

Multimedia Production and Use Policy

Section 1 - Purpose and Context

- (1) Western Sydney University supports the production and use of multimedia to engage and intrinsically motivate students in their on-campus and online learning environments.
- (2) This Policy applies to all forms of produced media in learning and research contexts, including but not limited to illustrated text, audio, video and animation.
- (3) This Policy should be read in conjunction with the [Disability Policy](#), [Copyright Policy](#), [Learning Technologies Policy](#) and [Key Content Capture Guidelines](#).

Section 2 - Definitions

- (4) For the purposes of this policy and associated guidelines, the following definitions apply:
- a. Accessibility - when learning materials are able to be perceived, understood and used by all learners, including those with disabilities.
 - b. Producer - University staff member.
 - c. Rich Media - high quality, professionally produced communication for learning or marketing purposes, that uses multiple forms of interactive content and is intended to have a shelf-life beyond two years.
 - d. Produced Multimedia - content with illustrated text, audio, video and animation.
 - e. Feedback video - informal short video created to build community and provide timely feedback and encouragement to students. Video is produced by the instructor for one-time use and via desktop or mobile capture.
 - f. Western One Stop (Studio) video - scripted broadcasts providing detailed content or demonstrating a concept/task. These studio-supported videos are branded and designed to be reusable and scalable to multiple iterations of a unit or course.
 - g. Lecture Capture - in-class experience captured live in the classroom using the University video management system, where available. This facility is intended to support flexibility for students who cannot make the face-to-face session(s). (Refer also to the [Key Content Capture Guidelines](#)).
 - h. Text transcript - direct reproduction of speech or sounds from a video or live situation in a verbatim reproduction of the speech or sounds from a video or live situation.

Section 3 - Policy Statement

- (5) Producers must ensure that educational multimedia conforms with current [Web Content Accessibility Guidelines](#) so that all students' learning, including those with a disability, is enhanced.
- (6) Produced multimedia, feedback video, Western One Stop broadcasts with auditory content must include text transcripts or a summary highlighting key points.

- (7) All producers must ensure that their multimedia content conforms to copyright, attribution rights, University Policies and the [Key Content Capture Guidelines](#).
- (8) Produced Multimedia must be reusable and scalable with sufficient directions to enable subsequent academic staff delivering the unit/course to use the item.
- (9) Where visual content providing additional content and meaning accompanies audio content, a form of notation must be available to provide equivalent explanation.
- (10) All educational multimedia must be appropriate to the curriculum element, culturally competent and protect the privacy of any persons included in its content. (Refer to the [Privacy Policy](#))
- (11) All teaching and learning material, including embedded content provided in the Learning Management System, or delivered as part of curriculum, must comply with this policy, Key Content Capture Guidelines, [Web Content Accessibility Guidelines](#) and the [Copyright Policy](#).
- (12) The University will ensure that facilities are available to support multimedia production and use as set out in this policy.

Section 4 - Procedures

- (13) Procedures for producing educational multimedia are contained in the [Key Content Capture Guidelines](#).
- (14) Where, in exceptional circumstances, a multimedia producer wishes to deviate from the recommendations in the [Key Content Capture Guidelines](#), or due to technological advances relevant instructions are not included in the [Key Content Capture Guidelines](#), advice from the Pro Vice-Chancellor, Digital Futures should be obtained.

Section 5 - Guidelines

- (15) Key Content Capture Guidelines.
- (16) Other relevant Policies and Resources are:
- a. [Copyright Policy](#);
 - b. [Acceptable Use of Digital Services Policy](#);
 - c. [Privacy Policy](#);
 - d. [Student Code of Conduct](#);
 - e. Western Sydney University [Accessibility Action Plan 2018-2020](#)
 - f. [Web Content Accessibility Guidelines](#);
 - g. [Records and Archives Management Policy](#).
- (17) Suggested websites relating to content accessibility are included in the [Key Content Capture Guidelines](#).

Status and Details

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