

Stygian Media Content Creator Standards & Guidelines

Overview

Thank you for your interest in creating content for our network. We maintain high standards across all production elements to provide a consistent, professional experience for our audience. Please review these requirements carefully before submitting your concept.

Technical Standards

Video Requirements

- **Minimum Length:** 8 minutes (including intro/outro)

Video Quality Standards

- **Resolution:** Minimum 1080p (1920x1080), 4K preferred
- **Frame rate:** 24fps, 30fps, or 60fps (consistent throughout)
- **Aspect ratio:** 16:9
- **Bitrate:** High-quality export settings appropriate for YouTube upload
- **Audio:** Clear, balanced audio with consistent levels throughout (-14 LUFS recommended)
- No visible compression artefacts, pixelation, or quality degradation
- Proper colour grading and lighting
- Stable footage (use of tripod, gimbal, or stabilisation as needed)

Best Practices

- Engaging hook within the first 15 seconds
- Clear narrative structure with strong pacing
- Professional editing with smooth transitions
- On-screen graphics and text should be crisp and readable
- **Intro & Outro:** All videos must include a consistent intro and outro to reflect the Stygian Media brand. Templates or examples are provided, but creators are encouraged to personalise these elements. Assistance with asset creation is available upon request to ensure brand consistency.
- **Animation/Template Guidance:** Use of design templates (e.g., Canva) is encouraged, particularly if the creator does not have prior experience with animation or cinematic intro creation. Templates must be adapted to your unique content and not used verbatim.

- **Editing Software Recommendation:** We recommend Filmora Wondershare for video editing. It is beginner-friendly, supports multiple video and audio tracks, and allows easy application of branding elements.
- Consistent branding elements as approved by our team

Production & Filming Standards

Set Requirements

- Professional, clean filming environment appropriate for your content
- Organised, visually appealing background free from clutter or distractions
- Consistent filming location maintained across episodes
- Thoughtful framing and composition

Green Screen Access

- Access to a green screen or solid colour backdrop is required for thumbnail production
- Green screen should be properly lit and wrinkle-free for clean keying
- Alternative solid colour backdrops (white, black, blue) are acceptable if they suit your content style

Lighting Requirements

- Adequate, consistent lighting producing clear, well-lit footage
- Even illumination eliminating harsh shadows
- No overexposure or underexposure
- Ring lights are acceptable and often preferred for solo creators
- Colour temperature consistency throughout footage

Equipment Standards

- Minimum requirements:
 - Camera capable of 1080p recording with good low-light performance
 - External microphone (lapel, shotgun, or studio mic)
 - Stable camera support (tripod, desk mount, etc.)
 - Basic lighting kit (affordable LED panels or softboxes)

Need equipment recommendations? We are happy to suggest affordable options that meet our quality standards

Thumbnail Requirements

Technical Specifications

- Minimum resolution: 1280x720 pixels
File format: JPG, PNG, or GIF (no animation)
- File size: Under 2MB
- Aspect ratio: 16:9

Quality Standards

- High-resolution, professional design
- Clear, readable text visible on mobile devices
- Compelling visual accurately representing video content
- Consistent with YouTube best practices (faces, contrast, minimal text)

Social Media Assets

Instagram Image

- Resolution: 1080x1350px
- High quality, optimised for mobile viewing
- Engaging visual working independently of video

Facebook Image

- Resolution: 1200x630 pixels (link preview)
- Platform-optimised quality
- Eye-catching and relevant

Social Media Caption

- Compelling, concise copy appropriate for multiple platforms
- Includes relevant hashtags
- Clear call-to-action
- Under 2,200 characters

Description Requirements

YouTube Description Best Practices

- Compelling first 2–3 lines (visible before "show more")
- Detailed summary of video content
- Relevant timestamps for key moments
- Proper keyword optimisation

- Links to relevant resources, products, or references
- Channel branding and social media links (template will be applied)
- Proper attributions and credits
- Call-to-action for engagement

Company Ethics & Content Guidelines

Artificial Intelligence Usage Policy

We work with technology while maintaining authentic, human-created content.

PROHIBITED:

- AI-generated images, thumbnails, or graphics
- Fully AI-generated scripts or content
- AI voice generation or deepfakes
- Passing AI-generated content as original

PERMITTED (with disclosure):

- AI assistance for script outlining or brainstorming
- AI-powered eye contact correction filters for on-camera talent
- AI animation of still (public domain) images
- Grammar and spell-checking tools
- Transcription services

Mandatory Disclosure: Any AI usage must be disclosed when submitting video and supporting materials. Failure to disclose may result in removal from the network.

Content Philosophy

- **Entertainment-Focused:** Mission is to entertain and inform
- **Political Content:** Only reference if historically or contextually necessary; not for activism or endorsements
- **Inclusive Environment:** Content must welcome all viewers regardless of race, gender, orientation, religion, disability, age, or background
- **Accuracy & Integrity:** Factual claims must be researched and cited; no deliberate misinformation
- **Copyright & Fair Use:** Comply with copyright law, licensing, attribution, and fair use principles

Quality Consistency

Creators are expected to:

- Maintain or exceed quality standards
- Continuously improve production quality and content
- Meet deadlines and communication expectations
- Respond to feedback and implement requested changes
- Grow skills and adapt to evolving best practices

Non-Discrimination Statement

- Equal opportunity for all creators
- Evaluation based solely on quality, professionalism, and alignment with content standards

Quick Reference Checklist

- Minimum video length:** 8 minutes (including intro/outro)
- Resolution:** 1080p (4K preferred)
- Frame rate:** 24/30/60fps
- Aspect ratio:** 16:9
- Clear audio (-14 LUFS recommended)
- Professional intro & outro (personalised, consistent branding)
- Canva templates adapted if used; assistance available
- Filmora Wondershare recommended for editing
- Stable lighting & camera setup
- Thumbnail:** 1280x720+, readable, professional
- Social assets: platform-optimised, high quality
- AI tools disclosed if used

Questions?

If you have questions about these standards or need clarification, contact us before submitting. We're here to help you succeed.

Note: *These standards are subject to updates as industry best practices evolve. Accepted creators will be notified of any policy changes.*