

Put Your
Video on
the web

Class
Handout
(MTN)

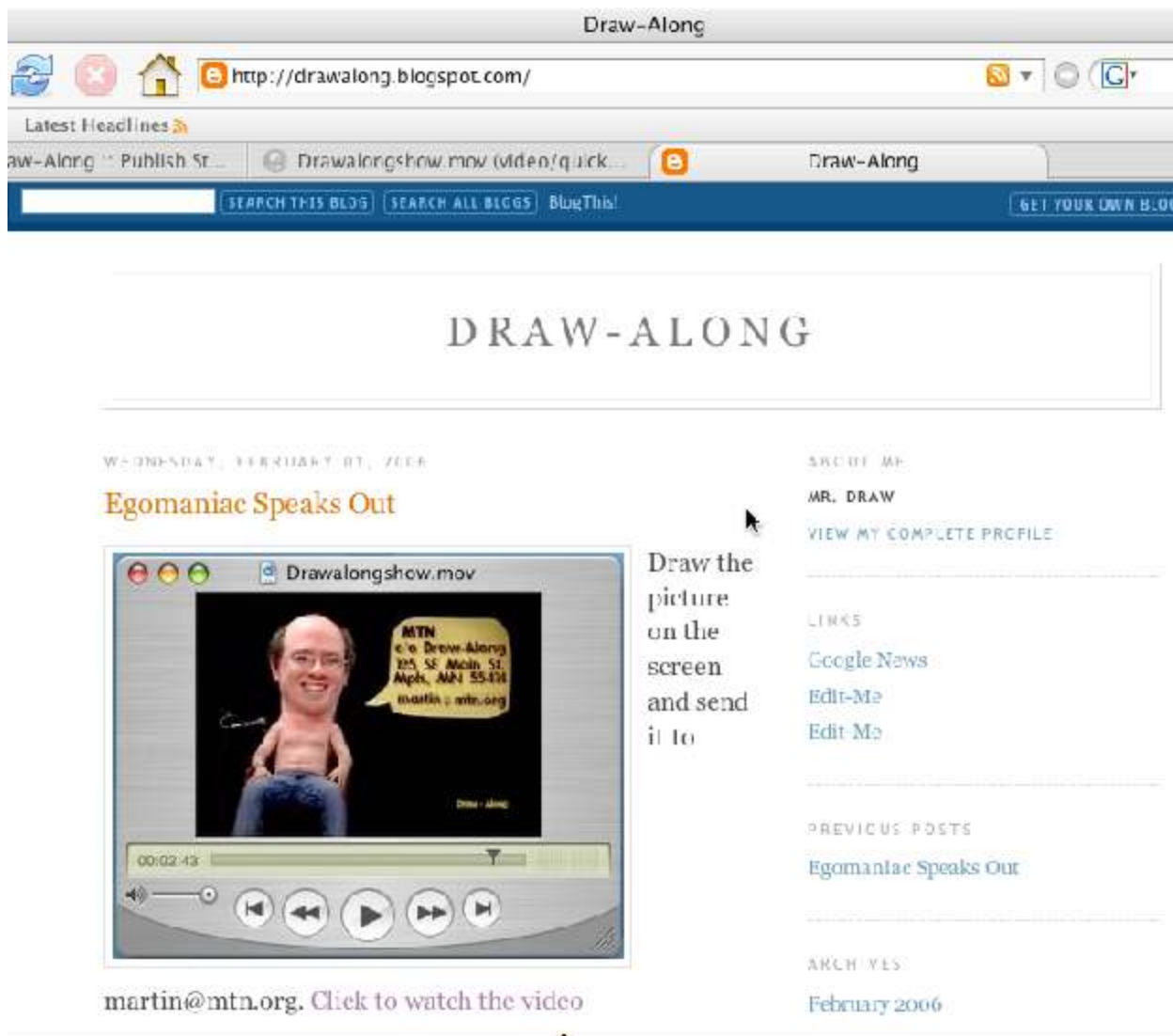
Pre-ramble: the big picture in little (mostly) words

Lots of people are watching video on their computers. The video might be small in size and low in quality compared to the video you see on a big screen LCD display.. But video clips 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 clips 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



The screenshot shows a web browser window titled "Draw-Along" with the address bar displaying "http://drawalong.blogspot.com/". The browser interface includes a search bar and navigation buttons. Below the browser, the main content area features a large heading "DRAW-ALONG" and a date "WEDNESDAY, FEBRUARY 01, 2006". The primary article is titled "Egomaniac Speaks Out" and includes a video player for "Drawalongshow.mov". The video player shows a man with a speech bubble containing contact information for MTN. To the right of the video player, there is a sidebar with a profile for "MR. DRAW" and a list of links including "Google News" and "Edit-Me".

find that web site if it knows that address, or the URL, just like you can find a specific house if you 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 little telephone wire or even the cable 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. Your clip might be a **Quick Time, MPEG 4, or Flash** file. 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, or play it on their iPod.

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.

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 **link** with a picture of our movie. A link is a special bit of html language that allows somebody to click on a picture or a word and go to a different place on the world wide web. Your audience can click on the picture on your blog page to watch your clip. 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. Or maybe web videos are usually short because people often watch them at work, and their boss might suspect something if they snigger through that whole half hour episode.

So you may want to choose a segment of your show as your web video submission. Something that is five minutes or less is common.

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 segment of the already completed “Draw-Along” show. We then placed this clip on the storyboard and added a Fade In at the beginning and a Fade Out at the end.

First we’ll encode a clip quickly, and then we’ll try it with some expert settings. To do it simply, choose **Share>Quick Time**. Then choose **“Web”** under **“Compress Movie for…”**

Click on **“Share.”** The **“Save”** dialogue box then opens. Type a name for your clip in the **“Save as”** window and choose **“Desktop”** in the **“Where”** box. 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.

Click on **“Save.”** At this time iMovie will begin compressing your movie into a Quick Time file suitable for the web. This may take some time. If you want to have more control over the compression, take a look at the **“Expert Settings”** option.

Your movie is now a **“Quick Time”** file. Find on the desktop the icon for the file you compressed and double click it to open Quick Time and test out your movie.

The **“Web”** default in iMovie doesn’t give you much control over how your video turns out, and it also might not be compatible with iPods.





So let's take a look at the "Expert Settings," to give us some control.

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. The one we will look at is

the "Movie to MPEG-4" option.

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. In the top selection window, choose "MPEG 4" rather than the ISMA option. Under **Video Format**, select **H.264**. For size, choose **640 X 480** for standard TV size. Choose the "current" frame rate, and set the **Data Rate** to **1024** kbits/sec. These are the settings recommended by MTN's web video guru team.



Also check out the settings on the "Audio" and "Streaming" menus in the illustrations. A good way to cut down on the amount of audio information in your clip is to set the audio to "Mono."

After you click "OK" in the "Movie Settings" window, your clip will start to compress.

2. Create a Still Image

Now we want to create a still image of your movie to represent your clip on your web site. Find your movie clip on the desktop, and double click it to open Quick Time and play it. Test it out to make sure that it plays correctly. Then 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.



Videos Dashboard Upload



Save your picture on the desktop and save it in the “**JPEG**” format.

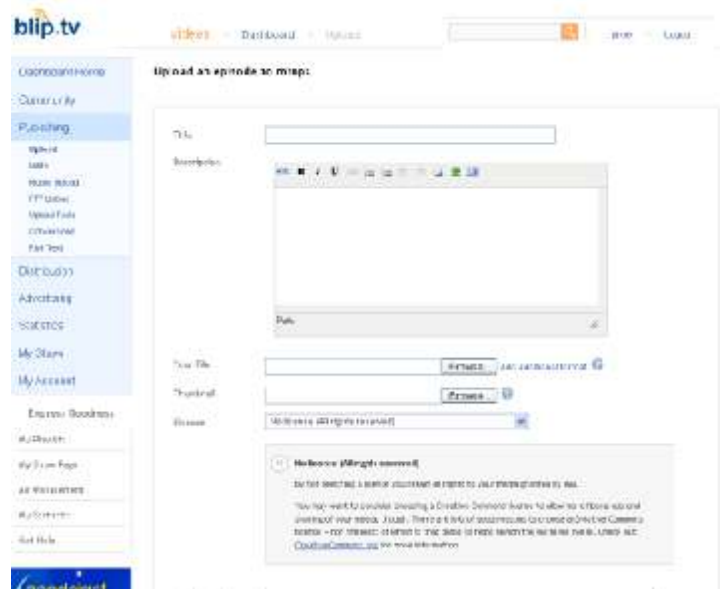
3. Upload your Clip

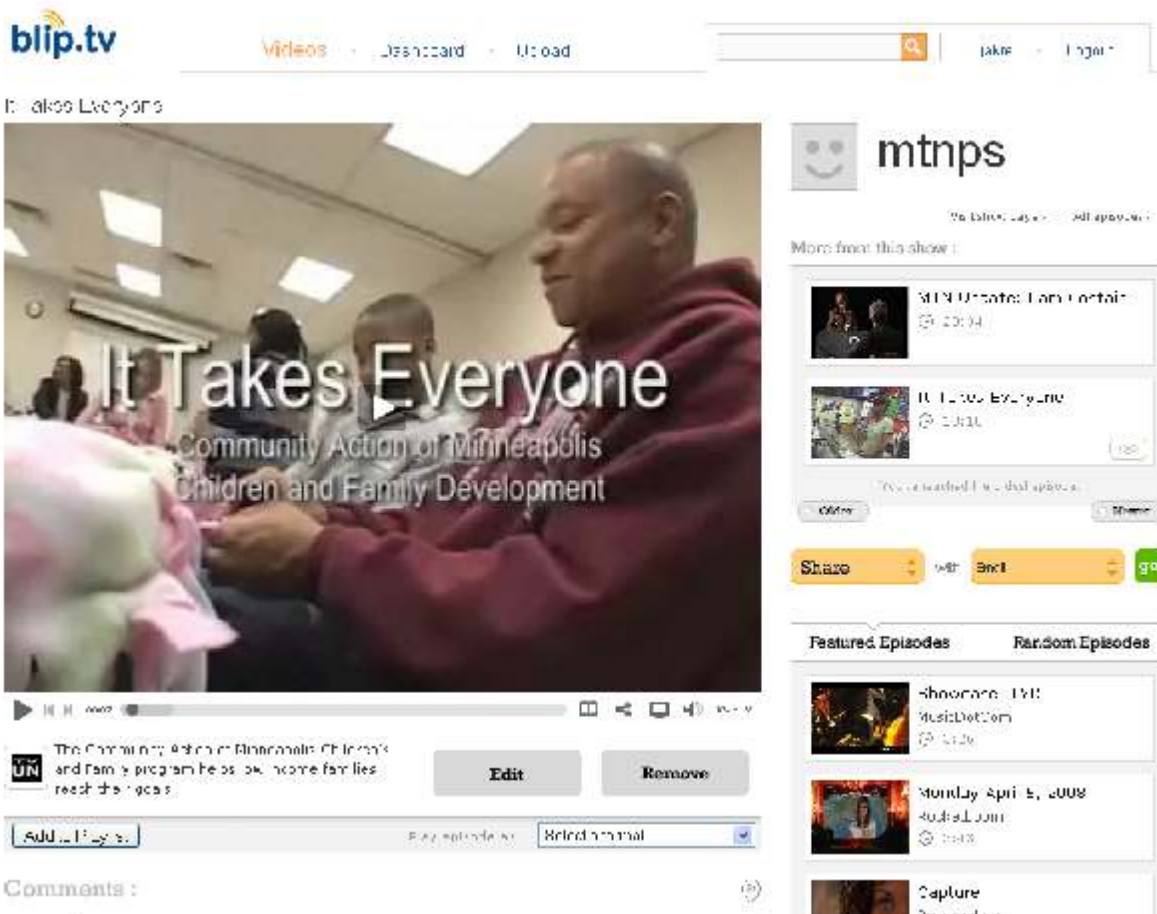
Next, open up the **Firefox web browser** and go to the web site **www.blip.tv**. Set up an account if you don’t have one by clicking on **Sign Up** and then filling out the form. Be sure to write down your user name and password. Next time you want to upload a clip, you will want to remember these to Log In.

One you have logged in, find the spot on the blip TV page where it says “**Upload**” and click there.

Next you will get the “Upload an episode” page. Here is a form for you to fill out with a name for your clip and a description of it. The line under the description box is where you find your movie file. Click on “Browse” and find your clip on the desktop. Then go to the next line and click on “Browse” to locate your thumbnail.

The next line gives you a chance to go beyond copyright to expand or limit the rights of others to use your clip. Check the different options and read them to pick the one correct for you. Other options below this





allow you to add some keywords to your clip for ease of finding it in web searches, and other options. Then click Upload to start uploading your clips. This might be a good time to take a break.



When your file is uploaded, the Firefox screen loads a new page with gives you the chance to view your clip. At first you will see just your quick time clip, but after a few minutes, or more, blip TV will have re-encoded your clip into a Flash file, which can be embedded (or included) inside a web page. It will also give you access to your original Mp4 file, and will give you many different ways to find out about how many views your clip has had, and other important information.

Click on “Files and Links” to see the location of your original Quick Time clip (a). Copy the long URL there by selecting it and typing Apple + C to put a copy of that

URL on the clipboard.

4. Set up a Video Blog

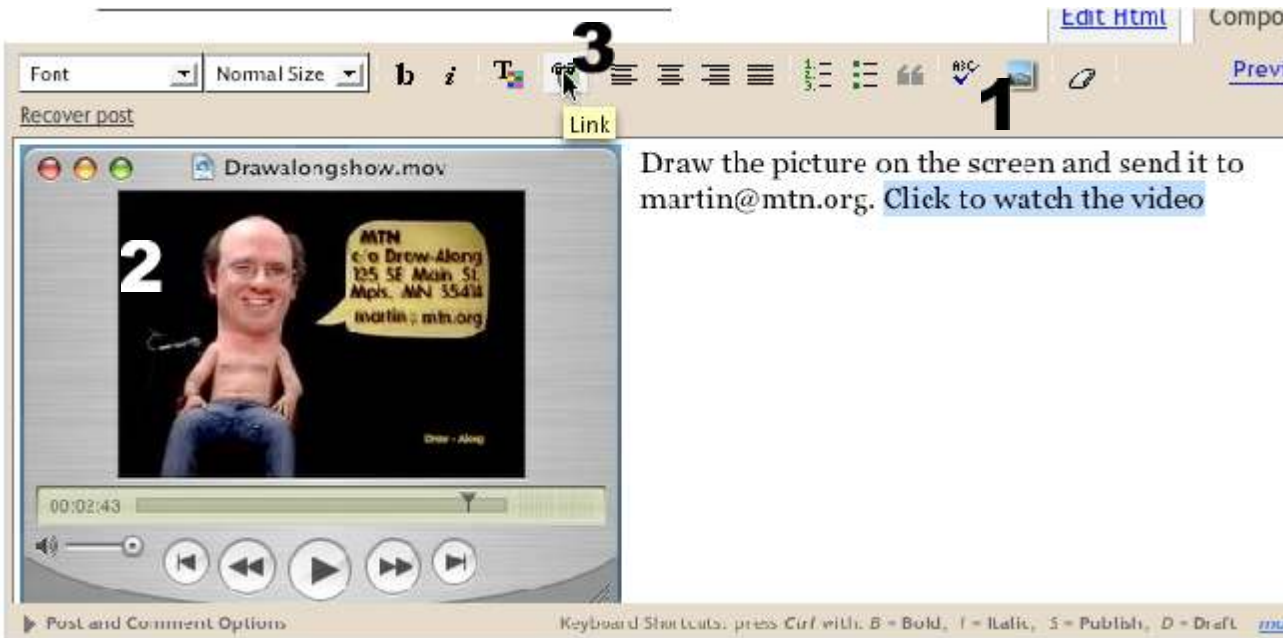
Open a new tab in your browser and type in the URL “**blogger.com.**” Near the bottom right of that page, click on the arrow that says, “**Create Your Blog Now.**”

Follow through the directions on the screens to set up your blog. If you don’t already have a Google account, you will need to set one up. Once again 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.



Draw the picture on the screen and send it to martin@mtn.org. Click to watch the video

Set up your first blog in the composition window. Click on the icon for “**Add Image**” (1) to add the picture that you saved earlier, which should be located on the desktop. To create a link that will connect that photo to your video clip on archive.org, click on the photo (2) and then click on the “**Add Link**” button (3).

Click in the “**Add URL**” box and type Apple + V to paste the URL of your video clip into this box. To create a link from text, select the text, click on the “**Add Link**” button, and then Paste in the URL of your video clip.



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.

Visit your blog’s web address to check it out and make sure the clip works. And then congratulate yourself. You have published your video onto the web!

5. Embed a Flash file in your blog page

Instead of linking to a Quick Time file, you may want to embed a Flash video clip in your blog entry. Flash is another means of delivering video on the web, one that you might find to be a little more



universal than Quick Time MP4. Of course, your audience does need an updated copy of Flash player.

Go to the blip.tv page for your video clip. Look for the “email and embed” symbol (1) and click on this. A new small window will open (2). Click on the “Embed” tab (3) and then look for the button that says “Copy embed code” (4). Clicking on this button will put the html code you need to embed this clip in a web page in your computer’s clipboard. Then go back to your blogger compose page. Click on the “html” tag and paste the html code (Apple+V) into this window.

If your page doesn’t look right, here are some html tags that might be helpful. <p> is used to start a paragraph. </p> is used to end a paragraph.
 signifies a line break.