**Video Instructions**

The videos are intended to be a creative way to communicate your project to a broader audience. Unlike other deliverables, there is no template or correct way to do this. You are encouraged to be as creative as possible to get your messages across within the confines of the requirements--that could mean creating animations in software like Adobe Illustrator, recording your own background music, or more!

**Questions to think about**:

* What story are you trying to tell? What is the best or most creative way to do this?
* Who is the primary audience of this video? What does the project and its results mean for them?
* What are the main takeaways for what you’ve done this term?
* The focus of the video should be what you did for the project. It does not need to mostly be background and community concerns.

**Video Requirements:**

* Somewhere in your video the following should appear in no particular order:
	+ The community concern behind the project, any relevant background, what the project is addressing, what EOs and datasets did you use, how did DEVELOP help, who are your partners, what are the results and the takeaways.
* At the end of your video, a roll of participant names, partner organizations, lead and science advisors, all media citations and legal statements (found on DEVELOPedia)
* Video should be 1.5 minutes, maximum 2.5 minutes.

**Citation Log (CL) Requirements**:

* As a rule of thumb, cite everything on screen in your video. This means doing:
	+ 1) an on-screen citation
	+ 2) a full citation in the credit end roll
	+ 3) correctly including the citation information in the CL
	+ 4) citing background audio
* This may be the least fun part, but unless everything is cited, your video can’t be shared!
* Work on your log as you go. It can be a helpful way to organize all of the information, sources, links, and citations you have.
* The citations need to match the video second-by-second, so legally we have our bases covered.
* For all footage and images provided by your partners, please save a copy of their explicit, written permission to use each file, and media release forms for all people in these images. Include these in a folder in your deliverable submission.

**Image Usage Requirements**:

* If you are showing any images in your video, follow DEVELOP’s general Image Citation requirements:
	+ All images used must be in the public domain, have a creative commons license, or shared directly and used with permission.
	+ Obtain a media release form from all people in photos that your team has taken.
* Can use U.S. Federal logos only. NO state, NGO, local and or international government logos, or software logos.

**Transcript Requirements**:

* This should be a text file.
* It *must* be *word for word* what is said out loud in your video. There are no exceptions. If not, it becomes a legal issue for having accurate captions.
* Do not overlook this part. Often teams do not update this from their original video script and it needs to be sent back again.

**Things to Remember**:

* Have your **Lead check** over *all* of your products before submitting them. You and your Lead should follow the same checklist (see Video Submission Checklist below).
* Videos should be **maximum 2.5 minutes**. Our goal is to have the average video time ~1.5 minutes. If you feel you need longer than this, reach out and let us know!
* You MUST have **written permission** from anyone on screen--**upload the signed media releases in a subfolder to your video submission folder on Teams.**
* If you’re using partner footage, get it EARLY, they can be slow to respond.
* For partner interviews, make sure to prep questions and your technical plan for virtually recording them before the interview starts. Send the questions you plan to ask ahead of time, so their answers are well thought out!
* **You need to cite all footage**. As a rule of thumb, cite **everything** in your video. If it’s your own video, cite that. If it’s a partners’, get a media release and cite that. If it’s anything else, make sure everything you use and cite is public domain or Creative Commons!
* If listing partners, EOs, or technical concepts, it can be helpful to list them on screen as well as saying them in your narration.
* Make sure the narration is loud enough to be heard over the background music.
* Don’t forget to include **on screen identifications** for every new partner/person speaking.
* Put on screen text in the **same location** on screen.
* You do not need to cite your team’s narrator on screen unless it is someone not on the team, but it is encouraged.
* Pay attention to **transitions** in music/audio and images- make them as smooth as possible.
* If you are a continuation project, at minimum mention previous team members in the credits.
* Please use high quality visuals; if they’re fuzzy we will ask for something else to substitute.
* We will send you comments on your RDs - you must address them before turning in the FD the Thursday of Week 9.
* Watch old DEVELOP videos for help with citations, but don’t feel like you have to have the video look the same way! The more creative the better!
* Make sure the credits go by slowly enough that you can actually read each line
* For on screen citations, be short! You do not need the full citation. Feel free to model your citations after the following (unless the creative commons license requires more information):
	+ Example music on screen citation - Music: "Acoustic Breeze," Bensound
	+ Example on screen citation for a picture - Image: Flickr
	+ Example on screen citation for a video - Footage: Pixabay
	+ Example on screen citation for partner provided clip - Source: Bob Smith, ARSET
* **NO code can be shown!**

**Questions? Contact your Comms POC via Teams message or email**.

**Video Submission Checklist**

Make sure all of the following are confirmed for your video, citation log, and transcript BEFORE submitting.

* Create a video folder to house all of your team’s video materials for submission
* Get signed media releases for everyone shown on screen and copies of the permissions to use partner B-roll footage and upload to your team’s video submissions folder
* Your transcript is *exactly* word-for-word what is in the audio of the video
* Your citation log is:
	+ Complete
	+ Every audio or video clip cited has the correct second-by-second time duration listed
	+ The file name on the CL is exactly the same as where you downloaded/access the clip
	+ You have the source included
	+ You have the URL included (unless it is partner provided or your own)
	+ You have the **correct**, and **full**, creative commons license listed. You MUST have this filled out. That means even if the material is public domain or received from a partner with permission, you must have it listed here! If it is team made, put “Created by *term year, node,* and *short title* “
	+ You have specified in the appropriate column if you cited the material in the video itself (hint: these should likely all end up as Yes, so there are no legal concerns later on)
* For your listed POC email in both the transcript and citation log, use your personal email (not NASA or AMA) for any needed communication or edits after the term
* You have included the mandatory opening and closing DEVELOP clips
* Legal statements are included at the end of your credits
* Credits include your team’s names, science advisors, fellow, partners, narrator name, and for materials used include the title of the product, license information, website name, and URL
* If you are a continuation project, list the previous team members in the credits
* Make sure to mention the EOs or data you’re using, what node you're at, your partners, and NASA DEVELOP
* No code is shown in the video
* Any logos shown are only US Federal logos. No other logos can be shown. Cite all logos.
* **Everything (video clips, music, EO clips, partner speaking, etc.) needs to be both cited on screen and in the video credits**
* All on screen citations should be in the same corner on the screen throughout the video
* In the credits, you need to include creative commons licensing for all music and footage you use, not just the URL. See past videos if you need examples of this.