WSU School of Music Video Production Spec Sheet

1. Introduction
The following document is designed to be a reference for those involved with the production and distribution of video content on Washington State University School of Music’s flagship media accounts. These accounts include the WSUPullmanMusic Instagram, Facebook, X (Twitter), and YouTube pages.

2. Specs
The following outlines all specifications required for video content to be posted to WSU SOM flagship media.

**Video Creation Specs – Longform Content**
- Resolution: 1080p minimum or 4K Ultra HD
- Filmed horizontally
- Uses professional grade audio (recorded via an external microphone)
- Aspect Ratio: 16:9
- Recommended video formats: Mp4, MOV

**Video Creation Specs – Shortform Content**
- Resolution: 720p minimum
- Max file size: 4GB
- Filmed horizontally
- Uses professional grade audio (recorded via an external microphone)
- Aspect Ratio: 16:9 (landscape) 9:16 (portrait)
- Recommended video formats: Mp4, MOV

**Audio Spec Notes**
- External microphones that can be plugged into a mobile device or tablet are acceptable.
- Performance archival audio is acceptable.
- Performance audio from an outside recorder is acceptable.
(examples: Sony ICD-UX570, Olympus WS-882, Sony ICD-PX470, etc.)
WSU 4th Floor Studio audio is acceptable. Raw audio recorded from a mobile device or tablet’s internal microphone is not acceptable.

Non-Flagship Account Notes
- WSU studio/ensemble pages are not held to the same quality specifications as the WSU SOM flagship pages.
- WSU SOM studio/ensemble pages are encouraged to post content on their accounts at their discretion.

3. Procedures

How to request content to be produced?

- **Email**
  - Email the performing arts program specialist (blaine.ross@wsu.edu)
  - Include what performance the requested clip is from (date and title of performance).
  - Include who is performing. You do not need to include all personnel for large ensembles. List soloists and specific musicians when applicable.
  - Include title movements/name of movements, composer (first last name, birth-death dates), arranger (first last name), featured soloists or instrumentalists names. The details you include will appear, verbatim, on screen during the first 10 seconds of the selection. Please double check spellings.
  - List where we can find the video and audio of the selection and the timing. For example: YouTube live stream of X concert on Y date from minute 12:35 to 14:38. Include the URL of the livestream. You also have the option of uploading the audio or video file, please include timings for accompanying media.

OR

- **Fill out Form**
  - [https://music.wsu.edu/school-of-music-video-request-form/](https://music.wsu.edu/school-of-music-video-request-form/)
  - This form asks all the same informative questions as outlined above.

4. Assets

- a. Intro Slide: Used to open longform SOM video content - Opening Slides.mp4
- b. Outro Slide: Used to close longform SOM video content - Closing Slides.mp4
- c. Banner (short) - Used to identify performers, ensemble, director (if applicable), piece name, composer, composer birth/death, and soloists (if applicable). - Gray_Banner short.jpg
- d. Banner (long) - Used to identify performers, ensemble, director (if applicable), piece name, composer, composer birth/death, and soloists (if applicable) when Banner (short) does not allow for applicable information - Gray_Banner Long.jpg

For additional information or assistance regarding video content and creation please email the performing arts program specialist, Blaine Ross, at blaine.ross@wsu.edu or call at 509-335-4148