

Making video for the Internet

A workshop to learn a few tricks and also to prepare the end video clip for embedding in a web page.

YOUR WORKSHOP TEST VIDEO SHOULD BE ABLE TO DEMONSTRATE:

- Edit transitions, using different effects
- At least two video effects
- An audio effect if using audio
- A start and end titling sequence

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1. Get some video

Source some suitable video to edit and experiment with effects in Adobe Premier. You can either find some sample clips in the Premier Program Files, or try to find some on the web, or use your own. Make sure you use COPYRIGHT FREE video clips. Do not spend more than 30 minutes finding some video. (MORE INFORMATION ON CAPTURING VIDEO LATER)

2. Import the video into a video editor

We are importing into Adobe Premiere 6.5 or Premier Pro. If possible get 2 or more clips you want to edit together, and try out some effects on the video and audio.

3. Timecode the video clips

Drag the clip(s) onto the video tracks and begin looking at them, to plan out where you are going to make edits, and which parts of the video work well with other sections or clips. The main way this is done is to find out EXACTLY what is on each video track. To do this we use a process called 'TIMECODING'.

Watch the minutes and seconds (or frame numbers) that are marking the passing of the video – these are shown on the bottom right of the video viewing panel. Either note down every part of the video that you find interesting, or note down every change of video scene in the clip – whichever is more useful to you. This makes it easier to find where you are going to make edits when you come to edit 2 clips together, or make changes to an existing single clip. (This becomes essential when you are dealing with long video clips.)

4. Storyboard your edit ideas

Sketch out possible alternatives to edit ideas – it helps to visualize what things will look like without having to actually make the edits to see how they would look. Work out roughly how long your video will end up being, or how long you want it to be and what you need to do to make it that long.

5. Begin experimenting with edits and transitions

Be sure to make several Premiere PROJECT files – don't try to do all your experimenting with one file – you may want to save things and come back to them later. Export your tests as .wmv, .avi or .mov files to see what you are achieving. Use the 'Export Clip' as well as the 'Export Timeline' function.

6. Notes for Adobe Video Editors

In Adobe Premier 6.5

If you are using different clips that have different frame sizes it could be said that version 6.5 offers more choice of project types. Multimedia for Windows or Multimedia QuickTime are very useful options to experiment with. Premier 6.5 is very capable software. You can achieve very professional results, even broadcast quality if desired. Considering compression, screen and file size requirements for use on the Internet, Premier 6.5 is also very useful.

In Adobe Premier Pro

The options for project settings are more limited but are aimed at higher specification projects – DV or High Definition with larger frame sizes. Aspect Ratios are more difficult to alter and more important to keep consistent. Experimenting is the best method for finding out what is best for you. Premier Pro will allow you to import many more file formats than 6.5 – Illustrator files, Photoshop PSDs, Flash Swf, and others. This makes it very versatile software. You can also edit audio within a Premier Project file, by 'jumping' to Audition and back, not having to open Audition separately to edit the wav.

7. Capturing video from a Handycam using Firewire

If you are capturing off a Handycam (available to borrow from the university), you can capture in either version of the software.

Connect the video base station with a Firewire cable to the Firewire port on the front (usually) of the PC. Firewire is a very fast version of real-time data transfer, much quicker than USB. You can either view and control the video from the screen of the camera, or just use the capture window display – the playback controls work the camera remotely from this window.

If you have already viewed the footage, you may know what to capture and what to leave, alternatively you may want to capture everything and edit later.

Select the 'Capture/Movie Capture' option to open the capture window. This allows you to manually control the start and end points of the capture. The 'Batch Capture' option allows you to program a selection of timed captures corresponding to your timecode or frame numbers. This would be used if a large number of captures were required.

IMPORTANT: Bear in mind that when you capture video from a Handycam, it is in DV format. This means YOU MUST HAVE A DV PROJECT open in order to capture. It will not work otherwise. Be sure to choose a DV PAL option, as in Europe we are PAL, not NTSC. If you are using Adobe Premier Pro, this is the only option you can choose, but Adobe Premier 6.5 has many other choices.

8. Making the clip ready for a webpage

Make sure your clip is as small as possible in file size, as this makes it much better for download times on the web. Use different compression to see how small you can make the file without losing too much quality – use your own judgment to achieve this.

Below are the html object/embed codes for a WMV and a QuickTime file format:

QUICKTIME

```
<object width="320" height="255">
<param name="autostart" value="true">
<param name="src" value="http://www.yourwebaddress/yourvideofile.mov">
<embed width="320" height="255" src="
http://www.yourwebaddress/yourvideofile.mov"
autostart="false"></embed></param></param></object>
```

The autostart is set to false so that the file doesn't start automatically. If you want it to start on load, change this to 'true'. Change the source value to the address of your video file.

WMV

```
<object NAME="Player" WIDTH="320" HEIGHT="240" type="application/x-
oleobject"
CLASSID="CLSID:6BF52A52-394A-11d3-B153-00C04F79FAA6">
<param NAME="URL" VALUE="
http://www.yourwebaddress/yourvideofile.wmv"><param>
<param NAME="AUTOSTART" VALUE="true"></param>
<param name="showControls" value="true"></param>
<embed WIDTH="320" HEIGHT="240"
SRC="http://www.yourwebaddress/yourvideofile.wmv" TYPE="application/x-
oleobject" AUTOSTART="true"></embed></object>
```

The autostart is set to true so that the file starts automatically. If you don't want it to start on load, change this to 'false'. Change the 'param URL' and 'embed src' to the address of your video file.

The above codes will also work with AVI file format, test to see which is best.

There are many versions of these codes available when you search on the web – find the one(s) that work best for you.

NB: A website that generates embed coding – though it's a bit 'fat code', it does the job....

<http://cit.ucsf.edu/embedmedia/step1.php>