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Video in your WP website

Chris Rogers | 1130am | Dunes Room

Slides <https://www.chrmedia.com/work/video-in-your-wp-website-wclv17/>



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



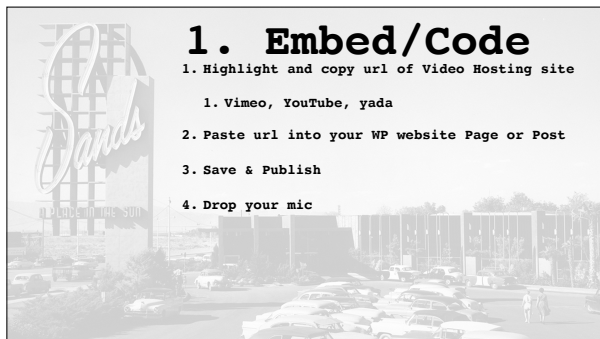
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Why R U Here?

Embed/code video into your website

Compress video

Non-traditional ways to create video



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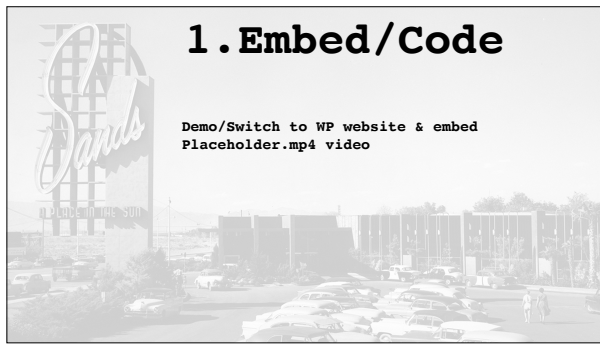
1. Embed/Code

2. Highlight and copy url of Video Hosting site (Vimeo, YouTube, yada)

3. Paste url into your WP website Page or Post

4. Save & Publish

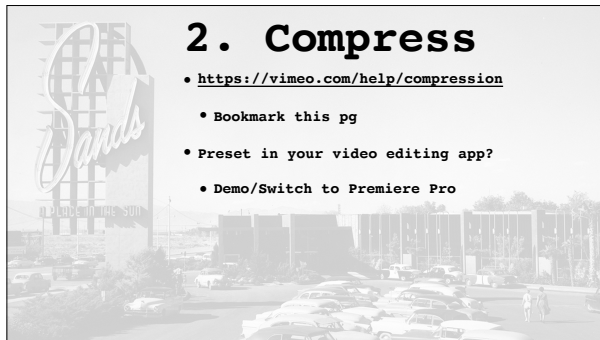
5. Drop your mic



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## 1.Embed/Code

Demo/Switch to WP website & embed Placeholder.mp4 video



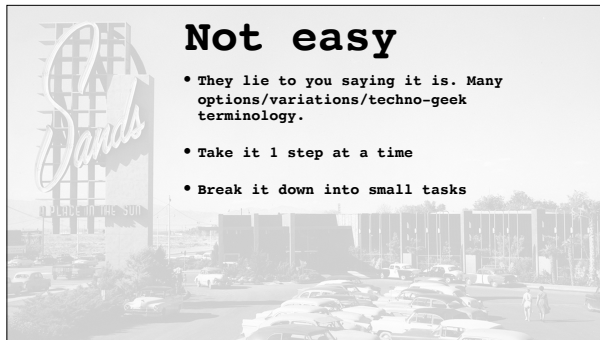
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## 2. Compress

<https://vimeo.com/help/compression> - Bookmark this pg

Preset in your video editing app?

Demo/Switch to Premiere Pro



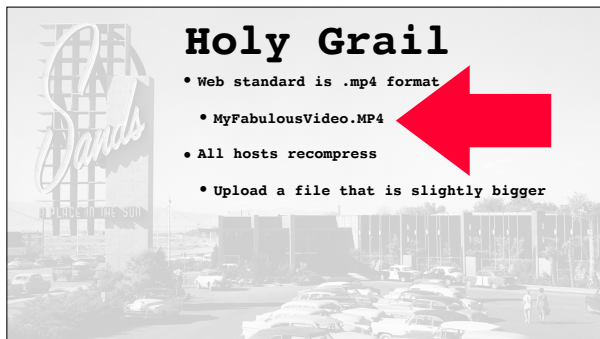
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## Not easy

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



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## 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

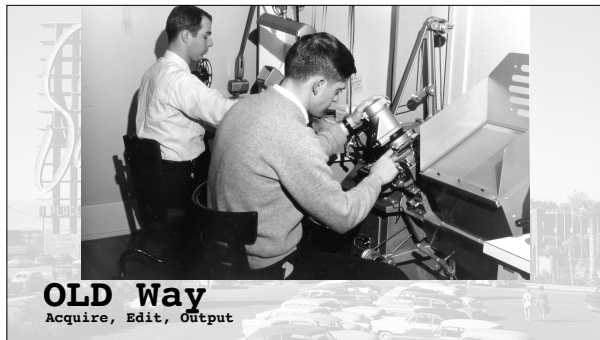
Unconventional ways to create video



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### OLD Way

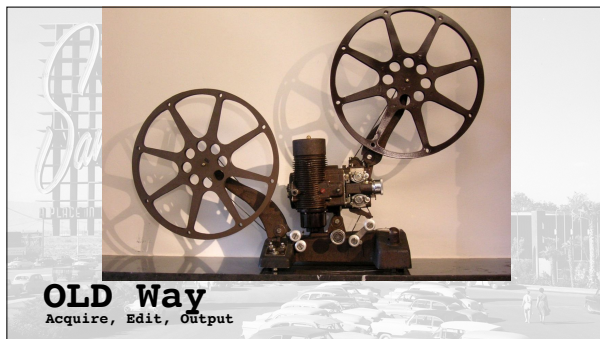
Acquire, Edit, Output



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### OLD Way

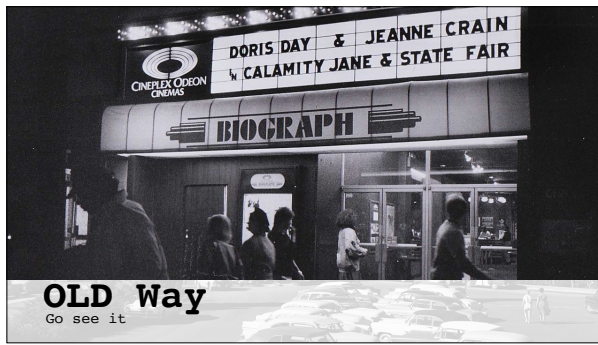
Acquire, Edit, Output



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### OLD Way

Acquire, Edit, Output



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OLD Way  
Go see it



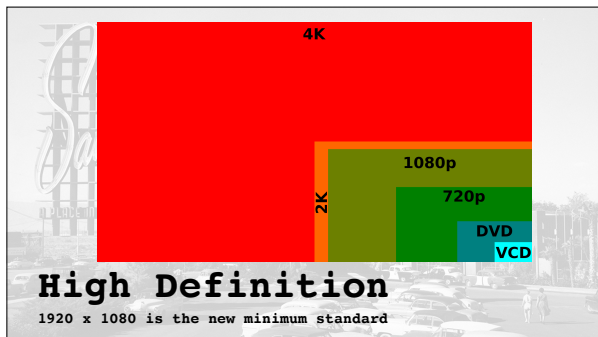
14

MODERN WAY  
Acquire, Edit, Output



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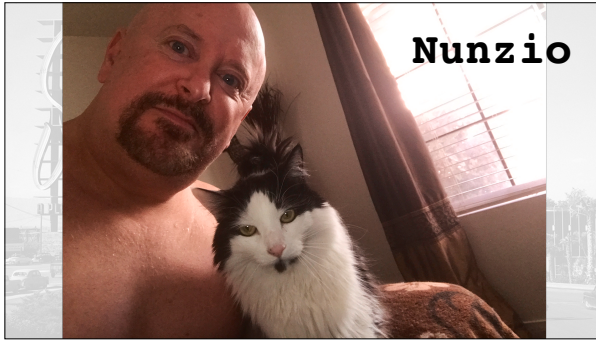
Acquire  
4K, \$35-40/mo  
<https://www.apple.com/iphone-8/>



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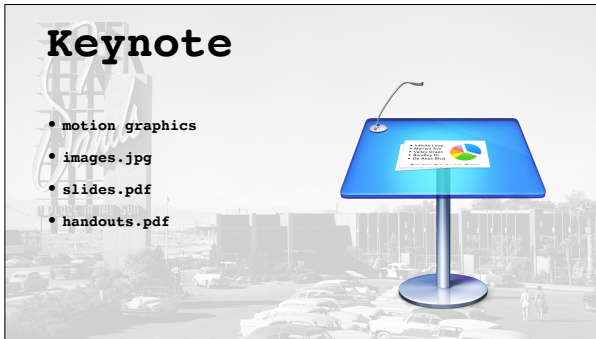
High Definition  
1920 x 1080 is the new minimum standard





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Nunzio



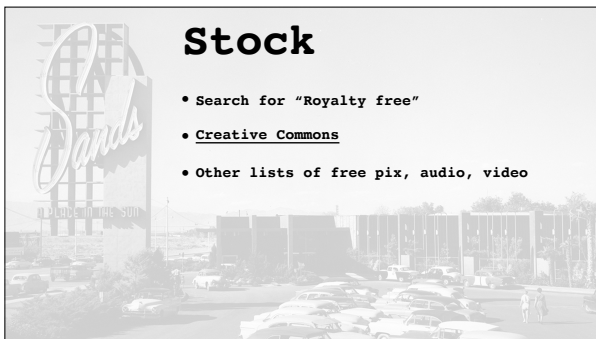
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Keynote  
motion graphics  
images.jpg  
slides.pdf  
handouts.pdf



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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



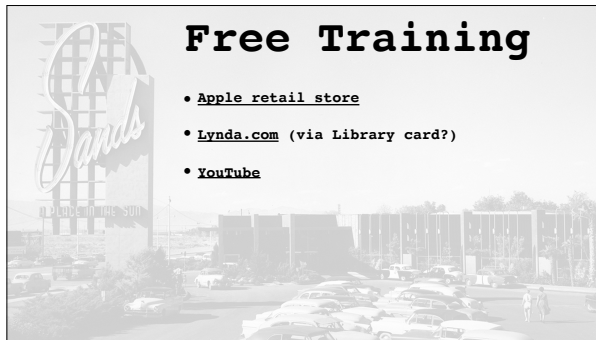
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Stock  
Search for "Royalty free"  
Creative Commons  
Other lists of free pix, audio, video



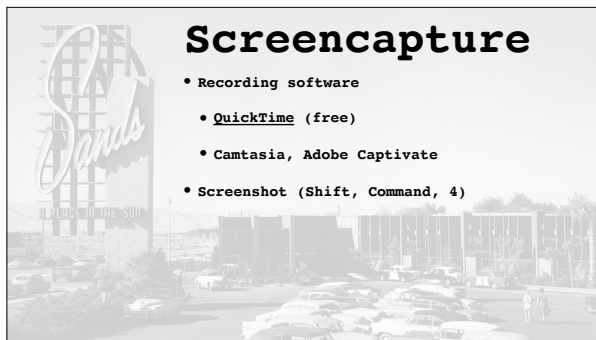
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Halo Effect. Free with new Mac or iPhone  
Drink the Kool-Aid



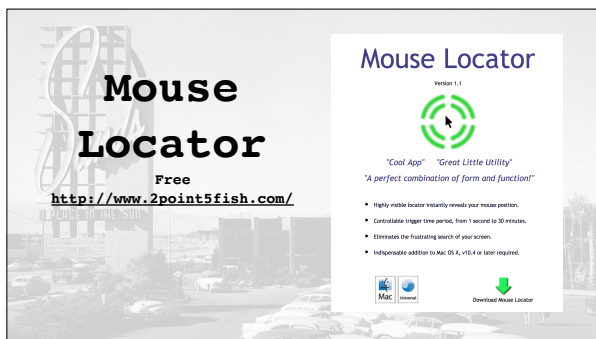
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Free Training  
Apple retail store  
Lynda.com (via Library card?)  
YouTube



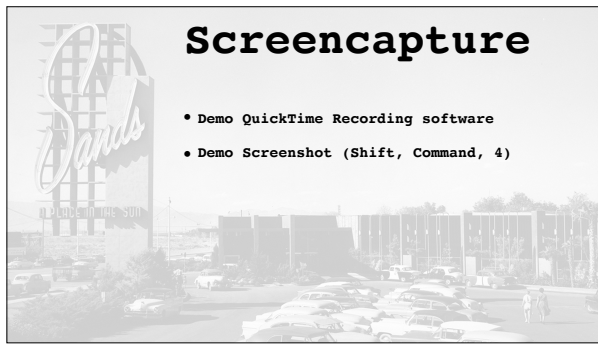
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Screencapture  
Recording software  
QuickTime (free)  
Camtasia, Adobe Captivate  
Screenshot (Shift, Command, 4)



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Mouse Locator  
Free  
<http://www.2point5fish.com/>

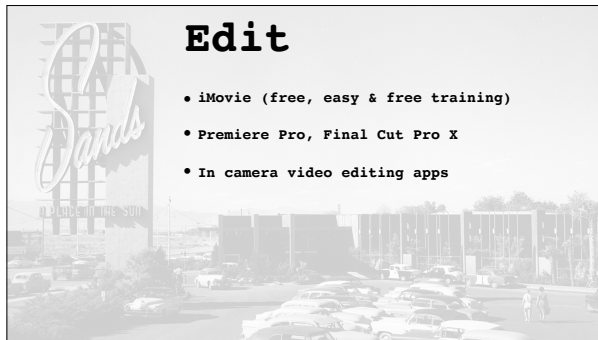


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## Screencapture

Demo QuickTime Recording software

Demo Screenshot (Shift, Command, 4)



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## Edit

iMovie (free, easy & free training)

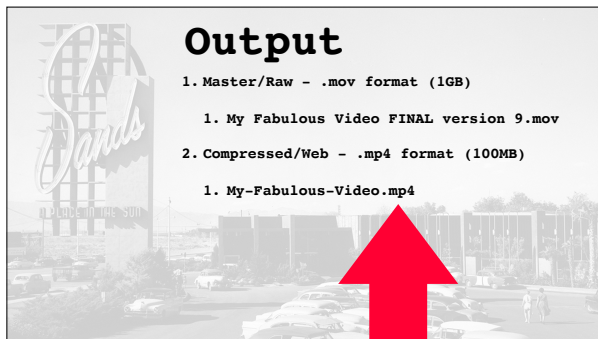
Premiere Pro, Final Cut Pro X

In camera video editing apps



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## Madonna



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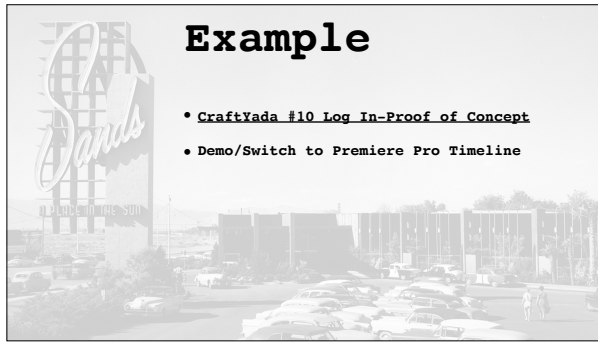
## Output

Master/Raw - .mov format (1GB)

My Fabulous Video FINAL version 9.mov

Compressed/Web - .mp4 format (100MB)

My-Fabulous-Video.mp4



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## Example

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

Example

CraftYada #10 Log In-Proof of Concept  
[vimeo.com/207199969](https://vimeo.com/207199969)

Demo/Switch to Premiere Pro Timeline



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## Equipment

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

Equipment

Tripod (look for 72"+) - \$30

.99 Store

Selfie stick (end piece/camera holder)

Table tripod



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3 Point Lighting



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\$100





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## Audio

50% of video is sound

External microphones attach to iPhone port

\$70



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AirPods - \$160



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Jazz Hands



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## Summary

Acquire

Edit

Output



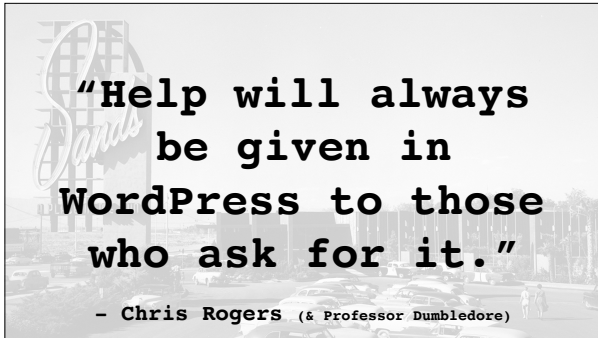
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Don't be afraid to be unconventional/non-traditional. ;-)



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Q & A



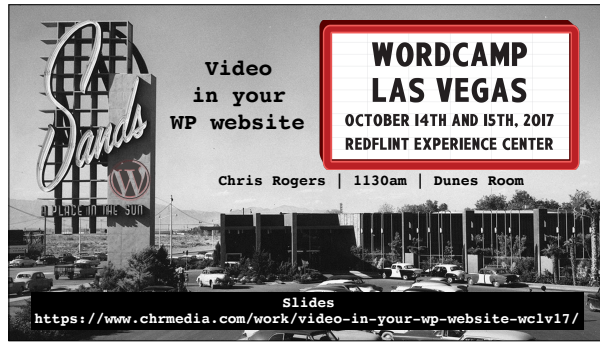
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"Help will always be given in WordPress to those who ask for it."  
- Chris Rogers (& Professor Dumbledore)



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



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Slides <https://www.chrmedia.com/work/video-in-your-wp-website-wclv17/>