

A black and white photograph of the Sands Las Vegas sign and the Redflint Experience Center building. The sign is a large, stylized 'Sands' with a 'W' logo below it. The building is a modern, multi-story structure with a grid-like facade. The text 'A PLACE IN THE SUN' is visible on the sign.

**Video
in your
WP website**

**WORDCAMP
LAS VEGAS**
OCTOBER 14TH AND 15TH, 2017
REDFLINT EXPERIENCE CENTER

Chris Rogers | 1130am | Dunes Room

Slides

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

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. Save & Publish

4. Drop your mic

1 . Embed / Code

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



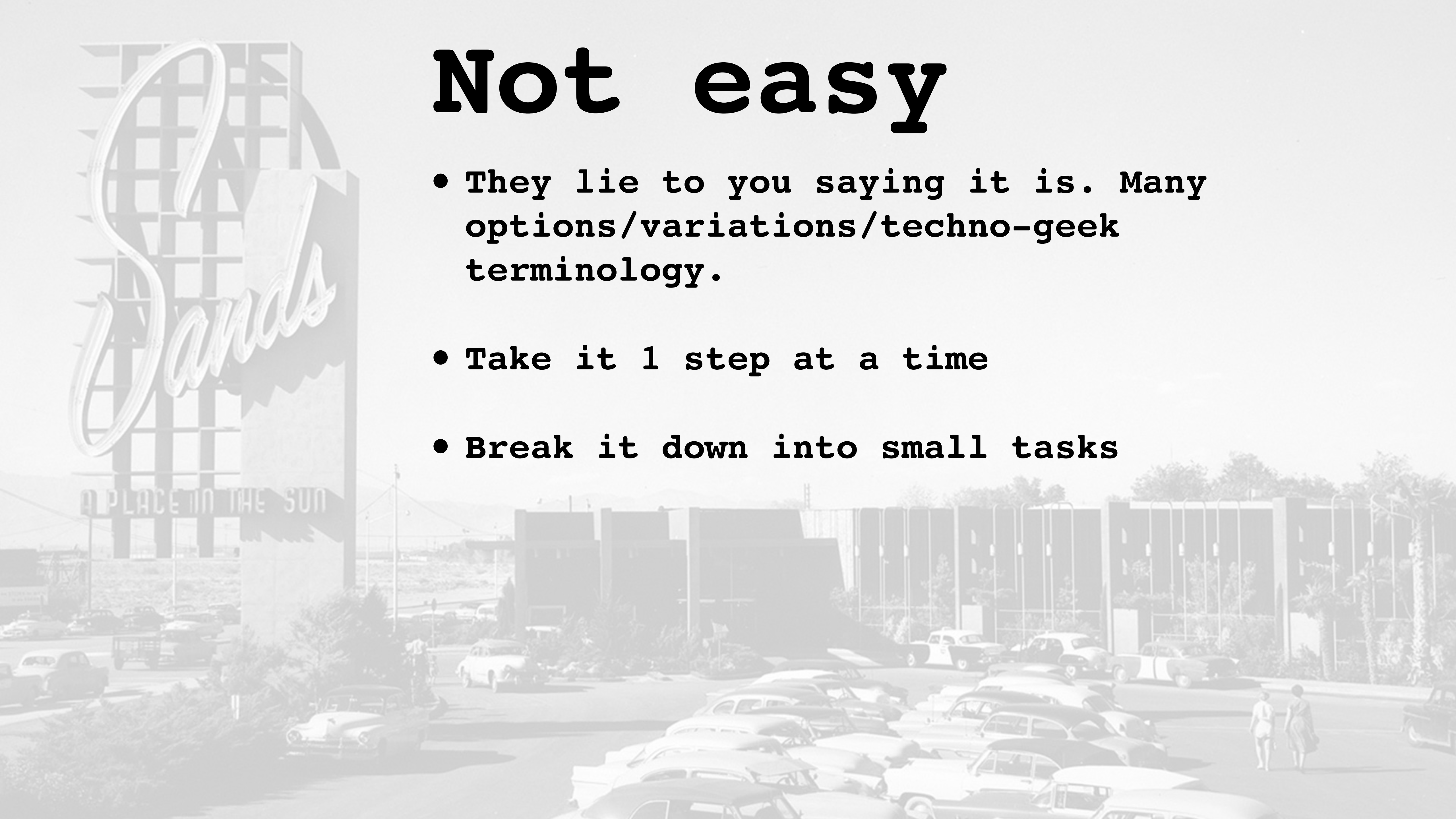


2. Compress

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

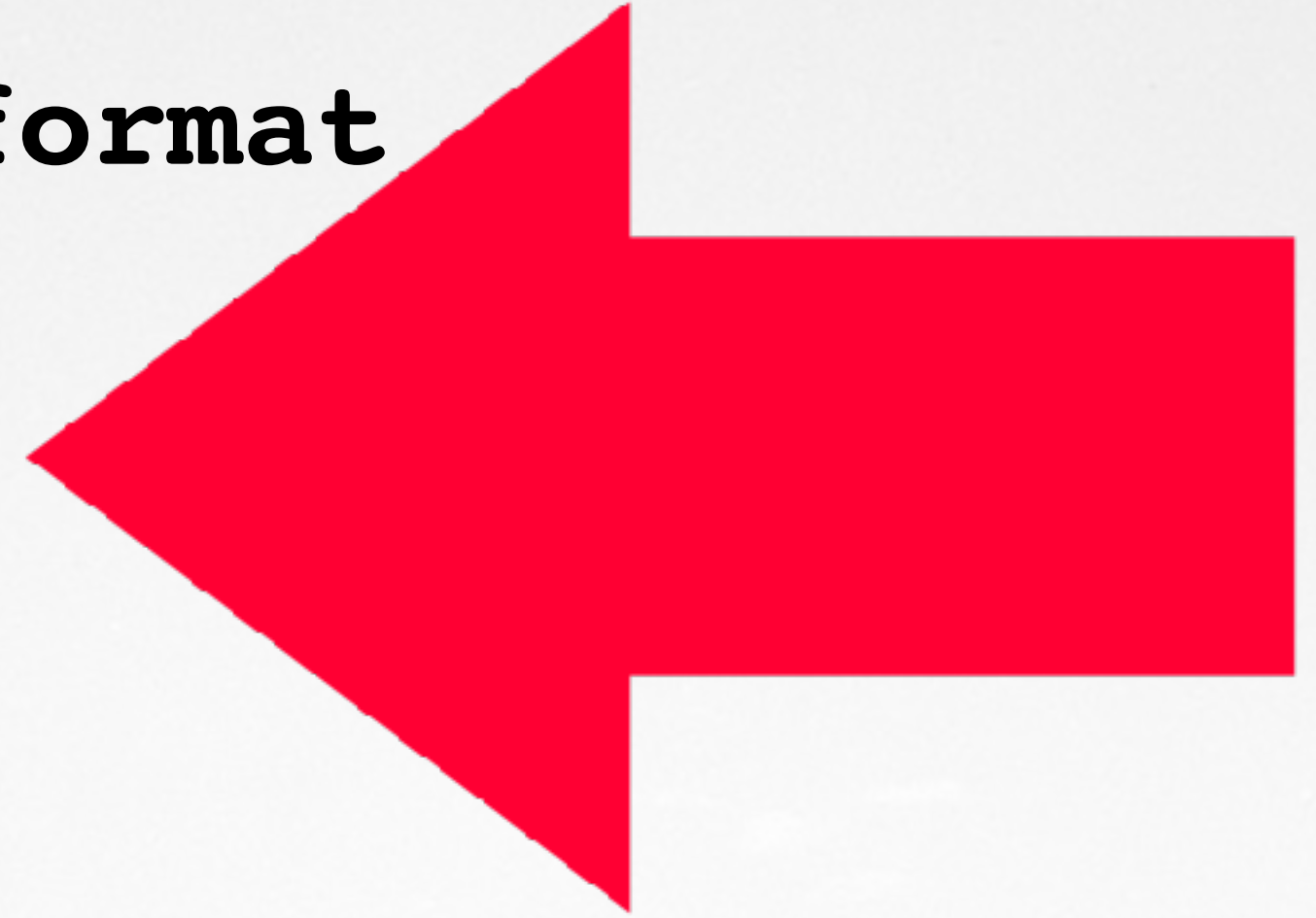
Not easy

- 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**

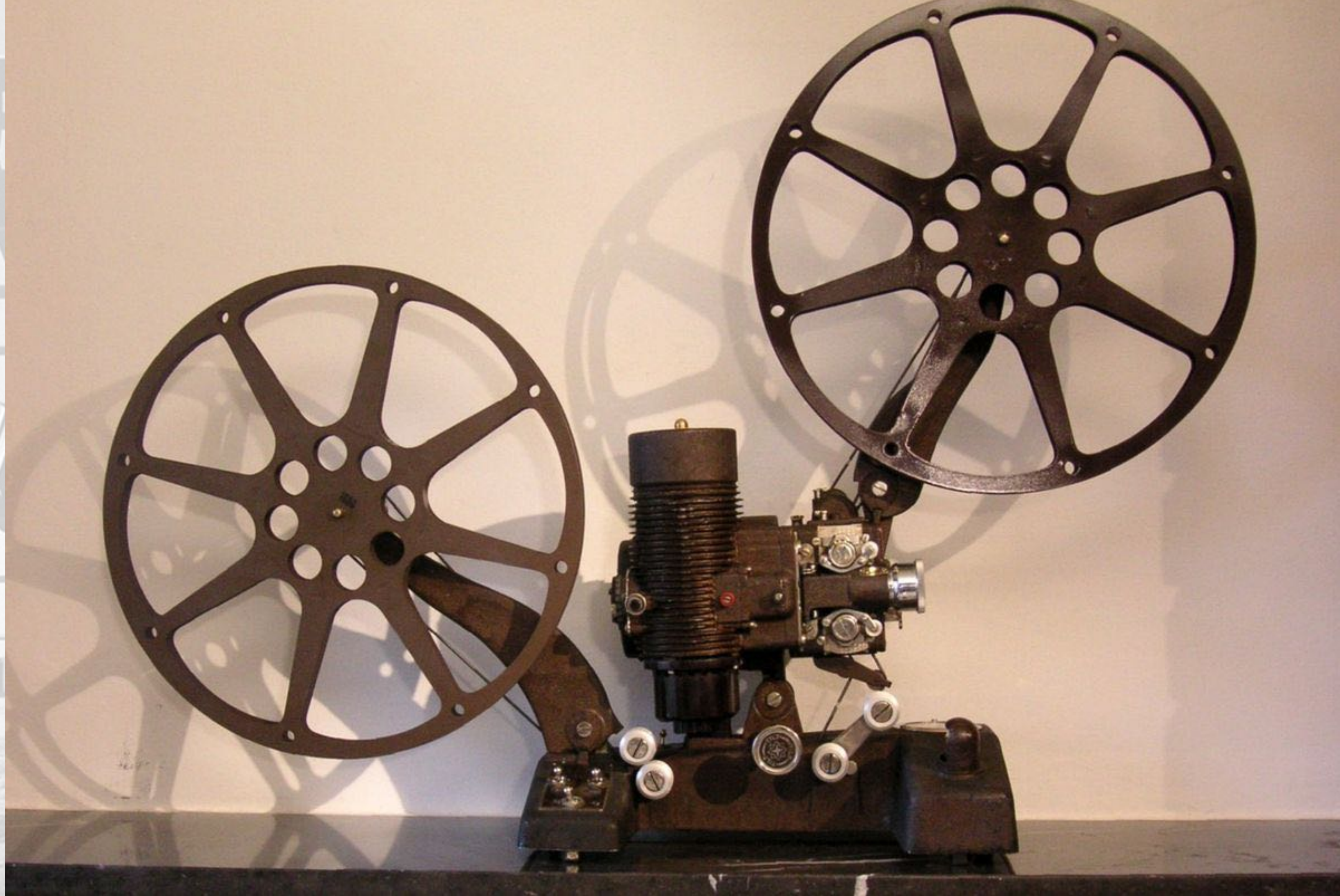




OLD Way
Acquire, Edit, Output



OLD Way
Acquire, Edit, Output



OLD Way
Acquire, Edit, Output



DORIS DAY & JEANNE CRAIN
in 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.¹
Or pay now from \$699.



iPhone 8 Plus
5.5-inch display

Select

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



Acquire

4K, \$35–40/mo

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

4K

1080p

720p

DVD

VCD

2K

High Definition

1920 x 1080 is the new minimum standard

Nunzio



Keynote

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



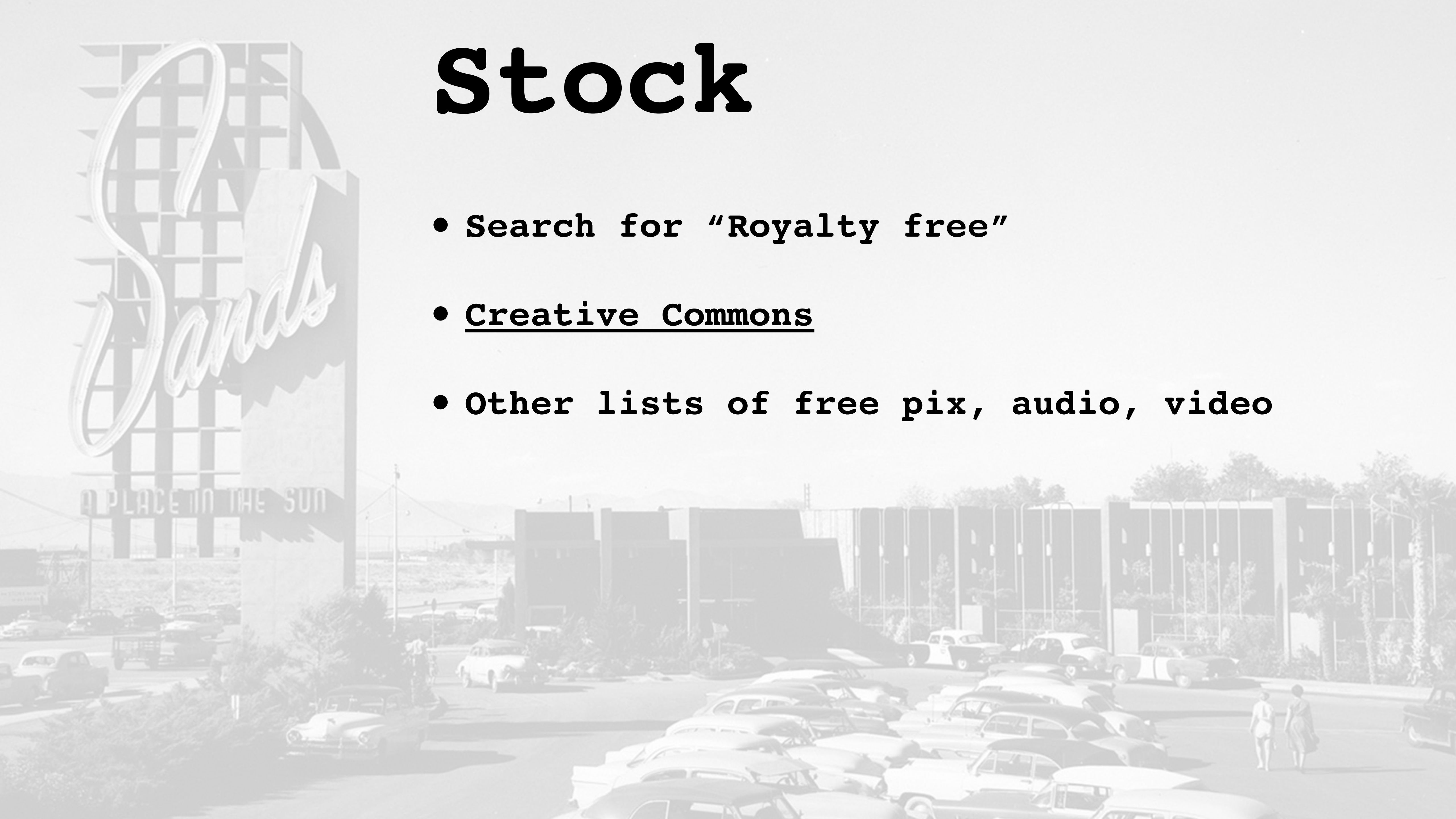
Slideshow

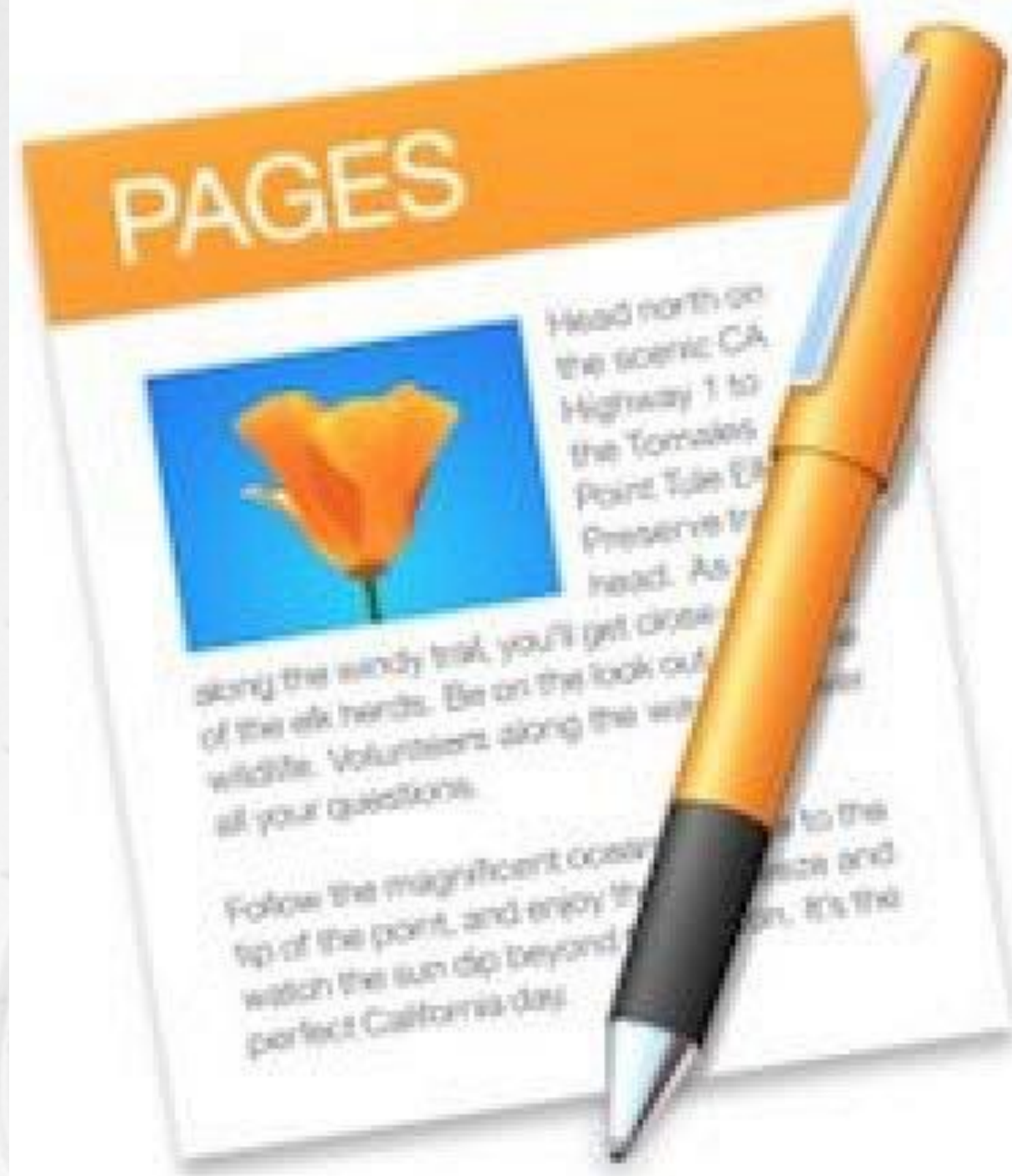
1. take a folder of stills
2. optimize in Photoshop or GIMP to video comp size
3. animate in iPhoto/software
4. export as .mov
5. import into video editing app
6. Use computer mic to record VO or find stock audio



Stock

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



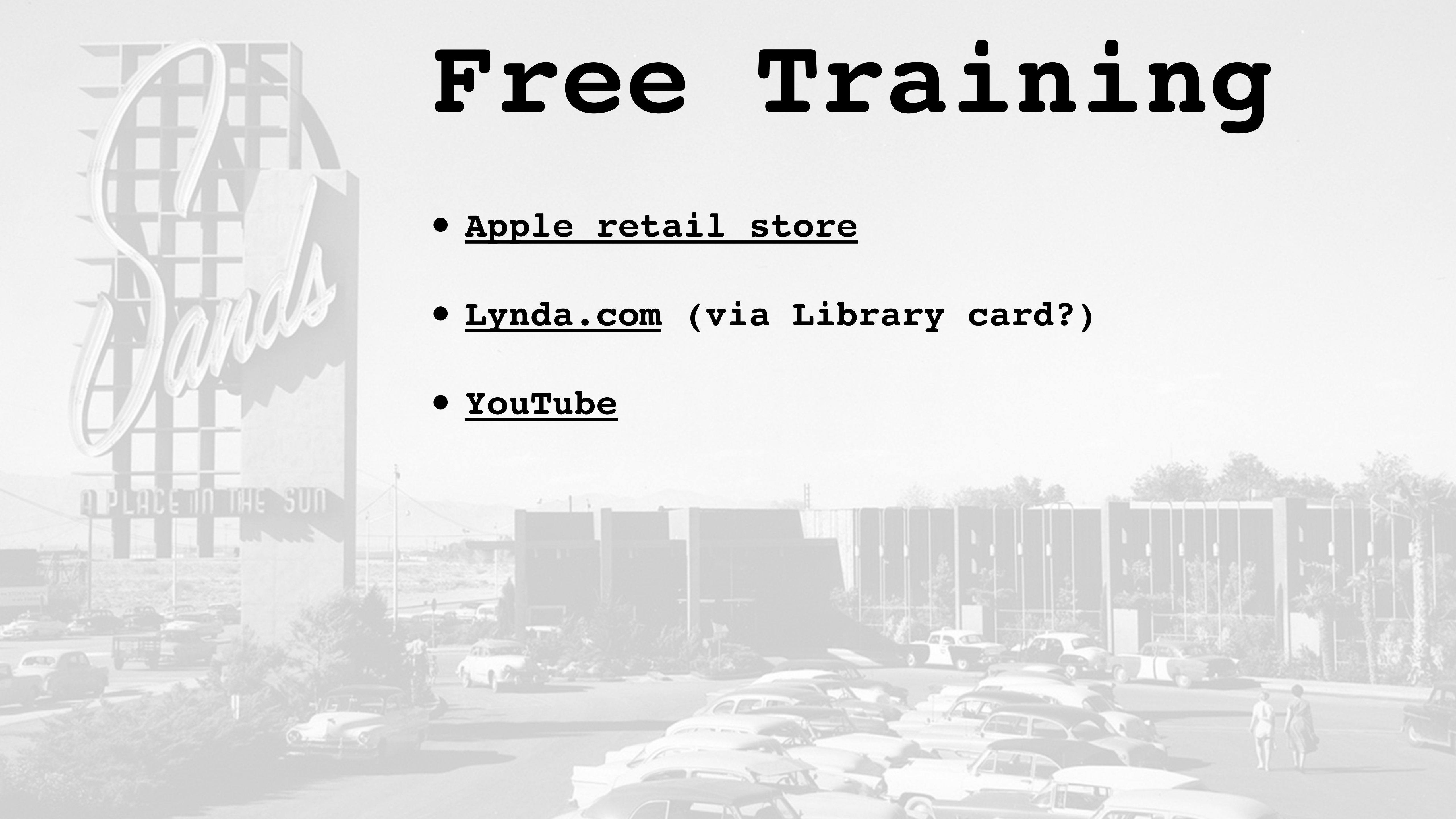


Drink the Kool-Aid

Halo Effect. Free with new Mac or iPhone

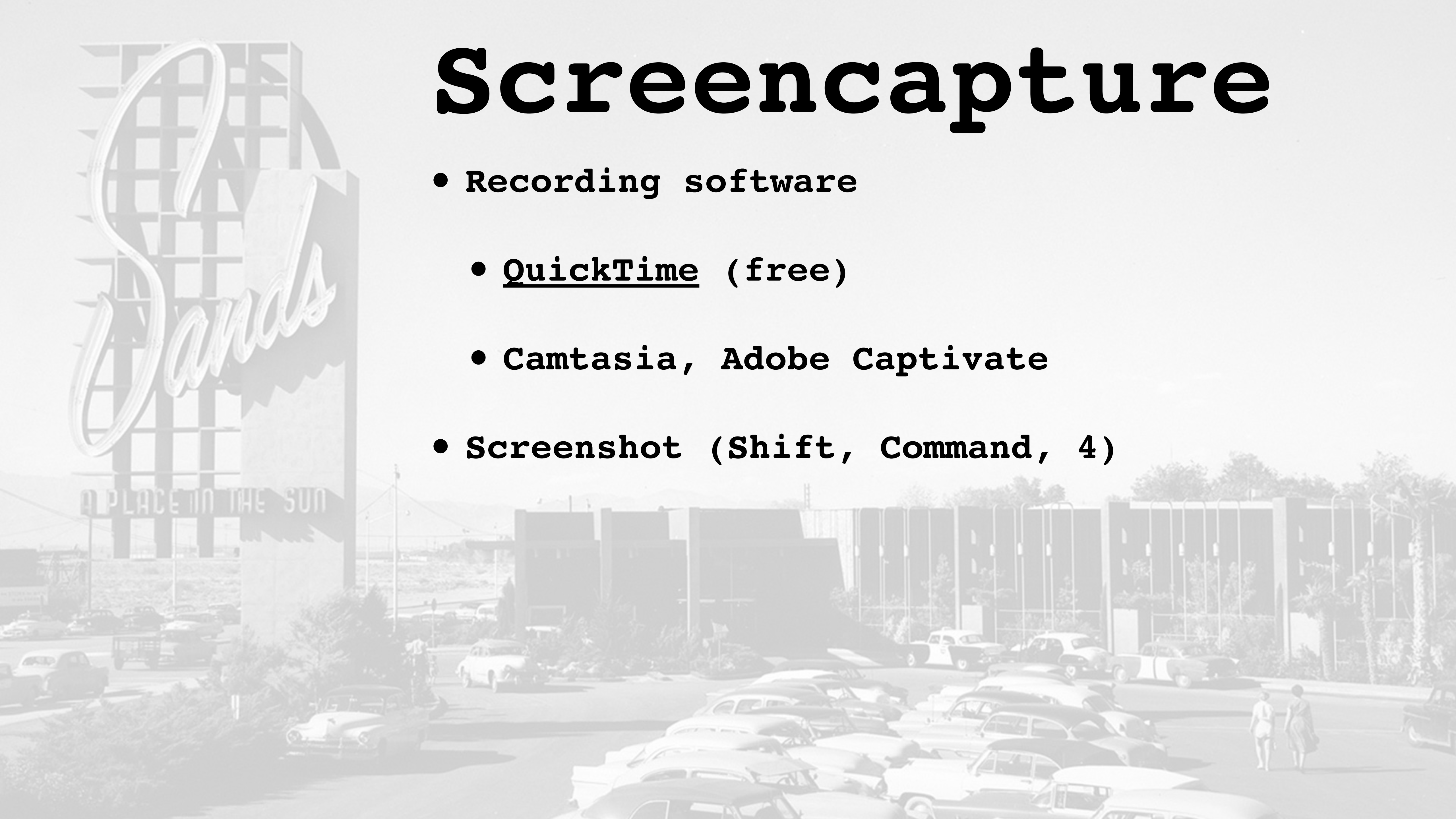
Free Training

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



Screencapture

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



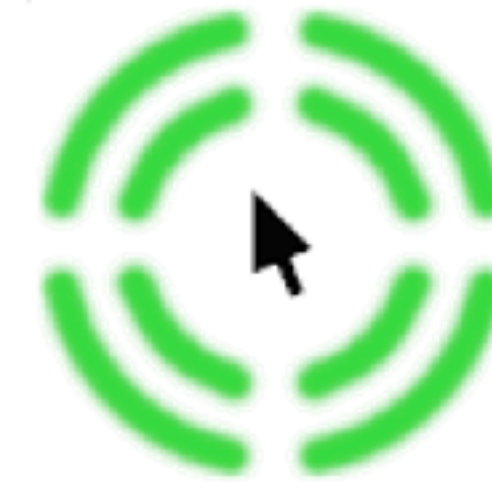
Mouse Locator

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
- Demo Screenshot (Shift, Command, 4)



Edit

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



A long-haired cat with blue eyes and a white chest is sitting on a windowsill. The cat has a white face with dark brown ears and a dark brown nose. It is looking directly at the camera. The background shows a window with blinds and a wooden cabinet. The text "Madonna" is overlaid on the right side of the image.

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

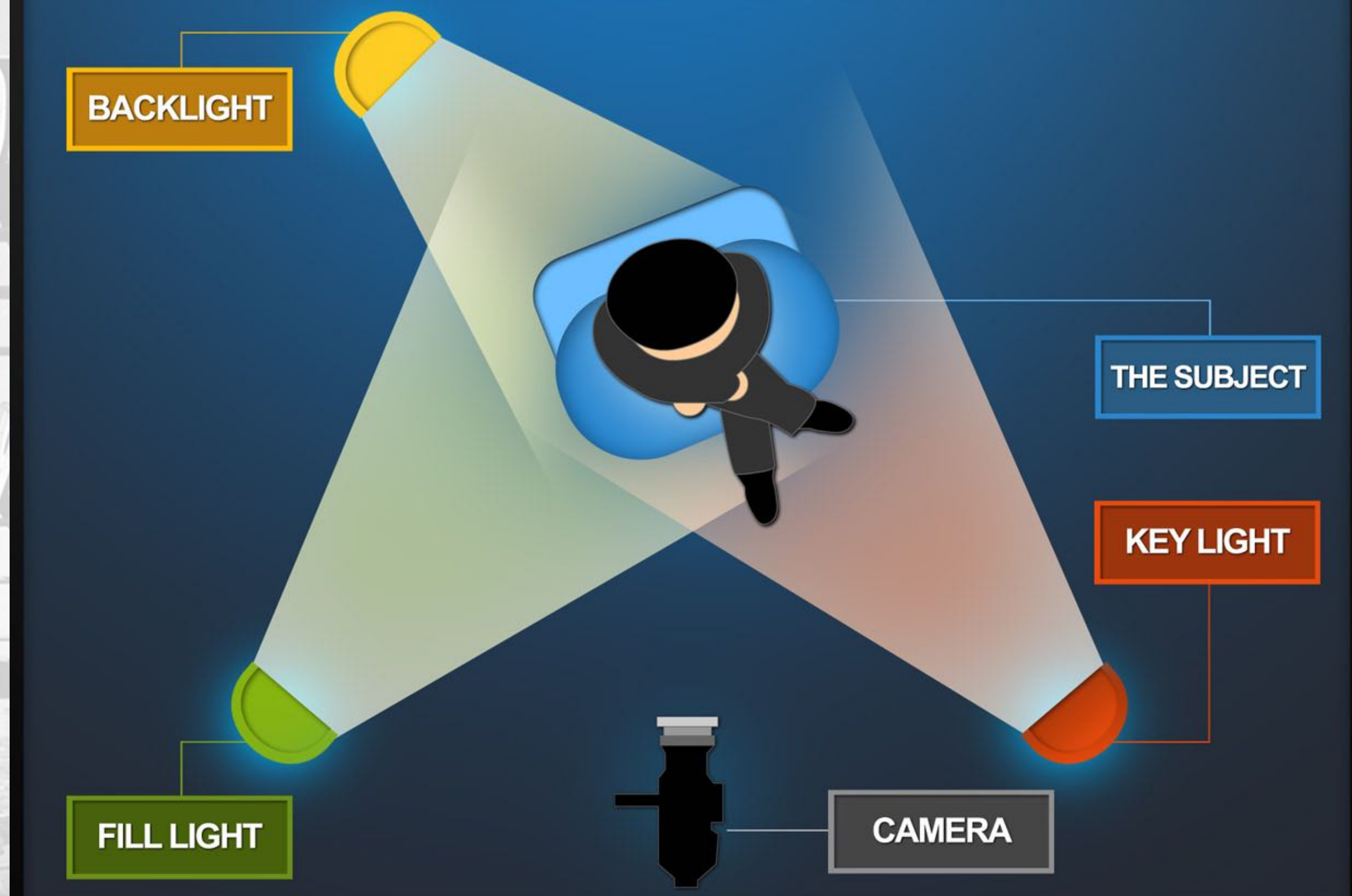
- CraftYada #10 Log In-Proof of Concept
- Demo/Switch to Premiere Pro Timeline



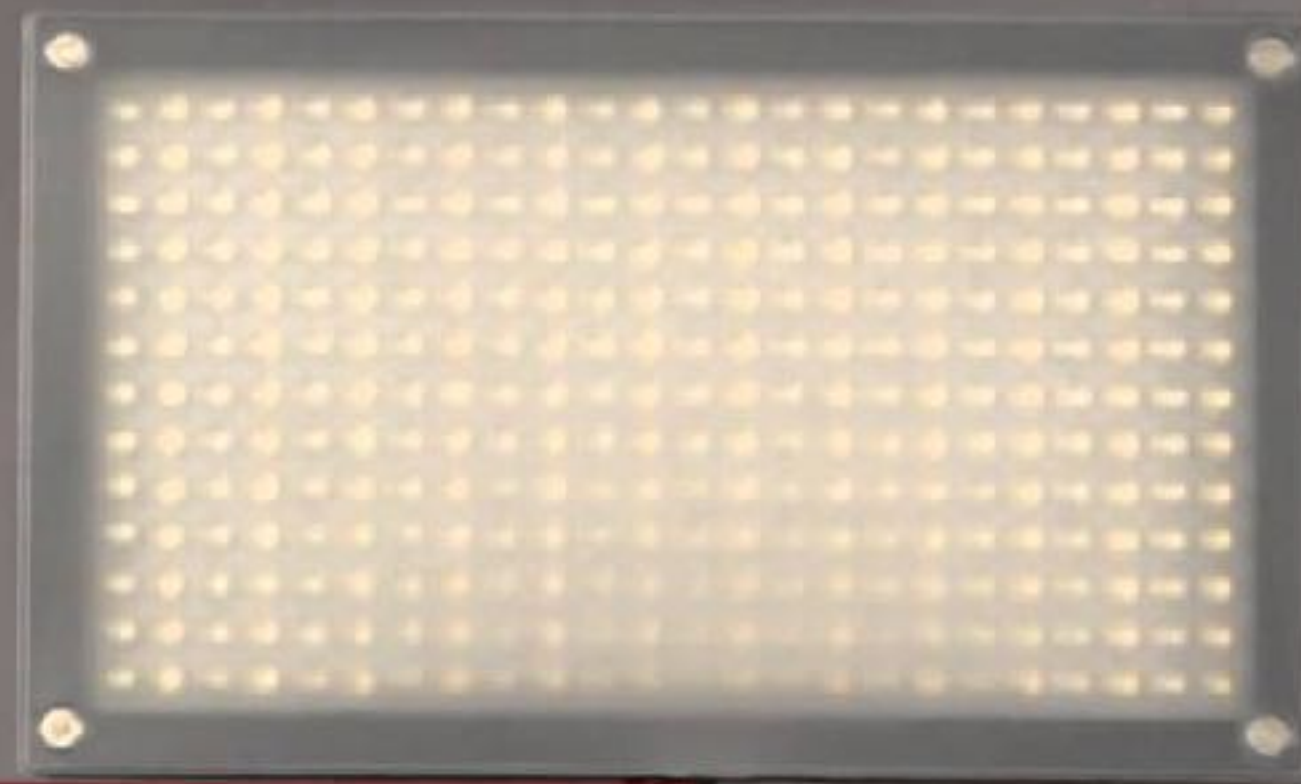
Equipment

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





3 Point Lighting



Ikan iLED 312 3-Point Light Kit



\$ 100

Audio

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





AirPods – \$160

Jazz Hands



Summary

1. Acquire

2. Edit

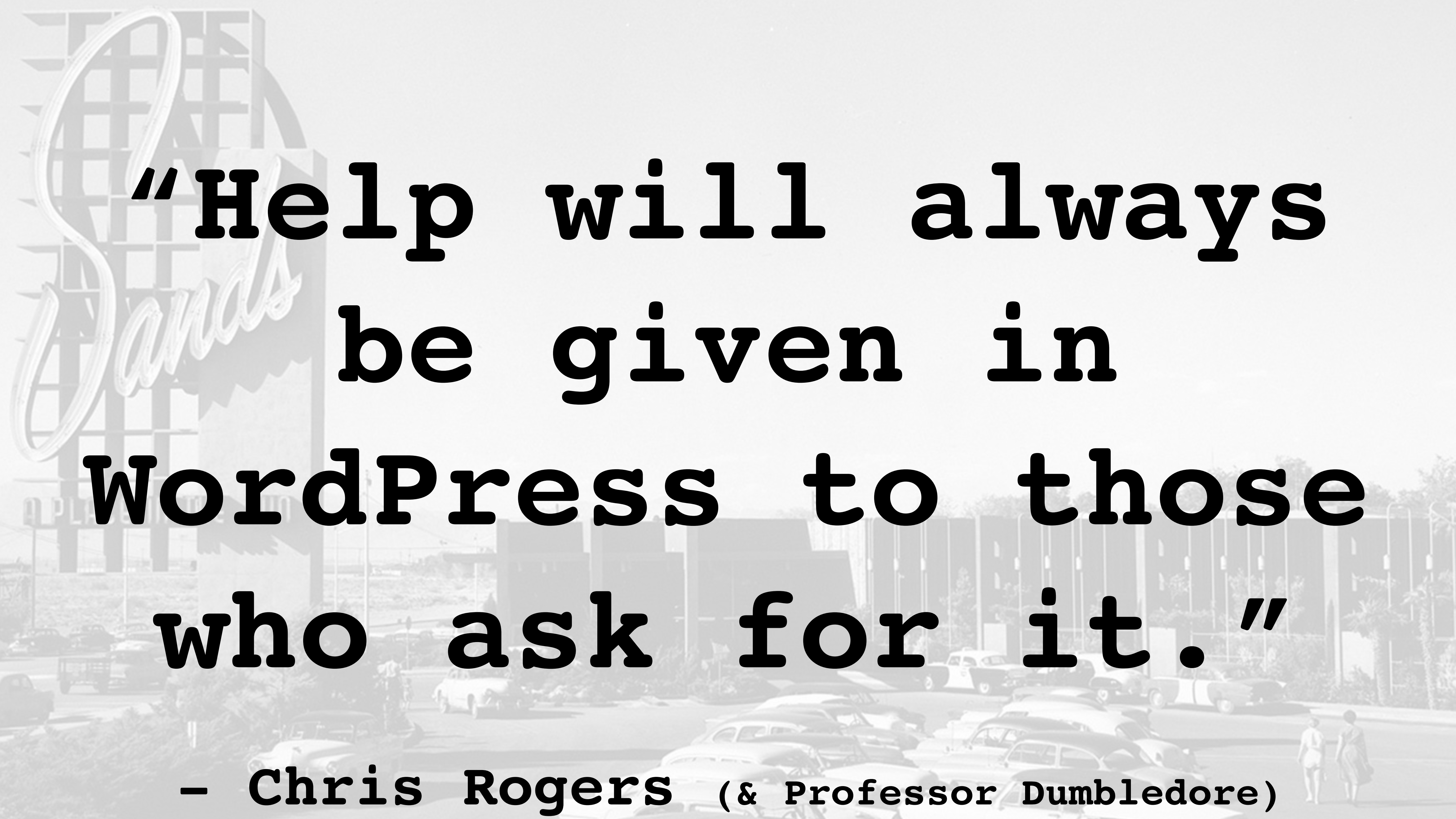
3. Output







Q & A



**"Help will always
be given in
WordPress to those
who ask for it."**

- Chris Rogers (& Professor Dumbledore)

Thank You!

- <http://www.CraftYada.com/>
- <https://www.chrmedia.com/>
- <https://www.ChrisRogersTheActor.com/>
- @CHRactor



Chris Rogers

The background of the slide is a black and white photograph. On the left, the iconic Sands Las Vegas sign is visible, featuring the word 'Sands' in a large, stylized script font. Below it, a smaller sign reads 'A PLACE IN THE SUN'. To the right of the sign is a large, modern building with a grid-like facade, identified as the Redclint Experience Center. The foreground shows a parking lot with several vintage cars from the mid-20th century.

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