## Video Graphics Flowchart

## Yale May 30, 2012

New title slate with Yale logo and content date. This slide should appear for no longer than two seconds onscreen.



Option: woodcut in background.

**ROBERT SHILLER** 



Long-form title slate with Yale logo, content date, content title, and subtitle.



CATHLEEN MACGUIGAN
Journalist, Critic, and newly-named Editor of
Architectural Record

CARTER WISEMAN
Journalist, Critic, Lecturer at Yale School of Architecture

PAUL NEEDHAM
Architectural Reporter and former Editor-in-Chief
of Yale Daily News

Continuation of long-form title slate with speaker names and brief descriptions. As above, both of these slides could have a woodcut background.





Lower third title & subtitle slate. Main title (top) eliminates need for date. Note that Yale Blue bar at 80% transparency works well over both white and black backgrounds, as seen above.



Cras mollis lobortis nisi, et posuere lorem venenatis eget. Phasellus aliquet vestibulum venenatis. Ut in velit lacinia quam luctus euismod vitae ut ligula. Mauris id odio libero, et pretium ligula.

Text-only slate. Text should be centered optically, skewed slightly toward the top of the frame as on other slates. Line breaks between paragraphs should be 50% of the leading.



Lower third speaker identification slate. Like the

titling lower third seen at left, this bar should

unroll across the screen from left to right and

disappear from left to right, or fade out.

Text-only "call to action" slate – directs viewer to a link.



George Berkeley Executive Producer
John C. Calhoun Director, Producer
Editor
Ezra Stiles Sound and music
Jonathan Edwards Graphic design
Samuel F. B. Morse

Executive Producer
Director, Producer
Sound and music
Graphic design
Narrator

Credit slate for a large production. Credits can be scrolled if necessary.



Option: Credit slate for a smaller production.



## Yale

Closing signature slide featuring the Yale logo. The white brand stamp should fade out after one second to a blue background.



Option: Closing signature slide featuring the Yale logo and small-caps typography from the wordmark system. All white text should fade out after one second to a blue background.



Option: Closing signature slide featuring the Yale logo and italic typography from the wordmark system. All white text should fade out after one second to a blue background.