

Technical Standards for Delivery of Programmes to the University of Gloucestershire

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**If your programme does not meet the guidelines
set out in this document your mark will be
penalised.**

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1.1 File Naming System

All files submitted must be named correctly as follows:

NAME OF PROJECT-MODULE CODE-DATE

Example: *Badlands_MD6701_010917*

1.2 File Submission

All video files for submission will be required to be uploaded to the central video server. Full details of how to do this can be found here <https://www.uogschoolofmedia.com/video-submission-guidelines/>

A member of the technical team will also be able to give full instructions.

The producer and director from each group will be provided with a password which will allow access to the central video server.

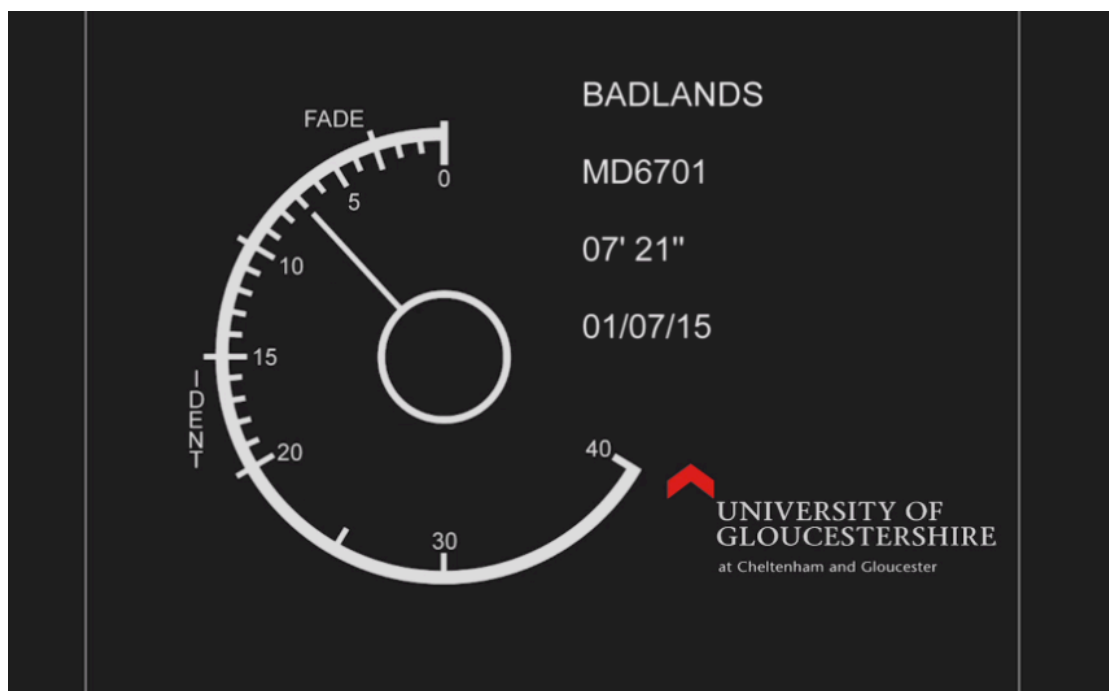
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2 Ident Clock with Slate

All projects to include an ident clock and slate for 7" plus 3" of black prior to programme start.

A pre-made sequence containing the ident clock with slate can be found on the Central Video Server workspace – UOG_Generics. Or is available to download via <https://www.uogschoolofmedia.com/video-submission-guidelines/>

Ident clock and Slate Example



2.1 University Start Cards

All programmes must display a University start card as part of their opening titles.

University start cards can be located on the Avid Shared server workspace – UOG_Generics.

2.2 PROGRAMME LAYOUT

TIMECODE	DURATION	PICTURE	SOUND
09:59:50:00	7 Seconds	Ident Clock with slate	Silence
09:59:57:00	3 Seconds	Black	Silence

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10:00:00:00		Programme	Programme
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3 File Delivery Requirements

All programmes must be delivered as files and comply with the University of Gloucestershire requirements.

We recommend using the Adobe Media Encoder preset H.264 – HD 1080p 25

Full details on how to export from Avid ready for Media Encoder can be found at <https://www.uogschoolofmedia.com/video-submission-guidelines/>

VIDEO

Format	H.264
Frame Size	1920 x 1080
Frame Rate	25fps
Field Order	Progressive
Aspect	Square Pixels 1.0
Bitrate encoding	VBR 1 pass
Target Bitrate	32Mbps

AUDIO

Format	AAC
Sample Rate	48000Hz
Channels	Stereo
Bitrate	192kbps

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4 Technical Requirements – Video

4.1 Format

All Material must be: 1920x1080 pixels in an aspect ratio of 16:9
25 Frames per second – known as 1080p/25

We recommend that you use one of the cameras provided by the University, however **if you plan to use an alternative camera please contact a technician/lecturer prior to shooting.**

4.2 Aspect Ratio

All programmes must be delivered in 16:9 Widescreen. This means that the active picture must fill a 16:9 screen both horizontally and vertically.

4.3 ‘Cinemascope ratio’ letterbox

In certain circumstances a programme may be submitted in a ratio of 2.35:1 or 1.85:1, centered between black bars to fill in a 16:9 frame. In this case the black level of the bars must be consistent throughout and the film and with your titles/credits.

You can find a pre-made black bar template on the UOG_Generics workspace, please see a technician for details.

4.4 Archive Material

Archive material should meet all the requirements in this document.

Material must be taken from the best available source and any possible improvement work, which could be done, should be (for example colour correction)

To preserve the 16:9 aspect ratio the image should be ‘Arced’(zoomed) to fill the 16:9 frame where possible, without compromising image quality or composition; otherwise it may be presented with black bars around the image.

4.5 Safe areas for captions

Captions and credits must be clear and legible within the safe areas specified. All fonts must be HD.

Caption safe area	Defined as (%)
14:9 Caption safe	70% Width of frame 90% Height of frame

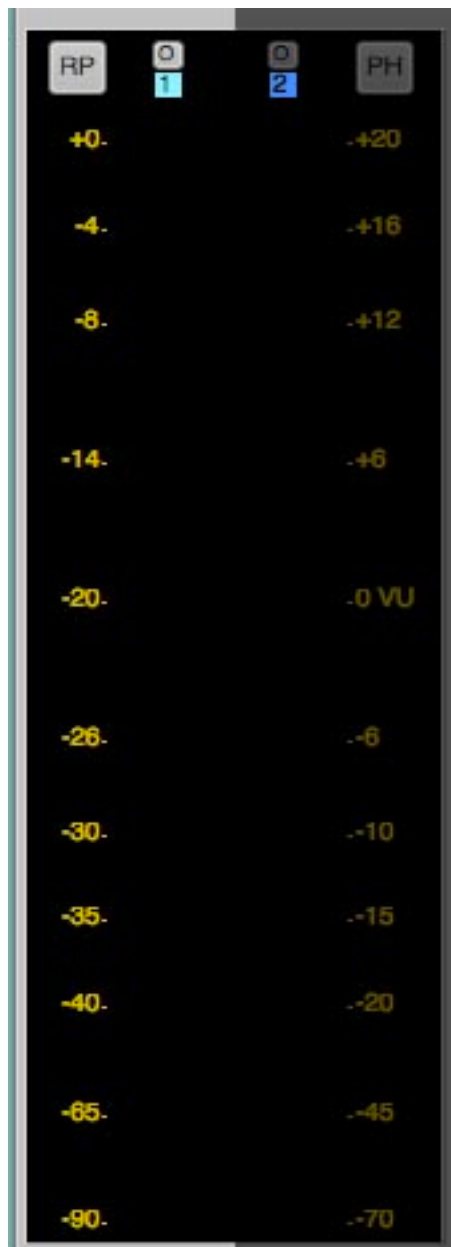
You can turn on your safe area markers in Avid Media Composer or Premier Pro when creating credits/subtitles. If you are unsure of how to do this please see a Technician.

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5 Technical Requirements – Audio

All programmes must be delivered in Stereo format and mixed using the digital scale ranges below.

Material	Digital scale
Dialogue	Between -10dB and -14dB
Music	-20dB
Heavy M & E (Loud traffic, gunshots, aircraft etc)	Between -10dB and -14dB
Background M& E (Office/street noise, light mood music etc)	Between -40dB and -25dB



*This is the Audio Tool found in Avid Media Composer.
The digital scale is on the left-hand side.*

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6 General Quality Requirements

6.1 Picture Quality

The picture must be well lit and reasonably but not artificially sharp.

The picture must be free of excessive noise and grain.

The picture must be free of excessive flare, reflections, lens dirt, markings and obstructions (e.g. lens hood)

There must be no noticeable horizontal or vertical aliasing, i.e. jagged lines.

Representation of colour, especially skin tones, must be consistent throughout, and a realistic representation of the scene portrayed unless it is altered as an editorially essential visual effect.

The picture must be stable and continuous - i.e. no jumps, movements, shifts in level or position.

6.2 Sound Quality

Sound must be recorded with appropriately placed microphones, giving minimum background noise and without peak distortion.

The audio must be free of spurious signals such as clicks, noise, hum and any distortion.

Audio levels throughout the programme must be appropriate to the scene portrayed, appropriately balanced and the dynamic range must not be excessive.

Dynamic range is the difference between the smallest and largest usable signal through a transmission

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7. General Questions and enquiry

**If you have any questions or comments regarding this Technical Guide
please email tsanderson@glos.ac.uk**