

VIDEO PRODUCTION PROCESS AT SIMMONS UNIVERSITY

OVERVIEW

The Online Communications & Design (OCD) team manages the representation of the Simmons University brand in multimedia projects across the University.

Whether you are looking to create your own video or are requesting a video be made, our video production process consists of three phases: pre-production, production, and post-production. This system allows for multiple check-ins to ensure that each video stays on track and ultimately aligns with the original goals of the project.

For any questions related to creating videos for Simmons University, please reach out to webmaster@simmons.edu.

Accessibility Requirements

All videos created on behalf of Simmons University are required by law to adhere to Section 504 and [Section 508](#) compliance guidelines and must meet accessibility requirements. Accessibility requirements for videos will be discussed in the Initial Planning Meeting with the Senior Multimedia Producer.

Required Elements

Transcripts

For every video, there must be an accurate transcript with proper capitalization, punctuation, spacing, spelling, and timing. The transcript can be shared when the final video file is delivered, and it can be shared via Microsoft Word or Google Document.

Captions and Audio Descriptions

Videos produced on behalf of Simmons University must have accurate closed captions, as well as a link to an audio described version.

- Captions must include proper capitalization, punctuation, spacing, spelling, and timing.
- Audio descriptions must describe any visuals, text, and/or graphics in the video that are not reasonably understood from the main soundtrack alone. If the video's soundtrack does not adequately describe the visuals, text, and/or graphics, then a second version of the video, which includes the audio descriptions, must be produced and published.

PHASE I: PRE-PRODUCTION

Pre-production is the planning phase and the most important part of a video project. This phase ensures that the goals of the video are reflected in the final product.

The Initial Planning Meeting

OCD Production

If Simmons University faculty, staff, or students (“Project Lead”) request a video, the request will be evaluated with consideration to timing, resources and alignment with University strategic goals. At this time, it will also be determined whether a video is the best vehicle/medium to meet the indicated need. If it is determined that video is not the best format, alternative options will be offered and discussed. If the project is approved, the Project Lead and Senior Multimedia Producer will connect for an initial planning meeting.

Independent Production

If Simmons University faculty, staff, or students (“Project Lead”) are looking to produce a video themselves, the Project Lead and Senior Multimedia Producer will connect to review the project idea, as well as discuss Simmons University brand and accessibility requirements.

The Project Lead will prepare a Project Focus (see below) to share with the Senior Multimedia Producer for approval. At this time, it will also be determined whether a video is the best format to meet the indicated need. If it is determined that video is not the best approach, alternative options will be offered and discussed.

The Creative Planning Meeting

The Project Lead and Senior Multimedia Producer will meet to evaluate the creative approach for the video. The Senior Multimedia Producer will advise on the creative direction, including:

- Look, feel, and tone
- Types of footage filmed (interviews, campus shots, voiceovers, etc.)
- Length recommendation
- Brand requirements
- Accessibility requirements

This meeting will also cover deadlines and deliverables to ensure that the project stays on track.

PHASE II: PRODUCTION

Once the pre-production phase is completed, the video will go into production. The Senior Multimedia Producer will be available to answer questions or address any concerns. Please note that if the Project Focus (or creative direction) for the video changes, it is important to update the Senior Multimedia Producer on these changes.

PHASE III: POST-PRODUCTION

This is the final phase of the video project, and this phase ensures that the completed video aligns with the Simmons University brand requirements, accessibility requirements, while also meeting project goals.

Review Process

Rough Cut Review

The Project Lead or Senior Multimedia Producer will share a first draft of the video for review and feedback.

Final Review

The Project Lead or Senior Multimedia Producer will share the final version of the video.

Required Accessible Elements

If an independent video production, the Project Lead will deliver the required transcript, closed caption file, and audio described version to the Senior Multimedia Producer.

Publishing

Barring any further edits, the video will be published with the required accessibility elements attached and linked.

Zoom Conferences or Recorded Video Presentations

If a department is looking to have a Zoom conference call or recorded video presentation trimmed with minor edits, please review the provided guides below. These guides outline suggestions for trimming videos using both a PC and Mac.

- [How to Trim a Video on a PC](#)
- [How to Trim a Video on a Mac](#)

VIDEO REQUEST FORM

PROJECT LEAD'S NAME:

PROJECT LEAD'S TITLE:

DEPARTMENT:

OTHER PROJECT LEADERS (optional)

WHAT CATEGORY BEST SUITS YOUR PROJECT?

- Promotional
- Event related
- Conference related
- Course related
- Marketing related (admissions or other)

PROJECT (WORKING) TITLE:

PROJECT DESCRIPTION (PLEASE INCLUDE CONTENT, LENGTH AND PURPOSE)

TARGET AUDIENCE:

WHEN IS THIS VIDEO NEEDED?

PROJECT FOCUS

PROJECT LEAD'S NAME:

PROJECT TITLE:

THREE KEY MESSAGES (MUST HAVES):

- 1.
- 2.
- 3.

SUPPORTING MESSAGES (NICE TO HAVES):

- 1.
- 2.
- 3.

TARGET AUDIENCE:

TYPES OF FOOTAGE FILMED:

LOOK, TONE AND FEEL:

LENGTH RECOMMENDATION:

DELIVERABLES & DEADLINES

DELIVERABLE	RESPONSIBLE PERSON	DEADLINE