|  |  |
| --- | --- |
| **Macintosh HD:Users:marquez:Documents:Hope Channel IAD:Brand:HOPE IAD LOGO:Horizontal:Logo Hope IAD.png** | **Guidelines for Union Reports****IAD, Year-End Meetings 2016** |

**LENGTH**

Total length for each video is no more than 5 minutes. However, it can be shorter.

To save time please do not include any images or information before the report begins, such as countdowns, production logos, animations, color bars or black/white empty frames.

**PRESENTATIONS**

Avoid the video format of a person standing in front of the camera reading a message, greeting or just explaining projects. Instead take advantage of the audio and video possibilities to show some interesting images of places, faces, and the like.

**STORIES**

Try to include stories and testimonials with real and inspiring narrations. Remember: Information can be forgotten, but a story will talk more than a thousand words.

**AUDIO**

Be aware of the audio levels avoiding low or high distortions. Make sure that the music is not louder than the voices of the narrator of the personas being interviewed. Take advantage of a few musical pieces to emphasize something important, but that does not necessarily mean use music throughout the entire video. In some instances ambient sound or voices without background music will have a better effect.

**GRAPHICS**

Avoid the use of too many fonts. The best options are the simple and easy ones to read such as Avalon, Futura, and Helvetica.

Use titles, numbers or texts only if it is necessary. Avoid busy graphics. For long texts such as Bible verses or quotes, use the standard of no more than 6 words per line and no more than 6 lines per slide.

**LANGUAGE**

To facilitate the video appreciation by most of the board members, the video must be produced in English or Spanish and include subtitles to the other language. The translation to French will be provided in real time during the event, by the translation committee.

Please make sure that the translation is done professionally.

To ensure that the subtitles can be read, use a simple font of the sans serif type, no effects, and in white or yellow. Do not use more than two lines per sentence and no more than 7 words per line.

**PRESENTATION DATE:**

Sabbath October 29, 2016. 3:30 PM to 6:00 PM, in El Salvador.

**FORMAT**

Videos must be done in high definition (HD), 16:9 and H.264 compression. Final format must be Quick time, AVI or MOV.

Send us your video using a platform such as WeTransfer and preferably upload a backup to vimeo.com with the best quality. Please do not share links to You Tube.

You can also send your report physically (ahead of time) using a USB flash drive or a hard drive. Please DO NOT send your report on a CD, DVD or in different formats such as VOB or WMP.

**FILE NAME**

To name your file use the official four letter acronym followed by an underscore and the word “Report2016”

Example: CUBU\_Report2016 or DUCU\_Report2016

**DEADLINE**

You can submit your video anytime between today and no later than Monday October 17. In that way we will be able to test, organize and suggest any changes for the presentation.

**Sent** your video to:

**hopetv@interamerica.org**