

# AVC PAT Multi Media Best Practices

This guide has been supplied in order to assist in the preparation of digital media for use in the Antelope Valley College Performing Arts Theatre (AVC PAT). All media must be delivered to the AVC PAT a minimum of 48 hours in advance, Otherwise you will delay the activities of your event significantly or potentially risk the media not being able to be added to your event. Also, it is important to understand that ALL VIDEOS must have closed captioning, If your video is not captioned, it will be removed from your event. While eliminating all possible issues with today's technology is virtually impossible, by following the best practices listed in this document you will help ensure the success of your event on the day of the show.

Media can be delivered in one of two ways, however we ask that ALL of your files be contained and be organized as listed below this will help insure that no files get lost and everything remain organized as it passes from you to the many hands on our staff that it takes to get your event up and running. Please be aware that any physical storage devices will be disposed of 48 hours after your event. Please pick up anything you wish to keep before you leave.

- 1) The best way to deliver media is on a portable thumb drive, memory stick, hard drive or data CD that stays with us until after your event. Not only are they far less likely to be corrupt during transfers, but they allow for the fastest transfer times and are the most reliable. Please make sure all drives are formatted to allow access from Apple iOS computers, as these are the only computers used by AVC PAT.
- 2) The less preferred option is to upload the media to a file sharing service. We recommend Google Drive. Again we ask that all files be organized as listed below and that the login information be delivered to the AVC PAT technical staff 48 hours in advance. Please be aware that none of our production computers have access to the internet, so file transfers of any kind will take time and cannot be guaranteed. If left until the day of the event, this will cause delays and possibly the omission of your media files from your show or presentation due to file transfer failure.

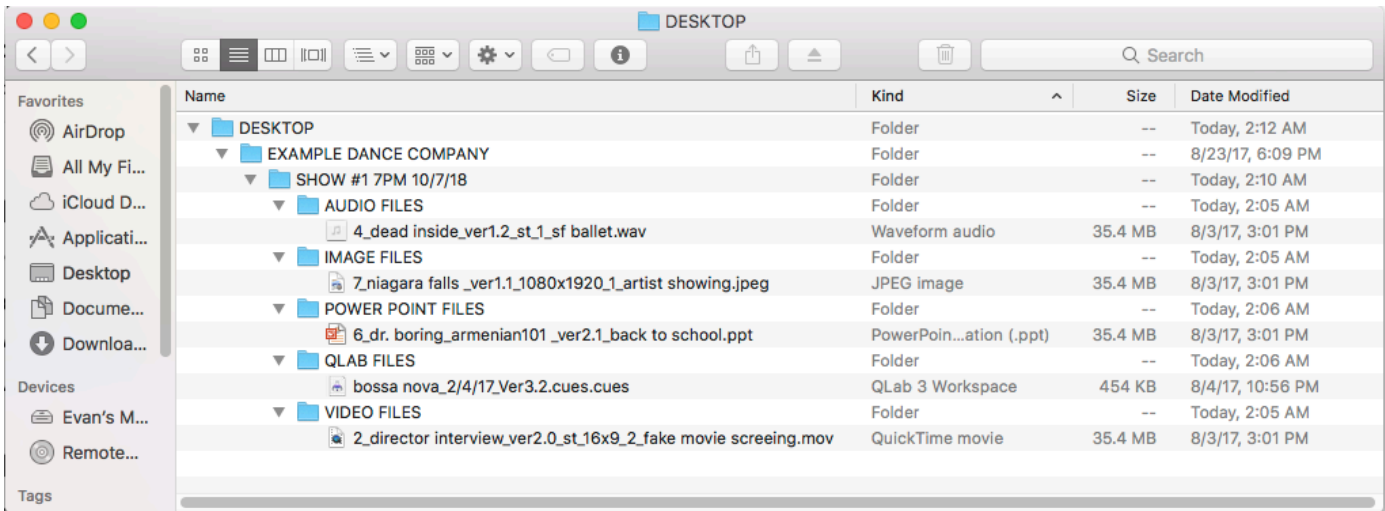
## When organizing media, the folder structure should be as follows:

DESKTOP >	CLIENT NAME >	SHOW#_TIME_DATE >	SHOW FOLDERS >	SHOW FILES
		↓	↓	↓
		SHOW FOLDERS	AUDIO FOLDERS	AUDIOFILES
			VIDEO FOLDERS	VIDEO FILES
			IMAGE FOLDERS	IMAGE FILES
			PPT FOLDERS	PPT FILES
			QLAB FOLDERS	QLAB FILES

It is important to use the desktop as the destination for your highest-level hierarchy folder. This is done for several reasons:

- 1) It keeps things organized in a format that is easily understood by all.
- 2) All computers have a desktop folder that allows applications to access files through an easily routed and predictable directory. This is especially important for programs such as Qlab that do not save source files within their workspaces, but instead saves the targeted media files directory path.
- 3) It allows the Antelope Valley College Performing Arts Theatre staff to setup our A/V systems prior to the arrival of files, this could substantially increase overall set up time on the day of your event.

The following pages show an example of the folder and file structure described above, acceptable naming conventions and acceptable file formats:



Below are the naming conventions to be used for media files. It is important to use these clear and organized conventions for many reasons, the most important being that we can prepare your media prior to your arrival on the day of your event. Any media that is not clearly labeled will not be able to be prepared in advance and will cause substantial delays on the day of your event.

**Audio file naming convention:**

(Show Order #)\_ (Track Name)\_ (Version #)\_ (ST or MONO)\_ (Show #)\_ (Show Name)

EXAMPLE: 4\_dead inside\_ver1.2\_st\_1\_sf ballet.wav

**Video file naming convention:**

(Show Order #)\_ (Video Name)\_ (Version #)\_ (ST or MONO)\_ (Aspect Ratio)\_ ( Show #)\_ (Show Name)

EXAMPLE: 2\_director interview\_ver2.0\_st\_16x9\_2\_fake movie screeing.mov

**Image file naming convention:**

(Show Order #)\_ (Image Name)\_ (Version #)\_ (Image Size)\_ ( Show #)\_ (Show Name)

EXAMPLE: 7\_niagara falls \_ver1.1\_1080x1920\_1\_artist showing.jpeg

**PowerPoint presentation file naming convention:**

(Show order #)\_(Presenter Name)\_(Presentation Name)\_(Ver#)\_(Show Name)

EXAMPLE: 6\_dr. boring\_armenian101 \_ver2.1 \_back to school.pptx

**QLab file naming convention:**

(Show Name)\_(Show Date)\_(Ver#)

EXAMPLE: bossa nova\_2/4/17\_Ver3.2.cues

**Listed here are the file formats that we accept, preferred formats are indicated with an \***

Acceptable audio file formats include the following: .WAV\*

.AAC\*

.AIFF

.MP4

.MP3 (This is the least desirable format.) Not only does it sound less than ideal, but it also has inherent timing problems that can interfere with critical timing in unpredictable ways.)

Acceptable video file formats include the following: ProRes 422 Proxy\*

ProRes 422 LT

ProRes 4444

H.264

Acceptable image file formats include the following: .JPEG\*

.PNG

PowerPoint presentations are welcomed. To guarantee your presentation works as you expect, it is best to use your own computer for the presentation, However, if you require a computer to be supplied by the AVC PAT please be aware that this computer will be running the most up to date version of PowerPoint and will be used on an Apple iOS platform. Please be aware that imbedded videos are not supported and will not work on our computers. Also, please be aware that while there is access to WIFI, we cannot guarantee its stability in any way.

When using a personal computer please be aware that the only video inputs we support are VGA, HDMI, and DVI. Also the only audio inputs we support are 1/8” TRS and Stereo XLR.

By signing you are acknowledging that you have read and understand the rules and regulations set forth within this document.

**Print Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_