**UNIVERSITY OF CALIFORNIA**
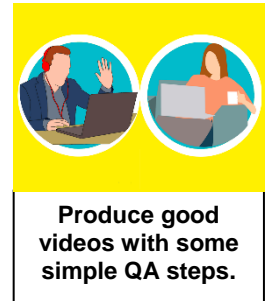**Agriculture and Natural Resources**

# Quality assurance checklist for short instructional videos

Video title:        _____
Authors:            _____
Video Format:       _____
Video Length:       _____

**Produce good videos with some simple QA steps.**

## Criterion

1.  Topic is relevant to UC ANR and adds value to our audience regarding the subject and information.
    Yes_____  No_____  Partially_____

2.  Content is in line with UC ANR principles (author credibility, content accuracy, reviewed by other experts) as well as the Principles of Community.
    Yes_____  No_____  Partially_____

3.  Video has accompanying materials (instructional goal, learning objectives, story board, instructional strategy, narration document).
    Yes_____  No_____  Partially_____

4.  Audio and visuals in the video are properly credited. Authors obtained permission to use visuals (images, figures, graphs) and audio components that were not created originally for the video in question. Model release forms have been signed by everyone featured in the video.
    Yes_____  No_____  Partially_____

5.  Video has proper branding (intro, outro, lower thirds).
    Yes_____  No_____  Partially_____

6.  Video is of acceptable quality (see criteria list).
    Yes_____  No_____  Partially_____

7.  Audio is of acceptable quality (see criteria list).
    Yes_____  No_____  Partially_____

8.  Transcript of the video available for creating closed captions and meeting ADA compliance requirements.
    Yes_____  No_____  Partially_____

9.  Graphic design (if any) follows good practices (color scheme, font size and type scheme, graphical elements, etc.).
    Yes_____  No_____  Partially_____

10. Speech/text was edited for style and grammar and ease of understanding (preferably complies with UC ANR style guide).
    Yes_____  No_____  Partially_____

11. Permission is granted to share the video on UC ANR YouTube and websites.
    Yes_____  No_____  Partially_____

12. Video is finished and no additional changes are necessary before publishing.
    Yes_____  No_____  Partially___

**Issues/comments:**