

Call for proposals

Annex 3: Requirements for outsourcing video production

Definitions

- The Delft University of Technology is the client. The [TU Delft Extension School](#) (TUD-ES) acts on behalf of the client.
- Supplier is the video production company.
- The course team is responsible for the course that will use the produced videos. The course team cannot act on behalf of the client. The course team consists of the lecturers, teaching assistants and the e-learning developer.

Copyright / Ownership

The videos are produced as part of a contract between the supplier and TU Delft. TU Delft will be the owner of the produced video and be the full copyright owner. TU Delft will mention the supplier as producer of the video.

The supplier is allowed to use the produced video for their own publicity, acquisition of new contracts, and promotions, including contests and exhibitions.

Use of stock materials (images, video or sound)

All materials used for the production of the video should have the required copyright by which TU Delft can release the videos with a Creative Commons Attribution Non-Commercial Share Alike (CC-BY-NC-SA) 4.0 International licence. This means that the used materials are created by the supplier or fulfill one of these conditions:

- Copyright owner is TU Delft or one of its legal representatives.
- Material is licensed with creative commons license CC-BY, CC-BY-NC, CC-BY-NC-SA, CC-Zero (CC0) or similar licence.
- Material is part of public domain or royalty free.

The appropriate attribution is included in the video. The supplier should keep a list of all external content used in the video including proof of the copyright.

If stock art, video or sounds are bought, purchase should be done in the name of the client.

Quality

The client offers high-quality courses to students, learners and professionals. This quality must be reflected in the quality of the video. This means:

- Videos are made available on (at least) HD resolution (1080p). If slow motion is required for the video, 720p is allowed.
- The sound is of high quality and without any noise or interruptions.
- The used voice-overs, music, graphics and animations are of high quality.
- The content reflects the objectives of the Course Team.
- The camerawork and the editing are of high quality.
- The lighting is sufficient to make of all subjects and points of interest on screen clear and understandable.
- The cinematic quality is high and fits TU Delft.
- Each video is efficient and does not contain unnecessary content. Depending on the wishes of the course team, the video can be as long as required.
- The supplier will provide at least one Draft Product to the course team to receive approval or have changes requested before the Final Product is produced. The supplier reserves the right to watermark and timecode this Draft Product to prevent unauthorized usage or duplication.

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TU Delft Online Toolkit

The video materials have to be provided according to the TU Delft Online Toolkit. This consists of instruction on transcripts, naming convention, file types and other resource materials.

Progress

Supplier uses standard Google spreadsheets to keep track of the progress and gives the Course Team and TUD-ES access to these spreadsheets.

Consent form

If other people other than TU Delft employees appear in the video, they should sign a consent form to formalize their approval.

Source materials / Master video

After the production is finished, TU Delft receives the source materials and master video including the list and proof of copyright of used materials and the consent forms.