



# Guidelines for iCAN Videos

The International Children's Advisory Network, Inc., (iCAN) is a worldwide consortium of children's advisory groups, known as Kids Impacting Disease Through Science (KIDS) and Young Persons Advisory Groups (YPAGS). These dedicated youth member groups work in unison around the world to provide a voice for children and families in medicine, research, and innovation. As a registered 501(c)3, iCAN is dedicated to providing opportunities for children around the world to share their experiences while living with rare, complicated, and chronic conditions. To learn more about iCAN or to become a sponsoring partner, please visit [www.icanresearch.org](http://www.icanresearch.org).

The following sections contain information for the creation and distribution of iCAN video content. Please refer to the appropriate section for more details.

## **Section:**

**Disclaimer:** Page 2

**For Community Partners:** Page 3-5

**iCAN Video Editing Guidelines:** Page 6-18

**iCAN Video Tips for Kids & Parents:** Page 19-20

**iCAN Photo Tips for Kids & Parents:** Page 21

**iCAN Photo & Video Release Form:** Page 22

**How to Contact iCAN:** Page 23



## **iCAN Legal Disclaimer**

To ensure full disclosure and to provide safe and legal guidance, all videos produced or recorded by iCAN are protected by this disclaimer. This legal disclaimer is published on our website under the iCAN Multimedia Disclaimer page <https://www.icanresearch.org/multimedia-disclaimer>

## **Full Statement**

The iCAN Multimedia Content posted and/or shared by iCAN on/at this website, YouTube, social media, event, or other venue/platform has been made available for informational and educational purposes only. The iCAN Multimedia Content is provided as is and without warranties.

The Multimedia content is not intended to be a substitute for professional medical advice, diagnosis, or treatment. Always seek the advice of your physician or other qualified health providers with any questions you may have regarding a medical condition. Never disregard professional medical advice or delay in seeking it because of something you have read or seen on/at iCAN's website, YouTube, social media, event, or other venue/platform.

iCAN does not warrant the performance, effectiveness or applicability of any sites listed or linked to in any iCAN Multimedia Content. iCAN Multimedia Content is freely available for general educational use, but for formal distribution, must be approved in writing by iCAN. iCAN hereby disclaims any and all liability to any party for any direct, indirect, implied, punitive, special, incidental, or other consequential damages arising directly or indirectly from any use of the iCAN Multimedia Content posted and/or shared by iCAN on/at this website, YouTube, social media, event, or other venue/platform.



## **Video Tips For iCAN Sponsors/Partners**

### **How video files can be received:**

The best way for iCAN to receive videos is in an MP4 format. However, both H.264 and .MOV files are acceptable.

### **Where video files can be sent:**

Video files can be received through a shared google drive folder. Drop box with proper permissions is also acceptable. For more information on how to submit your video file, please contact [clairedestrampe@icanresearch.org](mailto:clairedestrampe@icanresearch.org).

### **Where video files are stored:**

Our video files are stored on our safe and secure iCAN Google Drive, iCAN YouTube Channel, as well as our external hard drive for backup security. All available video files may also be found on the iCAN YouTube library.

### **How long are video files stored:**

Video files are kept indefinitely with iCAN. However, upon written request to [info@icanresearch.org](mailto:info@icanresearch.org), participants may ask to remove the content. The iCAN Board of Directors reserves the right to approve or deny any written request.

### **Where video files can be viewed:**

The majority of our videos can be viewed on our iCAN YouTube Channel, on our website, or through our various social media accounts. If you can not find a particular video that you are looking for, please contact us at [info@icanresearch.org](mailto:info@icanresearch.org).

### **Video releases:**

Our Photo and Video Release Form can be found on our website under iCAN Policies and Forms or on page 7 of this packet. It is also located on our Google Drive. Signed release forms are kept on record by the iCAN Board of Directors. This release is required for the persons in every video that is recorded and shared by iCAN.

## How to record your own video:

- To record your own video, use a smart phone with recording abilities or a video recorder or video application on a laptop. While using a phone, hold and record in the horizontal position.
- For the best quality, record during daylight hours. Natural lighting helps the quality of the video from becoming grainy or yellowed in color.
- To achieve this, face a window while recording. The natural lighting from outside can help to lighten your face.
- If you can't record your video during the day time, record near a light source in the house that doesn't cast too many shadows, and doesn't make your video appear yellow in tone. LED lighting works well. Do not record with a light directly over your head. It is best to put yourself at a distance from the lighting which you like.
- Record in a quiet room, with nothing blocking the microphone on the recording device.
- If you have trouble finding a time that is quiet, you can record with headphones that have a built in microphone.
- Speak loudly so your audio can be heard well, and speak slowly so that your words do not jumble together.
- You can also prop your phone or device on a stack of books or other flat surface to help ensure that the video is recorded without movement.

**PRO TIP!** Remember that the videos can be recorded multiple times, and the best one can be chosen. If the video has gaps, or the sound is too loud or quiet, editing can be done to fix those things.

## Recorded Events:

iCAN reserves the right to share videos from recorded events for their distribution.

By attending the following events, participants are granting approval for video release:

- iCAN Summit Events
- Ask the Experts
- Pediatric Innovation Network Content



### **iCAN Logo & Branding:**

iCAN uses their logo (as seen above) branded on all videos, as well as our iCAN Chalk Intro, and the iCAN end slide with the iCAN Logo and links to the iCAN website and iCAN Multimedia Disclaimer page to close out the video. Please check out our YouTube Channel or website to get an idea of what this branding looks like. Branding of other organizations on iCAN videos is applicable to Sponsors as well as Community Partners. Logos and branding of such organizations can be added to our videos by iCAN's decision. Please take into consideration that the amount of iCAN branding can always be negotiated given the parameters for the video.

### **Editing & Turnaround:**

At the start of your project, iCAN will create a project plan that identifies the sponsor or community partner editing need(s). Throughout the project, iCAN will provide timely communication updates and will offer every attempt to adhere to a strict turnaround time as outlined within the project plan. As a general estimate, many videos can be edited by iCAN within 1-4 days from receipt as long as logos, marketing and other legal requirements are provided by the sponsor or community partner. Extra days will be added until all information is provided.

For videos that are not directly edited by iCAN, the iCAN logo, marketing, and legal disclaimer will be distributed to the appropriate sponsor or community partner at the start of the project to alleviate any lag time for the project completion.

### **Video Standards**

iCAN works diligently to adhere to standards outlined by the [National Television Standards Committee](#).



## iCAN Video Editing Guidelines

### iCAN Logo & Branding:

iCAN uses their logo (as seen above) branded on all videos, as well as our iCAN Chalk Intro, and the iCAN end slide with the iCAN Logo and iCAN Seal of Approval, as well as links to the iCAN website and iCAN Multimedia Disclaimer page to close out the video. **The video thumbnail will also be an opening slide before the Chalk Intro. All of these items can be found listed below.**

Please check out our YouTube Channel or website to get an idea of what this branding looks like. Branding of other organizations on iCAN videos is applicable to Sponsors as well as Community Partners. Logos and branding of such organizations can be added to our videos by iCAN's decision. Please take into consideration that the amount of iCAN branding can always be negotiated given the parameters for the video.

1. Thumbnail/opening slide that follows the **Guidelines for iCAN Thumbnail/Opening Slide**. This slide will play for:
  - a. 1 - 1 ½ lines of text should play for 10 seconds
  - b. 2 - 2 ½ lines of text should play for 15 seconds
  - c. 3 lines of text should play for 20 seconds
2. [iCAN Chalk Bumper](#)
3. [iCAN Logo](#) throughout the video, scaled down to about 30% of the original size in the bottom left hand corner
  - a. If background is dark or in the colors of iCAN Green or iCAN Blue, the iCAN logo you will use is the [iCAN Logo with White Space](#)
4. [iCAN End slide](#) to close out the video. This will play for 5 seconds.

### Video File Guidelines

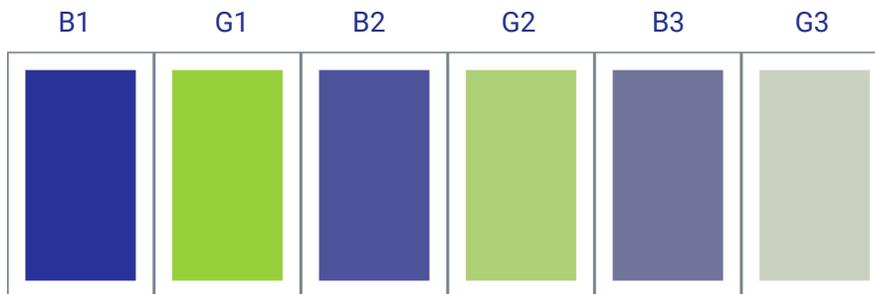
Below are details as to the dimensions of videos and their exporting format for platforms which iCAN posts videos.

- Specifications for YouTube videos for iCAN:
- iCAN YouTube Channel Name: iCAN Research  
<https://www.youtube.com/channel/UC9HmL68HDWiRZgfblo046hg/featured>
  - Aspect ratio of 16:9 with dimensions of 1280px wide by 720px tall or 1920px wide by 1080px tall
  - H.264 codec
  - MP4 File
- Specifications for Instagram videos for iCAN:
- iCAN Instagram Account Name: @icanresearch
  - Aspect ratio of 1.91:1 which is 1080x wide by 608px tall or 1920px wide by 1080px tall
  - Aspect ratio of 4:5 with dimensions of 1080px wide by 1350px tall
  - H.264 codec
  - MP4 File
- Specifications for Tik Tok videos for iCAN:

- iCAN Tik Tok Account Name: @icanresearch
  - Aspect ratio of 9:16 with dimensions of 1080px wide by 1920px tall
  - H.264 codec
  - MP4 File

### Font Guidelines:

- The approved fonts to be used in iCAN Videos or iCAN Thumbnails are:
  - DIN Alternative
  - Avenir
- The approved fonts can be bolded and/or italicized if approved by Leanne West or Amy Ohmer
- Other fonts may only be used **if specified** by Leanne West or Amy Ohmer
- The font colors must be within iCAN Color Branding as seen below:



### Background Guidelines

- The background used in iCAN videos can be found [here](#).
- This background is used for two reasons
  - 1) to fill the space when a video can not be scaled to fit the entirety of the screen
  - 2) for aesthetic purposes or to match other videos that could not be scaled to fill the screen
  -

### Audio Guidelines

- Volume Guidelines:
  - The volume for a video where a person is speaking should not exceed -6 decibels, and should be no less than -10 decibels
  - The volume for background music when a person is speaking should be at -25 decibels
- Music Guidelines:
  - iCAN uses several royalty free songs from YouTube's Audio Library. You can find those that we have used [here](#).

### Logo Guidelines

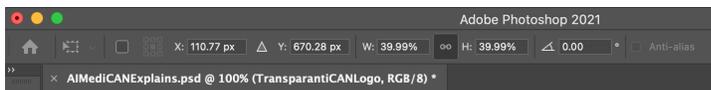
- When using multiple sponsor logos in a video, you **must make sure that they are all equally sized and visible**. iCAN wants to make sure that our sponsors are all highlighted

appropriately in the same fashion. If there is ever any confusion on Sponsor logos in a video, consult Amy Ohmer & Leanne West before the video is published

### Guidelines for iCAN Thumbnail/Opening Slide

The thumbnail/opening slide for iCAN Videos must contain the following:

- The size of the thumbnail must be 1280x720 pixels. If it is not this size, it will not work for YouTube Standards. It can be scaled to fit the frame for a video that is 1920x1080 pixels if needed.
  - YouTube Thumbnail: Aspect ratio of 16:9 with dimensions of 1280px wide by 720px tall or 1920px wide by 1080px tall
  - Instagram Thumbnail: Aspect ratio of 1.91:1 which is 1080x wide by 608px tall or 1920px wide by 1080px tall
  - Tik Tok Thumbnail: Aspect ratio of 9:16 with dimensions of 1080px wide by 1920px tall
- iCAN Logo (as seen in the header of this document) should be located in the bottom left corner at 40% of the original size
  - To scale the logo to 40% in Adobe Photoshop, you go to 'Edit' > 'Transform' for the flag layer. On the top of the document, it shows the percentage for the width and height of the flag (seen below). Type in 40% and the logo will transform to the correct size.



- The following statement about iCAN should be located at the bottom of thumbnail/opening slide: “The International Children’s Advisory Network Inc., (iCAN) is a tax exempt organization as described in Section 501(c)3 of the Internal Revenue Code”
  - The correct font color and size of this text would be as follows:
    - Avenir Light, 10 pt. Font, centered, in the color B1 from **Font Guidelines** or in white
- Descriptive title of what the video is about, and if the video is a part of an iCAN series (for example, if it is an iCAN Explains Video, 2021 Summit Video, etc.)
  - The correct font color and size of this text would be as follows:
    - Avenir Heavy or Avenir Medium, 35 pt. Or 40 pt. Font (depending on length of title), centered, in the color B1 from **Font Guidelines** or in white.
    - The font should also have 36 pt. spacing between the lines, as well as -5 pt. spacing between characters
- Flag in the top right corner to show what language the video is in. Please follow **Flag Guidelines** for specifics on this

Example of a correct formatting for a Thumbnail/Opening Slide:

(please take note that the design below is specifically for the 2021 Summit)



- **Length of time Thumbnail/Opening Slide plays:**
  - The length of time that the opening slide plays before the chalk bumper is dependent on the amount of text.
    - 1 - 1 ½ lines of text should play for 10 seconds
    - 2 - 2 ½ lines of text should play for 15 seconds
    - 3 lines of text should play for 20 seconds

**Graphic Guidelines for Lower Third Text:**

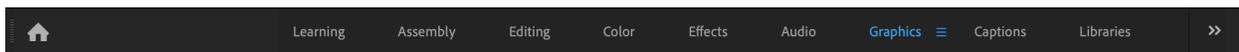
- This is the guidelines for using the Lower Third Text Graphics in Premiere Pro
- These are used to help show who a person is and their title in a video, or what a video is about.
  - For example if Leanne is in a video and introduces herself, the graphic will come up and say “Leanne West, President of iCAN”.



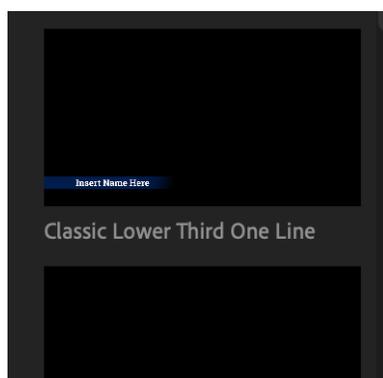
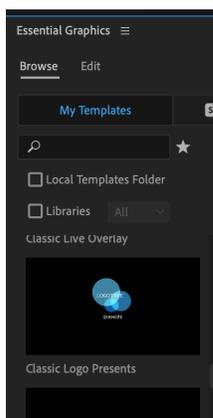
- In the case of it being used for a video title, that is typically used in the Ask the Experts Series to show show people what the episode is about



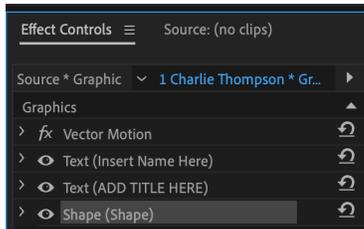
- To find this graphic in Adobe Premiere Pro, click “Graphics” along the top row of options



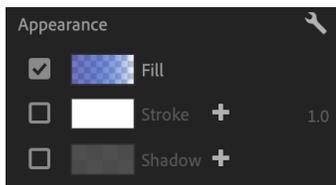
- You will then be given a list of graphics on the left hand side. Choose Classic Lower Third One Line if you are titling a series, and Classic Lower Third Two Lines if you are introducing the name of a person and their job title, chapter, condition, etc.



- To change the color of the shape, click 'Shape' in the Effects Controls



- You can then select the "Fill" and change the color to match B1 found in the Font Guidelines



- These graphics are to be in the color B1, with the font DIN Alternative or Avenir.
- All of these graphics are to be played for a minimum of 10 seconds.
  - 1 - 1 ½ lines of text should play for a minimum of 10 seconds
  - 2 - 2 ½ lines of text should play for a minimum of 15 seconds
  - 3 lines of text should play for a minimum of 20 seconds

### Flag Guidelines:

- Country flags are used in thumbnails or title slides to symbolize the language that the video is spoken in. **From July of 2021 forward**, they are to be utilized on all thumbnail/opening slides to identify what language is being spoken. **The flag is not used to identify a country of origin.**
- There are two different sets of flags to be used in different occasions:
  - Regular flags
  - Brushstroke flags



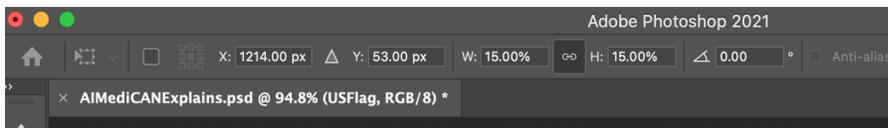
For our international viewing audience, the following iCAN video is subtitled in Albanian. Thank you to iCAN KIDS Albania for providing the following translation.

www.icanresearch.org

- **Regular flags** are to be used on all thumbnails/opening slides to indicate the language of the video. Regular flags can be found [here](#). An example of a regular flag is seen below



- Regular flags are to be scaled to 15% in Adobe Photoshop.
- To scale the flag to 15% in Adobe Photoshop, you go to 'Edit' > 'Transform' for the flag layer. On the top of the document, it shows the percentage for the width and height of the flag (seen below). Type in 15% and the flag will transform to the correct size.

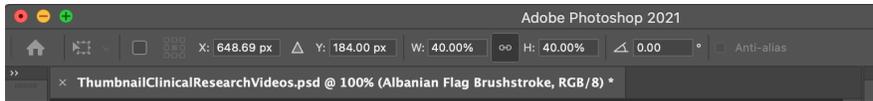


- The flag is then to be placed in the upper right hand corner of the thumbnail with a small amount of space between the flag and the edge of the thumbnail.
- Flags can be found in the iCAN Video Hard Drive in a folder labeled "Flags - Regular" or on the Google Drive under iCAN Video > Branding & Guidelines > Logos
- **Brushstroke flags** are to be used on a slide that announces the video being played has subtitled translation in another language. Brushstroke flags can be found [here](#). An example of a brushstroke flag is seen below:



- The flag is used as an identifier so viewers know that they can see translations of the video in a different language. This flag is to be centered behind the iCAN logo on the Translation Slide (to learn more about the Translation Slide, go to the Guidelines for iCAN Translation Slide in this document)
- Brushstroke flags are to be scaled to 40% in Adobe Photoshop.

- To scale the flag to 40% in Adobe Photoshop, you go to 'Edit' > 'Transform' for the flag layer. On the top of the document, it shows the percentage for the width and height of the flag (seen below). Type in 40% and the flag will transform to the correct size.



- **Subtitled Video Flag Usage**
  - In the event that a video has subtitles in another language, you are to use two flags. For example, we have a video in English, but we received a French translation. The first flag in the upper right hand corner would be the American Flag, sized and placed as outlined in the '**Regular flags**' section above. Below that would be the French Flag, sized and placed as outlined in the '**Regular flags**' section above, but with the word 'Subtitles' typed below the French flag.



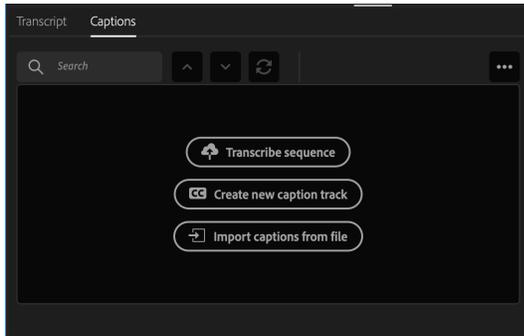
- The correct font color and size of this text would be as follows:
  - Avenir Light, 10 pt. Font, centered, in the color B1 from **Font Guidelines**

### Subtitle Guidelines

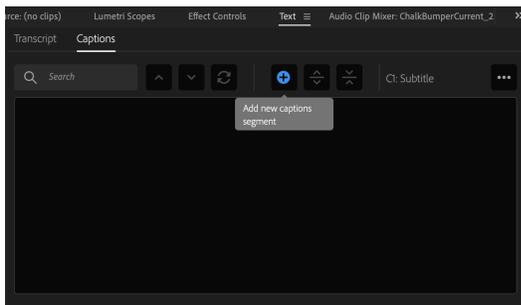
- Subtitles on iCAN Videos are to be created in video editing software, such as Adobe Premiere Pro. The subtitles have been stylized to fit iCAN Branding standards and to be cohesive with the video itself. The steps below are how to achieve the desired subtitling in Adobe Premiere Pro
- Translation of videos into other languages is to be done by individuals who have volunteered and know the language, **not by systems such as google translate. This is to avoid any misunderstandings in the translation of one language to another. If you have questions about the language used, please contact the individual who translated the video.**
- How to add captions in Adobe Premiere Pro:
  - Open the Premiere Pro document where you have been editing a video that you would like to add subtitles to.
  - Next, click the 'Captions' tab along the top



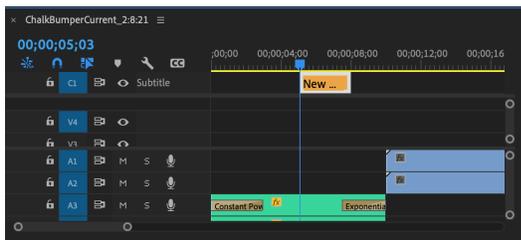
- Next, click 'Create New Caption Track'



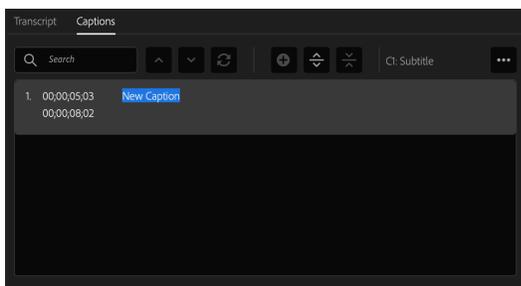
- You then will click the '+' button to create a new caption



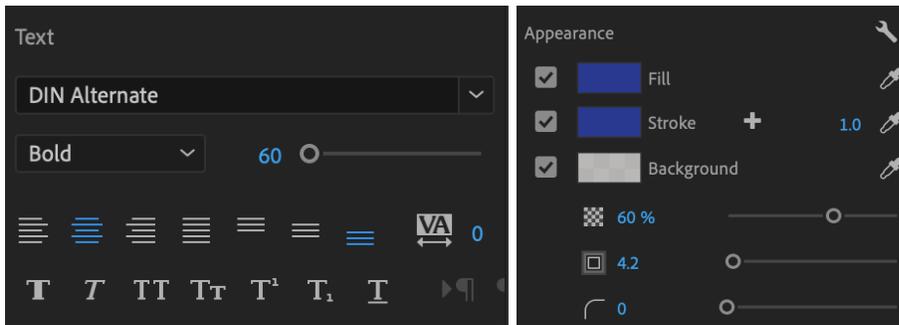
- You will then see the caption segment on the timeline in yellow



- You will be able to edit the caption in the box seen below.



- You can continue to add new captions using the plus button. You can adjust the length which the caption lasts in the timeline by dragging the edge of the box to your desired length.
- The video subtitles are to have the following specifications:



- Once you have followed the steps above, your subtitles should appear like this:



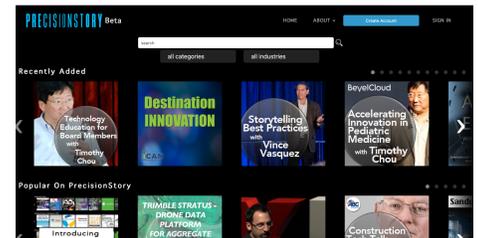
- The text and appearance of the subtitles can only be changed under the direct approval of Amy Ohmer and/or Leanne West.

### iCAN Logo & Branding for Pediatric Innovation Network Videos

<http://www.precisionstory.com>

The iCAN Pediatric Innovation Network Videos (PIN) are to have the following items in this order for each video

1. Thumbnail/opening slide that follows the **Guidelines for iCAN Thumbnail/Opening Slide**. This slide will play for a minimum of 10 seconds
  2. [iCAN Chalk Bumper](#)
  3. [iCAN Logo](#) throughout the video, scaled down to about 30% of the original size in the bottom left hand corner
  4. [iCAN End slide](#) to close out the video
- PIN videos are to be uploaded to the appropriate folder in the Pediatric Innovation Network Shared Drive
    - [Link to folder for PIN videos](#)
    - [Link to schedule for releasing videos on PIN](#)



### iCAN Logo & Branding for Ask the Experts Videos (for 2021 ATE episodes)

- [iCAN Logo](#) throughout the video

- Thumbnail/opening slide that follows the **Guidelines for iCAN Thumbnail/Opening Slide** as well as the usual Ask the Experts Thumbnail. The length of time that the opening slide plays before the chalk bumper is dependent on the amount of text.
  - 1 - 1 ½ lines of text should play for 10 seconds
  - 2 - 2 ½ lines of text should play for 15 seconds
  - 3 lines of text should play for 20 seconds
  - The original Thumbnail of ATE can be edited to change the title of the episode, for example “Ethics” as seen below, in [this document](#)
- [iCAN Chalk Bumper](#)
- [Leanne West video](#) explaining what Ask the Experts is
- [Chat Log Transcript](#)
  - The above file is used to share the chat transcript from the ATE session. Individuals can pause the video and observe what information was exchanged in the chat while the session was live.
  - To find the chat transcript from the session after your zoom recording has downloaded to your computer, go to
    - Documents > Zoom > most recent folder created > open the file “chat.txt”
  - When putting this text into the chat log document linked above, make sure to remove:
    - The time stamp in the first column
    - Last names of any iCAN Youth Members for confidentiality
  - Export each individual chat log slide as a png
  - Each individual slide plays for 5 seconds before the iCAN End slide closes the video
- [iCAN End slide](#) and iCAN Seal of Approval at the end of the video for a minimum of 5 seconds

Example of Ask the Experts Thumbnail:

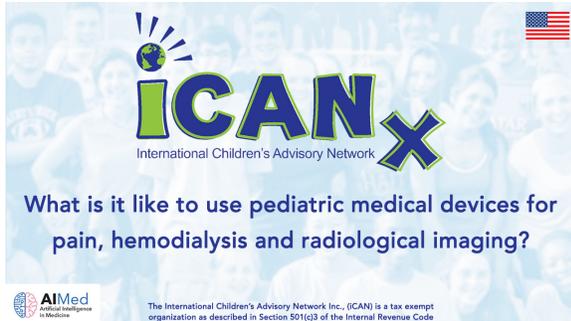


### **iCAN Logo & Branding for iCAN Explains Videos**

- [iCAN Logo](#) throughout the video
- Thumbnail/opening slide that follows the **Guidelines for iCAN Thumbnail/Opening Slide** as well as the usual iCAN Explains Thumbnail (seen below). The length of time that the opening slide plays before the chalk bumper is dependent on the amount of text.
  - 1 - 1 ½ lines of text should play for 10 seconds
  - 2 - 2 ½ lines of text should play for 15 seconds

- 3 lines of text should play for 20 seconds
- The original Thumbnail of iCAN Explains can be edited to change the title of the episode, for example “What is it like to use pediatric medical devices for...” as seen below, in [this document](#)
- [iCAN Chalk Bumper](#)
- [iCAN End slide](#) and iCAN Seal of Approval at the end of the video for a minimum of 5 seconds

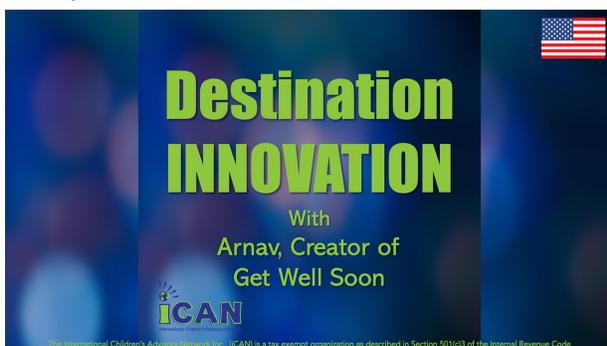
Example of iCAN Explains Thumbnail:



### iCAN Logo & Branding for Destination Innovation Videos

- [iCAN Logo](#) throughout the video
- Thumbnail/opening slide that follows the **Guidelines for iCAN Thumbnail/Opening Slide** as well as the usual iCAN Explains Thumbnail (seen below). The length of time that the opening slide plays before the chalk bumper is dependent on the amount of text.
  - 1 - 1 ½ lines of text should play for 10 seconds
  - 2 - 2 ½ lines of text should play for 15 seconds
  - 3 lines of text should play for 20 seconds
  - The original Thumbnail of ATE can be edited to change the title of the episode, for example “Arnav, Creator of Get Well Soon” as seen below, in [this document](#)
- [iCAN Chalk Bumper](#)
- [iCAN End slide](#) and iCAN Seal of Approval at the end of the video for a minimum of 5 seconds

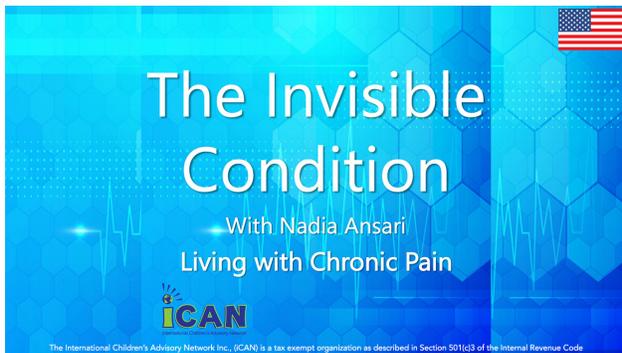
Example of Destination Innovation Thumbnail:



### iCAN Logo & Branding for Invisible Condition Videos

- Thumbnail/opening slide that follows the **Guidelines for iCAN Thumbnail/Opening Slide** as well as the usual iCAN Explains Thumbnail (seen below). The length of time that the opening slide plays before the chalk bumper is dependent on the amount of text.
  - 1 - 1 ½ lines of text should play for 10 seconds
  - 2 - 2 ½ lines of text should play for 15 seconds
  - 3 lines of text should play for 20 seconds
  - The original Thumbnail of ATE can be edited to change the title of the episode, for example “Living with Chronic Pain” as seen below, in [this document](#)

Example of Invisible Condition Thumbnail:

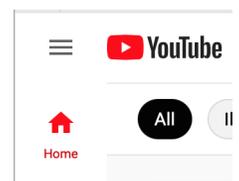


### Wix Guidelines

- **When logging into Wix, ALWAYS confirm with Amy Ohmer & Leanne West that neither are in the website, and that it is ok for you to log in.**
  - **If you do not do this, and someone else is in Wix, what is being worked on by both parties has potential to not save.**
- When uploading videos in Wix, you want to make sure that all videos are housed on the Videos Page located under Resources.
- There are several categories of existing channels that help to categorize the videos.
  - For example, if you have a video of a kid explaining what their condition is and how they deal with it, you would want to add that video to the iCAN Explains channel.

### YouTube Guidelines

- When uploading videos in YouTube there are a couple of key things to pay attention to:
  - The title of a video on YouTube can **only be 100 characters**. When creating a title for a video in YouTube, try to keep it as close to the original title of the video as possible.
    - For example, we had an Ask the Experts Video titled “Learn about the Sharon Disney Lund Medical Intelligence and Innovation Institute Internship Program at CHOC”.
    - That title is over 100 characters for the YouTube Title. So you take the key information and make sure that it comes across. This is what the YouTube title ended up saying: “iCAN Presents Ask the Experts on Learning about the Sharon Disney Lund MI3 Internship Program!”
    - Remember, you can always include the full title and description of the event in the details section of the video.
- How to upload a video to YouTube:



1) **Click the icon** in the upper left hand corner made of 3 horizontal lines

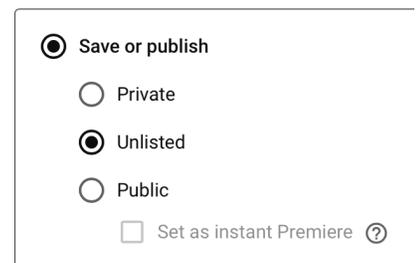
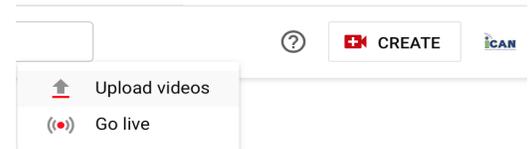
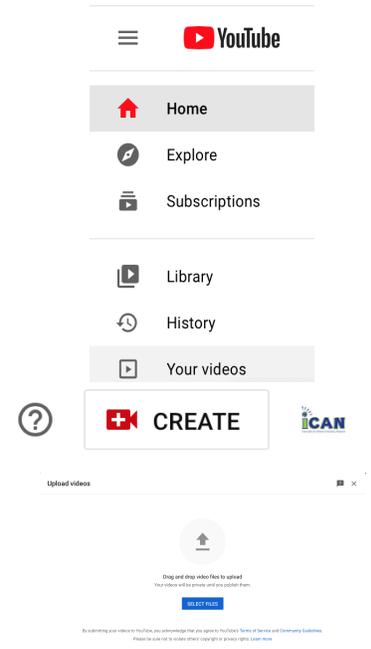
2) Go through the column of options and **click "Your Videos"**

3) On the upper right side, you will find a button with a **camera that says "CREATE"**. **Click that button.**

4) You will be shown two options. "Upload videos" and "Go live". **Click "Upload videos"**

5) You will then be shown a box where you can upload your video from your computer.

- o Pay close attention to the visibility of a video. Once you have uploaded a video into YouTube and filled out the title, details, and thumbnail, you want to make sure the video is "Unlisted". You do not want it to be "Public" yet. You will then share the link to Amy Ohmer & Leanne West for approval to publish the video. Once there has been direct approval, you can then make the visibility of the video "Public".



### Video Editing Guidelines from each draft

- It is important to keep a list of all changes made from draft to draft of each video. That way we can go back and see what has been changed, who requested the change, when it was made, and why.
- It is also important to record whether a suggestion was implemented, and why/why not.
- This should be done for each video project, and kept in the google drive of the project in a google doc or a google sheet.



## iCAN Video Tips for Kids & Parents

### How files can be sent to iCAN:

The best way for us to receive videos is a MP4 format. H.264 and .MOV files work, too.

### Where files can be sent to iCAN:

Videos can be shared in a google drive folder. Email [clairedestrampe@icanresearch.org](mailto:clairedestrampe@icanresearch.org) to set one up.

### Where files are stored at iCAN:

Files are stored on our Google Drive, YouTube Channel, and external hard drive.

### Where files can be viewed:

Our videos can be viewed on our YouTube Channel or our website. If you can't find a certain video that you are looking for, please contact us.

### Video releases:

The Photo and Video Release Form can be found on our website under iCAN Policies and Forms. It is also on our Google Drive. The Photo & Video Release form can also be found on Page 22 of this packet. iCAN keeps the signed forms on record by the board of directors.

### How to best record your own video:

To best record your own video:

- You can use a phone or laptop to record your video. Both work well for our videos! We can also record using Zoom, please contact [clairedestrampe@icanresearch.org](mailto:clairedestrampe@icanresearch.org) to set it up.
- If you use a phone, record with it laying horizontally.
- Try to record during daytime. Natural lighting can help to make the video less grainy or yellowed. One way to use outdoor lighting is to face a window while recording. The natural lighting then works as your light source.
- If you can't record during daytime, record near a light source that doesn't cast too many shadows, and doesn't make your video look yellowed. LED lighting works well. Do not record with a light directly over your head. Put yourself at a distance from the light which you like.

For the best sound quality:

- Record in a quiet room. Make sure the microphone is not blocked on the recording device.
- If you can't find a time that is quiet, you can use headphones with a built-in microphone.
- Speak loud enough so you can be heard well, and speak slowly so that your words are clear.

**PRO TIP!** Remember that you can record as many times as you like, and you can pick the best one. If the video has gaps or the sound is too loud or quiet, we can help fix those things!

### Recorded Events:

iCAN reserves the right to share videos from recorded events for their distribution.



By attending the following events, participants are granting approval for video release:

- iCAN Summit Events
- Ask the Experts
- Pediatric Innovation Network Content

#### **Editing & Turnaround:**

At the start of your project, iCAN will create a project plan that identifies the editing need(s). Throughout the project, iCAN will provide timely communication updates and will offer every attempt to adhere to a strict turnaround time as outlined within the project plan. As a general estimate, many videos can be edited by iCAN within 1-4 days from receipt as long as logos, marketing and other legal requirements are provided by the sponsor or community partner. Extra days will be added until all information is provided.

For videos that are not directly edited by iCAN, the iCAN logo, marketing, and legal disclaimer will be distributed to the appropriate sponsor or community partner at the start of the project to alleviate any lag time for the project completion.

#### **Video Standards**

iCAN works diligently to adhere to standards outlined by the [National Television Standards Committee](#).



## **iCAN Photo Tips for Kids & Parents**

### **How files can be sent to iCAN:**

The best way for us to receive a picture is in JPEG format. However, a PNG works as well. Please label the photo with: your name, chapter, and what the picture is for.

### **Where files can be sent to iCAN:**

Picture files can be shared via email to [clairedestrampe@icanresearch.org](mailto:clairedestrampe@icanresearch.org)

### **Where files are stored at iCAN:**

Files are stored on our Google Drive and external hard drive.

### **Photo releases:**

The Photo and Video Release Form can be found on our website under iCAN Policies and Forms. It is also on our Google Drive. The Photo & Video Release form can also be found on Page 22 of this packet. iCAN keeps the signed forms on record by the Board of Directors.

### **How to best take your own photo:**

To best take your own photo:

- You can use a phone or a camera to take your photo. Both work well for us!
- Try to take your photo during the daytime. Natural lighting can help to make your picture less yellow. One way to use outdoor lighting is to take your picture across from a window. The natural lighting then works as your light source, and will be less yellow.
- If you can't take your picture during the daytime, take your photo near a light source that doesn't cast too many shadows, and doesn't make your picture look yellow. LED lighting works well with this. Put yourself at a distance from the light which you like.
- To avoid pictures that have a shadow of you over them, or the glow from a light directly above, lightly tape the picture to a wall that is near a window that provides good natural light. This will help you to avoid shadows when leaning over a picture to capture an image.
- Before taking a picture with a phone, remember to clean the camera lens on your phone

**PRO TIP!** Remember that you can take as many as you like, and you can pick the best one. If there is a concern with any of your pictures, please reach out to [clairedestrampe@icanresearch.org](mailto:clairedestrampe@icanresearch.org) for assistance.



## Photo and/or Video Release



International Children's Advisory Network, Inc.  
317 Fawn Lane  
Marietta, GA 30060  
www.icanresearch.org

### Photo and/or Video Release

I authorize the use of my and/or my Child's name, likeness, image, biographical information, voice, appearance, and performance (the "Protected Information") whether recorded on or transferred to videotape, film, slides, photographs, audiotapes, or other media now known or later developed in connection with any public relations, marketing, advertising, or other promotion of the International Children's Advisory Network, Inc. (iCAN). I understand this means that the Protected Information may be used in newspapers, magazines, and/or iCAN publications; and/or iCAN, sponsor, and partner internet website exhibits; in radio promotions, through use of the Pediatric Innovation Network (PIN), on television and on social networking sites such as Facebook, Twitter, Instagram, LinkedIn, and in any other media, now known or later developed. I understand that iCAN is under no obligation to exercise any of its rights and privileges herein granted.

I release the International Children's Advisory Network, Inc. (iCAN), its officers, employees, directors, staff and agents from any liability and claims arising out of or in any way connected with the above granted uses and representations. I agree not to bring any claims against iCAN arising out of such use. This authorization will has no expiration. I understand that I may revoke this authorization at any time by providing written notice to iCAN. I understand that the Protected Information released between the effective date of this authorization and the date of the revocation may still be used in public domain.

By signing my full name below, I authorize the International Children's Advisory Network, Inc. (iCAN) to use or disclose any Protected Information specified in this authorization.

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

Sign: \_\_\_\_\_ Date: \_\_\_\_\_

(if photo/video is of minor child under age 18, than parent or legal guardian signature is required).

Sign: \_\_\_\_\_ Date: \_\_\_\_\_  
Parent/ guardian signature



## How to Contact iCAN

To work with iCAN please contact us at [info@icanresearch.org](mailto:info@icanresearch.org) to schedule a time.  
For additional or direct help, contact Claire Destrampe [clairedestrampe@icanresearch.org](mailto:clairedestrampe@icanresearch.org).

Check us out at [www.icanresearch.org](http://www.icanresearch.org) or see us on social media at "iCAN Research".