ERM Multimedia Standards & Procedures

Purpose: These standards & procedures exist to glorify God, through a spirit of excellence, by bringing the multimedia used by Encounter Revival Ministries (ERM) in line with:

> 1) Industry accepted multimedia principles
> 2) Ethical practices
> 3) Current modes of promotion / publicity

As part of ERM's discipleship ministry, these standards and procedures will also function as an educational guide for those team members expressing an interest in multimedia.

1) **Good Multimedia Principles** refers to that which has become widely embraced as foundational principles for producing multimedia which is effective in attracting and impacting viewers.

ERM recognizes two main categories of projects: 1) Internal Communications - materials that are only used internally by our staff. 2) External Communication - materials we send out into the public and/or make available for purchase. While striving towards excellence in all areas of multimedia production, the ministry recognizes the greater importance for time and quality to be given to category 2 projects.

Specific examples pertaining to the variety of multimedia used by ERM:

a) **Printed Material** (books, brochures, tracts, prayer cards, displays, etc.):

- **Text**
    - Should be well organized and consistent throughout.
    - Maintain consistent heading sizes, body size, spacing, tabs, indents, justification, etc.
    - Limit font usage in any given project to 2 – 3, while keeping fonts consistent for each usage (i.e. the font used for the body text should be the same throughout the entire project).
    - Rule of thumb – serif fonts for the body text of printed material is more readable (ex. Times New Roman).
- **Visuals**
    - Shouldn't distract from the priority of the message of the text.
    - When placing objects behind text, make sure it contrasts and doesn't reduce the text's readability.
    - Use consistent style for clip art:

        Good Example: Bad Example:

- Use <u>high resolution</u> visuals only (the exact size represented in the design or higher at <u>300 dpi</u>). **If it looks pixelated, don't use it**.
- For photography quality standards, see section below.

b) **Digital Presentations**

- (PowerPoint, Keynote, etc.): See attached <u>Basic Design Concepts for Effective E-Presentations</u>.
- Rule of thumb – <u>sans serif fonts</u> are more readable for text on digitally displayed material (ex. Arial).

c) **Video**:

- **Quality** - All video production should be properly color balanced, white balanced, focused, and exposed. Audio should be clear and easy to understand. Quality differences certainly apply to more formal video production as opposed to relatively quickly produced productions for social media outlets.
- **Content**
    - The attire of people represented in each video should align with ERM's dress code as stated in the policy manual and Mt. Lou San's general info.
    - Be careful to not publish a video that could be misunderstood out of its context without a proper description.

d) **Photography**:

- **Quality** - All photographs used for print or the web should be properly color balanced, white balanced, focused, and exposed.
    - Photos used for **print** should be scaled to exact size in inches at **300dpi**.
    - Photos used for **web pages** should be scaled to exact size in pixels at **80dpi**.
    - Photos used for **web galleries/albums** should be HD quality (1626x1080… or camera pixel ratio equivalent) at **80dpi**.
    - Photos should be taken using a cameras highest quality setting (not RAW).
    - Avoid distorting photos by maintaining correct proportions while **scaling**. Up scaling a photo will result in quality degradation.
      TIP: holding down shift key in most programs will scale items proportionately.
- **Content**
    - The attire of people represented in photographs should align with ERM's dress code as stated in the policy manual and Mt. Lou San's general info.
    - Be careful not to publish a photo that could be misunderstood out of its context without a proper description.

2) **Ethical Practices** refer to the production of multimedia in a way that takes into consideration an ethical application from a biblical worldview.

Some examples of ethical practices in the area of multimedia are:

- Correct usage of **copyrighted media** (i.e. music, fonts, images, etc.).
  - Under no circumstances should **copyrighted music or images** be used in a video that is published on the internet without proper permission.
  - Under no circumstances should **copyrighted images** be used in printed materials that are made available to the public without proper permission.
  - Consider the **spirit of the law (or the law of love)** over and above the **letter of the law** when contemplating the usage of some else's work. The spirit of the law is lovingly giving a person the proper credit that they are due for their work according to how they want it to be used and how they're expecting to be compensated (I Tim. 5:18b - The labourer *is* worthy of his reward). Keep in mind that this is how many of these people make a living and support their families. Also, many others make their livings from these people's work (i.e. producers, technicians, designers, etc.).
  - See attached list of recommended multimedia resource websites.
  - ERM is willing to pay for the usage of media used in certain projects IF it is deemed necessary.
  - Consider ERM's own resources for each project (i.e. songs on ERM's team recordings would require extra permissions to be used in other projects. Charity St. Clair's recordings have been made available for ministry use. ERM has thousands of images that are available for use).
  - General principle: When in doubt, leave it out (or ask leadership).
- Not feeding the stereotype that media workers are those who get to play around on the computer all day. Be accountable to ERM leadership for your time and productive progress. Good, quality media production takes more time than most people realize. Therefore, make a good practice of clearly communicating and coming to an agreement on realistic timeframes and deadlines with leadership.
- Using photographs of people in attire that aligns with ERM & MLS dress codes.

3) **Current Modes of Promotion / Publicity** refers to the ever changing avenues in which to consider promoting, distributing, marketing, and publicizing the ministry.

For current trends and modes of operation utilized by ERM, refer to the following:

a) **Printed Material** (Books, brochures, tracts, prayer cards, etc.):

- **Printing** - Most printing is done internally using our color copy machine. However, for printed materials in quantities greater than 1,000, it is typically better and more cost effective to outsource. Other reasons to outsource printing include – printing on heavy paper stock (i.e. post cards), special binding other than plastic comb (GBC), and pieces in which it is desirous to have a more professional look (i.e. Summer camp brochure, ERM Reviews, etc.).
- **Cutting** – Make sure cuts are straight and intended borders are balanced all the way around the finished piece.

Caution: The electric paper cutter blade cuts at an angle. If you attempt to cut a large stack of paper, keep in mind that the blade will cut into any visual element that is close to the cut edge towards the bottom of the stack. When the project has visual elements that are close to the cut edge, it is better to cut smaller stacks of paper at a time.

- **Binding** – Plastic comb (GBC) binding is appropriate ONLY for internal communications such as discipleship team class materials.

  All books that are made available externally to the public should be saddle stitch, coil, or perfect bound. **Note**: keep in mind that our copy machine can produce saddle stitched booklets.

b) **Digital Presentations**:

- ERM has used PowerPoint, Keynote and Media Shout for its presentations. Others to consider: Apple TV/AirPlay for projecting applications on Apple devices.

c) **Video**:

- Post online to the following: 1) YouTube 2) Vimeo 3) Official Facebook Pages.
- Announce using some or all of the methods in the f) Announcements section below.

d) **Audio**:

- **CD recordings** upon request

e) **Marketing**:

- This list is to be used as a guide and is not exhaustive. All of the following methods have been used by the ministry but aren't necessarily right for every project. Most marketing applies to the summer camp ministry:
  - **Google Adwords** – used for camper recruitment.
  - **Website** – current info with online registration.
  - **Billboard** – Good name visibility/awareness. Non-profit pricing.
  - **Posters** placed in local businesses (Hornung's, Sheetz, Turkey Hill, St. Thomas Roasters, Giant, Karn's, Weis…). Good name visibility/awareness.
  - **Radio station** online community events boards (WJTL, WITF, WDAC, and Word FM).
  - **Printed ads** (Central Penn Parent magazine) – Good name visibility/awareness. Some noticed effectiveness.
  - **Equipping** churches and schools with material (i.e. posters and brochures).
  - **In-person** presentations (i.e. school chapels, church kid's clubs, etc.) – **most effective.**
- Other ideas: conventions, radio spots, local news, conferences…

f) **Announcements** can be made through one or all of the following methods:

- Mail Chimp (bulk emailing service)
- Facebook pages

- Twitter
- Radio station community boards (for events)
- ERM website news feed
- MLS website blog
- Postal mail

Miscellaneous S&Ps

- **All projects must be approved by leadership before they are published.**
- **Rights** – All multimedia produced for the ministry in an official capacity will become property of the ministry and may (or may not) be used for its teaching and promotional purposes. Content of projects may be edited by ERM staff as needed.
- **General principle: Backup, Backup, Backup! –** make a good habit of backing up multimedia regularly and in multiple locations (i.e. on your computer's hard drive, an external hard drive, flash drive, DVD, etc.). Also, save and backup work that doesn't get used. You might use it for another project down the road.

Recommended Media Websites

Photos, Video, After Effects, Illustrations & Textures:
envatomarketplaces.com
www.ignitermedia.com
www.123rf.com
www.morguefile.com
www.sxc.hu
www.creationswap.com
www.grungetextures.com
pixabay.com
www.pexels.com
unsplash.com

Google image search - When Google image searching, go to Search Tools and set the usage rights to Labeled for reuse.

Vectors:
www.vecteezy.com
www.vectorgab.com

Audio:
www.freesound.org
www.royaltyfreemusic.com
audiojungle.net
www.joshwoodward.com

Fonts:
www.dafont.com
www.fontspace.com
www.abstractfonts.com
fonts.simplythebest.net