

Kingswood Learn Producer Guidelines

1. Lesson Structure

- **Introduction:** Briefly describe the purpose and context of the lesson.
- **Core Content:** Detailed explanation or teaching of the main topic (primarily video).
- **Biblical Integration:** How the lesson ties into Biblical Christian teachings or values.
- **Interactive Elements:** Suggestions for quizzes, reflections, or other learning activities/objects.
- **Conclusion:** Summarize the lesson and provide thoughts for further reflection or action.
- **Supplemental Materials:** Documents and/or links that provide the learner with additional learning opportunities in the topic area.
- **Duration:** Recommended length for each video lesson (e.g., 5-10 minutes).

2. Video File Format

- **Preferred Formats:** MP4, MOV.
- **Resolution:** 1080p (or higher) resolution preferred. 720p (minimum) resolution.
- **Aspect Ratio:** 16:9 for consistency across the platform.
- **Frame Rate:** 24fps or 30fps.
- **Audio Quality:** Clear, without background noise, preferably in WAV or MP3 format.
- **File Size Limit:** Maximum file size (e.g., 2GB) to ensure smooth streaming to facilitate faster upload to Kingswood for review
- **Compression Guidelines:** Balance between quality and file size.

3. Image File Format

- **Preferred Formats:** JPEG, PNG.
- **Resolution:** Minimums of 1280x720 (for 16:9 ratio images), 1200x900 (for 4:3 ratios) and 800x800 (for 1:1 ratios).
- **Aspect Ratio:** Consistent aspect ratios, e.g., 16:9 or 4:3.
- **File Size:** Keep under a certain limit (e.g., 5MB) for web optimization.
- **Color Profile:** sRGB for best color consistency across devices.

4. Accessibility Guidelines

- **Subtitles and Closed Captions:** Encourage or require the inclusion of subtitles for the hearing impaired and/or captions.
- **Readable Fonts and Sizes:** Use fonts that are easy to read and appropriately sized for viewers.

- **Contrast and Color Use:** Ensure high contrast between text and background and use color-blind friendly palettes.
- **Alternate Descriptions for Images.** Provide alternative text descriptions of images that serve as content in the course. Decorative images do not require specific text.

5. Copyright/Compliance

- **Ownership or Permission:** You must own the copyright or have explicit permission for all course content.
 - **Proof of Permission:** Be ready to show evidence of permission or licensing for the content used.
 - **Waivers for Individuals in Media:** Obtain waivers from individuals featured in course media, unless in public spaces.
 - **Attribution and Acknowledgments:** Properly credit original authors or creators of the material used in your course.
 - **Avoiding Infringement:** Ensure your content does not violate any third-party copyright, trademark, or privacy rights.
 - **Your Responsibility:** You are responsible for ensuring your content adheres to these guidelines.
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