Truman State University Video Guidelines

These guidelines and standards apply to videos that will be posted on the Truman State University website and/or Truman's social media channels.

General Standards

All videos must:

- have subtitles/closed captions
- follow Truman's [Visual Identity](#)
- be of the highest quality, in focus, and have clear audio
- be proofread for accuracy and proper grammar (titles, text, captions, and video descriptions)

Technical Standards

- **Video Format:** The preferred file type is MPEG (.mp4).
- **Aspect Ratio:** Native aspect ratio without letterboxing (example: 16:9).
- **Resolution:** High definition video at 1920x1080 is recommended
- **Audio Format:** MP3 or AAC preferred.

Accessibility

Online video content must have subtitles/closed captions to enable accessibility for people with disabilities. Captioning allows for greater functionality of web content and ensures that videos are in compliance with Sec. 508 of the Rehabilitation Act as well as Accessibility guidelines.

Copyrighted Material

The video must be free of copyrighted material unless legal permission is granted and documented. Copyright information for music, photos, graphics and other images must be identified by source. Use of copyrighted images or music for educational use may require additional copyright permission for promotional use.

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For More Information

All videos used on the Truman website (www.truman.edu) must be approved by the Public Relations Office. If you have a video you would like to have posted on the Truman website or have questions about video production, please contact:
Public Relations Office
660-785-4016
pr@truman.edu