



THE UNIVERSITY  
*of* NORTH CAROLINA  
*at* CHAPEL HILL

BRANDING AND IDENTITY GUIDELINES  
**REFERENCE GUIDE**

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# Videography

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## tone and mood for university videography

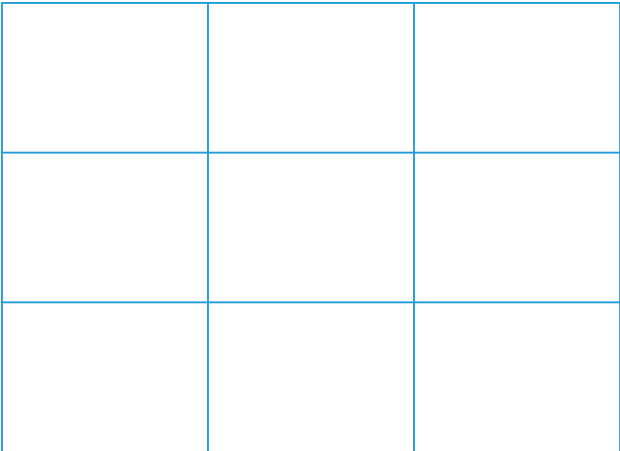
University videography should reinforce Carolina’s friendly, open culture and academic excellence. Although subjects and stories will vary depending on the type of video being produced, all videos should reflect these core values of the University.

## Essential Foundations for a Great Video

**Use a Stable Camera** - A straight and stable shot will allow the viewer to focus on the subject and story instead of trying to correct the movement and/or angle of the camera to be balanced. For this reason, it can be advantageous to use a tripod during video shoots. There are also tools available to help stabilize moving cameras if the location is not stationary.

**Record Clear Audio in a Quiet Setting** - Noise interference can distract from the story being told as well as obscure the words of the speaker. Try to keep the background noise to a minimum, or non-existent, if possible, unless the noise helps to tell the story. Using a good mic is essential in video recording so that the viewer isn’t distracted by background noises unrelated to the shoot. Clear audio is one of the most important aspects in keeping viewers engaged.

**Use the Rule of Thirds** - The rule of thirds is a compositional guideline for creating well-balanced scenes. Utilizing this rule will add visual interest to your videos by placing the subject matter in an area where the viewer’s eyes are naturally drawn. An example of the rule of thirds grid is illustrated below.



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**Consider the Lighting** – Lighting can set the tone and change the mood of a video. Position the subjects and focus of the shot so that there is not a major light source behind, above or to the side of them. Avoiding harsh lighting will eliminate unnecessary shadows and make the subject appear more natural in the environment.

Poor Lighting



Good Lighting



**Shoot Horizontally** – It is best to shoot video horizontally so that it can be used on the most platforms possible.

**Keep the Subject in Focus** – Some equipment will automatically focus on areas slightly off the intended subject, such as the speaker’s ear instead of his or her face. Check that the subject is fully in focus before beginning to record.

**Keep the Video Short and Concise** – An ideal video length is typically less than two minutes. When considering its use on social media, cutting it to be about 30 to 45 seconds long is preferred. Attention spans are typically short; getting the message out quickly and in an engaging manner will help keep audiences watching to the end of the video.

**Use Captions** – The University continues to make great strides toward accessibility. Captioning videos is a requirement for any unc.edu address and social media channel. For assistance with captioning, contact **Amanda Zettervall**, director of strategic resources, at 919-843-4967 or [azettervall@unc.edu](mailto:azettervall@unc.edu).

## MORE INFORMATION

It is important to use professional videography whenever possible. For help coordinating a video shoot, connecting with a freelancer, assistance with captioning or consulting about any projects or workshops, contact Amanda Zettervall, director of strategic resources, at 919-843-4967 or [azettervall@unc.edu](mailto:azettervall@unc.edu).

For more information and to view the **University’s Branding and Identity Guidelines**, visit [identity.unc.edu](http://identity.unc.edu).