



ARC Centre of Excellence for  
All Sky Astrophysics in 3 Dimensions

## Video Production Policy

### OVERVIEW

The ARC Centre of Excellence for All Sky Astrophysics in 3 Dimensions (ASTRO 3D) is a \$40m Research Centre of Excellence funded over seven years by a grant from the Australian Research Council (ARC) and supported by six collaborating Australian universities.

The Centre will ultimately produce a comprehensive picture of the evolution of matter, the chemical elements, and energy in the Universe from shortly after the Big Bang to the present day. ASTRO 3D merges world-leading Australian and international optical, infrared and radio telescope technologies with sophisticated theoretical simulations and ambitious new big data analysis techniques to open a new realm in astrophysics – a 3D understanding of the origins of the Universe and our place within it. Through the Centre, the next generation of scientific leaders will be trained within a cohesive, national and international framework that includes cutting edge science and data intensive infrastructure, highly successful nationwide and worldwide collaborations, leading equity and diversity programs, and large-scale public education and outreach programs.

### PURPOSE

The purpose of this Policy is to establish the procedures and responsibility for oversight for producing and distributing any ASTRO 3D promotional video. It applies to all ASTRO 3D node universities. This Policy is intended to ensure that video productions coordinate with existing outreach efforts, contribute to the Centre's brand image and standard and meet the highest production standards most cost-effectively.

### SCOPE

This Policy applies to all ASTRO 3D video productions, produced both in-house and externally. We will develop most productions internally, but this Policy also includes the process for paid video production by an external contractor. This Policy impacts two types of video projects:

1. Marketing and promotion of ASTRO 3D research, education and outreach programs to external audiences.
2. Recording and release of videos of talks and presentation for internal audiences only.

### RELATED DOCUMENTS

- Publications Policy
- Press Release and News Policy
- ASTRO 3D Brand Guide

### POLICY

#### STANDARD PRACTISE

##### Branding

Any video must adhere to ASTRO 3D branding. See *ASTRO 3D Brand Guide* for strategy, logo, colour palette, typography and brand elements. Specific additional elements to be included in an ASTRO 3D video are:

- Standard brand opener and closer segments.
- ASTRO 3D logo watermark in a corner.
- Banner in the lower left-hand corner (for interviews and/or identifying host).

**Note:** *The opener and closer segments may not be included in very short videos (for example, TikTok) but should always include the watermark at the very least.*

(These are stored in the Shared Drive <ASTRO 3D, Education & Communications, Communications, Video production>)

## Credits

Credits for images, graphics and animations are placed at the very end of the video, in the order in which they appear in the video.

## Videos for social media

Upload ASTRO videos for public viewing to the ASTRO 3D YouTube channel <https://www.youtube.com/c/astro3d/>

- Accessibility: videos must comply with accessibility standards by including captions and transcripts. Ensure auto-generated closed captions and transcript are correct before making the video public.
- Playlist: Upload videos to the most appropriate playlist.
- Standard paragraph for every video to be placed at the end of video description in YouTube:

*ASTRO 3D is the ARC Centre of Excellence for All Sky Astrophysics in 3 Dimensions. Our astronomers are searching to understand the evolution of the matter, light, and elements from the Big Bang to the present day. Check out our website for astronomy news, our research updates, and our education and outreach programs.*

Website: <https://astro3d.org.au/>

Facebook: <https://www.facebook.com/ASTRO3D.ARC>

Twitter: [https://twitter.com/ARC\\_ASTRO3D](https://twitter.com/ARC_ASTRO3D)

Instagram: [https://www.instagram.com/astro\\_3d/](https://www.instagram.com/astro_3d/)

## Privacy

Photographs, films and other recordings of individuals are considered personal information and as such are protected by privacy law.

ASTRO 3D researchers and professional staff have given consent (or refused consent) for their image to be used in ASTRO 3D media via the ASTRO 3D membership process.

Specific consent must be sought when photographing, filming or recording students either through their school or, if not related to school participation, via the ASTRO 3D consent form for children/students. Adults external to ASTRO 3D should complete the ASTRO 3D adult consent form.

## Indigenous content or participation

Where there is Aboriginal and/or Torres Strait Islander community participation or Indigenous content involved in the project, written confirmation of the willingness of both the subject(s) and the community to be involved in an ASTRO 3D video production is essential. (Adapted from <https://www.screenaustralia.gov.au/about-us/doing-business-with-us/indigenous-content>)

Guidance will be taken from Screen Australia's *Pathways & Protocols: A filmmaker's guide to working with Indigenous people, culture and concepts* <https://www.screenaustralia.gov.au/about-us/doing-business-with-us/indigenous-content/indigenous-protocols>.

## Internal approval

All ASTRO 3D video productions should be viewed and approved by the COO *prior* to uploading to any public website or social media platform. Completed videos should be uploaded to the Education and Outreach Dropbox for approval.

## VIDEO PRODUCTION STEPS

### 1. Initiation

Develop idea/concept, plan, timeline and budget (if required). Determine what will be achieved, establish core message, demographics (age, gender, location) of the target audience, what success will look like and where the video will be published/distributed.

### 2. Permission to proceed

Provide COO with idea/concept, plan, timeline and budget (if required) for video development.

### 3. Pre-production

Determine roles and responsibilities, source presenters/participants, write the script, create storyboard and production schedule.

#### 4. Production

Film and obtain signed consent forms from participants, if required.

#### 5. Post-production

Video editing: include start/end titles, ASTRO 3D intro and outro, graphics, animations, images, snips, soundtrack, voiceovers, narration, closed captions, credits.

Check copyright permission. See Australian Copyright Council information sheet *Video Uploads & Copyright: YouTube, Vimeo, Facebook and other video-sharing platforms*.

#### 6. Internal review and approval

Load video to Education and Outreach Dropbox and notify COO that it is ready for review and final approval.

#### 7. Distribution and promotion

Re-format the video for different platforms – website and social media – YouTube/Facebook/Instagram/Twitter/Vimeo.

Boost/create sponsored Facebook and/or Instagram posts to reach a greater audience (as required).

## Resources

These documents can be found in the Shared Drive <ASTRO 3D, Governance, Policies, Policies Video Production>

- *ASTRO 3D Brand Guide*
- Janke, Terri (2008) *Pathways & Protocols: A filmmaker's guide to working with Indigenous people, culture and concepts*, Screen Australia <https://www.screenaustralia.gov.au/about-us/doing-business-with-us/indigenous-content/indigenous-protocols> (Accessed August 2020)
- ASTRO 3D consent form for children or students
- ASTRO 3D adult consent form
- Australian Copyright Council (2017) *Video Uploads & Copyright: YouTube, Vimeo, Facebook and other video-sharing platforms*. [https://www.copyright.org.au/ACC\\_Prod/ACC/Browse\\_by\\_What\\_You\\_Do/Film\\_makers.aspx](https://www.copyright.org.au/ACC_Prod/ACC/Browse_by_What_You_Do/Film_makers.aspx) (Accessed August 2020)

## Appendix

### Best timing for posting to social media

- YouTube – between 11am–3pm (Most hits in first 24 hours)
- Twitter – 9am (plus retweet in the evening)
- Facebook and Instagram – lunchtime

When linking to YouTube videos, use the URL generated by the 'Share' function or create a bitly or other link shortener.

### Formatting for different social media platforms

#### *YouTube*

- Format: MP4
- Codec: H.264, MPEG-2 or MPEG-4
- Audio: MP3 or AAC, stereo
- Resolution: HD depending on the resolution of footage 1080p: 1920x1080 or 720p: 1280x720
- Aspect ratio: 16:9 or square

#### *Facebook, Instagram and Twitter*

- Format: MP4
- Codec: H.264
- Audio: Stereo pair
- Resolution: HD depending on footage and publishing channels.
- Duration:
  - Facebook: 60 seconds and under preferred
  - Twitter: 120 seconds limit, 60 seconds and under preferred

- Instagram feed: 60 second limit
- Instagram story: 15 second limit
- Aspect ratios:
  - Facebook
    - Widescreen video (16:9): 4k, 1920 x 1080 minimum
    - Square video (1:1): 1080 x 1080, 1000x1000 minimum
    - Portrait video (9x16): 1080 x 1920 minimum
  - Instagram
    - Square video (1:1): 1080x1080, 1000x1000 minimum
    - Portrait video (9x16): 1080 x 1920 minimum
  - Twitter
    - Widescreen video (16:9): 4k, 1920 x 1080 minimum
    - Square video (1:1): 1080 x 1080, 1000 x 1000 minimum

### *TikTok*

- Length: up to 15 seconds or 60 seconds with 4 x 15-second segments strung together.
- File size: The video should be up to 287.6 MB in size for iOS, or 72 MB on Android. For ads, it can be up to 500 MB.
- Orientation: TikTok is formatted to be viewed on a smartphone, so vertical video is best, though horizontal is also allowed.
- Dimensions: TikTok video dimensions should be 1080x1920.
- Aspect ratio: The aspect ratio should be that of a standard smartphone screen, 9:16. 1:1 is also possible, but it won't take up the whole screen.
- File type: TikTok supports .mp4 and .mov files. For ads, it also supports .avi and .gif files.

*This Policy is current at September 2020*