Motion Design and Design & Image II

Recap for the next couple of weeks

1. I originally had an in-class activity for Motion Design planned for week 13. I feel that our week 13 will be better spent working on the TRAA assignment – both in terms of providing you with time to complete that project but also time to meet with me if you need to for feedback before you submit it – so that is why I have made week 13 open labs for both of my courses.

   That said, I now have a 5% grade value not attributed to anything for Motion Design. For that reason, **I will be awarding a grade out of 5%** for those that make a point of showing me their TRAA website and video content at some point during week 13 (next week). I will have you sign a sheet verifying that you showed me your work. I will base your grade on the work shown at that time based on the degree of completeness and how well you have adhered to the assignment requirements.

2. The TRAA video is a web based video. You will be likely be imbedding this video into your website. As such, this video will **NEED** to be as small as you can possibly make it for the web. Optimization is a mandatory requirement of any rich media content for the web.

   ### Reduced Video File Size Tips:

   Make the video as small as you can physically for each of the preview formats you plan to show them in.

   H.264 is the current codec standard for the web.
   Quicktime is okay for the self promotional video assignment but is not okay for the web.

   .mp4 with a H.264 codec is the file the you need to use. I understand that some of you don't have an .mp4/H.264 option in your program(s). That is what Media Encoder is for. Alternatively, take the project file to a computer that does provide an H.264 option and refer your video using it instead. Solutions are all round you, you just may need to think them through and be creative in finding them.

   Reduce your bit rate (number of bits [1 byte = 8 bits] per unit of time, in most cases 1 second). So, the higher the biterate the better quality yet larger the file size.
   Use VBR (Variable Bit Rate). This is how the encoder allocates the bitrate while encoding. It will align a higher bitrate for video segments that require more detail and for areas that require less detail based on its overall complexity therefor the overall bitrate will be reduced. The way it is measure is by adding up the total amount of bitrate and dividing it by the time/duration in seconds which provides us

with an average bitrate for the video.

Blazemp and HandBrake (I like HandBrake and have had success with it in the past) are both tools that can be used alternatively for After Effects, Premier or Media Encoder. Another simple, effective and quick process is to use a video converter such as free online converters, this one works well.

Turn off you audio channel if you don't plan on using audio.

Make sure you are using adaptive screen sizes for your responsive build. Build in max-widths for your media queries. As an example, a video should not be 1280 px wide for a mobile device

I would not recommend a YouTube link as a means of providing your video. You ARE allowed to this for the TRAA if you like but I would consider embedding actual video instead. You want your video to be indexed as part of a search engine call rather than a redirect to YouTube, Vimeo, etc… because you video only reside on those websites. Use every opportunity you have available top you to maximize SEO returns.

You may need to reduce many times to achieve the desired results for you video. Experiment and render. Trial and error. Test.

3. Make sure you have signed-up a time on the Google Presentation sheet. https://docs.google.com/spreadsheets/d/1tMcyQjv5JslXeEEYezXfEKpdBmXdkLd4L67GBSeKGRc/edit?usp=sharing

4. The Self Promotional Video needs to be submitted anytime before Monday @ 9:30 of the TRAA presentations. This video also needs to be compressed. I would recommend that the video size be no larger than 720 px (H) by 480 px (W). I am fine with the size being small for these videos, I will still be able to view them just fine at this aspect ratio. This will significantly reduce your file size. Take the other measures listed above to further reduce size. I want MB files, not GB files. This is a gradable feature of this assignment within the technical requirements.

5. Make sure to check your grades for both courses and email me if there is an issue with any grade item. Email me ASAP if there is an outstanding assignment that I still need to grade. Don't forget to instruct me as there where I need to look for your submission (email Attachment or Dropbox submission).

   Example – Re: In-Class Assignment - Design and Image - Emailed as an attachment

This is NOT an opportunity to submit assignments after the fact. I can only grade items that meet the assignment due date requirements or have been provided late with appropriately applied accommodation.

See you all at some point next week. Here is my schedule so you and your partner can arrange a time to meet with me.

Monday: 8 am to 2 pm.
Tuesday: 3 pm to 6 pm.
Thursday: 12 pm to 3 pm.

Jarrod