

# Web Site Seminar 2007...

## Sites, Camera, Action!



### Seminar Agenda

CSS (Cascading Style Sheets)

Video: Capture Your Company

– Break –

Push Technology

Wikis for Business

# **Video: Capture Your Company**

**Direct to the Web**

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# Web Video

## Do it Yourself...7 Steps to Success

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**Step 1 - Know the Lingo**

**Step 2 - Record Your Video**

**Step 3 - Capture Your Video**

**Step 4 - Edit Your Video**

**Step 5 - Export Your Video**

**Step 6 - Place & Preview in a Web Page**

**Step 7 - Transfer & Test on a Web Server**

## Step 1 - Know the Lingo

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### **NTSC - National Television Standards Committee**

The National Television Standards Committee was responsible for developing a set of standard protocols for television broadcast transmission and reception in the United States. NTSC format is used for digital video.

### **PAL - Phase Alternation Line**

Phase Alternation Line (PAL) is the television display standard used in Europe and other parts of the world.

### **IEEE - Institute of Electrical and Electronics Engineers**

The IEEE is the society created to promote computer-related research and to disseminate technical information and standards to computing professionals around the world.

### **Fire Wire/iLink**

The hardware card in a computer with a plug-and-socket connection which allows you to connect a digital video camera and transfer (capture) your video.

## Video Formats

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### **AVI - Audio-Video Interleaved (.avi)**

AVI files are a standard format for Windows. These files require an installed player on your computer. The web browsers utilizes this player to display the video. If you don't have the player, it must be downloaded.

### **MOV - QuickTime Movie (.mov)**

Quicktime is a multimedia playback technology from Apple. These files require an installed player on your computer. The web browsers utilizes this player to display the video. If you don't have the player, it must be downloaded.

### **WMV - Windows Media Video (.wmv)**

Microsoft's video format which compresses video files. These files require an installed player on your computer. The web browsers utilizes this player to display the video. If you don't have the player, it must be downloaded.

### **MPEG - Motion Picture Experts Group (.mpg)**

MPEG is a compressed video file. MPEG-1, MPEG-2, and MPEG-4 have different techniques for compression, quality, and functionality.

### **SWF or FLV – Flash Video (.swf or .flv)**

SWF format allows video to download. The new FLV format allows video to stream or to be progressively downloaded. This allows the video to play without an additional pop-up window. FLV files use the Flash player which is installed on your computer. The web browsers utilizes this player to display the video. If you don't have the player, it must be downloaded.

## Video Player Statistics

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Windows Media Player = 86%

QuickTime Player = 74%

Flash Player = 91%

## Web Site Examples

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<http://www.pbs.org/wgbh/nova/sciencenow/3401/02.html>

<http://comped.smm.org/videos.html>

[http://www.diynetwork.com/diy/diy\\_kits/article/0,2019,DIY\\_13787\\_2278598,00.html](http://www.diynetwork.com/diy/diy_kits/article/0,2019,DIY_13787_2278598,00.html)

<http://comped.smm.org/seminar07>

## Video Attributes

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**Frame Size** – The number of pixels used to describe a video image.

**Frame Rate** – The number of frames per second (fps).

**Bit Depth** – Depth of each pixel in an image. More depth represents better color.

**Audio Rate** – The rate of samples taken to represent sound. Higher rates produce more true sound.

**Audio Bit Depth** – The number of bits that describe each audio sample.

**Audio Channels** – Sound can be represented by one (mono) or two (stereo) channels.

	Digital Video	Web Video
Frame Size	720 x 480	320 x 240 – 240 x 180 – other
Frame Rate	25 – 30 fps	10 – 15 fps (dial-up) or 20 – 30 fps (broadband)
Bit Depth	24 – 32 bits	16 – 24 bits
Audio Rate	32,000 – 48,000 Hz 32 – 48 kHz	8000 – 44,000 Hz 8 – 44 kHz
Audio Bit Depth	16 bits	8 – 16 bits
Audio Channels	Stereo	Mono or Stereo

## Step 2 - Recording Your Video

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Record your movie with a digital video camera. Digital video cameras may differ, but usually record video using traditional video settings.

Frame size = 720 x 480

Frame rate = 25 – 30 fps

Bit depth = 16 – 32 bits

Audio rate = 22 – 48 kHz

Audio bit depth = 8 – 16 bits

Audio channels = Stereo

## **Step 3 - Capture Your Video**

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### **Free Software**

Windows Movie Maker – iMovie

### **Software for Purchase**

Premiere Elements – Premiere Pro – Final Cut Pro

## **Step 4 - Edit Your Video**

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Video editing software is used to edit your video clips. Common edits include trimming video, working with audio, or adding effects, transitions, and titles.

## **Step 5 - Export Your Video**

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Some software will have you save your “project”. The project is the file that contains the links to your video and audio files, the timeline, as well as any effects, titles, and transitions. After saving your project, you then export the video.

## **Step 6 - Place & Preview in a Web Page**

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The exported video will then need to be linked or embedded within a Web page. Make sure to test the links and video before moving the files to your Web server.

## **Step 7 - Transfer & Test on a Web Server**

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All pages and video files need to be uploaded to a Web server. As with the previous step, be sure to test the pages and files. It is beneficial to test on several computers using different connection speeds.