

Summer 2001

Introduction to Multimedia: Shooting and Editing Web Video

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"Digital Video and Web Streaming"
Tom Cummings, WBGU-TV
Technical Services Coordinator
talks to TCOM 469 students

Course Information

TCOM 469 #45221; 3 credits
Dates: 07/02-08/10 M W
Time: 6:15-9:25 P.M.
Place: 126 Hayes Hall

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Graduate-student instructor
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Telecommunications
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Welcome!

View MPEG movie
15 sec 343 K
Use Windows Media Player for better viewing

Student Projects
View student projects
MPEG movies QuickTime movies

Uses of Web Video
View slide show 10 slides PPT

Course Rationale

This summer course is designed for students of diverse

backgrounds. It will cover the nuts and bolts of the production (shooting), post-production (editing), and distribution (webcasting) of Web video. Participants will complete individual and group video projects for the Web in order to get started with this growing area of multimedia. No prerequisites are required except basic computer skills.

Course Content

- I. Shooting Video for the Web
 - Uses of video on the Web
 - Storytelling techniques
 - Signal recording formats
 - Camera features
 - Lighting principles
 - Properties of sound
 - Still images acquisition
 - Shooting techniques for the Web
- II. Editing Video for the Web
 - Transferring video to the computer
 - Signal capture settings: digital vs. analog capture
 - Web video tools
 - Web audio and video editing principles
 - Working with still images and graphics for the Web
 - Adding text to your video
- III. Distributing Web Video
 - Digital video and audio compression techniques
 - Lossy vs. lossless compression
 - Choosing a codec and selecting configuration
 - Optimizing the output for delivery on the Web
 - Serving
 - Bandwidth
 - Webcasting
 - Playback constraints



Recommended Textbooks

Burrows, Thomas, & Foust, James. *Video Production: Disciplines and Techniques*. McGraw Hill, 2001.

Nemzow, Martin. *Web Video Complete*. Mc-Graw Hill, 1998.

Assignments & Grading

Promotional/Informational video	25%
Educational/Instructional/Training video	25%
Video portfolio	25%
Class participation (video exercises, class Web site, quizzes)	20%
Attendance	<u>5%</u>
	100%

Complete the Student [Experience Assessment Form](#)