

# Video Clips for the Web

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## Introduction

Video clips have come a long way in the past 10 years or so. They used to be difficult to create, expensive to edit and exported for only a single type of work. Today video is much easier to create either with a video camcorder, flipphone, iphone or many other devices. Most people just plunk their raw video directly to the web but with just some simple editing tools and techniques- the raw video can become much more interesting to watch and a lot more valuable to use.

This class covers using a simple video editor to create video clips for the web. This time around we are using Windows Movie Maker but simple video editors like iMovie, Movie Maker or even more complex ones like Adobe Premiere and Final Cut Pro are actually not that hard to use.

Once our clip is created, we will use a video convertor to convert the final clip for a variety of uses. Within the past three years, this has become a lot easier to do. Today we will be using Adobe Media Encoder but other less expensive encoders like iSkysoft's *Video Convertor* or Roxio's *Easy Video Copy and Convert* will also work. Many high end video editors like Adobe Premiere and Final Cut Pro actually now have video convertor functions built-in to the export mechanism so you might not even need extra software.

Video clips can be used in a variety of ways. The trick is to make one source clip that you can convert into many different forms say for use on WebCT, myspace, Facebook, YouTube, Moodle or even directly on the web. Video tends to draw a lot of attention on the web which is why it has also become very popular.

Video creation of a clip tends to follow a particular cycle or process:

**Capture** – the basics of shooting for a video podcast.

**Transfer** – transferring your video to a video editor and importing additional images and slides to enhance your video.

**Edit** – editing your video with a video editor and adding images, titles and even subtitles.

**Output** – publishing or exporting your video as a clip or clips for use in a variety of different ways.

## **Video Capture: Clip Shooting Guidelines**

When you are creating a video clip for the web, there are some precautions that you might take due to the smaller sized output for your materials:

**1. Avoid Quick Camera Movements:** The more an image moves, the more the computer has to process and compress. This leads to a larger download times and less perceived detail. Use locked down shots or shots with slow camera movement.

**2. Watch Wide Shots and Framing:** On the Web, you will not have as much detail as on normal video. Wide shots tend to lose details on the Web and odd framing angles tend to just confuse the viewer. Use T-bar close-ups when creating programs for the Web.

**3. Use Good and Clear Audio:** When screen size goes down the importance of the audio portion of your presentation goes up. Good audio does not take up a lot of space and can cover for times when the video is weak due to screen size or download speed.

**4. Keep it “soft” and “simple”:** Busy backgrounds and numerous colors with detailed video information just don’t work well on the Web. “Soft” images with “simple” backgrounds reduce file size and increase transmission speed. Be careful to light well.

**5. Limit the Use of Special Effects:** Certain types of effects like strobes, quick wipes, fancy dissolves and page flips just do not compress well on the Web so you may want to limit their use.

## Video Capture: Hints & Good Practice

- 1. Watch your lighting:** Adequate lighting is essential for most digital or high-end videocameras.
- 2. Check your audio:** If possible, wear headphones or at least check at the start of your shoot that you are obtaining an adequate audio track. Use an external mike when possible.
- 3. Use the Rule of Thirds:** If you draw an imaginary tic-tac-toe game with three lines on your viewscreen, the activity of your shot should be at the intersection of these lines with less emphasis on the center screen intersections.
- 4. Leave Room for Head and Body movement:** Leave room in your shot for head and body movement if your subject is moving. Give them room or direction to walk through your shot. Make sure the subject has the same right to left direction in subsequent shots.
- 5. Roll Extra Tape:** Tape is relatively inexpensive. If you miss a shot today, you may not be able to go back and get it tomorrow. Go ahead and shoot rehearsal takes for possible later use as insert shots.
- 6. Shoot for the Edit:** Shoot extra material that you can use as either insert or continuity shots under a narrator's dialogue.
- 7. Use a tripod for stability:** When possible, use a tripod to provide extra stability for your shooting.
- 8. Check for size:** For each minute of raw video reserve about  $\frac{1}{5}$  Gig. for editing purposes. You will need about 10-15% more space to do video/sound rendering.

## **Video Capture: Content/Script**

If you are not just capturing, direct live material, it might be useful to structure out what you would like to produce as a storyboard or as a script. Here is the script for today's class—using a quote from Wikipedia on Dolphins as the source material:

Dolphins are marine mammals that are closely related to whales and porpoises. There are almost forty species of dolphin. They vary in size from 1.2 meter and 40 kg (Maui's Dolphin), up to 9.5 meter and 10 tonnes (the Orca or Killer Whale). They are found worldwide, mostly in the shallower seas of the continental shelves, and are carnivores, mostly eating fish and squid. Dolphins are considered to be amongst the most intelligent of animals and their often friendly appearance and seemingly playful attitude have made them popular in human culture.

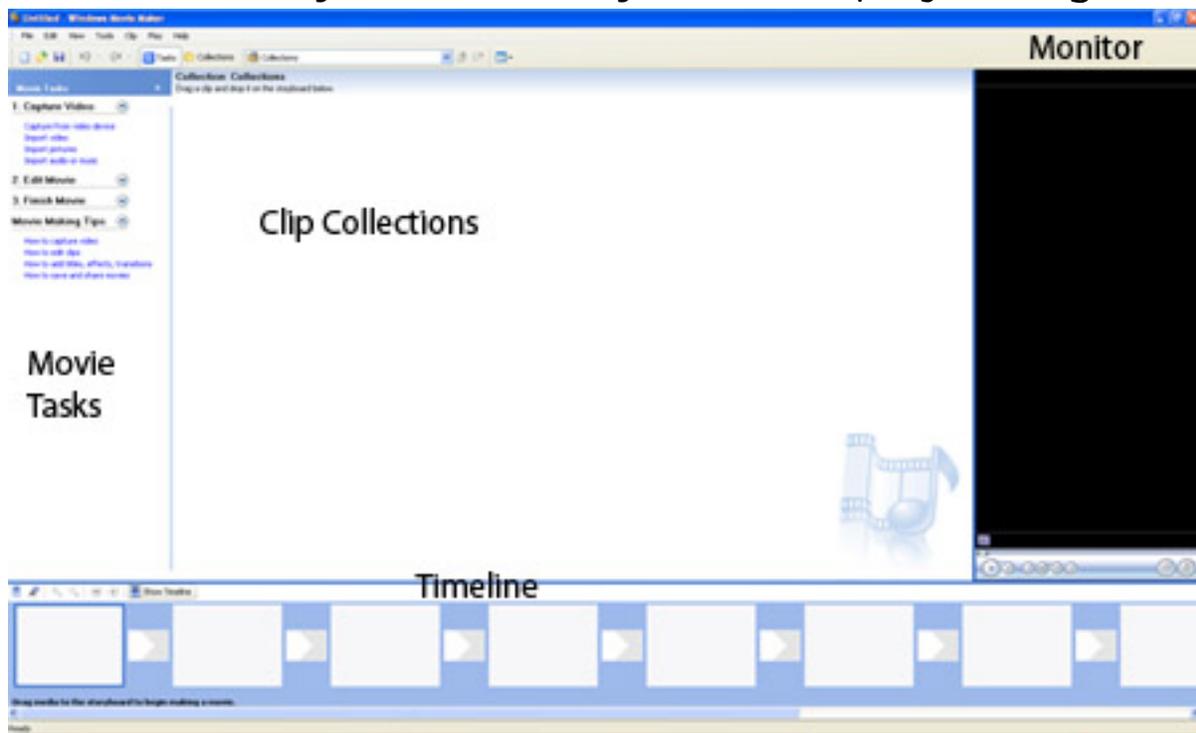
Play is a fairly important part of dolphins' lives, and they can be observed playing with seaweed or play-fighting with other dolphins. At times they also harass other local creatures, like seabirds and turtles. Dolphins also seem to enjoy riding waves and frequently 'surf' coastal swells and the bow waves of boats. Occasionally, they're also willing to playfully interact with human swimmers.

## Transfer - The Movie Maker Interface

The video editor that we are going to use today is Movie Maker but the video editing basics we will learn can be used in any modern video editor.

To startup Movie Maker go under **Start** → **My Computer** then click on **BOOTCAMP(C:)**, **Program Files**, **Movie Maker** and finally **moviemk**.

Once Movie Maker starts up, you should see Movie Maker's four main working areas: the **Movie Tasks** window on the left which is used for selecting editing tasks; the **Clip Collections** window in the center which is used for showing clips and making editing selections, the **Monitor** window on the far right which is used for viewing clips; and the **Timeline** window at the bottom which is where you assemble your video project together.

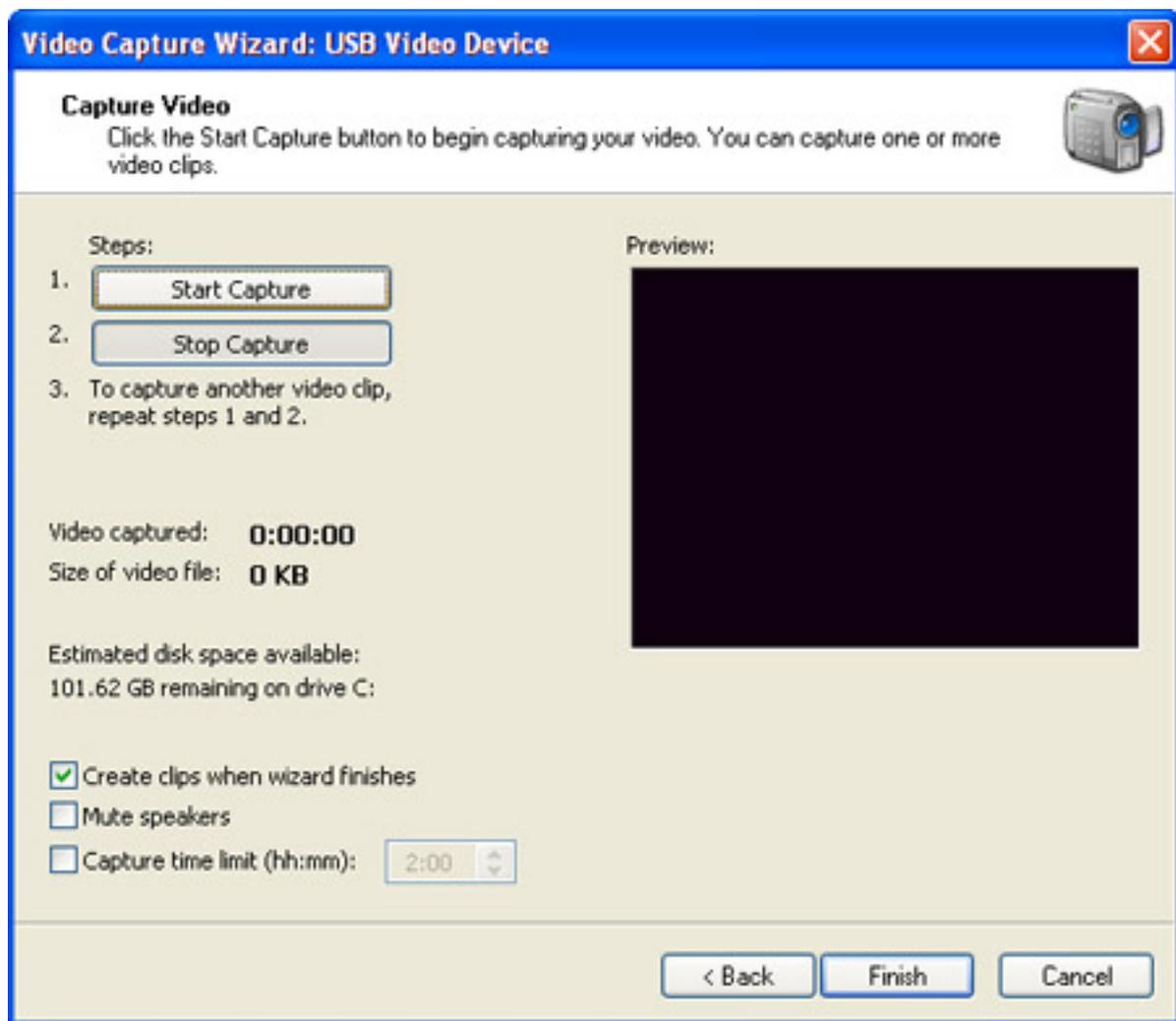


The Timeline area also traditionally known as a cutting board or video bread board actually has two different views: Storyboard (default) and Timeline. Click on the icon above the Timeline area to toggle the two views. Storyboard is a little easier to use but the Timeline area gives you more visual options.

### **Transfer- Creating Live Video**

**Live Video-** To capture live video from an onboard video camera, use the **Capture from video device** option under *1. Capture Video*.

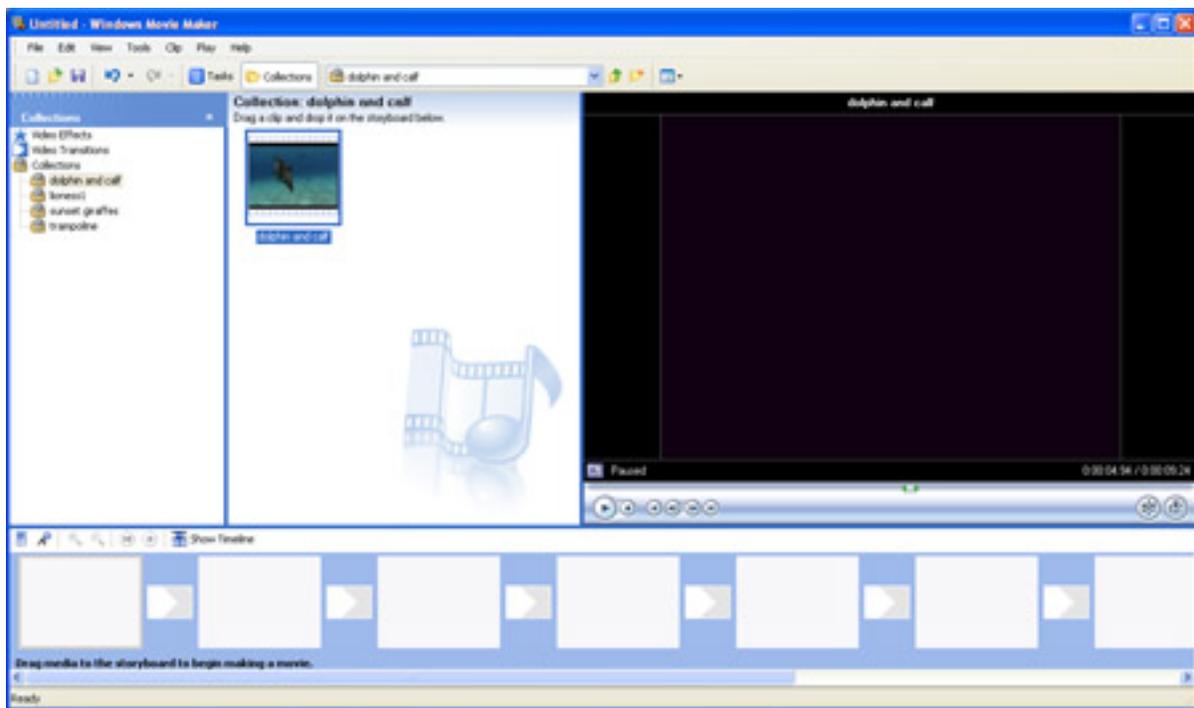
You will be prompted for the device to use, where to name and store the video clip, and what settings to use. Just click **Next** to take all the defaults and then click **Start Capture** to start your video capture and **Stop Capture** to end. You may want to click on the **Mute Speakers** option as well.



Go ahead and create a quick video clip then click **Finish** when you are done.

## Transfer- Importing Clips, Pics and Audio

You can import video clips that are already on your system or other items such as sound files or images files by choosing the other three options under *1. Capture Video* which are **import video**, **import pictures** and **import audio or music**. Choose **import video** and import a video from the Video folder that is on your desktop.

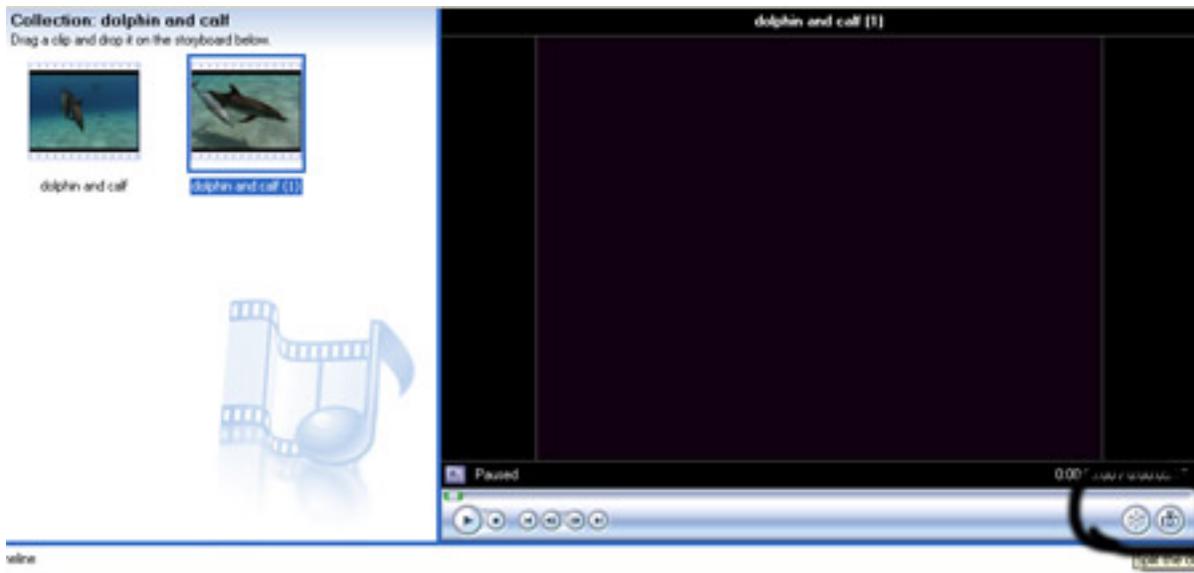


Once a video is in your collections area, you can select the video and play the video using the Monitor on the right. You can only import one item at a time with this version of Movie Maker but a drop down menu at the top keeps track of all your imported item(s) and a toggle at the top allows you to switch between Tasks view and Collections view on the top left.

## Editing- Working with Clips

The easiest way to work with clips in Movie Maker is to select them in the Collections area, view and edit them on the monitor and then slide them into place on the Timeline when they are ready to go.

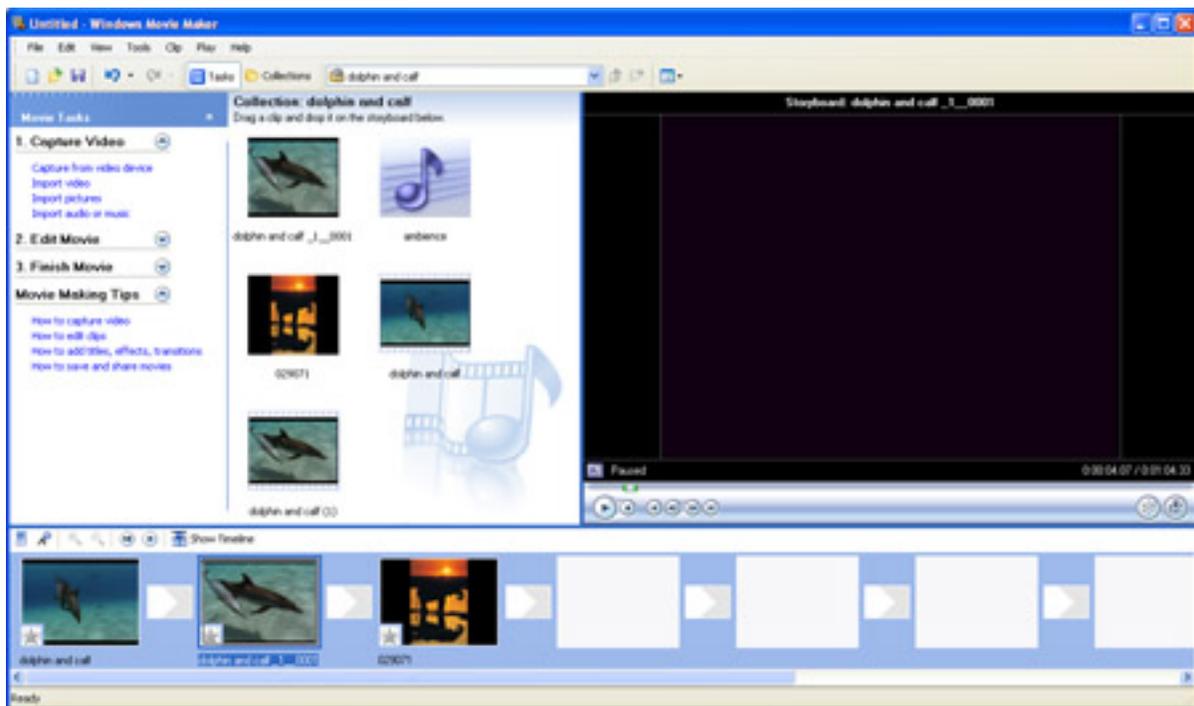
Select a video and go about halfway through it using the *Play* and *Pause* buttons in the Monitor. To now split the video into two parts, use the **Split button** in the lower right of the monitor.



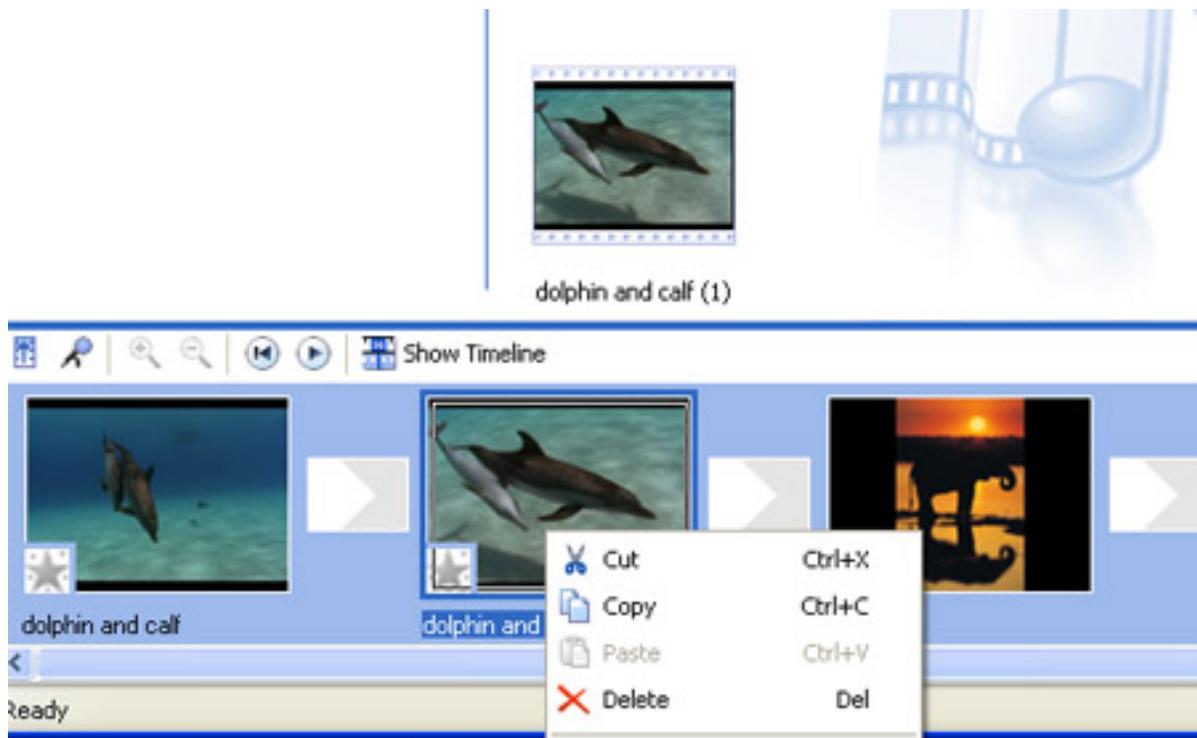
Next to the *Split button* is the *Take Picture* button that can make a video still image out of the currently paused frame in the video. This can be very useful in order to emphasize an area within the video. Import an audio clip and a still image from the other two folders that were provided with this class.

## Timeline- Assembling Your Video

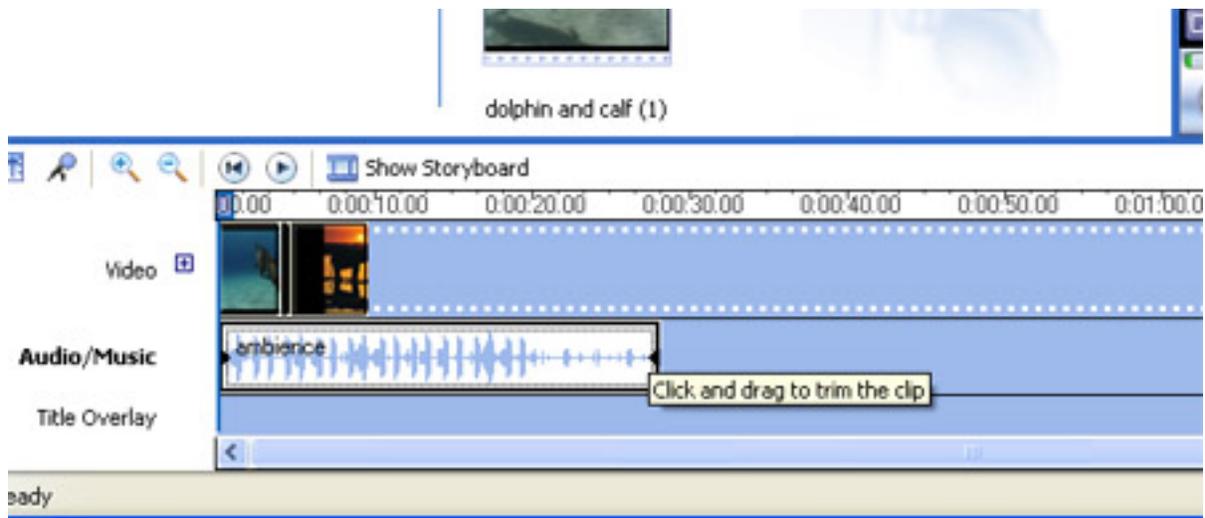
Look through the videos provided and create about forty-five seconds of video to go with the provided script. Edit your video in the monitor and then simply slide it into place in the lower timeline.



You can also select clips on the Timeline to edit them there. But you can also drag clips around on the Timeline and ctrl/click clips on the Timeline to delete, copy and edit their Timeline length (under Properties).



To add audio, click the **Show Timeline** button on the Timeline to show the Video track along with an audio track, a title trace and a Visual Time post.



You can slide audio down to the audio timeline, slide the audio around on an audio timeline and edit the beginning and end of the audio clips on the audio timeline by clicking on the clip and simply moving the ends. There is also a button with an arrow pointing up on the far left of the timeline that will let you set the level of your audio clips.

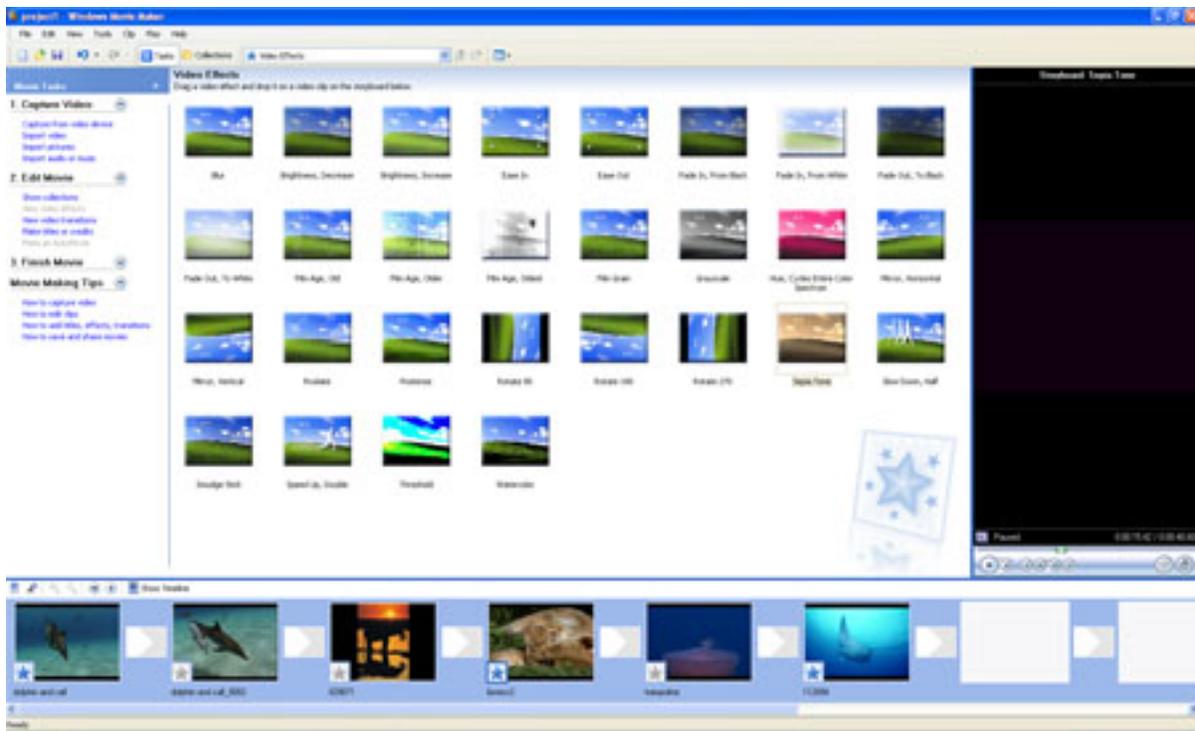
One of the things to remember with NTSC video, is that there are 30 frames a second so: something like 01;22;23 means that we are at 1 minute, 22 seconds and 23 frames at that point in the Timeline. Move the timeline marker to the start of the Timeline and press the spacebar and the video should run and play back in the monitor. Press the spacebar again to stop playback.

Again play around with the editing tools and create about forty-five seconds of video. The audio track with the voiceover should be out there as well. As we can only add one audio track at a time in Movie Maker, we will have to export the movie and re-import the movie again to add a second track.

## Editing - Video Effects

Once you have your video clips pretty well laid out on the Timeline, it is time to move on to adding a few effects and transitions to your movie. In the *Tasks* area, look under step 2. *Edit Movie* and click on **View Video Effects**. You should see a wide variety of video effects that you can add to any video segment on the timeline.

Try adding **Fade In, From Black** to your first video clip and **Fade Out, To Black** to your last video clip. Try some of the other effects on a few of your other clips like *Sepia Tone* or *Film Age*. This might also be a good time to save your project. Pull down under **File** → **Save** and save your project to the desktop.

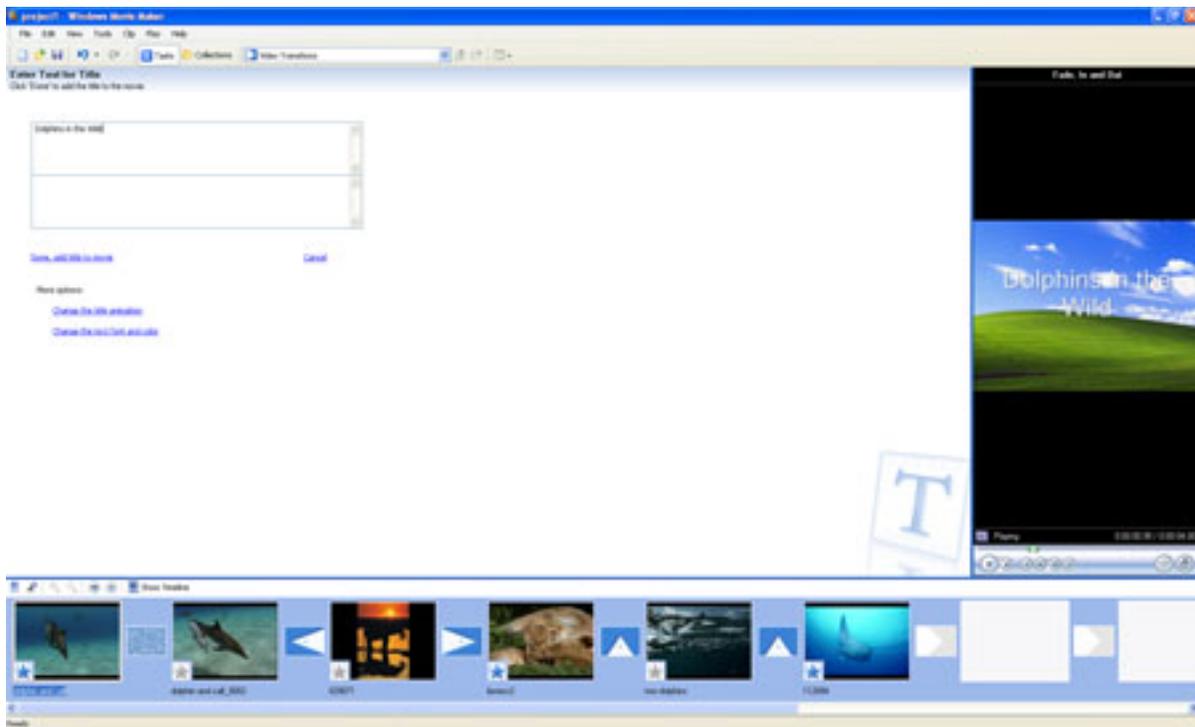




The most often used transition is the *Dissolve* but try using a variety of transitions in your movie and see what you like. Transitions can add to the cohesiveness of a movie but if used poorly can distract from the movie itself.

## Editing- Titling

You can add titling to your movie by clicking on the clip that gets the title then going to the *Tasks* area under 2. *Edit Movie* and clicking on *Make titles or credits*. You can choose to add your title at the start of the movie, end of the movie, also on the current clip or before/after the current clip. Choose to edit **on the selected clip** and enter your title. You can also alter the font, color and animation style. Click **Done** when you are finished.



## Editing - Exporting

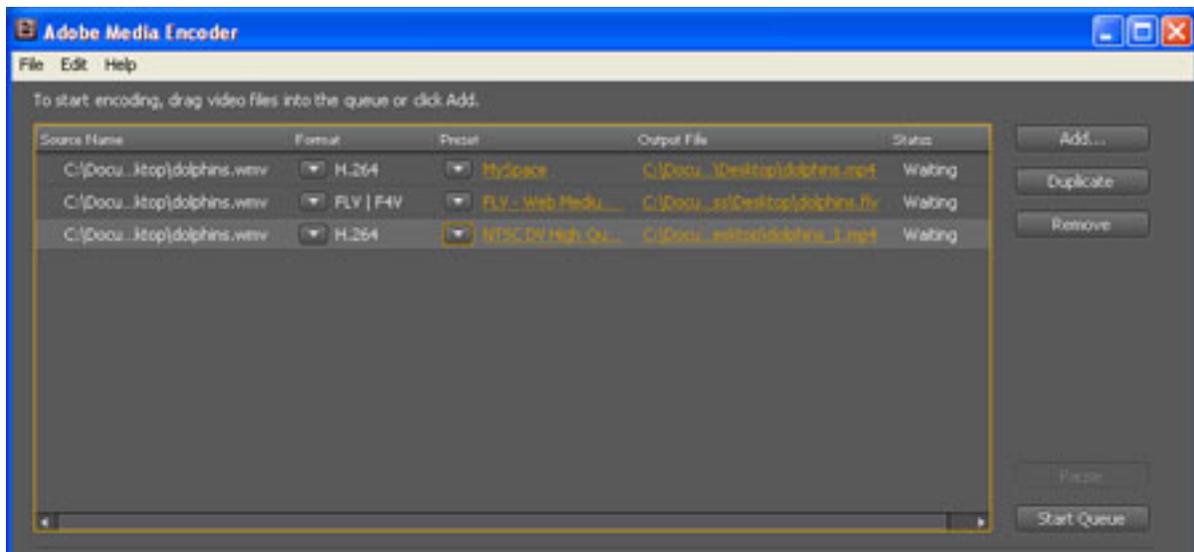
To export your movie, go to the *Tasks* area and under 3. *Finish Movie* click on **Save to my computer**. Save your movie to your **Desktop** and name the movie something that you will remember then click **Next** to continue. Take the default export option **Best Quality for playback on my computer** and click on **Next**. **Unclick- play movie when I click Finish** and then click **Finish** and your movie will be exported.

You could now make a new Movie Maker project and re-import your movie into Movie Maker and add an additional track of audio. The audio track for the dialogue should be available in the *Audio* folder that came with this workshop.

## Converting – Web, Facebook & Youtube

Once you have your final movie, you just need to convert the movie into various formats that you can use on the Web, WebCT, Facebook and YouTube. Go under **Start** → **All Programs** → **Adobe Design** → **Adobe Media Encoder CS4**.

The Adobe Media Encoder is a very useful tool to convert video formats from one type to another type for a variety of uses. Simply go under **File** → **Add** and select your video from the desktop. Next change the **Format** to **FLV** for use directly on the web in places like Facebook or **H.264** for use on places like MySpace, Yahoo and YouTube. Use the **Preset** category to choose the exact format that you would like.



For your first one, try creating an **H.264** file for **NTSC/MP4**. If you click the source name, you can use the *Duplicate* button to do more than one conversion at a time. Try also creating an FLV file for Facebook and an H.264 file for YouTube. Simply click **Start Queue** to do your conversion.

### Playing Your Movie

To play your movie, go under **Start** → **All Programs** → **Quicktime** → **Quicktime Player** to startup Quicktime Player. Then within Quicktime Player, pull down under **File** → **Open** and select your .mp4 file and play your video.



## Other Tools and References

Other tools that might be useful for people doing a Video podcast:

**Dreamweaver** – for publishing an .flv file to the web

**Podcast Studio (Windows) or Podcast Maker (Macintosh)** for creating a traditional video podcast

**Handbrake** for creating video clips out of DVD's

**iSkysoft's Video Convertor** and **Roxio's Easy Video Copy and Convert** for inexpensive video conversion

More information may also be available at the IT Pods Video web site:

<http://css.ait.iastate.edu/Podcasting/>