

## Welcome to the Cobo Center 30/60 Video Contest!

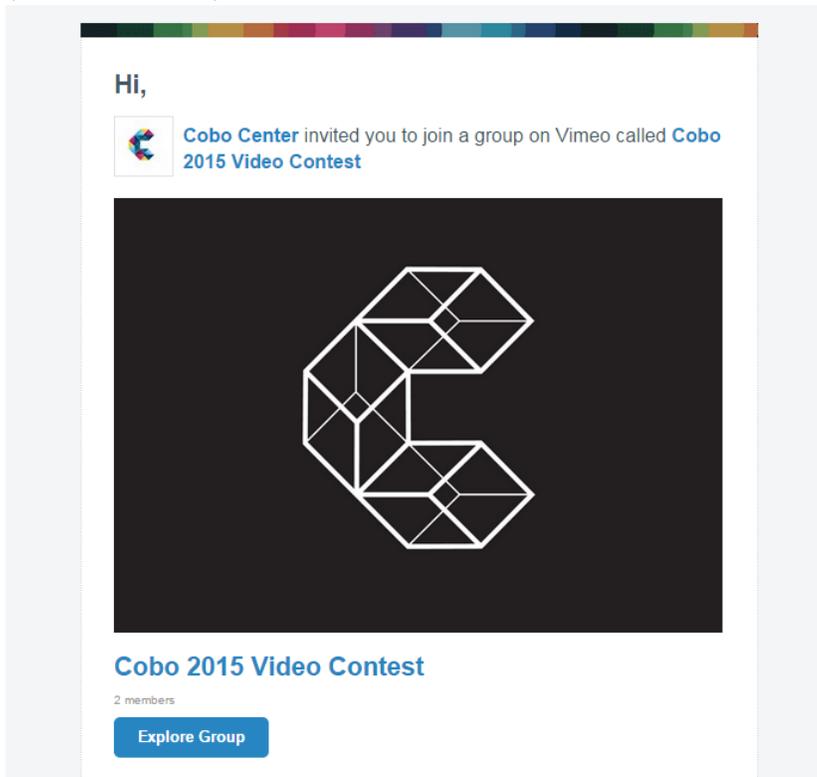
The final phase of our \$279 million renovation includes the installation of our external video boards. With their launch, we are excited to invite students to create content to play on our new boards. The Congress St. video board totals at 3,000 sq. /ft. and is at the corner of Congress and Washington in the center of Downtown Detroit. The marquee board on Jefferson and Washington is 6,000 sq./ft. and will go live this summer. With your help, we can highlight our revitalized city and renovated building. All submissions become the property of Cobo Center.

**TO QUALIFY:** each video must highlight the comeback of Cobo Center and the city of Detroit. Videos must be 30 sec OR 60 seconds in total length, 16:9 H264 MOV with AAC audio format.

**We look forward to including you as a part of the new Cobo Center.**

Below are instructions for how you can submit your version of the Cobo Comeback!

1. Register for the contest, submit registration form to [kshaw@cobocenter.com](mailto:kshaw@cobocenter.com)
2. Check your email. An invitation should be in your inbox 48 hours after registration. (it looks like this)



3. Click "Explore group."
4. This will take the contestant to Vimeo [homepage](#). Students will need to create (basic) accounts to access the Cobo Center Vimeo page.

5. Log in to Vimeo, and contestant will be directed to a 'join' page that looks like this:

The screenshot shows the Vimeo interface for a group. At the top is the Vimeo logo and navigation menu (Me, Videos, Create, Watch, Tools, Upgrade, Upload) with a search bar. Below is a large image of the Cobo Center building with its name illuminated in pink. The main heading is "Join this Group" with a subtext: "Would you like to accept the invitation to join this group? Please click on the Join this group button on the right." To the right is a dark blue button with a checkmark and the text "Join this group". Below the button is the group name "Cobo 2015 Video Contest" and a smaller button that says "Created by Cobo Center PRO 23 hours ago".

6. Next hit "Upload" located in the right-side of the toolbar.

The screenshot shows the "Upload Your Video" page. It features the same navigation bar as the previous screenshot. Below the heading "Upload Your Video" is a light blue box with the text "Please follow these rules:" followed by three numbered rules and a link to "Vimeo Guidelines". To the right is a "YOUR USAGE" section showing a progress bar for "Storage / 22,507MB of 500MB used" at 5%, with a note that the weekly limit resets on "Thu 12:01AM EST" and a link to "Upgrade now". At the bottom left is a dark blue button that says "Choose a Video to Upload".

7. Make sure your file is the appropriate format and upload.  
*If exporting from Adobe Premiere, use the export preset for Vimeo.*

This screenshot shows the "Upload Your Video" page with a file selected. The navigation bar and "YOUR USAGE" section are identical to the previous screenshot. Below the rules section is a "Files:" section containing a single file entry: "MM\_9615.MOV" with a size of "90.12MB" and a red "x" icon. Below the file entry is a link to "+ Add another video to upload". At the bottom left is a blue button that says "Upload Selected Videos". On the right side, there is a blue promotional box with a plus sign icon and the text: "10x more storage space, unlimited HD videos, and no banner ads".

8. Next, upload the video and fill out “Basic Info.” Add tags Cobo3060Contest/Cobo Center.

**vimeo** Me Videos Create Watch Tools Upgrade Upload

## Upload Your Video

UPLOADING 94% Cancel

MVI\_9615.MOV / 84.56MB of 90.12MB / 00:01 Remaining

**Basic** Privacy Collections Advanced Upgrade

### Basic Info

**Title**  
Videos are more interesting when they have creative titles. We know you can do better than "My Video."

**Description**  
Tell the story behind your video, and how you were involved in making it. (No HTML, but links are OK.)

Language

**10x more storage space, unlimited HD videos, and no banner ads**  
**GET PLUS**

**TIPS FOR GREAT VIDEOS**

**Compression Guidelines**  
We'll help you make sense of formats, codecs, data rates, and resolutions so you can sort through the technical stuff and upload successfully.

**Vimeo Video School**  
Learn how to make better videos at our friendly one-stop shop that's home to lessons from our staff and video tutorials made by Vimeo members.

9. Double-check to make sure that the “Privacy” settings match these. If they don’t Cobo Center won’t be able to access the video.

**✓ DONE! GO TO VIDEO**

MVI\_9615.MOV / 90.12MB of 90.12MB / 00:00 Remaining

**Basic** **Privacy** Collections Advanced Upgrade

## Privacy Settings

**Anyone can see this video**

**Who can watch this video?**

- Anyone** – Allow anyone to see this video
- Only me** – Make this video visible to me and no one else
- Only people I follow** – Make my videos visible only to people I follow on Vimeo
- Only people I choose** – I'll select people with whom I want to share this video
- Only people with a password** – Protect this video with a password

**Where can this video be embedded?**

- Anywhere** – Enable people to embed this video on any site
- Nowhere** – Do not allow anyone to embed this video

**Who can comment on this video?**

- Anyone** – Allow anyone to leave comments on this video
- No one** – Do not allow anyone to comment on this video
- Only people I follow** – I want only people I follow to be able to leave comments

**What can people do with this video?**

- Download the video** – Allow anyone to download this video
- Add to their collections** – Allow anyone to add this video to Albums, Channels, or Groups

**Save Changes** **Return to Video**

**TIPS FOR GREAT VIDEOS**

**Compression Guidelines**  
We'll help you make sense of formats, codecs, data rates, and resolutions so you can sort through the technical stuff and upload successfully.

**Vimeo Video School**  
Learn how to make better videos at our friendly one-stop shop that's home to lessons from our staff and video tutorials made by Vimeo members.

**Organizer**  
Change privacy settings for multiple videos, edit your collections, or batch delete videos.

10. Also double-check the “Collections” tab to make sure “Cobo 2015 Video Contest” is checked.

✓ DONE! GO TO VIDEO

MVI\_9615.MOV / 90.12MB of 90.12MB / 00:00 Remaining

Basic Privacy **Collections** Advanced Upgrade

**Channels**  
You have not created a channel yet.

**Groups**  
 Cobo 2015 Video Contest

**Albums**  
You have not created an album yet.

Save Changes Return to Video

**TIPS FOR GREAT VIDEOS**

**Compression Guidelines**  
We'll help you make sense of formats, codecs, data rates, and resolutions so you can sort through the technical stuff and upload successfully.

**Vimeo Video School**  
Learn how to make better videos at our friendly one-stop shop that's home to lessons from our staff and video tutorials made by Vimeo members.

**Organizer**  
Change privacy settings for multiple videos, edit your collections, or batch delete videos.

11. Next, wait patiently for the video to process. Vimeo should email the student when it's ready to view. Cobo Center will comment on the video once it's been added to the group.

vimeo Me Videos Create Watch Tools Upgrade Upload Search

HIDE VIDEOS

00:41:15

**Waiting in line**

Your video will begin converting in approximately 00:41:15. If you have other things to do besides stare at this screen, you can leave this page and we'll email you when your video is ready to watch.

Dying to skip this line? **Upgrade now.**

12. Good luck! Contestants will be notified by June 17 if their video has been selected.

**Please contact Kristin Shaw ([kshaw@cobocenter.com](mailto:kshaw@cobocenter.com)) with any questions!**