

## Library Created AV Media

Library staff are increasingly involved in the creation of digital AV media to support their work, utilising a range of mixed media content and creation tools. The following are some general guidelines around making media in such a way as to make transition to web delivery via University infrastructure as smooth as possible.

- 1. Start with the best quality capture/recording possible within given constraints**
  - a. Seek advice on available methods of video/audio/screen-capture recording from people with experience/knowledge
  - b. Use best available standard software/hardware, e.g. many in the library use Adobe Captivate or BB Flashback for screen-capture, think hard/discuss before choosing different lesser known software tools
- 2. Keep in mind most likely access methods when beginning project**
  - a. If you're expecting a lot of mobile phone access to your video tutorial you may need to dial back the amount of small text you wish to include and capture a smaller part of the screen.
- 3. Where possible try to adhere to standard screen sizes (resolution)**
  - a. 4:3 non-widescreen ratios
  - b. 16:9 widescreen ratios
  - c. Note there are differing maximum video resolutions playable by various iOS devices/models so you may have to balance device compatibility with readability on text heavy projects
- 4. Where possible please supply final project edit files to media services**
  - a. E.g. finalised BB Flashback ".fbr" files
  - b. We are able to create better quality MP4s at streaming bit rates than the capture programmes produce
- 5. If you need to output streaming files please try to adhere to the specifications outlined in the 'Access' column of the 'Media Object Standards' table in this document.**

## Media Object Standards

### VIDEO

	ANALOGUE			BORN DIGITAL				WORKING	ACCESS				
	Film	Video Cassettes		Optical Media		Digital Tape	File Media Object	Video	Video				
	Archival	Basic	Archival	Basic	Archival	Archival	Archival	Working	Low	High			
Container	Seek Professional Advice	MPG	AVI	ISO Image	MPG	AVI	Same As Original	AVI	MP4				
Video - Codec		MPEG-2	DV-25		Equivalent File Media Codec	Equivalent File Media Codec	Same As Original	YUV – 8-bit (Uncompressed)	AVC				
Audio - Codec		LPCM	LPCM		(L)PCM Audio or Equivalent File Media Codec	Equivalent File Media Codec	(L)PCM or Same As Original	LPCM	AAC				
Video - Bitrate		8 Mb/s			Same As Original	Same As Original	Same As Original		0.3 Mb/s	1.2 Mb/s			
Audio – Resolution/Bitrate		16-bit, 48 kHz	16-bit, 48 kHz		Same As Original	Same As Original	Same As Original	16-bit, 48 kHz	48 kHz, 64 Kb/s	48 kHz, 96 Kb/s			
Video – Resolution (WxH)		Same As Original	Same As Original		Same As Original	Same As Original	Same As Original	Same As Original	480 x 270	360 x 270	960 x 540	640 x 480	
Video - AR		Same As Original	Same As Original		Same As Original	Same As Original	Same As Original	Same As Original	16:9	4:3	16:9	4:3	
Video - Subsampling		4:2:0	4:2:0		Same As Original	Same As Original	Same As Original	4:2:0	4:2:0				
Video - Scan Type		Same As Original	Same As Original		Same As Original	Same As Original	Same As Original	Same As Original	Same As Original	Progressive			

## Media Object Standards

### AUDIO

	ANALOGUE		BORN DIGITAL				ACCESS		
	Audio Disc	Magnetic Tape	Optical Media		Digital Tape	File Media Object	Audio		
	Archival	Archival	Basic	Archival	Archival	Archival	Low	High	Music
Container	BWF	BWF	ISO Image	BWF	BWF	Same As Original	MP3		MP4
Audio - Codec	PCM	PCM		PCM	Equivalent File Media Codec	LPCM or Same As Original	MP3		AAC
Audio – Resolution/Bitrate	24-bit, 96 kHz	24-bit, 48 kHz		Same As Original	Same As Original	Same As Original	48 kHz, 128 Kb/s	48 kHz, 256 Kb/s	48 kHz, 256 Kb/s