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

Slide 1: Multimedia Communication

Digital Video Editing and Production Systems

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Slide 2: Digital Video

Digital video is an electronic representation of moving visual images in the form of encoded digital data.

Uses binary numbers '0's and 1's to represent each pixel of each frame.

Is easy to copy, multicast, share and store.

Frame rate (Temporal Resolution): number of frames/ s (fps or Hz).

Frame size (Spatial Resolution): number of pixels/ frame.

Slide 3: Video Editing

Process of manipulating and rearranging recorded video footage. Involves:

Rearranging, adding and/or removing sections

Applying color correction, filters and other enhancements

Creating transition between clips

Slide 4: Video Editors

Specialized software to facilitate video editing

Show live/recorded demo of tasks outlined in slide 3

Slide 5: Video Production

Involves conceiving, planning and executing a series of steps to structure meaning in media messages. Steps include:

Pre-production

Production

Post-production

Slide 6: Pre-production

Construct your video on paper

Plan your shots

Budget money and time

Set up your shoot location

Slide 7: Production

Shoot the video

Gears: Camera, Tripod, Microphone, Lights

Slide 8: Post-production

Solidify the shots into a narrative to tell your story

Create various formats for distribution