

Audio-Video Basics

Overview of Video Formats / Compression

Video files (raw files) from digital equipment are of high quality, large file size, and uncompressed. Such files are good for immediate playback or transferring to other media but not desirable for streaming (suitable for web / smart phone / tablet device). Typical raw formats include *.AVI (Windows), *.MOV (Mac), and *.MTS (AVCHD – newer digital camera format).

By compressing a video file, a smaller size of the raw file is created, which in turns reduces the quality of the video. Typical formats of compressed video files include *.MP4, *.M4V, *.FLV, *.F4V, *.QTFF, *.WMV, and *.3GP.

Video uploading to Blackboard max should be 20 - 25mb.

“Best Practices” for Web Videos

Shorter is better / Smaller is better. Shorter videos are preferred by students / viewers. Smaller videos (<2GB) are easier to create / process / upload.

Use a tripod for maximum stability when shooting.

Use a plain background when possible.

Zoom in to capture only what needs to be captured.

Take time to edit out the “boring” parts, if possible.

Find the right balance between quality and file size.

Consult with the ETS Technologist if needed.

Handy Tools for Video Compression

Windows Movie Maker

iMovie

HandBrake

Any Video Converter Free

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