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The Arts Online Publishing Guidelines

These guidelines are from Te Kete Ipurangi (TKI) – The Online Learning Centre. They cover:

1. Publishing policies and guidelines
2. The online publishing process
3. Copyright and privacy
4. Materials
5. Electronic files
6. Audio and video clips

Appendix 1   The Arts Online Publishing process for online content
Appendix 2   The Arts Online Publishing checklist

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1. The Arts Online publishing policies and guidelines

Publishing policies and guidelines

Go to the above link to view The Arts Online policies and guidelines for publication of teacher and student images and work. You can also download copyright and privacy permission forms (see also section 3 below).

2. The online publishing process

The diagram in Appendix 1 of this document gives an overview of the preparation of content for publication online. It also indicates who is responsible at each stage of the process.

Use the publishing checklist (Appendix 2) to help you prepare and pack materials to send to the National Coordinator of your arts discipline.

3.   Copyright and privacy guidelines

Have you secured copyright?
Identify the copyright holder and confirm that written permission to use the work has been given. Parental permission is required for all student work and images published on the site. If the school has not already done this, they can use the parent permission form.

Where the school has already obtained parents' permission to publish student work and images on TKI, the board of trustees can authorise publication.. In all instances copyright remains with the student.

Have you met the requirements of the privacy legislation?
Much of the material will be published without explicit identifying details (such as names of students, teachers or school). This material will not require a signed permission under the privacy legislation.

Privacy permission will be required:
- for all recognisable images of students and teachers – for example, in a dance video
- if the work itself identifies any persons through the use of names, descriptive or narrative elements, appended signatures, etc.

Copyright and privacy forms
Go to http://www.tki.org.nz/r/arts/artspd/implementation/policy1_e.php to download forms for:
- Parent permission for the online publication of a primary student's image and work.
- Student permission for the online publication of his or her image and work.
- Board of trustees chairperson, principal or teacher permission for the online publication of his or her image and work.
- Copyright and privacy release for material to be published on Te Kete Ipurangi.

4.   Materials

The teams, the Ministry, and the publishers will have to keep track of:

- Paper artefacts, for example:
    - handwritten texts
    - typed texts
    - two-dimensional art works (drawings, paintings, student photography) or other display items (maps, charts, posters).

The publisher will reproduce these. See sections below on the storage and copiability of paper originals, and taking photographs.

- Three-dimensional static items, for example, art works, some of which may be fragile, heavy, or large.

These will mainly be photographed professionally, but see below for taking photographs.

- Process materials, for example, drama, music, or dance productions and sequences activity.

Some video footage, sets of still photographs, or sound recordings may be commissioned for process materials. See also below for taking photographs and producing audio and video clips.

- Electronic materials, for example a student video.

Labelling and storage
Clear identification of materials is essential.

- Pack all associated materials for the piece of work (the originals, electronic files, hard copy of annotations, and permission forms) in a suitable container such as a large envelope, folder or box.

- Label the package with:
    - School name
    - Teacher's name
    - Student's name, age, and class level
    - Curriculum area and level
    - List of enclosed items and their formats.

- Describe the material:
    - Title
    - Creator
    - Description (50 words or less)
    - Keywords
    - Level if appropriate

- o Publisher and / or contributor
- o Date

- Identify clearly the electronic files against the materials.

- Number multi-part items (sheets of paper, sequences of photographs).

- Don't put labels or marks on any surface that will be reproduced.

- Store all paper originals flat and unfolded.

Original material

Try to select paper originals on white paper, one side only. Do not work directly with, or on, the original material.

Photocopy your original material to determine whether it will be suitable for scanning or filming by the publisher:

- Is it too big to copy successfully? (Avoid anything bigger than A1.)
- If it is large, will it scale down to an A4 page?

- If it is written on lined paper, are the lines intrusive?
- Are the handwritten scripts dark enough? (Look for dark pencil, black or dark blue ink.)

Decorative or visual art pieces will most likely be reproduced in full colour. There should not be any problems with work in any medium – crayon, felt pen, pastels, paint, etc.

Make sure photographs are usable

If you, rather than a commissioned photographer, have to photograph any material:
- Use a good quality 35 mm camera, with a flash where necessary.
- Avoid digital cameras.

Resolution of photographs should be 300dpi.

Supply both the photographs and the negatives where possible.

5.   Electronic files

- Send accompanying hard copy with every electronic file (stored with the material) so that the publishers can check the integrity of the electronic file.
- Email electronic files as attachments. However if you do send a disk, the publishers will be able to deal with it.
- Save your word files in Rich Text Format before sending.
- Use a standard font (for example, Times or Times New Roman, with headings in Arial).
- Do not apply design elements such as borders, shading, or drawing tools to your files.

Filenames
Name electronic files clearly.

- Use only lower case letters, numbers, or an underscore.
- Keep filenames descriptive, but short (under eight characters if possible).
- Use an underscore to separate more than one word in the file name, for example, publ_stan.doc. Do not use spaces.
- Always show the format type in lowercase, for example, xxx.doc, xxx.html, xxx.gif.
- If you are using a Mac computer include .doc in the filename so that the files can be accessed on a PC.
- Keep similar files in separate directories, for example, all image (img) files in one directory, all MS Word (.doc) files in another directory.

Macrons
In general, any text in te reo will be macronised. (This may not apply to all student originals.) If they are not included, the publisher will add them.

To insert macrons, highlight the vowel, select Insert/Symbol, highlight the macronised vowel in the symbol chart, select Insert and Apply. If your computer does not have macrons, substitute with an umlaut from the chart (e.g., ä). The publisher will search and replace.

Graphic files for the web
If you send graphic files, please conform to the following specifications where possible:
- Keep files in .gif and .jpg format under 20K.
- Use .jpg format for photographs and save them at 300dpi.
- Use .gifs for drawings and illustrations, including cartoons and logos. Graphics with lots of solid colours are handled best by .gifs.
- Save graphics at 72 dpi – this is the resolution of most computer screens. However, if print quality is of greater importance, save at 300 dpi.

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6.   Audio and video clips

If a drama, dance, or music performances cannot be filmed or recorded professionally by a film crew or in a recording studio, read the production standards and talk to the Arts Online team before recording.

Production standards for audio and video clips

Audio and video recordings must be of the highest possible quality. VHS images, for example, do not have sufficient detail and contrast to stand up well to digitising and presenting on the web. Please ensure you use professional video and sound recording equipment, for example:

- a digital video camera or BetaSP camera
- a boom or handheld or radio microphone
- digital video tape or BetaSP video tape
- DAT sound tape.

Ensure you light the subject well:

- use lights to separate the subject from their background
- use spotlight and fill lights.

Audio specifications

To reduce the download time:

- Use the .mp3 format or RealMedia (.rm) files.
- Keep clips to about 30 seconds in length.

Video production

Shooting video for the web requires the same disciplines and production techniques as shooting television or video clips. High-quality pictures and sound are essential for a professional result.

There are five key areas that need special thought and attention: they are known as "the 5 Cs of Cinematography" and are briefly outlined below:

Camera angles – objective, subjective, or point of view.
The camera angle determines both audience viewpoint and area covered in each shot. Is the camera in the best position at any given point in the narrative? Plan angles with a storyboard.

Continuity
Faulty continuity will distract, whereas good continuity will present a smooth, logical, continuous flow of images supplemented by sound. Continuity determines coherence.

Cutting
Video and filmed presentations are always enhanced by what is *removed* from the original footage. In a non-dramatic presentation, editing is mostly concerned with correcting mistakes in the shooting of the original material – mismatched or missing scenes, camera movement, jump cuts, and so on.

Close-ups

A close-up transports the viewer into a scene, can eliminate all non-essentials, and isolate whatever is significant. Close-ups need to be considered from both visual and editorial standpoints.

Composition
In filming any object or person, the difficulty is in composing not only for the shape of people or objects, but for the shape of any motion. Particular attention needs to be paid to the four elements of composition: lines, forms, masses and movements.

Practical tips for shooting video footage

- **Plan the sequence carefully.** Create a storyboard to help determine the best angles and coverage to ensure the subject matter is the main focus, not the surroundings.

- **Shoot the subject against a neutral, one colour background**. A busy background will distract the viewer. A patterned background requires the computer's processor to work harder to present the image.

- **Light the subject well.** Ensure separation between the subject and the background. Use spotlighting and fill lighting.

- **Record the sound on professional equipment.** Ensure it is recorded as "close up" sound. That is, do not use the camera's built-in microphone. The camera will generally be too far away to record good quality sound, and noise from the camera or zoom lens can be more prominent that the subject sound. Ideally there should be a sound recordist on the teams to ensure the sound receives the attention it needs.

  Consider subjects' clothing. Ask people to avoid wearing fine patterns, stripes or checks (these strobe on camera), or strong reds, as red is a difficult colour for video.

- **Keep the camera still** when recording – no panning or tilting. The computer redraws any part of the screen where movement appears. This is slow and time-consuming for the processor, and creates pixellation. An edit between static shots will generally be more clear and effective. A solid, good-quality tripod will improve results.

- **Remember the size of the video screen** on the computer will be small. Emphasise close-up coverage and consider a range of angles, for example close-ups from floor level and from a high angle. Avoid wide shots or panoramas.

- **Avoid very short shots**. A fast cutting sequence on the web is unlikely to be effective, as the redrawing of the pixels will create a blurred image.

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Compression of video clips

The compression of video clips for web delivery is a highly skilled and time-consuming process: it is best to seek early advice. Ideally, video files should be professionally produced.

In order to reduce the download time of video clips from the web page, please conform to the following specifications where possible:

- Use common formats:
    o mpeg (.mpeg/.mpg)
    o Windows Media (.avi)
    o QuickTime (.mov)
    o RealMedia (.rm).
- Use compression software to remove unnecessary bulk.
- Note that files might be required in various delivery speeds (optimised for dial-up or broadband connections).
- Keep clip length to about 30 seconds.

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Appendix 1
The Arts Online
Publishing process for online content

Facilitator	**National Coordinator**	**Online Project Manager**
• Generates content as per publishing guidelines. • Obtains copyright and privacy permissions. • Ensures all forms are completed and attached to document. • Checks internet links and ensures references and bibliographies are complete. • Describes content as per guidelines. • Sends content to appropriate National Co-ordinator.	• Checks copyright and privacy obligations are completed. • QAs content. • Approves for publication. • Sends to Online Project Manager. or • Sends to CommSuite or listserve for critique/disc ussion.	• Manages preparation of web content. • Sends content for editing and QA when web ready and in private area. • Manages editing and QA changes.

National Coordinators & Curriculum Facilitator	**Online Project Manager**
• View content in TKI private area. • Sign off for publication.	• Requests site manager to upload to live site. • Publicises new content in AOL newsletter.

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Appendix 2
The Arts Online
Publishing checklist

This checklist is used by the SSS facilitators when preparing materials to send to the National Coordinator for online publishing.

Task	Completed
Prepare materials	
Print: white paper, unlined, unmarked, original, photocopies OK	
Electronic files – A4, RTF, named clearly (see guidelines)	
Prepare hard copy mock-up – annotated photocopies	
Photos – good contrast; 300dpi; originals and negatives	
Video files – as per guidelines	
Audio files – as per guidelines	
Graphics files – as per guidelines	
3-D static items – discuss with Arts Online team before sending	
Copyright and privacy release forms	
Board of trustees permission or,	
Parent permission or,	
Student permission	
Privacy release	
Validate and describe materials	
Check internet links, book references, bibliographies	
Describe materials (title, creator, description [50 words max], keywords, level, date)	
Label and pack materials	
Number multi-part items (photo sequences etc)	
Pack originals flat and unfolded (posters, paintings)	
Identify electronic files, saved in RTF and on disk or CD	
Enclose permission forms	
Pack all items in a suitable container	
Label package clearly (see guidelines) and list content	
Send to National Coordinator of your Arts discipline	