Digital Video

- Electronic representation of moving visual images in the form of encoded digital data.

- Comprises a series of digital images displayed in rapid succession, usually at:

24, 25, 30, or 60 FPS.

- Can be coped and reproduced with no degradation in quality.

- Stored in digital media such as Blu-ray Disc, on computer data storage, or streamed over the internet to end users.

More on Video

- Digital video comprises a series of digital images displayed in rapid succession.

- In the context of video, these images are called frames.

- The rate at which frames are displayed is known as the frame rate and is measured in

frames per second.

- Every Frame is a digital image and so comprises a formation of pixels.

- The color of pixel is represented by a fixed number of bits of that color where the

information of the color is stored within the image.

Digital Video Production

source : <https://quickframe.com/blog/video-production-process/>

- Process of creating video content.

- Covers a broad range of content types like: commercials, corporate videos, and online

content, etc.

Production Equipment

- Digital video production equipment was introduced in the late 1970s to early 1980s.

- These included time base correctors (TBC) and digital video effects (DVE) units.

- Operate by taking a standard analog composite video input and digitizing it internally.

Production Process

- Process of creating video content, encompassing five key stages:

1) Planning and development

2) Pre-production

3) Production

4) Post-production

5) Marketing and distribution

Video Editing

- source : <https://en.wikipedia.org/wiki/Video_editing>

Application