U.S. Climate Resilience Toolkit

Standards for Graphics and Video

Graphics

We encourage contributors to provide graphics (i.e., photographs, maps, graphs, charts) to accompany submitted content. We can also help you find appropriate images if needed. Please provide graphic files as separate digital files (JPG format preferred), with appropriate titles and captions, via email with your submitted content.

- **Banner/Header Images.** The graphic designer finds and prepares most of the large banner/header images that appear at the top of the case study and tool pages. If you have a particular image that you'd like to use as a banner, please feel free to submit the image file (JPG format preferred). Banner images must be at least 1600 × 640 pixels in order to display properly in all browsers and screen sizes.

- **Titles and Captions.** Please provide appropriate titles and captions for your graphics. These can be included in the body of the narrative or in an email. Editors reserve the right to modify these for consistency.

- **Attribution.** We rely heavily on graphics in the public domain or those with Creative Commons licenses, and provide full attribution to the author and source. Some good sources for identifying graphics are the [Global Change Information System (GCIS)](#), [Wikimedia Commons](#), and [Flickr](#). Please check to make sure the graphics you'd like to use are in the public domain or have a freely usable Creative Commons license.

- **Permission.** If you would like to include a copyrighted graphic, please seek permission from the author/copyright holder. We can assist with this process as needed. Note that the permission process can sometimes be lengthy and may delay the inclusion of the graphic in your content.

Video

We also encourage the suggestion of short videos for relevant content.

- **Video Hosting.** Videos from YouTube or Vimeo can be embedded within most content types. Provide the "share" URL—not the embed code.

- **Applicability.** Videos should be directly applicable to the content. Videos might offer a "narrated" version of the story or add visual emphasis to enhance textual content, not introduce new topics.

- **Length.** Few people watch internet videos for longer than two minutes. We aim for short, visually interesting footage. We prefer 30-second to 3-minute video clips over documentary-style videos that cover a topic in depth.

- **Captioning.** For Section 508 compliance, all videos should have captions available. This requires the video's producers to upload a caption file for the video. Except in very rare circumstances, YouTube's automatic captioning is not acceptable.

- **Good resolution.** The minimum acceptable resolution for videos embedded in the Toolkit is 360p. HD resolution (starting at 720p) is preferred if possible.

- **Professionalism.** Appropriate lighting, clear sound, clean editing, and good use of graphics (such as opening titles and closing credits) all contribute to a professional video. We reserve the right to exclude videos we judge as unprofessional or containing objectionable content.

- **Exceptions.** At our discretion, videos that are relevant to the content but are outside the above guidelines may be included as an Additional Resource in case studies or in the Training/Tutorial category for tools.