1 Video in your WP website
Chris Rogers | Sunday, Oct 22, 2017 |330pm | West Side
Slides https://www.chrmedia.com/work/video-wp-website-wcnyc17/

2 Demo/Switch to laptop
Download slides/handout

https://www.chrmedia.com/work/video-wp-website-wcnyc17/

3 Please turn off cellphones.

4 https://www.wsj.com/articles/las-vegas-firefighters-recall-panic-responses-to-shooting-1507303719
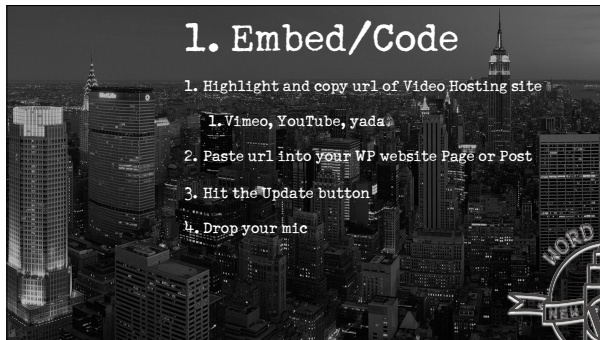
5

Why R U Here?
Embed/code video into your website
Compress video
Non-traditional ways to create video

6

1. Embed/Code
2. Highlight and copy url of Video Hosting site (Vimeo, YouTube, yada)
3. Paste url into your WP website Page or Post
4. Hit the Update button
5. Drop your mic

7

1.Embed/Code
Demo/Switch to WP website
https://www.chrmedia.com/work/video-wp-website-wcnyc17/
embed Placeholder.mp4 video
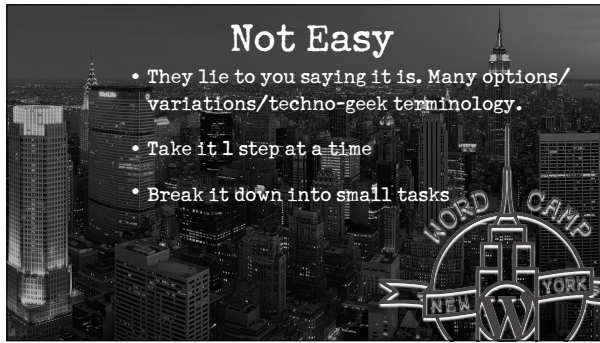

8

2. Compress
https://vimeo.com/help/compression - Bookmark this pg
Preset in your video editing app?
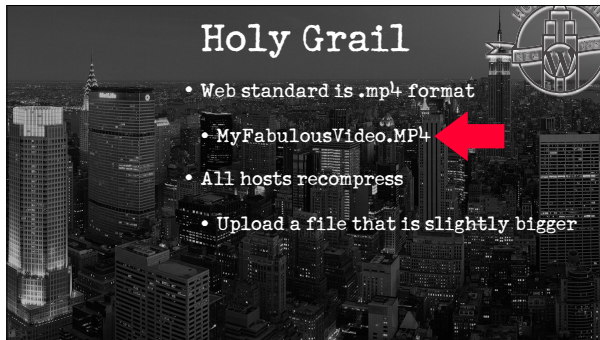Demo/Switch to Premiere Pro

9

Not easy
They lie to you saying it is. Many options/variations/techno-geek terminology.
Take it 1 step at a time
Break it down into small tasks

10

Holy Grail
Web standard is .mp4 format - MyFabulousVideo.MP4
All hosts recompress
Upload a file that is slightly bigger
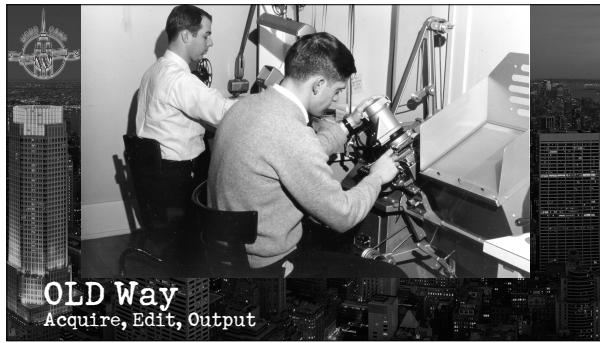

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3. Non-traditional
Unconventional ways to create video
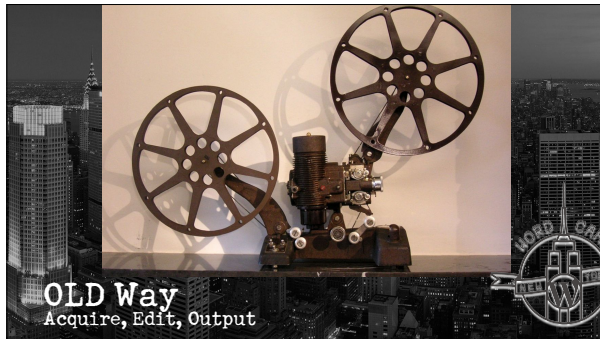

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OLD Way
Acquire, Edit, Output

13 OLD Way
Acquire, Edit, Output

14 OLD Way
Acquire, Edit, Output

15 OLD Way
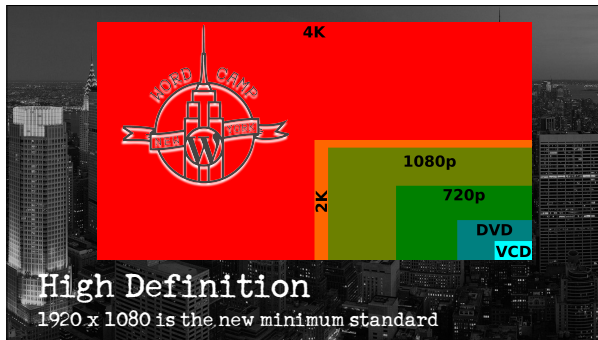Go see it

16 MODERN WAY
Acquire, Edit, Output

17

Acquire
4K, $35-40/mo
https://www.apple.com/iphone-8/

18

High Definition
1920 x 1080 is the new minimum standard

19

Nunzio

20

Keynote
motion graphics
images.jpg
slides.pdf
handouts.pdf

21

Slideshow
take a folder of stills
optimize in Photoshop or GIMP to video comp size
https://www.gimp.org/
animate in iPhoto/software
export as .mov
import into video editing app

22

Stock
Search for "Royalty free"
Creative Commons
Other lists of free pix, audio, video

23

Halo Effect. Free with new Mac or iPhone.
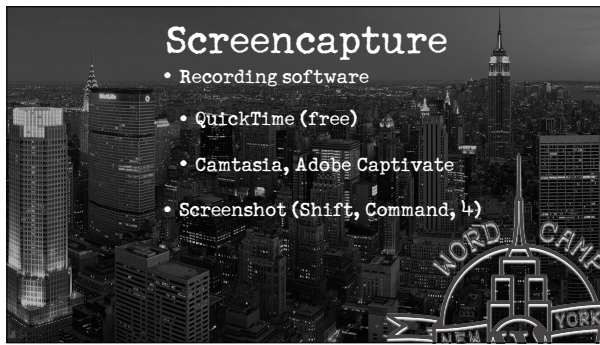Drink the Kool-Aid

24

Free Training
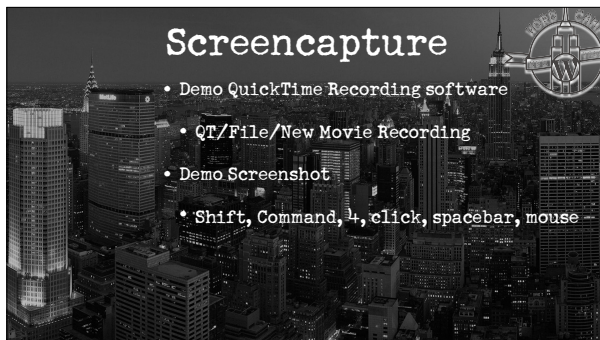Apple retail store
Lynda.com (via Library card?)
YouTube

25

Screencapture

Recording software

QuickTime (free)

Camtasia, Adobe Captivate

Screenshot (Shift, Command, 4)

26

Mouse Locator

Free

http://www.2point5fish.com/

27

Screencapture

Demo QuickTime Recording software

Demo Screenshot (Shift, Command, 4)

28

Edit

iMovie (free, easy & free training)

Premiere Pro, Final Cut Pro X

In camera video editing apps

29 Madonna

30 Output
Master/Raw - .mov format (1GB)
My Fabulous Video FINAL version 9.mov
Compressed/Web - .mp4 format (100MB)
My-Fabulous-Video.mp4

31 Example
CraftYada #10 Log In-Proof of Concept
vimeo.com/207199969
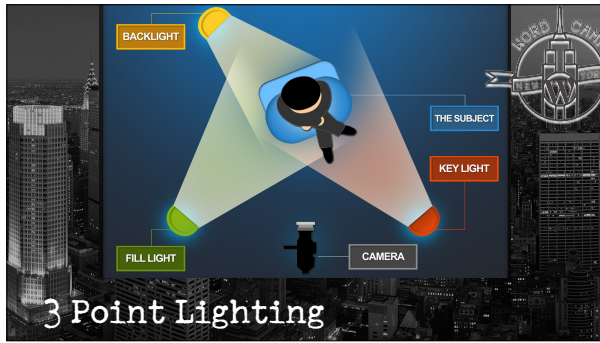Demo/Switch to Premiere Pro Timeline

32 Equipment
Tripod (look for 72"+) - $30
.99 Store
Selfie stick (end piece/camera holder)
Table tripod

33 3 Point Lighting

34 $100

35 Audio
50% of video is sound
External microphones attach to iPhone port
$70

36 AirPods - $160
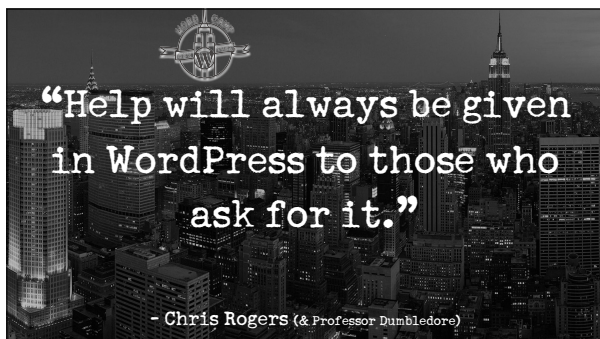
37 Jazz Hands

38 Summary
Acquire
Edit
Output

39 Don't be afraid to be unconventional/non-traditional. ;-)

40 "Help will always be given in WordPress to those who ask for it."
- Chris Rogers (& Professor Dumbledore)

41   Q & A

42   Thank You!
http://www.CraftYada.com/
https://www.chrmedia.com/
https://www.ChrisRogersTheActor.com/
@CHRactor

43   Video in your WP website
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