

## Gallaudet University Press Video and Media Guide Basics

### Book/Chapter/Article Summaries

GUP requests that authors provide a signed video summary of their work. This supports the bilingual mission of Gallaudet University and makes the work more accessible to signing Deaf audiences. Signed summaries also support the signing ecosystem in an academic setting, demonstrating that signed languages are effective for communicating advanced scholarly research and theory. In addition, video is a great marketing tool that increases interest and engagement with the material.

Videos do not need to be professionally produced (but if you have access to a studio, even better). Please follow the guidelines below and don't hesitate to contact us with any questions. Thank you for supporting language equity and access in publishing!

#### Basics

- If you don't have access to a high definition camera, the webcam on your computer will suffice. If the only video camera you have access to is your phone, make sure it is stable (on a tripod or table). Ensure that you are completely in the frame and that all signs are fully visible.
- All videos need to be captioned in English, or be accompanied by an English transcript. Make sure the captions are clearly visible and that they contrast with the video image (for example, do not use white captions on a light background).
- The main video delivery platforms for GUP are web delivery online (email attachments, Dropbox, WeTransfer, and Google Drive).
- The most common video formats are MP4 or MOV. We will host the video summaries on our [YouTube channel](#).
- When recording your video, be yourself. Don't present to the camera; present to the viewer. Pretend you are teaching a class or giving a lecture.
- The videos should be signed. If you are not a fluent signer, please identify someone who can sign your video (preferably a native signer or a Certified Deaf Interpreter). If needed, connect with a colleague or your institution to find a signer.
- The ideal video length is 2-5 minutes.

## **Equipment choice**

- Use a high-definition camera with a 16:9 widescreen aspect ratio, ideally recording to a memory card. This will produce good quality future-proofed footage.
- Always mount the camera on a tripod when you film. Shaky handheld footage is not only hard to watch but won't encode easily due to the large amount of random movement.
- Use either "available light" or your own additional lighting in the location. If you can't use additional lighting, switch on as many lights as you can within the room. Modern video cameras work well in low light but tend to introduce gain amplification into the image if the lighting is too low. This adds video noise into the picture and can make it more difficult to edit and encode due to the lack of contrast. Best results will be achieved through adding broad soft lighting rather than harsh spotlights.

## **Choice of Filming Location**

- Film in a quiet location with simple backgrounds.
- Think carefully about what is in the background. Don't film in front of a window as you run the risk of becoming silhouetted on the video. If you can't avoid the window, shut curtains or blinds.
- If filming outside, don't shoot with the sunlight behind you or you run the risk of appearing in shadow. It is better to arrange the camera so that the sun is lighting the person from the front and to the side.

## **Framing, attire, and shot size**

- Make sure that there isn't unnecessary headroom above the interviewee's head. Ideally you should imagine the screen split horizontally into three equal portions with the eyes appearing on the line between the top and middle thirds.
- Make sure the person filming, or the phone/webcam, is far enough away from the subject so that the hands are never cut off and all the signs remain in the frame.
- Wear a solid color shirt that contrasts well with the color of your hands.
- Don't wear a lot of jewelry.

## **After filming**

- Transferring footage from the camera to your computer for editing will involve either connecting the camera directly with a USB cable or removing the memory card and inserting it into an external card reader or internal slot on your computer.
- Keep a backup of the media, making sure you have the video files in two places at all times—for instance on your computer and an external hard drive. Make sure this is done before deleting the clips from your camera or memory card.
- Some cameras record in formats that can be edited natively (you can simply drag the clips from the memory card onto your computer and begin editing). Alternatively, the footage from some cameras will need to be “ingested” into your computer – usually through a software application that comes with the camera. In the latter case you won’t be able to edit the files until they have been imported correctly.
- iMovie and Windows Movie Maker are capable of producing very good edits with easy addition of text. At the higher end, software like Apple Final Cut and Adobe Premiere are very powerful creative tools. In general, you should accept the default video standard that your editing software suggests. There are many different formats but most modern software will simply optimize for the format you recorded in.
- Your video should either be captioned in English or accompanied by an English transcript.

## **Exporting and encoding**

- The main video delivery platforms for GUP are web delivery online (email attachments, Dropbox, WeTransfer, and Google Drive). The ideal delivery format for both of these is a video codec called H264 or MP4. This is a very widely used codec and produces very good quality video.
- Your editing/encoding software might simply offer you the choice of small, medium and large encodes, or refer to a delivery destination – for instance ‘iPad’ or simply ‘web’. In this scenario you won’t have very much control over the encode parameters and should simply pick the one that is closest to the ideal. For instance a medium-sized encode would suffice here for PDF while a larger-sized encode would be ideal for GUP to use online.

## **How to submit your files**

When supplying your videos to GUP, depending on the final file size, you can burn them to a data DVD, place on a USB thumb drive/memory stick, or deliver them online (see first bullet point in the section “Exporting and encoding”). Ideally you would send the following:

- The original video export from your editing software without compression
- A medium sized encode in MP4 format at 640 x 360 pixels for PDF delivery
- A large sized encode in MP4 format at the original screen size for upload by GUP for web delivery
- While our preferred format for web delivery is MP4, we will also accept MOV files.