall match the spoken words (or song lyrics when provided on the audio track) in their original language (English or Spanish), in the order spoken, without substituting words for proper names and places, and without paraphrasing, except to the extent that paraphrasing is necessary to resolve any time constraints. Captions shall contain proper spelling (including appropriate homophones), appropriate punctuation and capitalization, correct tense and use of singular or plural forms, and accurate representation of numbers with appropriate symbols or words. If slang or grammatical errors are intentionally used in a program's dialogue, they shall be mirrored in the captions. Captioning shall provide nonverbal information that is not observable, such as the identity of speakers, the existence of music (whether or not there are also lyrics to be captioned), sound effects, and audience reaction, to the greatest extent possible, given the nature of the program. Captions shall be legible, with appropriate spacing between words for readability.

(ii) *Synchronicity.* Captioning shall coincide with the corresponding spoken words and sounds to the greatest extent possible, given the type of the programming. Captions shall begin to appear at the time that the corresponding speech or sounds begin and end approximately when the speech or sounds end. Captions shall be displayed on the screen at a speed that permits them to be read by viewers.

(iii) *Completeness.* Captioning shall run from the beginning to the end of the program, to the fullest extent possible.

(iv) *Placement.* Captioning shall be viewable and shall not block other important visual content on the screen, including, but not limited to, character faces, featured text (e.g., weather or other news updates, graphics and credits), and other information that is essential to understanding a program's content when the closed captioning feature is activated. Caption font shall be sized appropriately for legibility. Lines of caption shall not overlap one another and captions shall be adequately positioned so that they do not run off the edge of the video screen.