

Script

At blackspike design we often create single-use mac apps for automating repetitive tasks, like this app, to generate web-ready videos.

AI is excellent at AppleScript, so prompt it for f f m-peg commands to optimise and convert dragged mp4's to web-m, and extract the first frame as an avif poster image.

Paste the code into your Mac's built-in Script Editor app in your Utilities folder, and save it with the file format set to Application.

Now drag any mp4 file onto the app for a collection of web-ready videos. As a bonus, we copy an html video tag snippet to your clipboard, ready to paste into a web page.

Finally, we use a custom icon we drew in Inkscape – a different colour for each app. Download ours from the video description.