

Video  
in your  
WP website  
Chris Rogers  
Sunday, Oct 22, 2017  
330pm  
West Side

Slides & Handout

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





# Demo/Switch to laptop

Download Slides/Handout

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







Please  
turn  
off  
cellphones





# Thank You Brian Emery & other First Responders

[https://www.wsj.com/articles/  
las-vegas-firefighters-recall-  
panic-responses-to-  
shooting-1507303719](https://www.wsj.com/articles/las-vegas-firefighters-recall-panic-responses-to-shooting-1507303719)





# Why R U Here?

1. Embed/code video into your website
2. Compress video
3. Non-traditional ways to create video





# 1. Embed/Code

1. Highlight and copy url of Video Hosting site

1. Vimeo, YouTube, yada

2. Paste url into your WP website Page or Post

3. Hit the Update button

4. Drop your mic





# 1. Embed/Code

1. Demo/Switch to WP website

1. <https://www.chrmedia.com/work/video-wp-website-wcnycl7/>

2. embed Placeholder.mp4 video





# 2. Compress

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





# 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





# Holy Grail

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





# 3. Non- traditional

Unconventional ways to  
create video







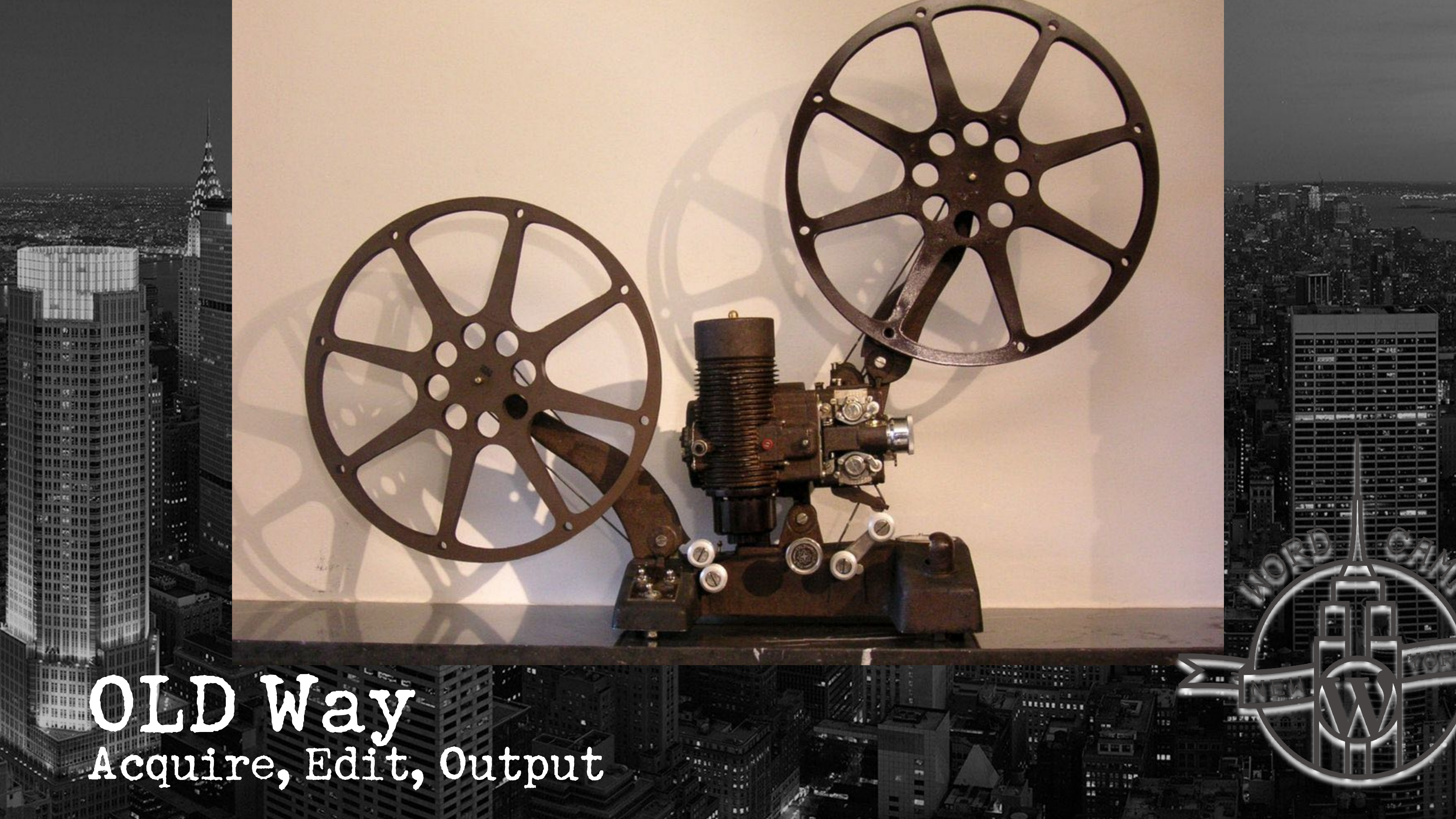
OLD Way  
Acquire, Edit, Output





OLD Way  
Acquire, Edit, Output





OLD Way  
Acquire, Edit, Output







DORIS DAY & JEANNE CRAIN  
CALAMITY JANE & STATE FAIR

BIOGRAPH



OLD Way  
Go see it





MODERN WAY - Acquire, Edit, Output



iPhone 8  
4.7-inch display

Select

From \$34.50/mo. with the  
iPhone Upgrade Program.<sup>1</sup>  
Or pay now from \$699.



iPhone 8 Plus  
5.5-inch display

Select

From \$39.50/mo. with the  
iPhone Upgrade Program.<sup>1</sup>  
Or pay now from \$799.



Acquire  
4K, \$35-40/mo

<https://www.apple.com/iphone-8/>







**4K**

**2K**

**1080p**

**720p**

**DVD**

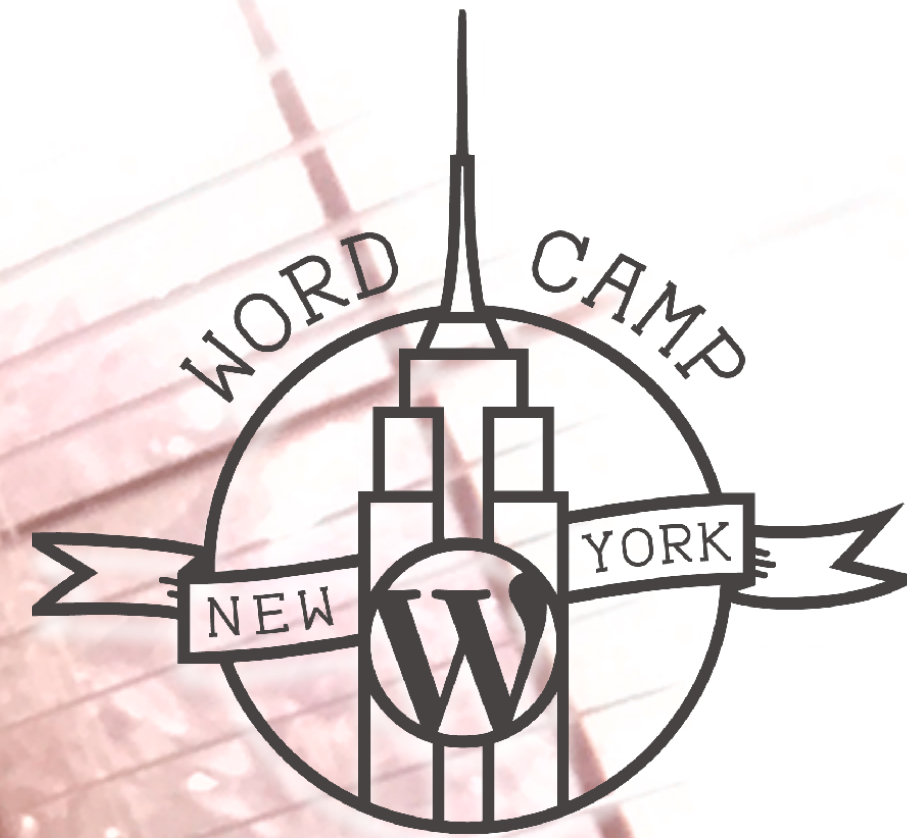
**VCD**

# High Definition

1920 x 1080 is the new minimum standard



# Nunzio





# Keynote

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





# Slideshow

1. Take a folder of stills
2. Optimize in PS or GIMP to video comp size
3. Animate in Photos/iPhoto/software
4. Export as .mov
5. Import into video editing app
6. Use computer mic to record VO or stock audio



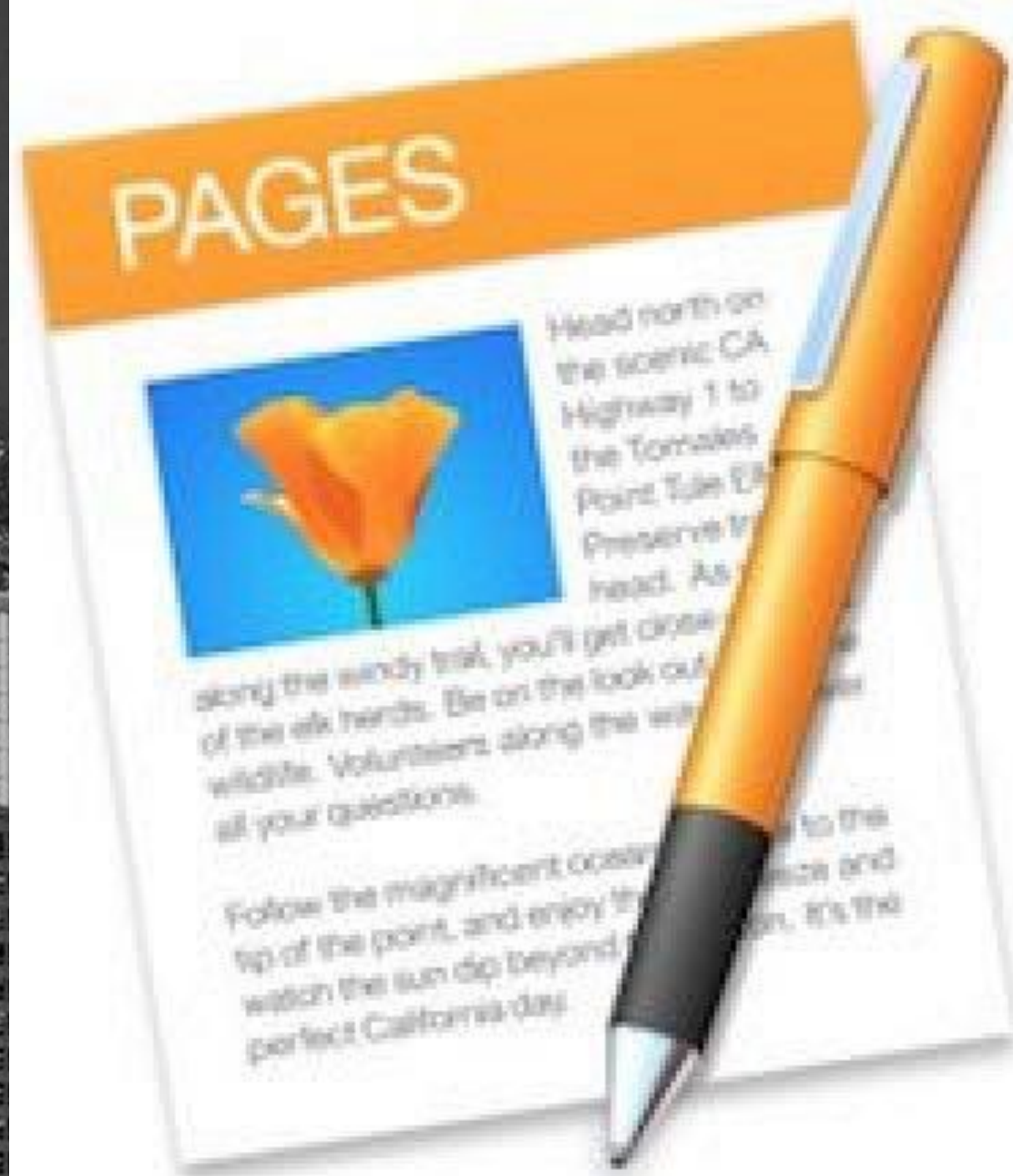


# Stock

- Search for “Royalty free”
- Creative Commons
- Other lists of free pix, audio, video







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





# Free Training

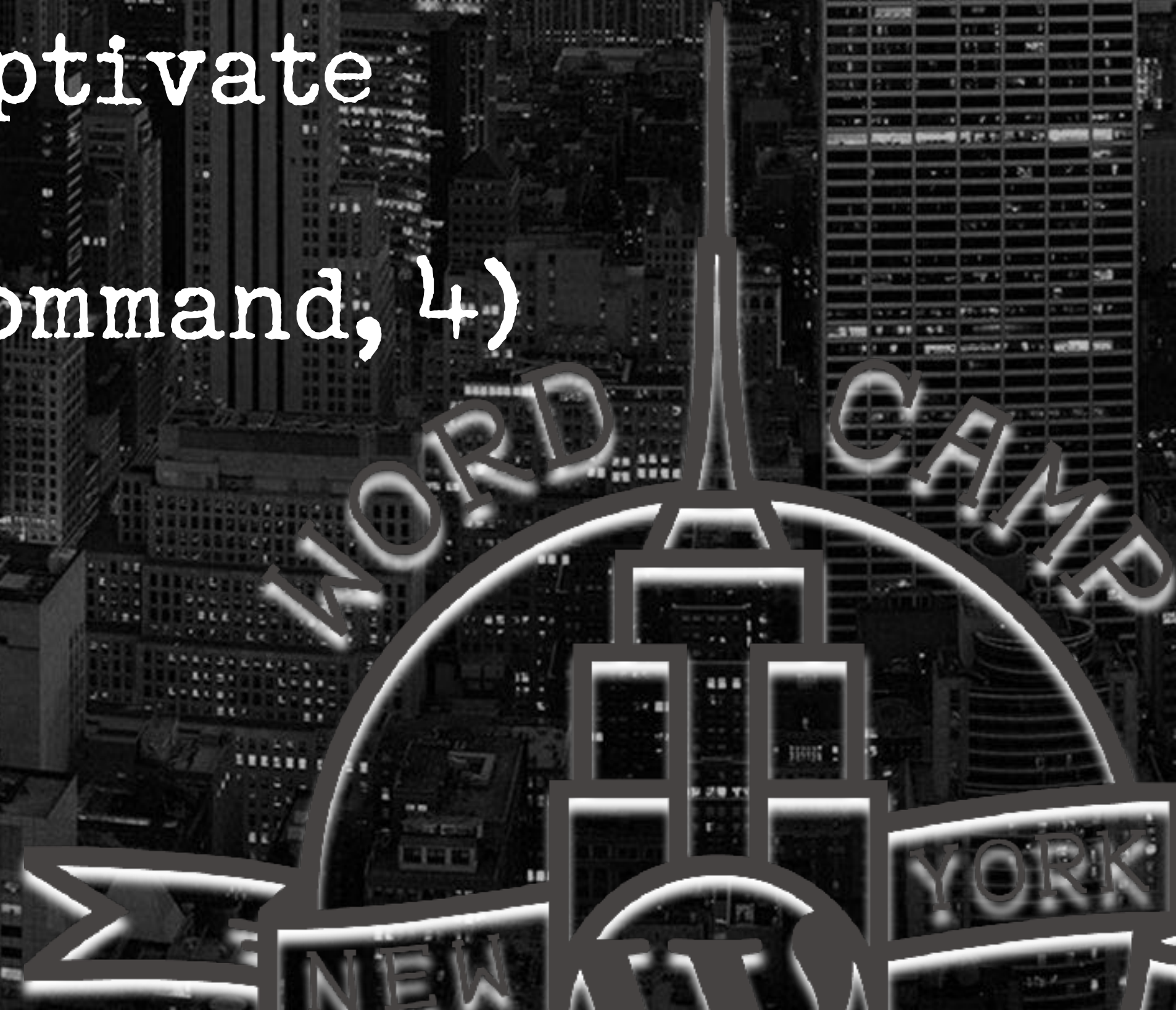
- Apple retail store
- Lynda.com (via Library card?)
- YouTube





# Screencapture

- Recording software
  - QuickTime (free)
  - Camtasia, Adobe Captivate
- Screenshot (Shift, Command, 4)





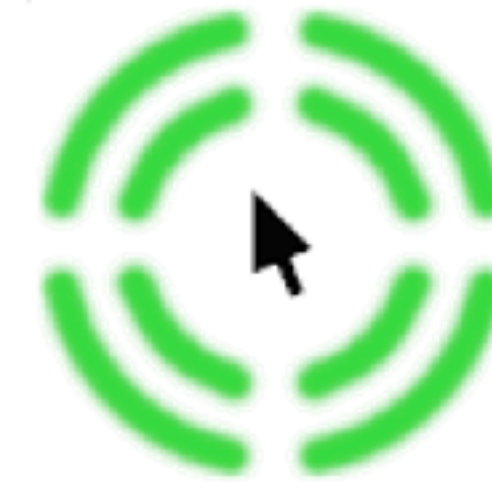
# Mouse Locator

Free

<http://www.2point5fish.com/>

## Mouse Locator

Version 1.1



*"Cool App"    "Great Little Utility"*

*"A perfect combination of form and function!"*

- Highly visible locator instantly reveals your mouse position.
- Controllable trigger time period, from 1 second to 30 minutes.
- Eliminates the frustrating search of your screen.
- Indispensable addition to Mac OS X, v10.4 or later required.



Download Mouse Locator



# Screencapture



- Demo QuickTime Recording software
- QT/File/New Movie Recording
- Demo Screenshot
- Shift, Command, 4, click, spacebar, mouse



# Edit

- iMovie (free, easy & free training)
- Premiere Pro, Final Cut Pro X
- In camera video editing apps







Madonna





# Output

1. Master/Raw - .mov format (1GB)

1. My Fabulous Video FINAL version 9.mov

2. Compressed/Web - .mp4 format (100MB)

1. My-Fabulous-Video.mp4





# Example

- CraftYada #10 Log In-Proof of Concept
- Demo/Switch to Premiere Pro Timeline





# Equipment

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





BACKLIGHT

THE SUBJECT

KEY LIGHT

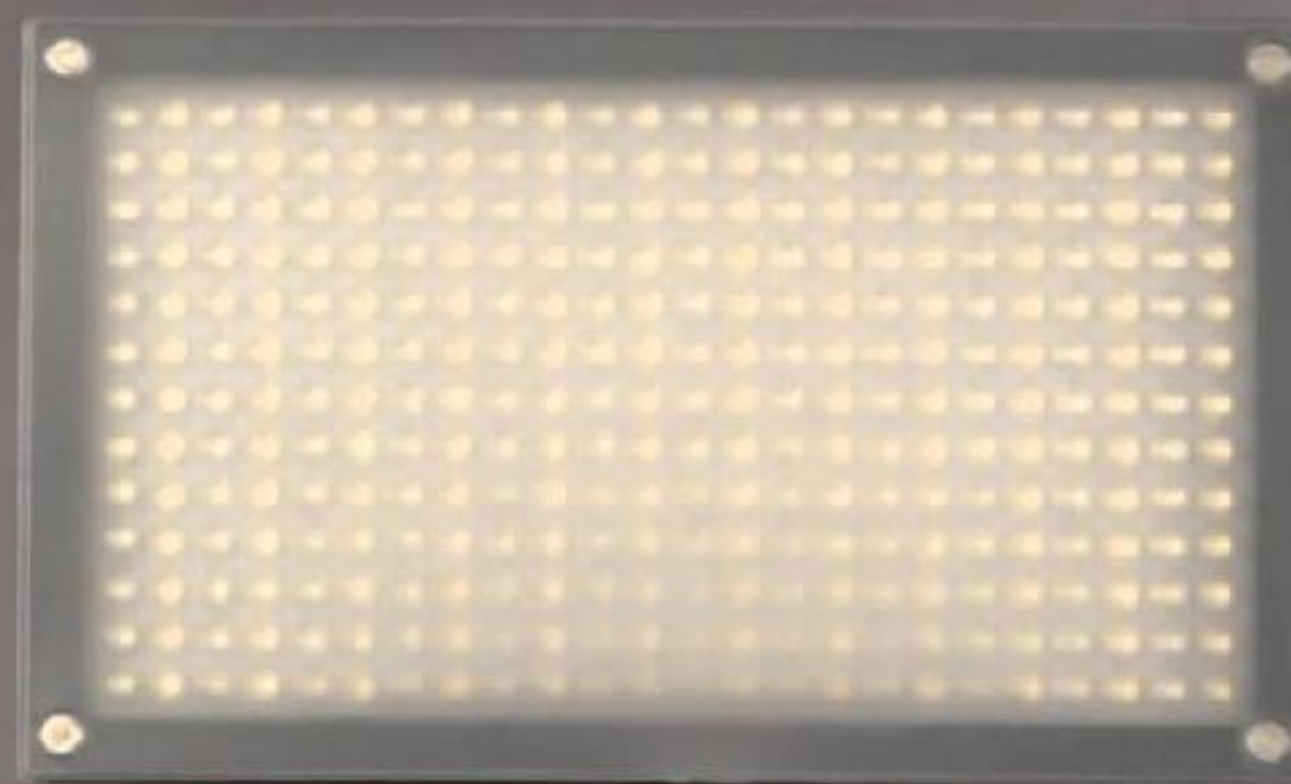
FILL LIGHT

CAMERA

# 3 Point Lighting







Ikan iLED 312 3-Point Light Kit



\$100



# Audio

- 50% of video is sound
- External microphones attach to port
- \$70







AirPods - \$160



# Jazz Hands





# Summary

1. Acquire

2. Edit

3. Output











“Help will always be given  
in WordPress to those who  
ask for it.”

– Chris Rogers (& Professor Dumbledore)



Q&A





# Thank You!

- <http://www.CraftYada.com/>
- <https://www.chrmedia.com/>
- <https://www.ChrisRogersTheActor.com/>
- [@CHRactor](#)



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