

# Photography/Video Submission Requirements

Overview:  
ACC Marketing welcomes submissions for video, audio and slideshows created by ACC students, faculty members or staff members that depict academic or campus life. Submitted media will be considered for presentation on [arapahoe.edu](https://www.arapahoe.edu/), in news stories, the ACC YouTube channel and on other websites. Please follow the guidelines and procedures that follow.

Scheduling:  
Contact [ACC Marketing](mailto:marketing@arapahoe.edu), as early as possible about a planned video submission, with an expected delivery date and the date of any related events, so that we can include your project in our content calendar. Please include a brief written summary (one to three sentences) of your video that can be displayed as a summary alongside the video.

Content Guidelines:  
Your video should be informative and not promotional in tone. We are seeking videos with content that can be understood by and appeals to a broad general audience. We will not accept works containing profanity or content that violates ACC or CCCS policies found in our [Policies and Procedures](https://www.arapahoe.edu/about-acc/college-business-services/policies-procedures). We require that videos appearing on the College website not include commercial logos, messages or URLs directing viewers to external businesses, exceptions to this may include partner agreements, donations, or grant requirements.

When using text to show the name and title of an individual, include proper names rather than abbreviations.

Videos that are approximately three minutes or less in length tend to be viewed more completely than longer videos.

# Closed Captioning

Video that appears on arapahoe.edu must be captioned. You are responsible for providing a video transcript.

Copyright and Intellectual Property  
For media to be considered for ACC websites, you must have created and/or have permission to use all content, including video and still imagery, words and music. You also will need to gain permission if your video includes sets or props that are not part of the ACC campus.

Music licensing requires explicit permission from all copyright holders, including holders of lyrics, composition, performance and recording rights. Brief instances of incidental background music in a scene may be acceptable, according to generally agreed-upon fair-use guidelines. Examples of incidental music include a recording made during a performance or event, from which the video producer could not remove the background music.

Alternatives to using copyrighted sound recordings for background music include:

* ambient noise,
* audio that is shared via a Creative Commons license,
* compositions and recordings by friends who grant you permission, and
* music you create yourself.

Appearance Releases   
ACC faculty and staff members do not need to sign an appearance release form to appear in a video produced by the college. ACC Students and any other adult must sign a Photography/Video Release Form. No one under the age of 18 should appear in photos or videos.

File Formats and Transfers  
The easiest ways to share video files are to upload a .mov or .mp4 file onto a file-sharing site and send us the link and details [via email](mailto:marketing@arapahoe.edu).

Video resolution must be at least 1080p (1920 x 1080) or 4K (3840 × 2160). Also submit a still image that is at least 3840 × 2160 pixels to use as a cover image for the video.

Submissions for ACC’s YouTube Channel  
The ACC Marketing Department manages the official Arapahoe Community College YouTube channel. Students, faculty and staff can submit videos to be considered; [email the team](mailto:marketing@arapahoe.edu).