

Today

- Announcements
- Finish up animation → Flash
- Intro to video, TVs, resolution
- LOTS OF VIDEOS TONIGHT, sit back and enjoy ©

Slide 2 of 40

Announcements

- Major Assignment due Friday, December 1
 - You MUST make your animation using photoshop and supply the photoshop file (.psd)
- Sunday, December 17 at 10am 2 hour
 - Bring:
 - Pencil (soft) and eraser
 - Student card
 - Do NOT bring: calculator, ipod, hat, etc..
- Web Assignment
 - Should be marked by Nov 28th

Slide 3 of 40

Announcements

- Some nice ones so far:
- <u>Student I</u> (awesome layout but property titles and file names not done correctly ⁽²⁾)
- Student 2 (AWESOME BUTTONS (and banner but look at the file names and property titles ③))
- Student 3 (lovely attention to the text and layout!)
- <u>Student 4</u> (great alignment but forgot headings and property titles)
- Student 5 (Beautiful, great attention to details)
- Student 6 (gorgeous banner!)
- <u>Student 7</u> (great alignment, super cute banner but can you see the one thing I said NOT to do ⊗ (and the property titles and references page had 2 issues length of table and links could have been done slightly better))

What is Video?

- A sequence of still images (photographs) that create the illusion of movement when played in succession.
- Question: What is each still image called?
- FPS
 - Movies on film → 24-30 fps
 - Computer Displayed Video → 12-15 fps
- Digital Video → each frame is a bitmapped graphic, stored as 0s and 1s

Slide 5 of 40

Sampling and Quantizing of Motion

- Since each frame is just an image →
 - Each frame is sampled into a discrete samples and each sample becomes a pixel -> Sampling process
 - · Remember:
 - More samples means better quality (10 pixels by 10 pixels vs 200 pixels by 200 pixels)
 - More samples means bigger file sizes (10 pixels by 10 pixels vs 200 pixels by 200 pixels)
 - Each pixel gets assigned a colour, maybe just 2 colours(black and white→I bit colour) or maybe 16 million colour (24 bit colour) → Quantization
- Question: What else can we "Sample" with MOTION?

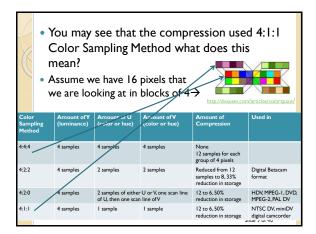
Slide 6 of 40

Quantizing → Colour Compression In The Video

- For still images RGB is commonly used
- For video the model is YUV (YIQ) or YCbCr (for MPEG compression)
- Y → luminance (brightness)
- UV → (CbCr) chrominance (color/hue)
- Question: Black and White TV only used the signal (fill in the blank with Y, U or V)
- Question: Which one will the human eye detect changes in more easily? How does this help us with compression?

Slide 7 of 40





Sampling of a frame→ need to know a little history

- Digital video often adheres to standards for TV broadcasting
- Regular Analog TV broadcasting began in the United States in 1939 using the NTSC standard.
- NTSC frame rate was originally 30fps but went down to 29.97 to accommodate for colour information.

Slide 10 of 40

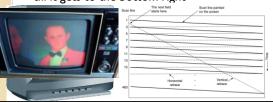
More history

- Experiments with High Definition TV began in the late 40s and 50s but it wasn't adopted by a single station till 1996.
- Before 1996 ALL TV was broadcast using interlaced display and fields
- The original ANALOG video choices made about TV display (frames per second, frame size, etc..) affect the standards that were picked for DIGITAL video!

Slide II of 40

How did the original TV display work?

- Our eyes see phosphor dots on the screen.
- An electron beam (gun) activates the dots.
 The gun scans through the dots horizontally
- A complete scan is when the gun starts at the top left and scans several times horizontally till it gets to the bottom right



- The scan only draws every OTHER line (1,3, 5, ...479) then starts back at the top and draws the even lines (2,4,...480).
 - Thus two passes
 - Each pass is called a field
 - The process is called interlaced display
- This way it can cheat the eye, while the phosphor dots are disappearing, it is drawing the line underneath.

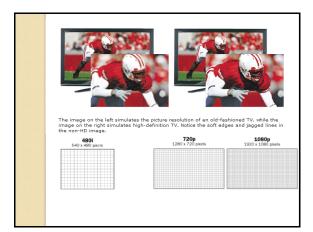
http://www.crutchfield.com/Learn/learningcenter/home/understanding-resolution.html

Slide 13 of 40

NTSC Standards

- Review → watch from minute 1 to 3 and then 6min to 9:30
- The frame size of NTSC standard DV frame is 720 pixels by 480 pixels
 - Frame Aspect Ratio is 4:3
 - Pixels are distorted (not square) because 720:480 is actually 3:2 ratio, thus must change the pixel aspect ratio
- High Definition for NTSC:
 - 1440 X 1080
 - 1280 X 720
- Frame Aspect Ratio is 16:9
- 1440:1080 → ratio is (4:3) 1.333 (pixels are not square)
 1280:720 → ratio is 16:9 (pixel are square ©)
- http://en.wikipedia.org/wiki/Aspect_ratio_(image)#Visual_compari sons
- Ratio Review → watch 0:48-3:40and watch 16:10-17:25

Slide 14 of 40



2000's TVs

• Question: On a HD TV, what does the circled area mean?



Slide 16 of 40

2010's TVs

• Newer TVs are 4K → 4K resolution (4096 x 2160 → 4 K refers to WIDTH now???)

https://www.youtube.com/watch?v=RodCjVf-5AE

- Best Buy Search for TVs
- PROBLEMS
 - There is not a lot of 4K content yet (no cable, some Netflix (House of Cards))
 - Even if you have 4K content, old HDMI cords can't transfer something like Netflix to your TV fast enough
 - Most camcorders can't create 4K content and even if they can it will likely only be 15 frames per second (although the iphone6 does allow this now)

Slide 17 of 40

2010's TVs

- 4K TVs are VERY expensive
- If you hook it up to your computer (as a monitor), you will need pretty amazing graphic cards when playing games to see a difference.
- Even have ones that are 8K →

http://www.whathifi.com/news/4k-tv-japan-aims-8k-broadcasts-2016

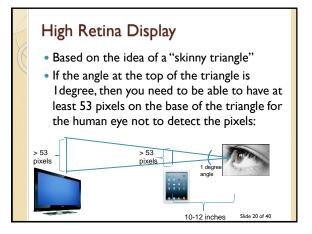
- It is sort of like having a Lamborghini and driving it in downtown Toronto at 5pm ☺
- change the quality on this video

Slide 18 of 40

2010s TVs are a bit of OVERKILL!

- 50-inch screen:
 - the benefits of 720p vs. 480p start to become apparent at viewing distances closer than 14.6 feet and become fully apparent at 9.8 feet.
 - 1080p vs. 720p start to become apparent when closer than 9.8 feet and become fully apparent at 6.5 feet.
 - 6.5 feet is closer than most people will sit to their 50" plasma TV ... so, most consumers will not be able to see the full benefit of their 1080p TV.
- https://www.youtube.com/watch?v=tq6yduCQTYk

Slide 19 of 40



2010's Small Devices Matter Too!

- On small devices (iPads, etc) Apple claims all that matters is that if something is 10-12 inches away you need at least 300 ppi (high retina display)
 - http://www.makeuseof.com/tag/how-does-theretina-display-work/ (watch Steve Jobs video)
 - http://www.macworld.com/article/2063344/retinaipad-mini-review-high-density.html (just watch the first minute)

Slide 21 of 40

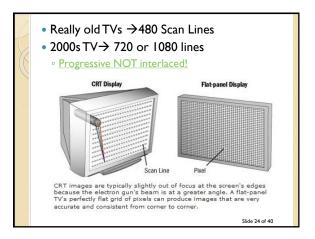
High Retina Display Display Type Desktop 100-110 iMac 1280 by 1024 Standard laptop 100-134 Standard Macbook 1366 x 768 Standard Tablet 130 iPad I 1024 by 768 HTC Wildfire 320 × 480 Smartphone Retina iPad 264 iPad 3 2048 x 1536 Retina iPhone iPhone 4S 640×960 Windows tablet 216 Surface Pro 3 2160×1440 For small devices, you need to be able to read

- For small devices, you need to be able to read (e.g. magazines on your iPad), so you need sharp crisp text, that is why the resolution is so good. Don't need to read off a TV for long periods of time! (just watch till about 2 min)
- COOL SITE → http://isthisretina.com Slide 22 of 40

Need to keep your design in mind:

Imagine an image that is 100 pixels by 100 pixels on your desktop (at 1280 by 1024, 20 inch monitor) compared to the same image on your high retina iPad 3(2048 x 1536, 9.7 inches) → Question: what will happen to that image?

Slide 23 of 40



Displaying Digital Video

- Can display video on:
 - Computer → don't need to worry about NTSC standards
 - TV
 - DVD
- Not all digital video must conform to NTSC standards. Digital video that will primarily be played on a computer does not have to conform, BUT digital video that will be used in DVD playback needs to conform.

Slide 25 of 40

Displaying Digital Video on a Computer

- Even though it doesn't have to be, digital video that is displayed on a computer is still very tied to analog TV standards.
- Question: What are the typical sizes of video that you embed into your webpages?

Slide 26 of 40

Capturing the Video

- Assume we want to play our video on TV or on the computer, HOW do we capture the video to then later display it? Usually use: CAMCORDERS
- If we use an:
 - Analog Camcorder, we had to convert video to digital BEFORE we can put it on our computer to edit. To convert analog video to digital video we need a Video Capture Card
 - Digital Video Camcorder, no need to convert!

Slide 27 of 40

Digital Video Camcorders

- Most Digital Video Camcorders (DV Camcorders), do a little bit of compression right inside the camera. DV25 is the most common DV compression used by today's camcorders.
 - DV25 Format Specs:
 - Pixel Dimension is 720 X 480 (note this is 3:2 ratio)
 - · Frame Aspect Ratio either 4:3 or 16:9
 - Data Rate: 25 mega bits per second (that's why it is DV25)
 - · Frame Rate: 29.97 fps
 - · Colour Sampling: YUV 4:1:1
- Now there are 4K Camcorders with better specs BUT be carefully, they are very resource intensive!

Slide 28 of 40

Format Comparison Format Lines of Resolution VHS,VHS-C (Beta) → Analog 240 Camcorders 8mm 240 Hi 8mm 400 Most older TVs (before 1995) 480 Digital Video Recorders - Mini DV 480 High Definition TV and High Definition 720 or 1080 Digital Video Camcorders 4K Camcorders now! http://epfilms.tv/top-10-professional-video-cameras-reviews-4k-edition-best-pro-camcoders/ http://www.youtube.com/watch?v=GIXM2DF0dEM

Watching old movies in HD?

 How can we see Blu Ray movies that were made in the 60s? Everything made back then was blurry, so how can we now see it in HD?



Slide 30 of 40

Watching old movies in HD?

- It's not a conspiracy, nor aliens ©
- Movies back then were filmed on actual film strips (35mm, 65mm, etc.)
- Film was analog, not digital, so it didn't have "pixels" or a "resolution"
- Analog film captured a great amount of detail, more than was shown on the TV versions Now when they want to make a Blu Ray, they can use the original film
- HD Versions of Old Movies

Slide 31 of 40

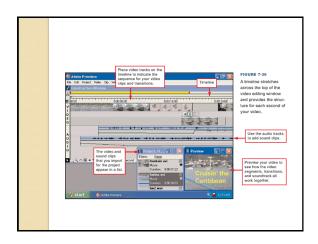
What to capture

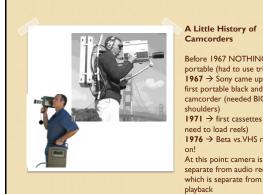
- Some tips for the pre-production stage:
 - Plan out what you are going to shot
 - Gather resources you will need (props...)
 - Think about sound/music
 - Make a storyboard of your ideas →
 - Think about composition

Slide 32 of 40

Using Video Editing Software

- Sample of Video Editing Software
- Step I → Import captured video, images and sound into the project
- Step 2 → Arrange the material on the timeline
 - Trim clips as need
- Might remove/trim some sound and add music, etc...
- Step 3 → Apply transitions, special effects. Some common ones:
 - Straight Cut \rightarrow butt up two clips right against each other with no transition
 - Dissolve → fade from one clip to the next.
 - · Adding titles, credits, captions
- Step 4 → Question: What is step 4?





A Little History of Camcorders

Before 1967 NOTHING was portable (had to use tripods) 1967 → Sony came up with first portable black and white camcorder (needed BIG shoulders) 1971 → first cassettes (didn't need to load reels) 1976 → Beta vs.VHS race is At this point: camera is separate from audio recording 1984 IVC GR-C1

More History

1982 → combine video, sound recording and playback (camera recorder) 1985 → 1/2 million sold, within 3 years 3 million are sold. First Sony Handicam. JVC introduced smaller videocassette thus smaller camcorder NOTE: Copying and editing of analog video loses quality! 1989 → Super VHS format introduced, better editing, no deterioration of the quality. (aka Beta killer) Sony introduced Hi8

