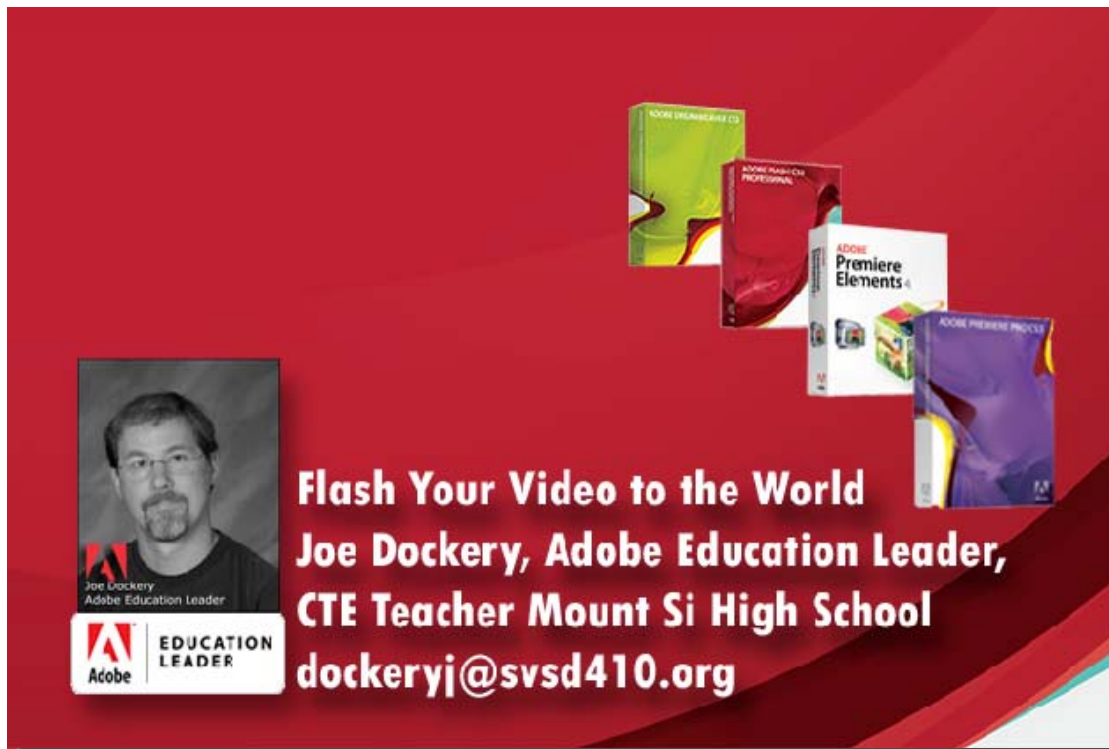


Flash Your Video to the World

Adobe CS3 has made it easy to post high quality video that downloads quickly and is cross platform on your schools web site. This fast paced workshop will teach you how to use Flash CS3 Professional and Dreamweaver CS3 to create media rich web pages. Participants will leave this workshop with a solid understanding of how to encode Flash video (.flv), customize the flash player.



Flash Your Video to the World
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Flash Your Video to the World

Agenda

4:00 pm	Introductions
4:15 pm	Why FLV
4:30 pm	Making FLV Files
5:30 pm	Break
5:45 pm	Getting FLV's Online
6:50 pm	Wrap-up and Evaluations

Learning Resources

Since all my lessons are online and on the DVD you got from the workshop you can immediately start using these lessons with your students or share them with the faculty at our school/district. I encourage you to personally take on projects that allow you to practice these techniques. Continue to read some of the excellent books that cover these amazing software applications, explore the many online resources and learn from your students as they push the limits. I have included a list of my favorite online learning resources.

When you attend my workshop I give you a DVD that contains a bunch of sample files that you are welcome to use while you practice the techniques in the workshop. I encourage you to start with these files and then experiment with the same techniques on your own video files, web pages or Flash files. Please copy the files from the disk to your computer. If you are checking this workshop out online, the video files are too large but I will post the of the Dreamweaver and Flash templates.

Software

- Adobe Premiere Elements 7.0: <http://www.adobe.com/products/premiereel/>
- Adobe Premiere Pro CS4: <http://www.adobe.com/products/premiere/>
- Adobe Encore CS4: <http://www.adobe.com/products/premiere/encore/>
- Adobe Flash CS4: <http://www.adobe.com/products/flash/>
- Adobe Dreamweaver CS4: <http://www.adobe.com/products/dreamweaver/>

Adobe Flash Player: The tutorials in this workshop require Adobe Flash player be installed on your computer. If you don't have the latest version of Flash you can download it at <http://www.adobe.com/>.

4:00 pm Introductions

Joe Dockery Adobe Education Leader

Teaching at Mount Si High School, Snoqualmie Valley School District

Class Web Site: <http://sharepoint.snoqualmie.k12.wa.us/mshs/dockeryj/default.aspx>

Conference and Workshop Site:

http://www.mountsihighschool.com/directory/_dockeryj/conferences/index.html

4:15 pm Why FLV

With the spread of broadband connectivity we are seeing an explosion of video on the web. You have a variety of delivery options and I am going to try to make the case for Adobe Flash Video format.

- Quality and fast download speed – Watch full TV episodes at:
 - CBS: <http://www.cbs.com/>
- Flash Player infiltration
 - 80% of all web video
 - <http://www.Youtube.com> and <http://www.schooltube.com/>
- Cross platform
- Easy of publishing

The Tools and Optional Workflows

Now that we have established that flash video is the best way to get your video online, let's talk about how to get your video into this popular format and then how to get into a cool looking wrapper online.

- Encoding and the tools to do it
 - Video Editing Software – Adobe Premiere Pro or Premiere Elements
 - Adobe Flash or Adobe Media Encoder (batch files)
 - Adobe Encore CS3 (DVD creation software – Now DVD online!)
- Creating the wrapper
 - Adobe Dreamweaver CS3
 - Adobe Flash CS3 or Encore CS3
- Don't forget the .flv files and its friends!
- Adobe Media Player (<http://get.adobe.com/amp/>)

Tutorial>> Understanding File Extensions (2:20)

It is important to understand file extensions or those three/four letters at the end of your file names. Skip this if you are already familiar with file extensions.

What's Next?

Now that you have learned why Flash Video files (FLV) are a great solution for presenting your video online, let's move on to "Making FLV Files".

4:30 pm Making Flash Video Files (FLV)

Adobe Premiere Pro

Tutorial>> Exporting Flash Video from Adobe Premiere Pro CS3 (6:51)

If Adobe Premiere Pro is your video editing application, you can easily create Flash Video files directly within the application. This tutorial will show you how easy it is.

Adobe Premiere Elements

Tutorial>> Exporting Flash Video from Adobe Premiere Elements 4.0 (7:35)

The typical work flow is to start by creating your video within a video editing application and then export the video for a variety of uses including DVD, video tape, and online. In this tutorial I will show you how easy it is to export your video in the Flash video file format (.flv) from both applications.

Tutorial>> Adobe Premiere Elements Upload to YouTube

Adobe Premiere Elements 4.0 now has an automated process for uploading your video directly into YouTube. This couldn't be easier.

Recycle Example: <http://www.youtube.com/watch?v=x0IyZMPK9Os>

Adobe Flash CS4 Video Encoder

Tutorial>> Converting Existing Video Files to FLV Using the Adobe Flash CS3 Video Encoder (6:46)

If you already have video files in QuickTime or .AVI file format and want to quickly convert them into Flash video (.flv) file format then you should know how to use the Adobe Flash CS3 Video Encoder. It is perfect for converting individual file but really shines when you have a whole batch of video files to encode.

Extra articles on these topics

Read more about this topic at:

Producing Flash Video with Premiere Pro and After Effects

<http://www.adobe.com/newsletters/edge/september2006/articles/article2/index.html?trackingid=JKQS>

Using the Adobe Flash CS3 Video Encoder

http://www.adobe.com/devnet/flash/quickstart/video_encoder/

What's Next?

Now that you have learned how to create Flash Video files (FLV) it is time to make web pages that you can use to show them to the world. Let's move on to "Getting FLV's Online".

5:45 pm **Getting Flash Video Files (FLV) Online**

Adobe Flash Professional CS4

Adobe Flash CS3 makes it extremely easy to take get your video online in the Flash Video format. Flash will automatically convert your existing QuickTime (.mov) or .AVI files into FLV files or import FLV files AND create a beautiful “wrapper” to present your video.

Tutorial>> Importing existing video files (QuickTime or .AVI) into Flash (7:57)

Tutorial>> Importing existing FLV files into Flash (5:16)

Tutorial>> Creating a simple wrapper for your Flash video (9:36)

Read more about this topic at:

Frame Video with a Mask

http://www.adobe.com/designcenter/tutorials/fla8at_maskvideo/

My Animation Class Site: Has a bunch of tutorials but you will have to dig around for them.

<http://sharepoint.snoqualmie.k12.wa.us/mshs/dockeryj/animation/default.aspx>

Dreamweaver

Tutorial>> Embedding Flash Video in a Web Page Using Adobe Dreamweaver CS3 (6:37)

Once your video file is in the Flash Video Format (.flv) you will need to create what I like to refer to as a “wrapper” or a web page to show off the video file. In this tutorial I will show you how easy it is to import your Flash video file into Dreamweaver.

Tutorial>> Embedding a YouTube Video in a Web Page Using Adobe Dreamweaver (2:38)

Many of you may not have a server in your school district and might be using an online video sharing service like YouTube. This video will show you how easy it is to embed your YouTube/SchoolTube video into a web page.

Adobe Encore (DVD) Flash Web Site

I must admit that I have not been this excited about a new software feature in years. My students and I have been using a combination of Adobe Encore and Photoshop to design DVD's for years. Now with a couple additional clicks we can turn the entire DVD with navigation into a Flash Video based web site!

Tutorial>> Turning your Encore DVD into a Flash web site (6:13)

Getting Your Files Online

There are a wide variety of ways to get your files online so I will cover the methods most schools use to deploy video. These require permissions that I can't setup at this workshop. Therefore, you can watch these tutorial but you will not be able to follow along until you get home and have set up the correct permissions with your web administrator.

Tutorial>> Direct Web Server Access (2:58)

Having direct file server access to your schools web server makes this process very simple. If you don't have access but someone else at your school does it can be pretty simple if you just keep all the files together in a folder.

Tutorial>> FTP (File Transfer Protocol) with Internet Explorer(3:25)

If you have FTP access to a web server then it is just like the direct access but you need to logon first. This tutorial shows you how using Internet Explorer.

Tutorial>> FTP with Filezilla (3:59)

Here is a tutorial on how to use Filezilla, a free FTP application that we recently started using in my Web Design class.

Contribute

Adding Video to a Contribute Page (0:56)

It is very easy to add video to your Contribute page as you will see in this video. This tutorial was is designed for teachers that already have a Contribute account set up through their school district and are familiar with the basics of Contribute.

What's Next?

I have included a bunch of examples of student projects in Flash Video (FLV) file format embedded in web pages using Dreamweaver. Feel free to share these with your students. I have also included many resources I think you might find helpful.

6:50 am Wrap-up and Evaluations

Please take the time to fill out the evaluation forms that were provided. Thank you very much for coming.

Resources

Flash Video Online Resources

Flash video learning guide

http://www.adobe.com/devnet/flash/articles/video_guide.html

Encoding Flash Video

http://www.adobe.com/designcenter/dialogbox/encode_video.html

Joe Dockery's Class Web Site

<http://sharepoint.snoqualmie.k12.wa.us/mshs/dockeryj/default.aspx>

Additional Online Training

Total Training Online: High quality training

<http://www.totaltraining.com/online/howitworks.asp>

Lynda Training Online: Huge library

<http://movielibrary.lynda.com/html/index.asp>

Atomic Learning Online: Designed for schools, well established company

<http://movies.atomiclearning.com/k12/home>

Adobe Video Workshop: Great tutorials covering the new CS3 products

http://www.adobe.com/designcenter/video_workshop/

FTP Applications

Filezilla: A free FTP application that we recently started using in my Web Design class.

<http://filezilla-project.org/>

Online Video Sharing Web Sites

One of the cool things about all these video sharing sites is that you can upload the video in almost any format and it will convert it into Flash Video (FLV) and host the video on their web site. You can then either link directly to their site or copy some web code and use it to embed the video into your own web pages.

SchoolTube

<http://www.schooltube.com/>

SchoolTube provides students and educators a safe, world class, and FREE media sharing website that is nationally endorsed by premier education associations.

Educator Resources: <http://www2.schooltube.com/Educators.aspx>

TeacherTube

<http://www.teachertube.com/>

You may upload any kind of personal educational video that you'd like to share with the world. However, it must address specific learning objectives and/or provide professional development for educators. Videos may not post advertisements or solicitations of business. We also don't allow any nudity or profanity and your video must be appropriate for all audiences.

YouTube

<http://www.youtube.com>

Of course, everyone has heard of YouTube, but did you know there are quite a few high quality tutorials and occasional video contest on this web site. You can also create your own video sharing site. Here is an example of a site we setup for a band that played a benefit concert for our annual Toy Drive this year.

<http://www.youtube.com/alpenfolk>