

## Enhancing Your Digital Portfolio with Multimedia (2hrs)

This workshop will cover how to prepare video for the web, walk through uploading content to Youtube, and inserting video into your Google Sites.

### Prerequisites

- Basic Digital Portfolio Creation with Google Sites
- Complete video workshop or are familiar with Video Production

### Preparing video for web

We will discuss common video/audio file types, encoding software and settings for generating web video.

#### Video File Types

|                             |                               |
|-----------------------------|-------------------------------|
| <a href="#"><u>.asf</u></a> | Advanced Systems Format File  |
| <a href="#"><u>.asx</u></a> | Microsoft ASF Redirector File |
| <a href="#"><u>.avi</u></a> | Audio Video Interleave File   |
| <a href="#"><u>.flv</u></a> | Flash Video File              |
| <a href="#"><u>.mov</u></a> | Apple QuickTime Movie         |
| <a href="#"><u>.mp4</u></a> | MPEG-4 Video File             |
| <a href="#"><u>.mpg</u></a> | MPEG Video File               |
| <a href="#"><u>.vob</u></a> | DVD Video Object File         |
| <a href="#"><u>.wmv</u></a> | Windows Media Video File      |

#### Audio File Types

|                              |                               |
|------------------------------|-------------------------------|
| <a href="#"><u>.aac</u></a>  | Advanced Audio Coding File    |
| <a href="#"><u>.aif</u></a>  | Audio Interchange File Format |
| <a href="#"><u>.iff</u></a>  | Interchange File Format       |
| <a href="#"><u>.m3u</u></a>  | Media Playlist File           |
| <a href="#"><u>.mid</u></a>  | MIDI File                     |
| <a href="#"><u>.midi</u></a> | MIDI File                     |
| <a href="#"><u>.mp3</u></a>  | MP3 Audio File                |
| <a href="#"><u>.mpa</u></a>  | MPEG-2 Audio File             |

|                      |                          |
|----------------------|--------------------------|
| <a href="#">.ra</a>  | Real Audio File          |
| <a href="#">.wav</a> | WAVE Audio File          |
| <a href="#">.wma</a> | Windows Media Audio File |

## Encoding

The workshop will cover the process of converting video into a file format that works best for the web.

- Although Youtube allows users to upload different file types, converting to preferred codecs before uploading will give a much better end product.
- Keep in mind that each time you convert or "transcode" a video from one type of compression to another, there will be some loss in quality, similar to making a photocopy of a photocopy.

## Youtube Preferred Resolutions and Codecs

Video

- Resolution 1280 x 720 (16x9 HD)
- 640 x 480 (4:3 SD)
- Codec H.264, MPEG-2 or MPEG-4 preferred

Audio

- Codec MP3
- AAC preferred

## Software

Encoding software allows you to convert videos between file formats.

- Flash Video Encoder, bundled with the Adobe Creative Suite, is used to convert video formats such as (avi, mpg, mov) to flash video(flv)
- Super is a shareware application with the ability to transcode audio and video between a large number of file formats.
- Handbrake is an OpenSource application used to rip dvd content.
- Advanced Encoding
  - FFMpeg
  - Mencoder

## Youtube

We will walk through setting up an account, sharing settings and uploading video.

### Account creation

- In order to use Youtube you must set up an account.
- Youtube accounts come at no cost, and can be integrated into any webpage.

### Privacy Settings

- Settings allow the user to control the visibility and accessibility of their content.
- Video's must be set to Public Visibility to be viewed outside of Youtube.

### Uploading

- User can place their video on Youtube, and associate keywords that make it easier for the audience to find and view content.
- Videos can be up to 2GB in size and 10 minutes long

## **Google Sites**

Walk through of incorporating multimedia resources into sites

### **Inserting video into Google Sites**

- Youtube video can be placed virtually anywhere on a google site using the video url.
- This method does not allow for control of video settings, such as sizing.

### **Embedding video into webpages**

- The embed link allows you determine how the video will appear on your site, giving you the ability to customize the video player's size and color.