

+This worksheet asks you to analyze your food bank's web video using the terms and concepts discussed in chapter 12 of the *Web Style Guide*.

- Answer the questions in a separate Word document, and number your answers.
 - Upload the Word document to the "Web Video" drop box in Georgia View.
1. Approximately how many video files (e.g. 10, 20, 30) does the organization distribute? (This includes videos on its home site as well as channels like YouTube and Facebook.)
 2. About how long are most of these videos? How long are the shortest and the longest videos?
 3. Are any videos embedded within the pages of the home site? If so, include the URL of a page with an embedded video.
 4. Does the food bank maintain a separate YouTube or Vimeo channel? (If so, include the URL for the channel's landing page.) Is the link to this channel prominently included on all the site's pages (e.g. through a "YouTube" link in all page headers or footers)?
 5. If it maintains a separate channel, is the food bank's graphic identity (e.g. logo) consistent on its YouTube/Vimeo landing page?
 6. If it maintains a separate channel, does the meta information for each video include the URL of the food bank's main web site?

Pick a representative video and answer the following questions about it.

7. What is the URL of the video?
8. Describe the video's opening. Does it conform to Horton and Lynch's "fast start" guidelines (347)?
9. Describe the video's structure. Does it conform to Horton and Lynch's "front-load your main point" guidelines (360)?
10. For interviews, does the video conform to Horton and Lynch's "set up" guidelines (357-58)?
11. Does it conform to Horton and Lynch's "time compression" guidelines (366-68)?
12. What meta information is available to users before they play the video (346)?