

SAHP Video Production Recommendations



The School of Allied Health Professions has established the following recommendations* for videographers.

If you are developing a video representing the Loma Linda University School of Allied Health Professions or any of its departments or programs and share it publicly, please incorporate the following recommendations during the development of your video.

This includes videos that have:

- Any mention or use of brand name: Loma Linda University or the School of Allied Health Professions, or any of its departments, degrees, programs, or offerings.
- Any use of LLUH logos including University or school logos.
- Any mention of a LLU SAHP department, program, student, student group, faculty, or staff representation.
- Any research conducted or associated with our school that will be publicly shared and published.

Recommendations

- Video must represent the University and school in good taste and adhere to set guidelines and professional standards set forth by the University. Refer to the following link for further information.
<http://lomalindahealth.org/gig/index.page?>
- Use LLU approved fonts: Adobe Jenson Pro, Univers, Palatino, or Arial.
<http://lomalindahealth.org/gig/design-specifications-gallery/typography.page?>
- Make sure all persons appearing in the video have signed a consent and keep it on file. Minors under 18 must have a signed consent signed by a parent. Faculty and staff must also now have a signed consent on file. Students must have a signed consent without a confidentiality block on file. Consent forms can be found online in our admissions resources or directly at: <https://alliedhealth.llu.edu/admissions/resources>
- Make sure appropriate approvals for videoing are in place before filming.
- Make sure no commercial logos or inappropriate language are visible on clothing or in background.
- Make sure no inappropriate gestures or poses are posed.
- Make sure the audio is of good quality. This means using a good quality microphone (on camera mics usually don't give the best quality audio), and choosing an interview location that isn't noisy.
- You must have proper license to use the music in your video. This means either using songs from an extensive library of music that LLU has permission to use or buying "royalty free" music. Contact cscanwell@llu.edu to get access to the music library.
- Include final credits to your video and give credit where credit is due.

Contact

- It is requested that videos representing us be approved by a LLU or SAHP representative before they are published online.
- Contact akroetz@llu.edu or cscanwell@llu.edu for video advice and guidance.
- Send final product and signed consents to akroetz@llu.edu. We are able to place these videos on our server or on our You Tube channel.

These recommendations were compiled through the Deans Office of the School of Allied Health Professions. Please contact akroetz@llu.edu or cebender@llu.edu with questions. *These recommendations are temporary until more official video guidelines are established by the University.