We are delighted to be working with you on your Virtual Celebration! Following are the guidelines and specifications for the files and information we will need from you, as well as details on the process for your reference. You will be sent a link via email to a shared folder where you can deposit the following files. You can also download and create your custom timeline here.

File Guidelines and Specifications

- <u>Your Institution's Logo and Brand Guidelines</u> – Due 25 days before
    - Include a primary and secondary color choice
    - Desired hashtag for use on Ceremony Site
    - Logo as a .jpg or .png, in color and in white with a transparent background

- <u>Survey Questions (if applicable)</u> – Due 25 days before
    - We suggest keeping your survey to no more than 5 questions to improve the user experience. Avoid open ended questions that require typing into a text box in favor of tick boxes and radio buttons
    - Once you have provided us with your list of survey questions, we will supply you with a link to review the survey setup
    - Please note that the survey questions must be submitted to StageClip and the survey setup must be approved by the Institution prior to opening the portal to participants for data collection

- <u>Snapchat Lens (if applicable)</u> - Complete Request at least 25 days before
    - Please complete this form so that our designer can create your custom Snapchat lens. You must have a Google account to access the form
    - You must complete a separate form for each additional Snapchat Lens
    - Please note that the Snapchat Lens form must be submitted to StageClip and the lens must be produced and approved prior to opening the portal to participants for data collection
    - Participants will have access to only one lens each. If you have more than one Snapchat lens, you must provide StageClip with a participant list that indicates which lens each participant has access to

- Clip Site Background Image (Optional) – Due 25 days before
    - Specifications: PNG / JPEG , 1300 x600
    - This is a background image to sit behind the search bar for the individual clips
    - Be sure to choose an image that is abstract with no text, allowing your search bar and hashtag/text to sit on the image and enables a clean look when optimized for mobile
    - If you choose not to provide a background image, we will use a solid color background consistent with your brand guidelines.
    - Examples:
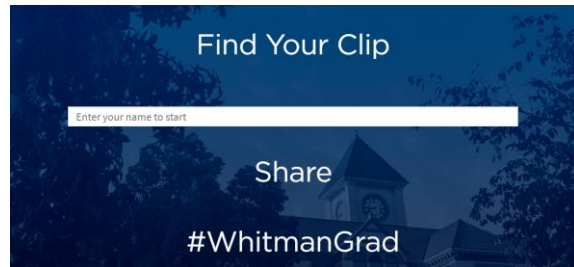
- Start/End Captions for Individual Clips (Optional) – Due 25 days before
    - Specifications: PNG / JPEG, 1920 x 1080
    - We can provide basic captions with your messaging, or you can create your own
    - End Captions are good for including alumni, congratulations or marketing messages and hashtags
    - Examples:

- Pre-Roll Video for Individual Clips (Optional) – Due 25 days before
  - Specifications: H.264 / MP4 , 1920 x 1080, 5 - 10Mbs
  - We recommend pre roll no longer than 10 seconds and out roll no longer than 5 seconds
  - Click here for an example

- Slide/Video Background Image – Due 25 days before
  - Specifications: PNG / JPEG, 1920 x 1080
  - This is the background image that will appear on the participant recognition slide and/or ceremony video
  - Image should be abstract, and it will be overlaid with your primary brand color
  - Do not include any logos or text fields as these will auto populate during the editing process
  - If you do not provide an image, we will use a solid color background
  - Examples:

- Participant List– Due 20 days before
  - Download a participant list template here
  - Specifications: Spreadsheet, .xls or .csv
  - Must include one separate column for the each of the following
    - Full Name (single line, one column on spreadsheet)
      - 60 character limit
    - Degree or other sub-title (single line, one column on spreadsheet)
      - 90 character limit
    - Student ID (optional)
    - Email Address – one per participant

- Snapchat Lens designation if applicable
  - Participants will have access to only one Lens each. If you have more than one Snapchat Lens within a single ceremony, you must provide StageClip with a participant list that indicates which lens each participant

- Please note that names and sub-titles will appear on the clips exactly as they do in the spreadsheet, including spelling and capitalization
- Participants will appear in the ceremony in the same order they are listed on the Participant List
- If you wish to separate clips by ceremony/school, please include only one ceremony per worksheet
- If you have participants who are participating in more than one ceremony, or who appear multiple times in the same ceremony, please alert us to that fact.

- <u>Platform Ceremony Speeches and Video</u> – Due 12 days before
  - Specifications: H.264 / MP4 , 1080p
  - Please submit one fully assembled opening video with as many speeches/elements as you would like, as well as one fully assembled closing
  - Please keep your combined ceremony video to a maximum length of one hour
  - StageClip will not be adding any graphics, music, or otherwise altering your ceremony video - Please complete any desired editing to the speeches prior to submission
  - In lieu of submitting one complete opening and one complete closing, you may submit up to 5 separate video elements which we will assemble with smooth transitions in the order you indicate
  - Files should be named with the following naming convention
    - CeremonyOpen.mp4
    - CeremonyClose.mp4
  - Please submit your ceremony video to your StageClip Shared folder, which will be emailed to you

Process Tasks and Notes

- Email Communication
  - StageClip will be communicating with the participants on your behalf, using the email addresses provided in your participant list
  - Please give your IT Department the following information to whitelist our emails
    - The IP address of our mail server is 156.70.3.153
    - The email address is noreply@mail.stageclip.com

- Name Reading/Audio Recordings
  - StageClip does not provide professional name reading services for the ceremony/clips
  - You may submit your own name recordings and we will incorporate them free of charge
  - If you are not able to record names internally, we can refer you to one of our partners to provide you with this service
  - Following are the Guidelines for submitting audio recordings:
    - Audio files must be mp3, wav, or m4a
    - Each name recording must be submitted as a separate file in a zip folder
    - Audio recordings must be trimmed to exclude silence at the beginning and end
    - File names must exactly match the ID column in the reference excel (your supplied ID's or StageClip assigned ID's)
    - If you need StageClip to assign IDs, please submit your participant list to us and we will return it to you with that field added
    - Finished recordings and reference spreadsheet must be submitted at least 12 days prior to your ceremony

- Participant Content Review
  - StageClip will review and moderate all participant submissions on your behalf
  - You will be given Admin access allowing you to review all submissions, and giving you the capability to edit and/or reject any content you want excluded from the ceremony and/or clips, however you are not required to do so, as we will have already reviewed all submissions prior to your access
  - You have until 24 hours after the submission deadline to complete content moderation

- Ceremony Pre-View
    - You will be sent a link to pre-view the finished ceremony 5-7 days prior to the ceremony
    - You will have the ability to download the ceremony file from this preview link if you wish to have a copy for your archives or other purpose

- Closed Captioning
    - StageClip does not provide Closed Captioning Services
    - Your ceremony will be hosted on YouTube, which offers an auto captioning services. This captioning option is enabled by default, and can be toggled on or off by the viewer
    - If you wish to have the ceremony video captioned, you can do so once you have received and approved the preview. StageClip can accept one complete .srt file for ceremony captioning