

Put Your
Video on
the web

Class
Handout
(MTN)

Pre-ramble: the big picture in little (mostly) words

Lots of people are watching video on their computers. Video on the web can be engaging, and open you up to new worlds. You can also open the rest of the world to your world by posting some of your video on the web.

First, here's a little information about how the web and web video work.

Web sites are computer files written in a computer programming language called **hypertext markup language** (that explains the **html** you often see after the title of a web page.) Computers use a language called **hypertext transfer protocol (http)** to transfer these html files from one computer to another.

Your computer can use http to call up a web page from another computer. You can make your computer do this by typing in a **URL** in the little window at the top of your web browser. URL stands for **Universal Resource Locator**, and is your web site's specific address. Any computer can find that web site if it knows that address, or the URL, just like you can find a specific house if you



A screenshot of a blog post on the "DRAW-ALONG" website. The post is dated "WEDNESDAY, FEBRUARY 01, 2006" and is titled "Egomaniac Speaks Out". The main content is a video player showing a man with a speech bubble that says "MTN c/o Draw-Along 205 SE Main St. Neph, NH 95474 martin@mtn.org". To the right of the video player, there is a text prompt: "Draw the picture on the screen and send it to". Below the video player, there is a link: "martin@mtn.org. Click to watch the video". On the right side of the page, there are navigation links: "MR. DRAW", "VIEW MY COMPLETE PROFILE", "LINKS", "Google News", "Edit-Me", "Edit-Me", "PREVIOUS POSTS", "Egomaniac Speaks Out", "ARCHIVES", and "February 2006".

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know its street address.

A web page is a file sitting on a computer somewhere. That computer is called a **host**. When your computer finds that computer and the file on it (thanks to the URL), that computer sends a copy of that file to your computer. The host computer is then called a **server**, because it serves that file to yours.

Your **web browser program** (whether it is Firefox or Explorer or Safari) knows how to read html code and can turn it into the lovely web page you can now view on your computer screen.

Getting a video clip onto the internet adds a couple twists to this. First, your video clip has to get smaller than it is when it is the **DV** file that you have been editing. Those files are elephants that will not easily fit through that wire or wireless signal that hooks a computer up to the internet. So you will need to compress your movie file into a video **codec** that works well with the internet. There are some great **codecs** (such as **H.264, Flash** and many others). They all require different programs to play the clips, but most people will have some version of those programs already on their computer.

After you compress your movie into a smaller file, you need to get it up to a host to serve it to people who want to view it. Some servers can **stream** your video file, which means that somebody will be able to watch it right away after they click on it. At other times, somebody has to completely **download** that video file onto their computer before they can watch it. Some sites, such as blip.tv, allow you to put up clips that can be either downloaded or viewed instantly with the Flash player.

To get your video clip onto its host you need an **FTP program**. FTP stands for **File Transfer Protocol**, and an FTP Program will allow you to dial in the address of your web host and drag your video file right into its proper folder on that distant computer. These days, the FTP process is seamlessly woven into a web page to allow you to easily upload your clip.

Once your video clip is located on its host, you will want to set up a web page that gives viewers some information about the clip and a way to access that video clip. We will do this by setting up a **video blog** page and setting up a page and **embedding** our video clip on that page. Embedding allows somebody to click directly on your clip to play it, without leaving your web page.

A **blog** is a kind of web site that allows you to easily set up dated entries, like a diary. The word blog comes from squishing together the words, "**web**" and "**log**."

That's what we are going to do. Here is how we do it.

Put your video on the web

1. Compress Your Video

The first step to getting your video on the web is to have some video to put on the web. This could be the usual program you are doing for MTN, or a video short standalone show.

It is commonly thought that people sitting at their computers have shorter attention spans than people sitting on their couches in their living rooms watching TV. Because of that, most web video tends to be short, like four or five minutes. You Tube has a ten minute limit for general clips.

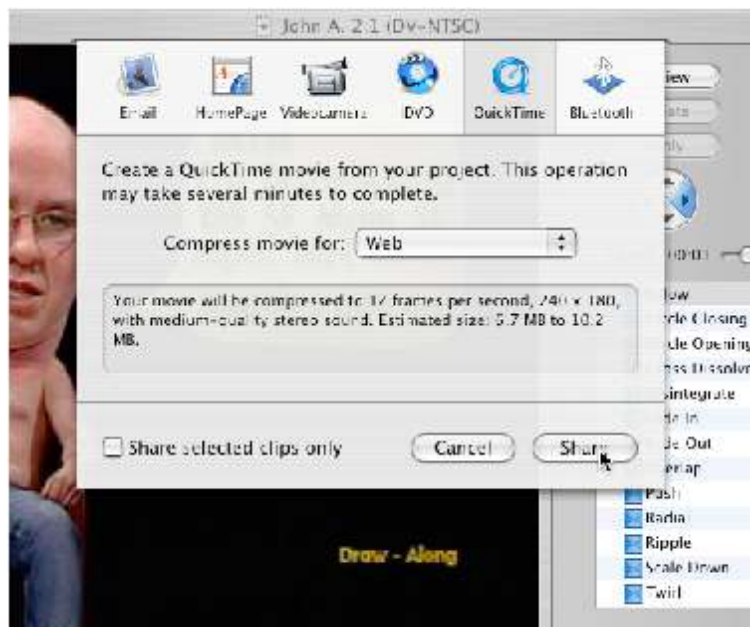
So if you make a 30 minute show, you may want to choose a segment of your show as your web video submission.

Get that video or clip in the **storyboard/timeline** of **iMovie**. For the example in the illustrations we captured into a new iMovie project a 3 minute clip. We then placed this clip on the storyboard and added a Fade In at the beginning and a Fade Out at the end.

Choose **File>Share**. In the Share dialogue box, select “iPod.” This will create a file that will easily upload to most video hosting sites and will also be able to play on various iPods or iPod-like players. Make sure your file name includes no spaces. It is also best to leave out capital letters and symbols that aren’t numbers or letters.

After your file compresses, you will find it in the Movies folder of iTunes. You might want to drag it out of that folder and onto the desktop to make it easier to find.

If you want to have more control over the compression, try the “Expert



Settings” option. After you choose File>Share, select “Quick Time” and then “Expert Settings” in the dialogue box.

After you click on “Expert Settings” and click on “Share,” you get the “Save exported file as...” dialogue box. Save your file on the Desktop, and then check out the “export options. “ You will

find a very long list of options. Select “Movie to MPEG-4.” Click on the “Options” button just to the right of this to get to the heart of expert settings.

In the MPEG-4 Export window, notice the tabs for “Video,”



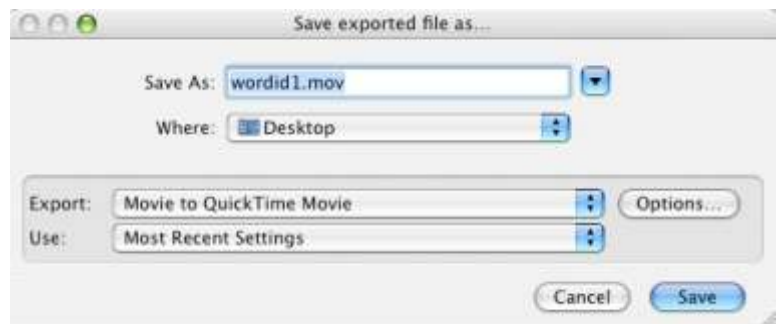


“Audio,” and “Streaming.” Under the Video tab, look at the settings in the illustration. Choose Mp4, and avoid the option with (ISMA) after it. Choose H.264 for your Video Format. H.264 creates a clear crisp video image, but also takes a great deal of time to create the clip. MPEG-4 Basic is faster, but won’t look as good. Select the 640X480 full screen size and frame rate of

30.

Also check out the settings on the “Audio” and “Streaming” menus in the illustrations.

After you click “OK” in the “Movie Settings” window, your clip will start to compress. When the compression is finished and the clip is on your desktop or in the folder that you saved it in, double click it to open it up and play it. Make sure it looks good and plays satisfactorily before you upload it to the whole world.



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2. Create a Still Image

You may want to create a still image of your movie to represent your clip on your web site. Put the Quick Time playhead at a frame that you think would make a good picture for your web page.



To capture an image of your video playing in the Quick Time viewer window, press “**Apple + Shift + 4**” on the keyboard. The mouse pointer will turn into a crosshair. Click and drag a box around the border of the Quick Time viewer. When you let go of the mouse you will hear the sound of a camera shutter click and on the desktop you will see the image you captured opened up in “Preview.” Choose “**File>Save As...**” and give your picture a good name. Once again, don’t use any spaces or strange symbols. Save your picture on the desktop and save it in the “**JPEG**” format.

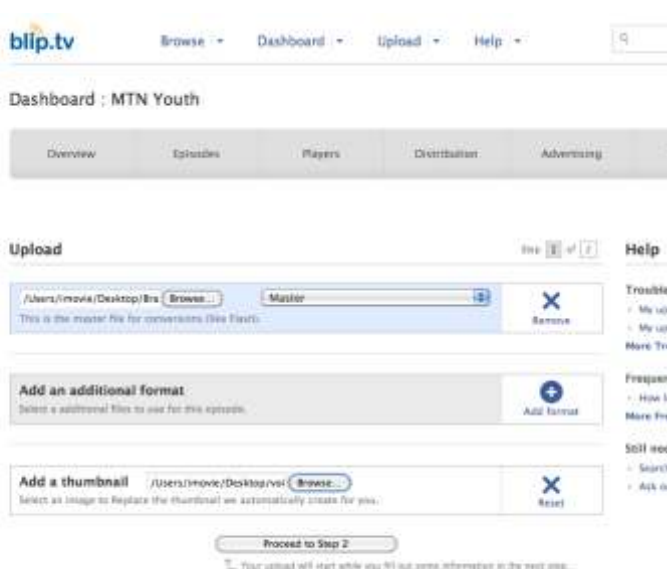
3. Upload your Clip

Next, open up the **Firefox web browser** and go to the web site **blip.tv**. You can also do this with YouTube, Archive.org, or the many other sites that offer free video hosting.

During the class you set up an account with user name, password, and series title. Now you can click the “Log On” button in the upper right hand corner and log on with the user name and password that you chose back then and that you hopefully wrote down in this handout so you can refer to them later.



Once you have logged on you will notice your name, or your channel name, in the browser window. Look for the “Upload” button near the middle of the screen.



Look for the two “Browse” buttons on the Upload form. The one on top is for your compressed Mp4 clip. Click on Browse and then navigate around the computer to find the place where you saved it. Make sure this is your video clip and not your still image.

The second Browse button is to add your still image as a thumbnail. Then click on the button that says, “Proceed to Step 2.”

At this time, your video clip has started uploading. As your clip uploads, take this time to fill out some “Metadata,” or text information,

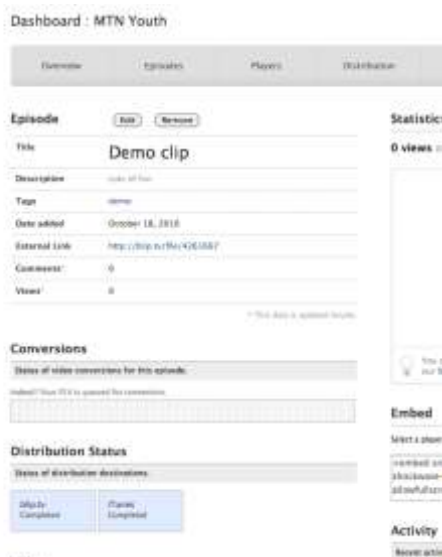
that will be saved along with your video clip and thumbnail still image. The Metadata includes a title and description of your clip as well as information that classifies it, such as genre and rating. "Tags" are words that will help others find your video. Use single words separated by commas with general themes for your video. Smart use of tags is a good way to make sure that people find your video clip.

Just a little lower down, you will find the copywrite section. You can select a standard copyright, or check out the Creative Commons section. This allows you to go beyond copyright, and lets you specify how far you will let others use your clip.



automatically refresh to a page that has the metadata about your clip as well as your Mp4 clip ready to download and view.

Also on this page is a status bar showing how the conversion to a Flash file is going.



Once you have saved these changes, you have to wait until your clip and thumbnail complete the upload process. Once that is completed, the web page will



The mp4 file you uploaded will be good for people to download and view on their iPods and other devices, but the clip most people will encounter on the web will be the Flash clip that blip is currently making.

This Flash clip can be embedded into web pages, such as the video blog that you are going to set up. This Flash conversion may take some time, and sometimes it may even fail (especially if you have uploaded a long video clip). If the Flash conversion fails, just try uploading your clip another time.

Once the conversion to Flash has completed, the player



on your clip's page will look different, like the one to the left. Click on the "Edit" button to change any of the metadata, or substitute a new clip or thumbnail. Click on "Remove" to take the clip down. If you do not see these two buttons, log in to your account.

4. Set up a Video Blog

Open a new tab in your browser and type in the URL "**blogger.com.**" Near the bottom right of that page, click on the arrow that says, "**Create Your Blog**

Now."

Follow through the directions on the screens to set up your blog. You will need to come up with a user name and password. In the second page, you will need to come up with a name for your blog and an internet address (or URL) for it. Your full URL will look something like this, **myblog.blogspot.com**. This is the address you will give to others so they can find your web page.



Choose a template that will establish the look of your blog page. The next page will tell you that your blog has been created. Click on "Start Posting" to set up your first blog entry.

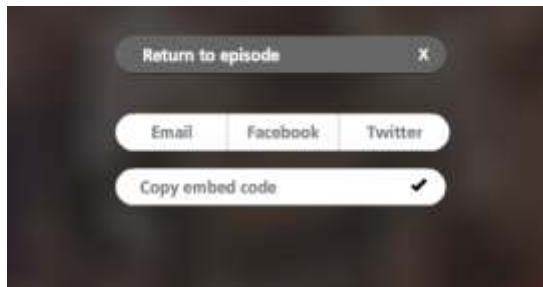
To embed your video clip into your blog post, return to the clip page on blip.tv by clicking on the tab for this page. Look at the bottom right side of your clip viewer for the icon that looks a little like a "less than" sign. This is an icon for "network," and when you click on it, you will find some ways to share it.



When you click on the "Copy embed code," a check mark appears in the box. This signals that you have copied the html code that will put this view window into your web site.

Then go back to your blogger compose page. Click on the "html" tag and paste the html (Apple+V) into this window.

The html code you see might look strange, but if



you read it closely, some things might stand out. Look for the code that refer to the dimensions of your clip. By changing these numbers, you can make your clip viewer any size. Just make sure that the reflect the proper aspect ration (usually 4:3) or your clip.

Here are some other html tags that might be helpful. `<p>` is used to start a paragraph. `</p>` is used to end a paragraph. `
` signifies a line break.

Hit the “Preview” button on the upper right side of the compose form to see what your page will look like, and continue to edit it until it meets your high standards.

When you have finished composing your page, click on “**Publish Post.**” Your blog will soon be available to view at the web address you gave to it. Tell everybody about it, and keep uploading new clips to address the public’s voracious appetite for your excellent content!.