



IIUM
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA

**DAR AL-HIKMAH
LIBRARY**

POSTER AND VIDEO CREATION GUIDELINES

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Responsible Office/Custodian	Communication Unit (CU)

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Unless otherwise indicated, these guidelines will still apply beyond the review date.

Revision History

Requestor	Description	Submission date
Chief Librarian	Initial development of the Poster and Video Creation Guidelines to standardize visual communication across all DAHL-managed library platforms.	31/03/2026

Referenced Documents

Referenced Documents (Legislation, Policies, Guidelines and Procedures)	- IIUM Branding Toolkit - Library's Virtual Identity and Communication Guidelines (VICG) - Personal Data Protection Act 2010 (PDPA)
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1.0 OBJECTIVES

The Poster and Video Creation Guidelines provide standardised and practical guidance for the planning, design, production, and dissemination of posters and videos for the Dar al-Hikmah Library (DaHL). The guidelines ensure that all visual collaterals are professional, consistent, accessible, and fully aligned with IIUM branding requirements and institutional values.

The objectives of the Guidelines are to:

- 1.1 Ensure visual consistency across all library promotional and communication materials.
- 1.2 Establish best practices for the production of high-quality posters and videos.
- 1.3 Support appropriate creative expression while maintaining institutional standards and values.

2.0 SCOPE AND COVERAGE

The guidelines apply to all individuals and parties involved in producing materials for or on behalf of the Library, including:

- i. Library staff
- ii. Interns
- iii. Students
- iv. Collaborators

The guidelines cover the creation, production, and dissemination of official promotional and communication materials, including but not limited to:

- i. Posters
- ii. Videos
- iii. Other visual collateral

Detailed guidance for each material type, including design standards and content requirements, is provided in the relevant sections of this document. For approval and quality control procedures, refer to Section 4.4 and the Library's Virtual Identity and Communication Guidelines (VICG).

3.0 DEFINITIONS

The following terms and abbreviations are used in these guidelines:

TERMS/ABBREVIATIONS	DEFINITIONS
Banner	A visual display material in print or digital format used to promote, advertise, or inform. Includes roll-up banners, pull-up banners, standees, and digital banners.
Campus Communication Officer	Appointed officer responsible for vetting content at each campus library.
End Slate	An end slate is the final screen in a video that displays key information such as logos, contact details, calls-to-action, or other closing messages.
Infographic	A visual representation of information or data designed to simplify complex content, highlight key messages, and enhance understanding in print or digital formats.

Other Visual Collateral	Any print or digital material not explicitly listed that conveys official, promotional, or informational content in accordance with institutional branding standards.
Poster	All visually designed print or digital communication materials for promotional, informational, or official purposes, including standard posters, banners, buntings, infographics, digital posters, and related formats.
Title Card	A title card is a screen in a video that displays the title, topic, or key information, usually at the beginning or between sections, to introduce or label the content.
Video	All audiovisual content produced in portrait or landscape format for promotional, informational, educational, or engagement purposes, including official videos, short-form content, and long-form digital productions.
White space	Also known as negative space; the intentional empty space around design elements to improve readability, visual hierarchy, and layout clarity.

4.0 DETAILS OF THE GUIDELINES

The guidelines apply to all posters, videos, and other visual collateral produced for or on behalf of the Library. The guidelines provide a high-level framework to guide design, content, and messaging.

4.1 General Guidelines

a. Clarity

All materials must be clear, concise, and easy to understand. Information should be presented logically to allow the audience to quickly grasp key messages. For videos, narration, on-screen text, and visual elements should reinforce the main points without causing confusion. Official logos must be used in their approved versions.

b. Consistency

All materials should follow approved Library and IIUM branding as stated in the Referenced Documents. Fonts, colours, logos, and other visual elements must align with institutional standards. Additional design elements supporting campaigns or themes must complement the official branding and must not compromise the Library's or IIUM's core identity.

c. Accuracy

Ensure that all information, including names, dates, times, venues, and other factual details, is correct and verified before publication. For videos, spoken content, captions, and on-screen text must be consistent and error-free.

d. Accessibility

Materials must be designed to be inclusive and accessible to all audiences. Use readable fonts, maintain sufficient contrast between text and background, employ inclusive language, and consider different viewing contexts such as print, screens, distance visibility, or video platforms. For videos, provide clear audio and captions/subtitles wherever possible.

e. Tone

Text, narration, and messaging should be appropriate to the audience and purpose:

i. Formal/Official Materials

For official content, such as announcements, certificates, institutional events, or instructional materials, a polite, respectful, and professional tone must be maintained. All materials must align with Library and IIUM branding and values.

ii. Casual/Engagement Materials

For promotional, awareness, or engagement content targeting internal or external audiences, a friendly and approachable tone may be used, provided it aligns with Library and IIUM branding and values.

Note: Detailed design, layout, font, colour, and format requirements are provided in the following Sections 4.2 and 4.3.

4.2 Poster Creation

As defined in Section 3.0, posters encompass a range of visual formats used to convey information, promote activities, and support official messaging. This section outlines the categories, design standards, content requirements, and vetting process applicable to all poster formats produced or disseminated by the Library.

Unless otherwise stated, all poster formats whether printed or digital must comply with the Library and IIUM branding standards, and follow the approval and quality control procedures described in Section 4.4.

4.2.1 Poster Format

Posters may be produced in various formats, including but not limited to:

- i. Standard Posters (portrait or landscape)
- ii. Banners (roll-up, pull-up, standees, digital banners)
- iii. Buntings
- iv. Infographics
- v. Digital Posters (for institutional portals, email communications, social media platforms, and digital screens)
- vi. Signage and Display Materials
- vii. Other visual formats with poster-like characteristics intended for public communication

All formats listed above are collectively referred to as “posters” and are subject to the same baseline requirements under the guidelines. Format-specific requirements may be outlined separately; however,

all poster formats remain governed by the guidelines unless otherwise stated.

4.2.2 **Poster Types**

This section defines the different types of posters that may be produced. Each poster type serves a specific communication purpose and may have distinct content, layout, and distribution requirements.

a. Event Posters

Designed to promote seminars, workshops, talks, exhibitions, or official events. Focus on providing clear and accurate event details, including dates, times, venues/platforms, speakers, and registration instructions.

Examples: Seminar or workshop announcements, exhibition or book launch posters, training session or briefing posters, public lecture or webinar promotions.

b. Educational Posters

Created to inform, explain, or raise awareness about academic topics, library services, research skills, or learning resources. Present information in a clear, visually engaging, and easily digestible format, often incorporating diagrams, infographics, or step-by-step guides.

Examples: Research skills or information literacy posters, database usage guides, citation/reference guides, posters explaining library rules, procedures, or services.

c. Informational Posters

Used for internal communication, educational messaging, or awareness campaigns. Communicate key messages, notices, or guidelines in a concise and accessible manner.

Examples: Library opening hours, service updates, safety/health notices, policy reminders, temporary service disruptions.

d. Promotional Posters

Developed to market library services, initiatives, programmes, or collaborations. Focus on attracting attention, building interest, and encouraging engagement.

Examples: Promotion of new services or facilities, reading programmes or awareness campaigns, collaborative initiatives, membership or engagement campaigns.

Note: Each poster type may have specific requirements for size, layout, content density or distribution method. These requirements must be considered during the design, vetting, and approval process.

4.2.3 **Content Requirements**

Posters should include all necessary information while remaining concise and easy to read. All content must align with Library communication objectives and be verified for accuracy.

a. Title/Headline

The title or headline must be clear, concise, and attention-grabbing. It should immediately communicate the main purpose or theme, allowing viewers to understand the content at a glance.

b. Main Message/Body Contents

The main content should present key information in a logical and organised manner. Short sentences, bullet points, or numbered lists should be used to improve readability. All information must be accurate, verified, and fact-checked, including dates, times, locations, speaker names, collaborators, and contact details.

c. Supporting Details (*if applicable*)

Include additional context or information that enhances understanding, such as timelines, eligibility or participation requirements, references, or resources.

d. Call to Action (CTA) (*if applicable*)

Include a clear action for the audience to take, such as “Register now,” “Join the event,” or “Learn more on our portal.” The CTA should be prominent and easy to follow.

e. Contact Information (*if applicable*)

Provide accurate and up-to-date contact details, including email addresses, phone numbers, or portal links, for enquiries or assistance.

4.2.4 **Design Specifications**

Effective poster design ensures that information is easy to understand, visually engaging, and professional. The following guidelines apply to all poster types:

a. Layout

Posters must have a clear visual hierarchy, guiding the viewer’s attention from most important to supporting information. Use headings, subheadings, bullet points, and sufficient white space to prevent clutter and enhance readability. Text and visual elements should be balanced.

b. Visuals

Images, icons, diagrams, and infographics must be high-resolution, relevant, and supportive of the key message. Avoid generic stock images that may distract from the content. For educational posters, step-by-step diagrams or illustrations are encouraged.

c. Colour

Posters may contain at least one approved IIUM colour palette to maintain a consistent visual identity. Ensure sufficient contrast between text and background for readability in both print and digital formats.

Colours should be selected carefully, including colour-blind-friendly options, and used intentionally to emphasise key information, separate sections, or guide the viewer's attention. Maintain a professional and cohesive appearance by avoiding unapproved or conflicting colours.

Recommended Colour Limit:

- i. Use **2–5 colours** to avoid visual clutter.
- ii. Apply **one or two colours** for dominant elements (e.g., headings or key visuals) and reserve additional colours for accents or secondary information.

Recommended Colour Usage:

- i. **2–3 Colours (Simple and Strong):** Ideal for clarity, typically including a background, text, and accent.
- ii. **3–5 Colours (Standard):** A main colour, a secondary colour, and a pop of accent for highlights.
- iii. **60-30-10 Rule:** Apply colours by volume: 60% primary, 30% secondary, and 10% accent for a balanced and visually appealing design.

d. Typography

Typography is essential for readability, hierarchy and professional presentation of posters and digital content. Follow these guidelines to ensure all text is clear, consistent, and accessible.

i. **Font Choice**

Use clear, professional, and easy-to-read fonts for both print and digital materials. Avoid decorative, novelty, or script fonts that reduce readability. Selected fonts must support all required characters and languages, especially for multilingual posters, to ensure accurate and accessible communication for all audiences.

ii. **Legibility**

All text must be readable in both print and digital formats. Maintain clear spacing between letters, words, lines, and paragraphs for easy reading. For print, body text should be at least 10–12 pt, with larger sizes for headings. For digital formats, ensure text remains clear on all screen sizes, including mobile devices and tablets.

iii. **Font Usage and Limitation**

Limit the number of fonts used per poster to two or three to maintain a clean, professional, and cohesive design:

- One font for headings/titles
- One font for body text
- Optional accent font for subheadings or highlights

Limiting font variety supports visual consistency, readability, and a professional appearance.

iv. **Font Styles**

Use bold, italics, or underlines sparingly to highlight key points or headings. Avoid over-styling, and keep font usage consistent across headings, subheadings, and body text for a professional and cohesive look.

v. **Hierarchy and Visual Flow**

Establish a clear visual hierarchy to guide the viewer's attention:

- **Headlines/Titles:** Largest and most prominent
- **Subheadings:** Medium size, may use bold or colour to emphasis
- **Body Text:** Smaller, readable, consistent

A proper hierarchy helps the audience quickly understand the main message and navigate the content effectively.

vi. **Special Considerations**

Avoid text effects that reduce readability, such as shadows, embossing, or decorative overlays. For digital posters, ensure fonts render correctly on the intended platform and resolution. For multilingual content, use fonts that display all characters accurately and remain legible.

e. **Size and Orientation**

Poster size and orientation must be selected based on display content, platform, and audience accessibility, while ensuring consistency and professionalism.

i. **Standard Sizes**

Poster should follow standard formats, for details refer to IIUM Branding Toolkit.

Example of Standard Sizes for Print Posters:

- **A4** – 210 x 297 mm / 8.3 x 11.7 in
Recommended Use: Notices, small announcements, and internal communications.
Recommended Placement: Notice boards, counters, doors, and office areas.
- **A3** – 297 x 420 mm / 11.7 x 16.5 in
Recommended Use: Event posters, promotions, informational posters, and public announcements.
Recommended Placement: Corridors, entrances, and notice boards.

- A2** – 420 x 594 mm / 16.5 x 23.4 in
Recommended Use: High visibility posters, campaigns, and exhibition.
Recommended Placement: Lobbies, halls, and shared public spaces.
- A1** – 594 x 841 mm / 23.4 x 33.1 in
Recommended Use: Major events, exhibitions, and institutional-level announcements.
Recommended Placement: Main entrances, foyers, and high-traffic areas.
- A0** – 841 x 1189 mm / 33.1 x 46.8 in (*where applicable*)
Recommended Use: Large-scale campaigns, exhibitions, and high-impact visual communication.
Recommended Placement: Exhibition halls, large foyers, and public display zones.

Example of Standard Sizes for Digital Posters:

- Square (1:1)** – 1080 × 1080 px
Recommended Use: Social media feed content and digital promotions
Recommended Platforms: Instagram, Facebook, LinkedIn, X
- Portrait (4:5)** – 1080 × 1350 px
Recommended Use: Mobile-optimised feed posts
Recommended Platforms: Instagram, Facebook
- Vertical (9:16)** – 1080 × 1920 px
Recommended Use: Stories, reels, short-form videos, mobile displays
Recommended Platforms: Instagram Stories, Facebook Stories, TikTok, YouTube Shorts
- Landscape (16:9)** – 1920 × 1080 px
Recommended Use: Screens, LED displays, websites, and digital boards
Recommended Platforms: YouTube, Facebook, X, websites, digital signage, presentations

Note: See *Appendix A* for a quick reference on poster sizes and recommended platforms.

ii. **Orientation**

- **Portrait (vertical)**

Applied to printed displays and mobile-optimised digital platforms, including roll-up banners, formal announcements, and portrait-format social media posts (e.g. Instagram feed portrait posts).

- **Landscape (horizontal)**

Applied to digital screens, websites, presentations, LED displays, and widescreen digital platforms.

- **Square formats**

Applied to social media platforms and digital marketing content requiring standardised, platform-compatible formats.

iii. **Design Adaptability**

Designs must be adaptable across different sizes and orientations without losing clarity or important information. All content should remain readable and visually balanced when resized, and critical elements such as titles, dates, venues, contact details, QR codes, and logos must remain visible in every version.

4.2.5 **Branding and Logo Usage**

Consistent branding ensures professionalism and institutional recognition.

- a. Include Library and IIUM logos where appropriate.
- b. Ensure all branding elements are consistent with typography, colour, and style guidelines.
- c. Avoid distortion, stretching, recolouring, or any approved modifications of logos.
- d. For collaborative projects, include partner logos only if approved and following placement guidelines.
- e. Include taglines or institutional identities if required, ensuring legibility and prominence.

Note: For further details on branding see IIUM Branding Toolkit and VICG.

4.2.6 **Language and Style**

Clear and consistent language shall be used in all posters to ensure that messages are understood by the intended audience.

- a. Language shall be clear, concise, and professional, and tailored to the target audience (students, staff, or the public).
- b. Inclusive and accessible language shall be used, ensuring gender neutrality, cultural sensitivity, and clarity.
- c. For multilingual posters, translations shall be accurate and preserve the original meaning and tone, with readability,

formatting, and alignment maintained consistently across all language versions.

- d. Excessive jargon or technical terminology shall be avoided. Where specialised concepts are necessary, brief explanations shall be provided.

4.3 Video Creation

Videos must maintain visual and audio clarity, accessibility, consistent branding, and an appropriate tone in line with Library and IIUM guidelines. Orientation should be chosen based on the platform, audience, and purpose. Videos must follow the approval and quality control procedures outlined in Section 4.4.

4.3.1 Video Format

Videos can be classified by format based on length and platform:

- a. **Official Videos:** Formal content for institutional announcements, corporate events, or instructional purposes.
- b. **Short-Form Videos:** Digital content optimized for social media platforms, e.g., TikTok, Instagram/Facebook Reels, YouTube Shorts.
- c. **Long-Form Videos:** Comprehensive content for training, lectures, or recorded events.

4.3.2 Video Types

Videos produced for or on behalf of Library can be categorised by content and purpose. A single video may fall under more than one type, and all applicable requirements must be observed.

- a. **Corporate/Institutional Videos**

Videos representing the library in an official capacity, communicating institutional messages and identity.

Examples: Library introduction/profile, official announcements, corporate or event videos.

- b. **Educational/Instructional Videos**

Videos designed to educate or guide users by explaining concepts, procedures, or the use of Library facilities and services.

Examples: How-to guides, tutorials on databases or facilities, training videos.

- c. **Promotional/Awareness Videos**

Videos intended to promote Library programmes, facilities, services, or campaigns and to increase awareness and engagement.

Examples: Service highlights, campaign videos, event teasers or recaps.

d. Engagement/Informational Videos

Videos that inform, connect, or engage audiences in an approachable style while maintaining professionalism.

Examples: FAQ videos, updates, or user-focused digital content.

e. Trend-Based/Creative Content Videos

Videos that follow current digital or social media trends, such as challenges, viral formats on platforms like TikTok, Instagram Reels, or YouTube Shorts, to enhance visibility and audience engagement while remaining aligned with Library and IIUM branding and values.

Examples: Short-form creative videos, social media challenges, storytelling, or library-themed skits.

f. Testimonial/Interview Videos

Video that features individuals sharing experiences, opinions, or insights related to the library, its services, programmes, or events. These videos help build credibility, trust, and personal connection with audiences.

Examples: User testimonials, staff interviews, participant feedback, oral history.

g. Event Coverage/Behind-the-Scenes (BTS) Videos

Videos documenting events, activities, or preparations to provide a closer view of library initiatives.

Examples: Event highlights, behind-the-scenes footage, workshop clips.

h. Animation/Motion Graphics Videos

Videos using animated visuals, graphics, or illustrations to explain information or concepts visually.

Examples: Animated explainers, motion graphics for announcements, infographic-style videos.

i. Live Stream/Webinar Videos

Real-time or recorded sessions for presentations, training, talks, or engagement. All recordings follow branding, tone, and accessibility requirements and may be repurposed into short-form or long-form videos after approval.

Examples: Live lectures, panel discussions, webinars, or event coverage.

4.3.3 Content Structure

Videos should be planned with a clear and logical structure to maintain viewer engagement and effectively communicate the intended message. The structure will vary depending on the video formats.

a. Long-Form Videos

Such as training, instructional, promotional, event recap.

Recommended Structure:

- i. **Introduction** (*first 5 – 10 seconds for short segments; up to 30 seconds for longer content*)
 - Introduce the topic or purpose clearly.
 - Include a hook to grab attention (*e.g. question, striking visual, or highlight*).
 - Display the title card if applicable.
- ii. **Main Content**
 - Deliver key information message, or story.
 - Organise content in a logical, easy-to-follow sequence.
 - Use supporting visuals, on screen text, or examples to reinforce the message.
- iii. **Closing**
 - Summarise key points or include a call-to-action (*e.g. “Visit the Library”. “Learn more on our portal”*).
 - End with an end slate showing logos, tagline, or contact information where appropriate.

b. Short-Form Videos

Short-form videos are **15 – 60 seconds** and rely on fast-paced, visually engaging content. The structure focuses on quickly capturing attention and delivering a single, clear message.

Recommended Structure:

- i. **Hook (0 – 3 seconds)**
 - Immediately capture attention with a visual, question, or bold statement.
 - First few seconds are critical to maintain viewer interest.
 - **Example:** Quick demonstration, surprising fact, or event highlight.
- ii. **Main Content (3 – 45 seconds)**
 - Deliver the core message concisely.
 - Use readable text, captions, visuals, or music to reinforce the content.
 - Focus on one main idea per video.
- iii. **Closing/Call-to-Action (last 3 – 5 seconds)**
 - Summarise the key takeaway or next step.
 - Include branding elements (logo, end slate, tagline).
 - **Example:** “Follow us for more library tips!” or “Visit our portal for resources”

Tips: Keep text short, use captions for accessibility, include strong hooks, and integrate branding consistently.

Note: The recommended structure for short-form videos does not apply to Trend-Based/Creative Content Videos, as these may follow platform-specific or trend-driven formats. Refer to *Appendix B* for a quick reference on Video Content Structure.

4.3.4 Technical Specifications

Videos should meet minimum technical standards to ensure clarity, compatibility, and professionalism:

Recommended Specification:

- a. Orientation:** Portrait or short-form social media content; landscape for official, educational or long-term videos.
- b. Resolution:** High-definition (HD) or higher where possible.
- c. Audio:** Clear voice with minimal background noise, use microphones is recommended for interviews and official recordings.
- d. File Format:** Common formats compatible with the intended platform, e.g. MP4.
- e. Title Card and End Slate:** Include appropriate opening and closing sequences; refer to Section 4.3.6 for branding details.

4.3.5 Duration

Video duration should be appropriate to the type, platform, and audience attention span. The following durations are recommended as guidance:

a. Short-Form Videos

Such as TikTok, Instagram/Facebook Reels, YouTube Shorts

Recommended Durations: 15 – 60 seconds

Example: Event teasers, quick tips, awareness messages, trend-based content.

b. Promotional/Informational Videos

Recommended Durations: 1 – 3 minutes

Example: Introduction to Library services, facilities highlights, campaign videos.

c. Educational / Instructional Videos

Recommended Durations: 3 – 10 minutes

Example: Tutorials, how-to guides, system walkthroughs.

d. Long-Form Videos

Such as training, webinars, lectures

Recommended Durations: 10 minutes and above, as appropriate

Example: Recorded workshops, webinars, lectures, panel discussions.

Videos should be concise and avoid unnecessary lengths while ensuring the message is clearly delivered.

4.3.6 **Branding and Logo Usage**

Consistent branding ensures professionalism, institutional recognition, and uniform visual identity across all video content.

- a. Include Library and IIUM logos where appropriate, adhering to approved placement, size, and visibility guidelines.
- b. Ensure all branding elements, including logos, fonts, colours, and graphic elements, are consistent with the Library's visual identity and style guidelines.
- c. Avoid distortion, stretching, recolouring, or any unapproved modifications of logos and branding elements.
- d. For collaborative projects, include partner logos only if approved and following placement and visibility guidelines.
- e. Incorporate logos, taglines, or institutional identities in title cards, on-screen graphics, and end slates where required, ensuring legibility and prominence.

4.3.7 **Language and Style**

Clear and consistent language shall be used in all video productions to ensure effective communication.

- a. Language shall be professional, concise, and appropriate to the intended audience (students, staff, or public).
- b. Spoken delivery shall be clear, well-paced, and easily understood across platforms and viewing contexts.
- c. Inclusive and accessible language shall be used at all times, ensuring gender neutrality, cultural sensitivity, and respect.
- d. Multilingual content shall be accurately translated in voice-overs, subtitles, or on-screen text, with consistency maintained across all language versions.
- e. Technical terms shall be minimised and explained where necessary.
- f. The overall tone and style shall remain consistent and aligned with the purpose of the video.

4.3.8 **On-Screen Text, Captions, and Subtitles**

On-screen text, captions, and subtitles shall be used to ensure clarity, readability, and accessibility in videos.

- a. On-screen text refers to titles, labels, or overlays displayed within the video to convey information or emphasise key messages.
- b. Captions display spoken dialogue and important non-speech sounds, such as [laughter], [applause], or [music playing], to make content accessible to viewers who are deaf or hard of hearing.
- c. Subtitles display spoken dialogue in a different language, allowing viewers who do not understand the original language to follow the content.
- d. On-screen text, captions, and subtitles must use clear, legible fonts with sufficient contrast against the background.

- e. For videos without speech, such as trends, visual storytelling, or comedy clips, captions and subtitles are optional but may be included to enhance understanding or engagement.
- f. Accessibility considerations shall be incorporated at all stages of video production to ensure content is inclusive for audiences with hearing impairments, non-native speakers, or diverse viewing environments.

4.3.9 **Audio and Music Usage**

Audio and music shall be used to support the message, tone, and purpose of videos while maintaining professionalism and alignment with Library and IIUM values.

- a. Audio shall include all sound elements in the video, such as spoken dialogue, narration, sound effects, and background music.
- b. Audio and music shall enhance the video content without overpowering dialogue or key messages.
- c. Only copyright-compliant audio shall be used, including royalty-free tracks, public domain music, properly licensed audio, or content from platform-approved libraries.
- d. Music selection shall be appropriate to the video type, purpose, tone, audience, and intended platform.
- e. All audio use shall comply with licensing terms, including attribution requirements where applicable.
- f. Volume levels shall be balanced to ensure spoken content or essential sound effects remain clear.
- g. Trend-based or popular audio may be used only if it comes from the platform's official audio library and is appropriate for Library or University content.
- h. Audio content shall not include offensive language, inappropriate themes, or material that could bring the Library or the University into disrepute.

Note: Responsibility for ensuring copyright compliance rests with the content creator and the approving authority.

4.3.10 **Consent and Privacy**

Consent and privacy considerations must be observed in all video productions to protect individuals' rights and comply with institutional and legal requirements.

- a. Consent must be obtained from individuals who are clearly identifiable in videos, particularly for interviews, testimonials, close-up shots, or featured appearances.
- b. Special care must be taken when involving students, minors, or members of the public.
- c. Personal, sensitive, or confidential information must not be disclosed without explicit approval.
- d. Video recording in restricted, controlled, or private areas must follow applicable policies and require prior permission.
- e. For live streams or event recording, participants should be informed in advance that recording is taking place.

- f. Where applicable, written consent or release forms must be obtained and retained prior to publication or distribution.

4.4 Approval and Quality Control

All posters, video productions, and other official promotional or communication materials are subject to approval and quality control (vetting) process prior to publication, distribution, or public display.

4.4.1 Approval and Reference to Procedures

- a. The approval process ensures that all materials comply with Library standards for content, branding, and visual identity.
- b. Library staff involved in producing materials must follow the approval process and complete all required vetting steps prior to dissemination.
- c. The detailed steps, forms, templates, and authorisation levels are outlined in the Library's VICG. All parties involved must adhere to these procedures as indicated above.

5.0 ADMINISTRATION OF THE GUIDELINES

The responsibility for implementing the guidelines lies with the respective departments/sections/units across Dar al-Hikmah Library.

This includes:

- i. Head of Communication Unit, MKHL
- ii. Head of Client and Corporate Services Unit, DaHLK
- iii. Head of Client Services Unit, CFSL
- iv. Head of Services Unit, SMNAL
- v. IIUM Librarian of Shared-Facilities Library Pagoh (SFPL)

Appendix A: Quick Reference for Poster Sizes & Platforms

Format / Orientation	Size	Recommended Use	Recommended Placement / Platform
Standard Sizes for Print Posters			
A4	210 × 297 mm / 8.3 × 11.7 in	Notices, small announcements, internal communication	Notice boards, counters, doors, office areas
A3	297 × 420 mm / 11.7 × 16.5 in	Event posters, promotions, informational posters	Corridors, entrances, notice boards
A2	420 × 594 mm / 16.5 × 23.4 in	High-visibility posters, campaigns, exhibitions	Lobbies, halls, shared public spaces
A1	594 × 841 mm / 23.4 × 33.1 in	Major events, exhibitions, institutional announcements	Main entrances, foyers, high-traffic areas
A0	841 × 1189 mm / 33.1 × 46.8 in	Large-scale campaigns, exhibitions, high-impact visuals	Exhibition halls, large foyers, public display zones
Standard Sizes for Digital Posters			
Square (1:1)	1080 × 1080 px	Social media feed content, digital promotions	Instagram, Facebook, LinkedIn, X
Portrait (4:5)	1080 × 1350 px	Mobile-optimised feed posts	Instagram, Facebook
Vertical (9:16)	1080 × 1920 px	Stories, Reels, short-form videos, mobile displays	Instagram Stories, Facebook Stories, TikTok, YouTube Shorts
Landscape (16:9)	1920 × 1080 px	Screens, LED displays, websites, digital boards	YouTube, Facebook, X, websites, digital signage, presentations

Orientation Notes:

- Portrait / Vertical:** For printed displays and mobile-optimised social media posts, roll-up banners, formal announcements.
- Landscape / Horizontal:** For screens, websites, presentations, LED displays, widescreen digital platforms.
- Square:** For social media feeds and standardised digital marketing content

Design Adaptability Notes:

- Adaptable Design:** Critical information (title, date, venue, QR codes, logos) must remain visible in all sizes
- Consistency:** Maintain branding, layout, and visual hierarchy across all poster formats and platforms

Appendix B: Quick Reference for Video Content Structure

Video Type	Duration	Structure	Key Elements	Tips / Notes
Long-Form Videos	3 minutes and above (<i>training, instructional, promotional, event recap</i>)	1. Introduction 2. Main Content 3. Closing	Introduction: Clear topic / purpose, hook, title card if applicable. Main Content: Deliver key message, organised logically, supporting visuals / text / examples. Closing: Summarise key points, include call-to-action, end slate with logos / tagline / contact info.	Ensure logical flow, maintain visual/audio clarity, reinforce key points with supporting visuals, include consistent branding.
Short-Form Videos	15–60 seconds (<i>social media, awareness, teasers</i>)	1. Hook (0–3 sec) 2. Main Content (3–45 sec) 3. Closing / Call-to-Action (last 3–5 sec)	Hook: Grab attention with visual, question, or bold statement. Main Content: Deliver core message concisely, readable text, captions, visuals, music. Closing / CTA: Summarise takeaway, include branding (logo, end slate, tagline), direct next action.	Keep text short and readable, use captions for accessibility, strong hooks for viewer retention, consistent branding, focus on one main idea per video. Not applicable for Trend-Based / Creative Content Videos; these follow platform-specific or trend-driven formats.