

Encoding, uploading and embedding your content

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Encoding is a big bag of compromises. Its like the sales adage - good, fast or cheap. Pick two. With encoding its high resolution (pixel count or height x width), high clarity (presence or absence of artifacts) and small file size. And in the same way you can only have two - high resolution and clarity mean large file size, or high clarity and small file size means low resolution (pixel count) etc.

For encoding I just use QuickTime 7 (Pro version)

Choose File > Export > Movie to QuickTime Movie > Options > Video > Settings

Compression Type: H.264
Frame Rate: Current
Key Frames: Automatic
Frame Reordering checked
Best quality (Multi-pass)
Data Rate: Restrict to 1000 kbits/sec

> Size

Whatever you decide is right given the compromises involved. I use 640 x 360 for 16:9 and 480 x 360 for 4:3.

> Audio

Format: AAC
Channels: Stereo
Rate: 44.100
Quality: Best
Target Bit Rate: 128 kbps

Click OK, name the file and choose a location. When the file has completed encoding change the name of the file to video.flv put it into a folder with the .swf file I've attached. Make a .jpg poster image the same size as your movie and title it preview.jpg. Put that into the folder too. In the folder you should have:

flvplayer.swf	(Attached)
video.flv	(Your H.264 file renamed to exactly video.flv)
preview.jpg	(A poster image exactly the same size as you encoded video.flv and labeled exactly preview.jpg)

Add to those items an index.html file with this embedded:

```
<embed src="flvplayer.swf" width="640" height="380" allowfullscreen="false" allowscriptaccess="always"
flashvars="&displayheight=360&file=video.flv&height=380&image=preview.jpg&width=640&frontcolor=0xCCCCCC&backcolor=0x000000&ov
erstretch=none&bufferlength=30&autostart=true" />
```

Either change the name of your clip to video.flv or change video.flv to the name of your clip.

Create a preview image that is the same pixel size as your movie. Name it preview.jpg. This will appear before the movie is started and after it completes

Change to width

Change to height plus 20 pixels

Change to actual height

Buffer period in seconds (seconds of your movie that will buffer before play begins)

Autostart - true or false

Compression and Uploading for YouTube:

Everything uploaded to YouTube is re-encoded, so its best not to limit the bitrate or size. Sending them the best quality file will give you the best looking results. The downside of encoding a big, great looking file is that it can take a long time to upload. I encode all my movies for youtube with QuickTime Pro:

Video: H.264, Multi-pass, 10000 kbits/sec, original resolution (for me its 1920x1080)
Audio: 256k 44.100khz AAC

Providing YouTube with an hd file will result in an hd version being offered as an option to the viewers.

And just a note: Don't judge the final youtube movie quality by what you see right after you upload. If you uploaded the movie and looked right away at it you most often see the lowest resolution version only. If you wait a bit they complete encoding the higher resolution versions and if you have a broadband connection it looks much better. Occasionally you'll see a notice pop up that the quality will improve if what you're seeing is full of artifacts.

My youtube channel: <http://www.youtube.com/weddingfilmsdotcom>
Direct Questions to weddingfilms@gmail.com