

Exporting Video for the web using Premier Pro

Using Premier Pro to export video clips for viewing on the Internet



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Things to Consider

Up until a few years ago, most people used dial up connections to access the internet. This has changed dramatically in the last couple of years, allowing many people, both at home and at work, to access the internet via fast broadband connection. It is common to have 2mb broadband speeds, and this allows many more people to enjoy rich media as part of their web experience.

Using video on a web page involves a few do's and don'ts to ensure that people who access your webpage aren't facing broadband meltdown when trying to watch your video clips!

- Screen size
- File size
- Autostart

Adobe Media Encoder

Using the Adobe Media Encoder we can alter the frame size, frame rate, quality of video and audio compression, as well as crop unnecessary parts of the screen.

The Adobe Media Encoder is accessible via the File menu (File/Export/Adobe Media Encoder). Once you have selected the encoder, a new window will open, displaying your video clip on the left, with export settings displayed on the right. NB, you must be clicked on the video timeline to access Export from the File menu.

Export Settings

Video/Format:

Select the type of video you would like to export; the following are the choices available:

- Windows Media (.wmv)
- QuickTime (.mov)
- MPEG1 (.avi)
- MPEG2 (.avi)
- Real Media (.rmvb)
- Flash Video (.flv)

MPEG1 and MPEG2 are generally for DV PAL or NTSC files, and not so suitable for the web. Please note that .flv files will need a Flash Player (.swf) to play the file and have the Flash plug in on the user's computer. Windows Media files will not play on Mac computers. Real Media will require the Real Player to play the file, on Mac or PC. QuickTime needs to be present on the user's computer to play the file, but can be used with PC and Mac.

Video Settings

Range:

This is the work area or the entire sequence, so select what is appropriate. The work area is defined by the selected band at the top of the timeline. The entire sequence is everything you have on the whole timeline.

Preset:

QuickTime and Windows Media (and Real Media) offer a wide variety of kilobyte rates. These are for use by different speeds of broadband connection. Nowadays the default 256k setting is usually fine to use. If you do change settings, be sure to select a PAL version, which is the European standard.

Audio Settings

Codec:

QuickTime and Windows Media have a range of choices available for audio compression which depend on the kilobyte rate that has been selected in the previous menu option. Recommended for QuickTime is Q Design Music 2 or Apple Lossless, and Windows Media Audio 9.2 for Windows media files. Real Media and Flash Video have their own options, so experiment, but generally default options are good to start with.

Bitrate Settings:

Frequency:

As with most other audio in multimedia applications, don't go below 22 kHz, but 44 kHz is best. Mono can be fine, unless you have a lot of music, in which case, use stereo.

Encoding Passes:

Windows Media will offer one or two passes at both video and audio compression. According to Adobe, the more the merrier, so select two passes. This means the encoder has two passes at defining the best compression rate for the file. This does not apply to QuickTime settings.

Frame size and View

Usually 320 x 240 is standard for a web page. You can try something a little larger, but be careful of file size implications. This can be adjusted in the video export settings window, and can be altered regardless of aspect ratio. Please be aware this can affect the quality of the result.

Cropping and Scale to Fit

The cropping tool (in the source window) can be used to get rid of any black spaces visible in the frame display. Use it like any other cropping tool. The output window will show what is going to be exported to the final clip, so make sure that the scale to fit box is ticked to fill the whole screen visible in the display.

File Size

This is difficult to generalize. If you are able to use the compression effectively, you can reduce the file size quite significantly for the web. The length of the video (in time) and the quality of the original clips being used in the edit all affect how the compression will behave in the final exported clip.

Other File Extensions

There are many other file extensions you may see as video files. Some of them are also used on the web. You can test and investigate these to build up your knowledge and experience of video formats.

- .asf (and .asx) these are 'streaming' formats
- .rm (and .ram) these are 'streaming' formats
- .mkv (Matroska)
- .gvi (Google video)
- 3g2 and 3gp (mobile phone video formats)

Converting Files

You can either try re-exporting files using Premier Pro, or use Media Convert, a website offering free file conversion to almost any format. There are also free video file format conversion software packages available on the web, for example Prism, which are very good.

<http://www.media-convert.com/>

<http://www.nchsoftware.com/prism/index.html>

A useful video tutorial from Adobe

Please refer to the following link for a helpful video on how to use the Adobe Media Encoder when making video for the web

http://www.adobe.com/designcenter/premierepro/articles/prp2am_exportmovie.html