Flash Video Encoder

1. Find the final edited video (output from Windows Movie Maker) where it is saved.
2. Copy video and paste it into a new folder on D: Scratch drive—or someplace so that you can work with it—Flash Video Encoder will save the new version into this folder and on a network, this may crash the network!
3. Open Flash CS3 Video Encoder (in Adobe CS Suite)—best program we have for making video into FLV format.
   a. Why FLV? Answer: http://www.jeroenwijering.com/?item=FLV_Video_Compression UF Circa labs also have this program.
4. Add video: Make sure you pull it from the local hard drive! This matters in labs because Flash will copy to same location (crash the network).
5. Change settings (click on Settings on the right side).

There is no set recipe for video compression. If your result is too degraded, adjust settings and recompress.

Settings

Video—check mark on encode
    ON2 VP6
    Frame rate—change to 15 (almost half of videotape frame rate, so good)
    Quality—medium
    Max data rate—400
    Key frame placement—Custom
    Key frame interval—60 (this is the ballpark, start with it)

Audio
Data rate: 96 kbps – smaller you might not like

Cuepoints
Nothing changes.

Crop and Resize
Crop—Do not crop UNLESS you have black bars (letterbox). If you have black bars, you can cut them out here.
Resize—Check the box, it shows us the width and height
Maintain aspect ratio—Check the box
    Cut width in half – from 720 to 360

Exit from Settings.

Click Start Queue—button on the right-hand side.

When done, you will find your compressed video in the folder where your original was, and you'll see a green check in the screen.

The .flv file (video file to upload to the Web): You will normally see a change in the file size of the video in a 3-to-1 ratio. If it's more, then it's a matter of settings and encoding.

You can't play the FLV version of the file. That format will not play in a lot of players, but will play on a Flash player on the Web.

Compression

Most people have a baseline for settings, but if there's a lot of action, complicated video, you don't always get what you expect the first time. You may have to redo it over and over to get it right.

How do you know what to change?   Experimentation … you get used to what works with your camera.

Star-Trib Minneapolis—he spent three days running tests on 3 one-minute videos, encoding them again and again tracking settings to document what made best result.

So, there are no specific set of settings, they're fluid and change.

More Information

See links on Week 13 page of syllabus:

http://www.macloo.com/syllabi/toolkit2/weeks/week13.htm

Thanks to Cher for taking the notes! If you see something that needs correction or clarification, e-mail Mindy at:

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