



Optimizing Videos for YouTube With VideoWave

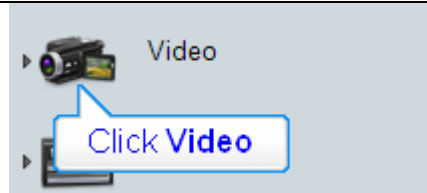
Roxio Easy Media Creator 10

Video sites like YouTube make it easy to share video with friends, family and millions of other potential viewers. The downside is that the compression applied by the site can seriously degrade the quality of your movie.

By using a few simple techniques in VideoWave, you can produce video that looks almost as good on YouTube as it does playing back on your computer.

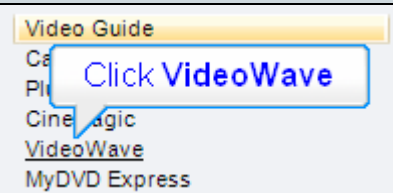
I'll demonstrate these techniques in this tutorial, and show you how easy it is to upload videos to YouTube from Roxio Media Manager. Note that this is an advanced video – you should watch “Produce Enjoyable Vacation Video in Minutes with VideoWave” to learn interface and operational basics.

1. Run Easy Media Creator 10 Suite, and click **Video** in the Project Pane.



2. Then click **VideoWave**.

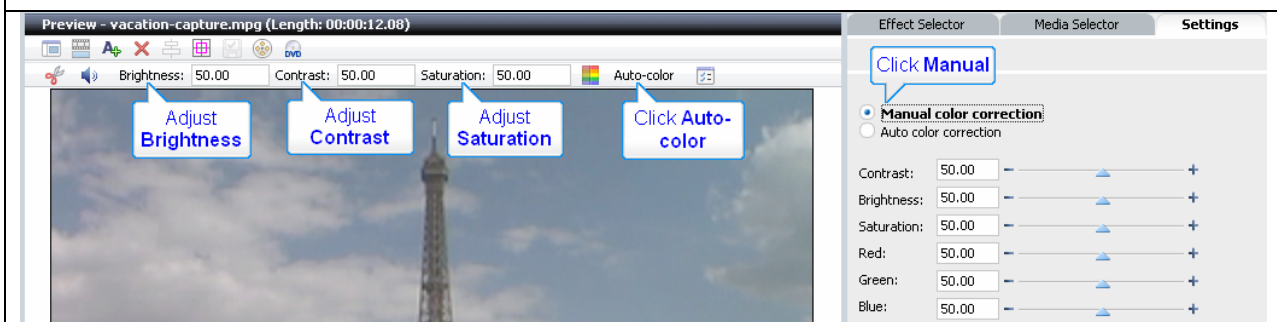
Roxio VideoWave opens.



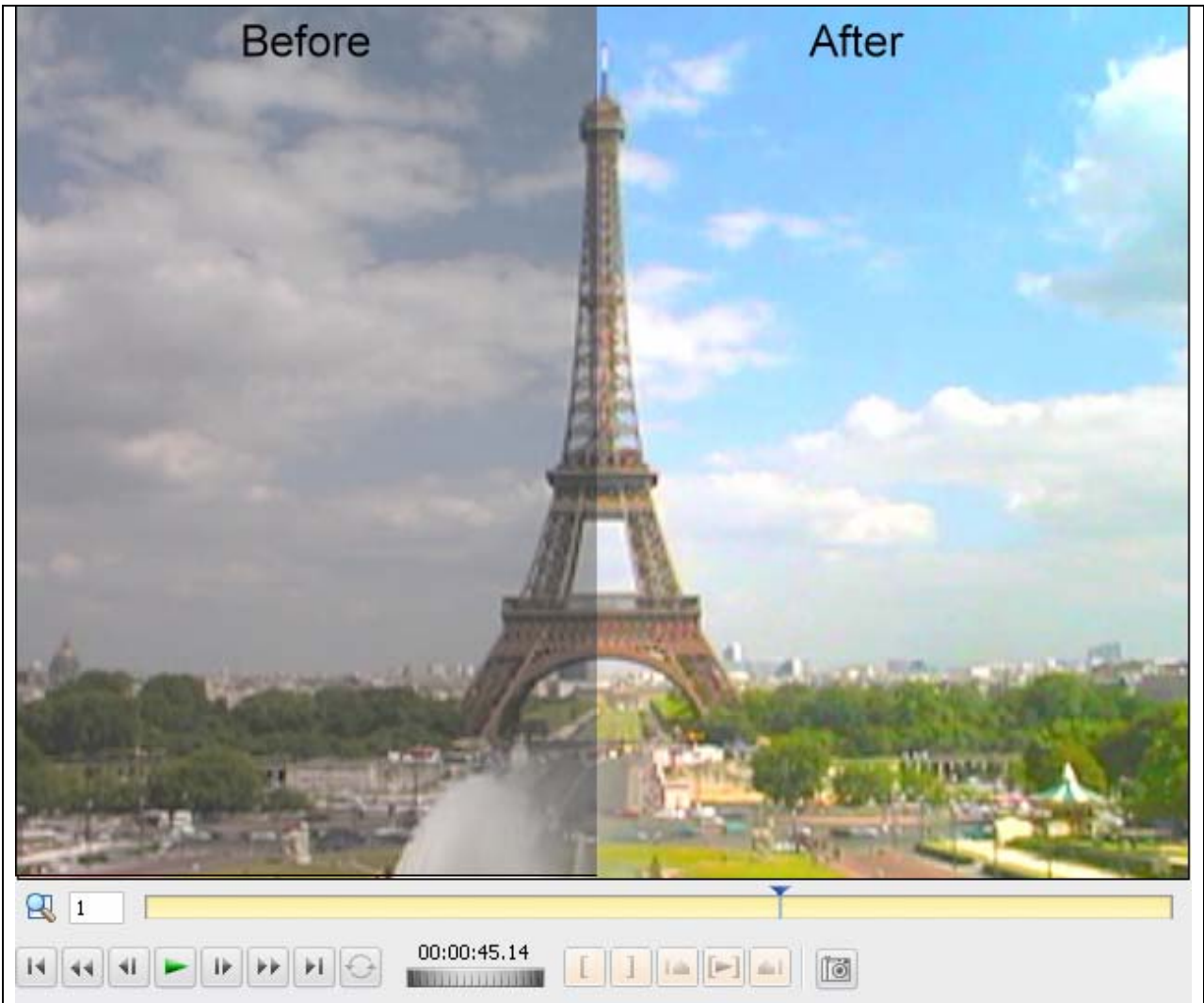
Technique I: Optimize Your Videos

The term “optimize your videos” means adjusting brightness, contrast and color to produce the best looking video possible before encoding and sending to YouTube. This is useful technique for all videos, but is particularly effective with videos that will be heavily compressed like those played from YouTube. To start, click the video to optimize.

- a. Click the **Auto-color** button on the top right of the Preview window. If auto-color produces the desired result, move on to the next clip. If not, click **Manual** in the Settings window (If the Settings window isn't open, click Show Settings on the taskbar and dock the panel).
- b. In manual mode, adjust **Brightness** first. Drag the slider to the right (higher) to increase overall brightness. While adjusting brightness, watch white areas in the frame and increase brightness until you start to lose detail in those regions. Don't worry if your video starts to look a bit faded, you can correct that with contrast.
- c. Then adjust **Contrast**. Drag the slider to the right to increase contrast and reduce fading. Increase contrast until you start to lose detail in the darker areas. Be sure to minimize or eliminate any fading produced by the brightness adjustment.
- d. Then adjust color **Saturation**, which is the intensity of the color in the image. Drag the slider to the right to increase saturation. Generally, you'll need to boost saturation, which you should do until either the colors look unnaturally bright or noise appears in the video.
- e. Note the Red, Green and Blue sliders in the Settings window. Use these to remove color casts from the video.



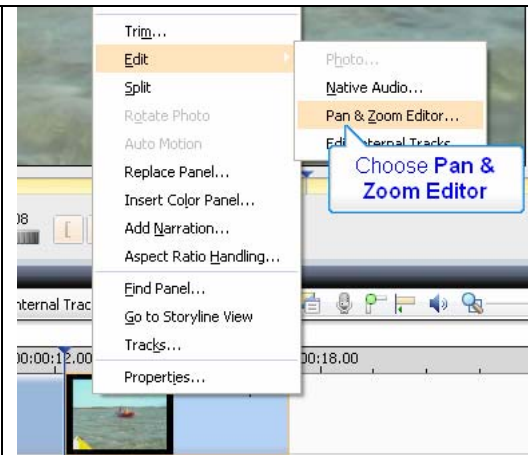
Below I present before and after comparisons of actual vacation footage.



Technique II: Zoom into Your Video

This technique is useful when the subjects in your video are relatively small. To Zoom into a video, do the following.

a. Right click the video, and choose **Pan and Zoom Editor**.



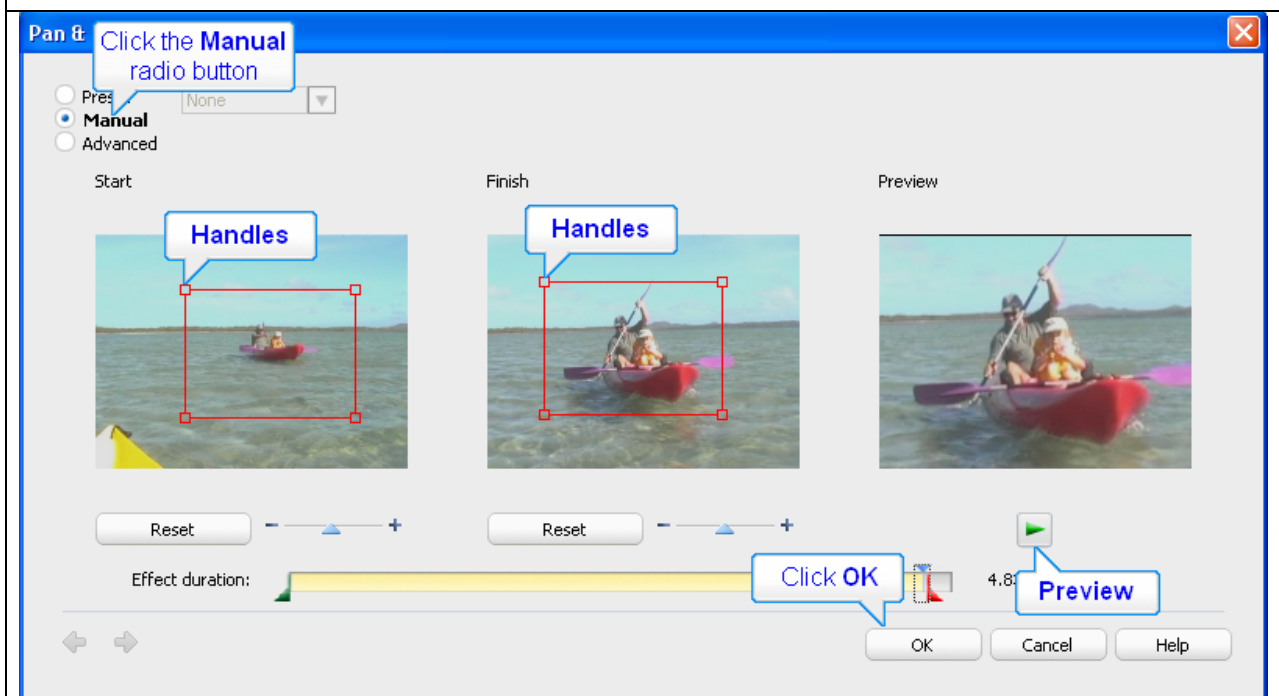
b. In the editor (shown below), the Start window shows the video at the start of the clip, while the Finish windows shows the final frame. On the extreme right is the preview window. Click **Manual**, then the **Start** window, and use the **Handles** on the corners to make the box smaller, zooming into the video. Don't zoom in too far, or the video will look grainy and pixilated.

c. Then click anywhere within the box to move it to the best location.

d. Repeat for the **Finish** box.

e. To check your work, click **Preview** and watch the video from start to finish to make sure the subjects remain in the video.

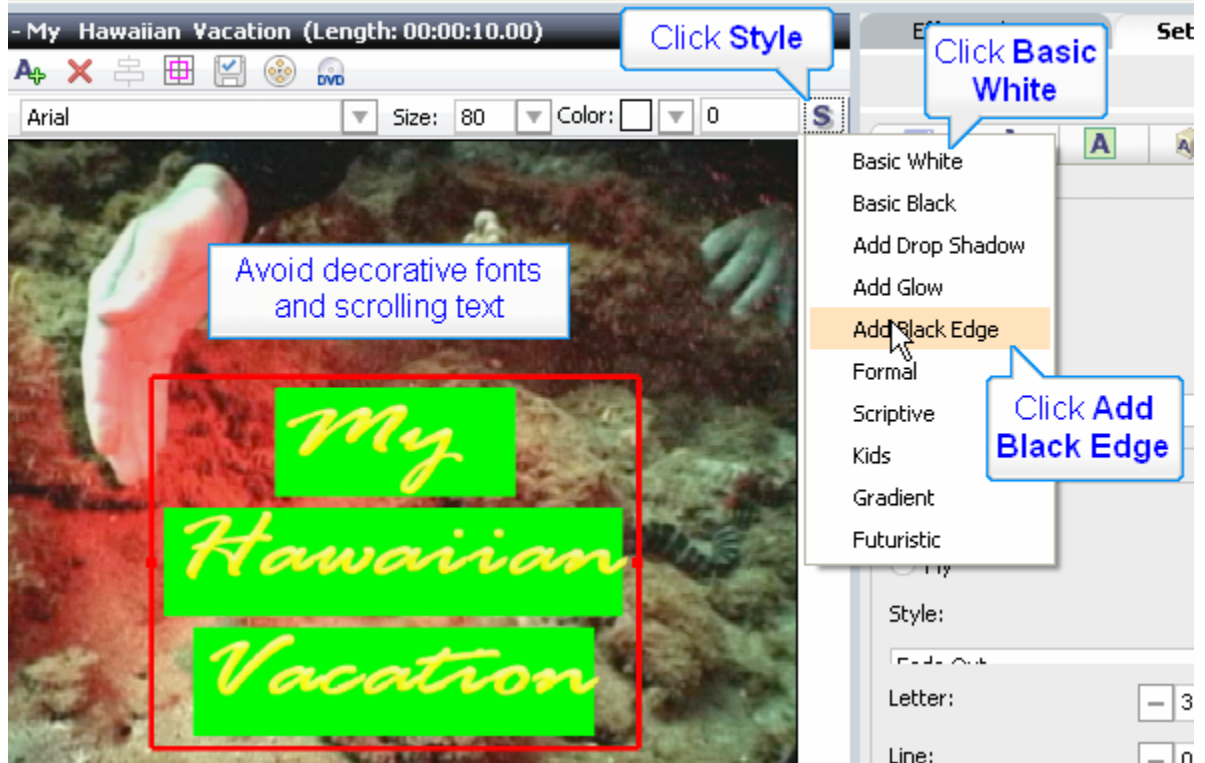
f. Adjust your windows if necessary, and when done, click **OK** to return to the timeline.



Technique III: Optimize Your Titles

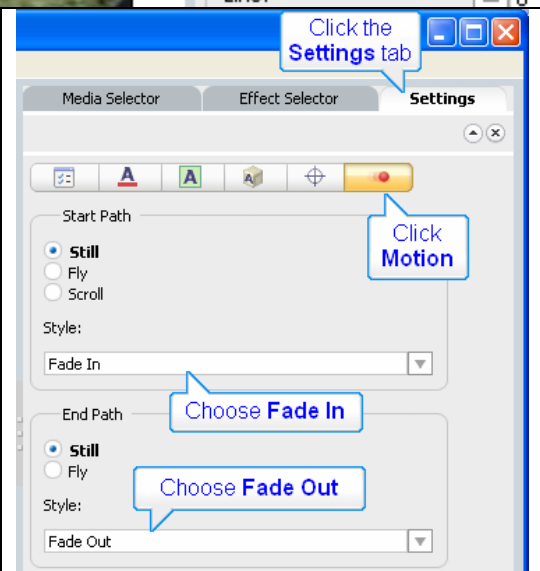
High compression rates can often mangle text uploaded to YouTube; here are some techniques that help your text stay clear.

a. Avoid decorative fonts. Click **Style**, then **Basic White** to apply an Arial font. Then click **Add Black Edge** to make the text more readable.



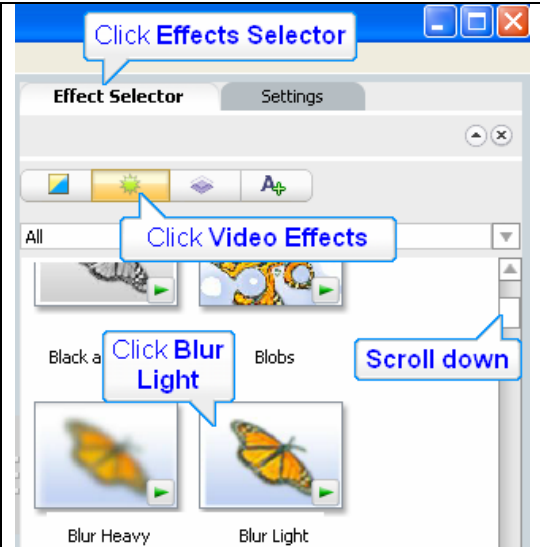
b. Avoid scrolling fonts. Fading in and out is more compression friendly. To the right of the Preview Window:

- Click the **Settings** tab.
- Click the **Motion** button to reveal motion effects.
- In the Start Path Style list box, choose **Fade In**.
- In the End Path Style list box, choose **Fade Out**.



c. Blur video behind the title. This technique, which is often used on television, makes the text even more legible. To locate the effect:

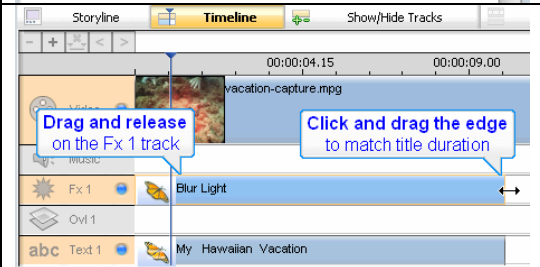
- Click the **Effects Selector** tab.
- Click the **Video Effects** button.
- Scroll down to the Blur Light filter.
- Click the **Blur Light** filter.



d. Then apply and customize the effect:

- **Drag and release** the effect to the Fx 1 track on the Timeline.
- **Click and drag the right edge** to match title duration (on the Text 1 track).

Another tip is to brighten your video (see Technique I) and reduce the contrast. This minimizes background detail, making the scene much easier to compress. You can see the finished opening title immediately below.

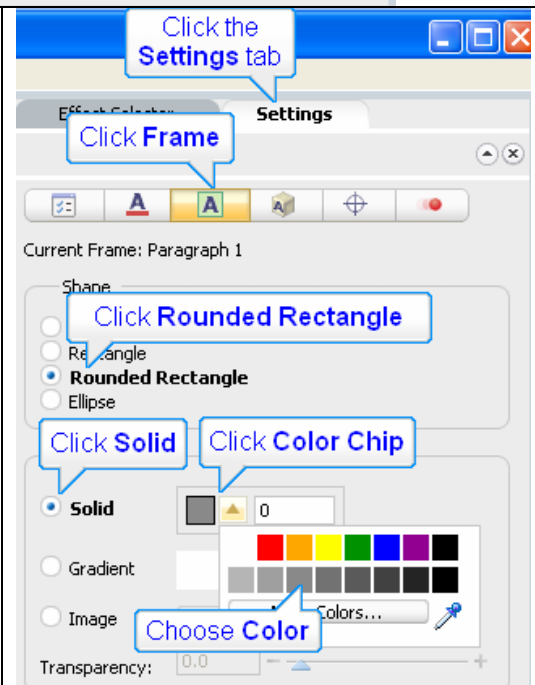




e. Blurring the background works well with opening titles, but often isn't a good technique for titles within your video project. If you can't blur the background, adding a frame around the title should make the text more legible.

- Click the **Settings** tab.
- Click the **Frame** button.
- Click **Rounded Rectangle** filter.
- Click the **Solid** radio button.
- Click the **Color Chip** to choose a color.
- Then choose the **Color**. I typically use gray, but you can use any color that contrasts well with the color of your text and the background.

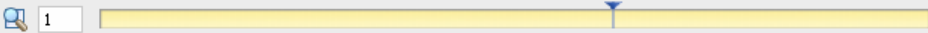
You can see the finished title below.



Preview - vacation-capture.mpg (Length: 00:00:11.18)



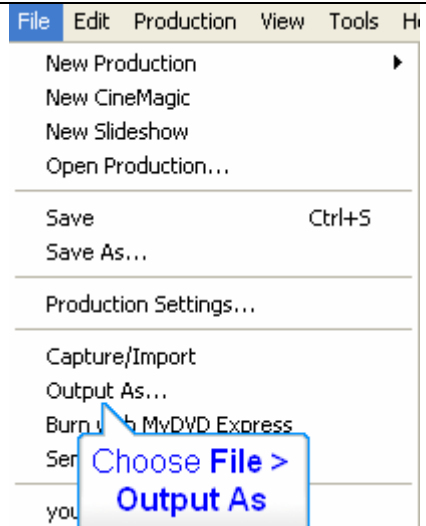
Brightness: 60.53 Contrast: 39.47 Saturation: 50.00 Auto-color

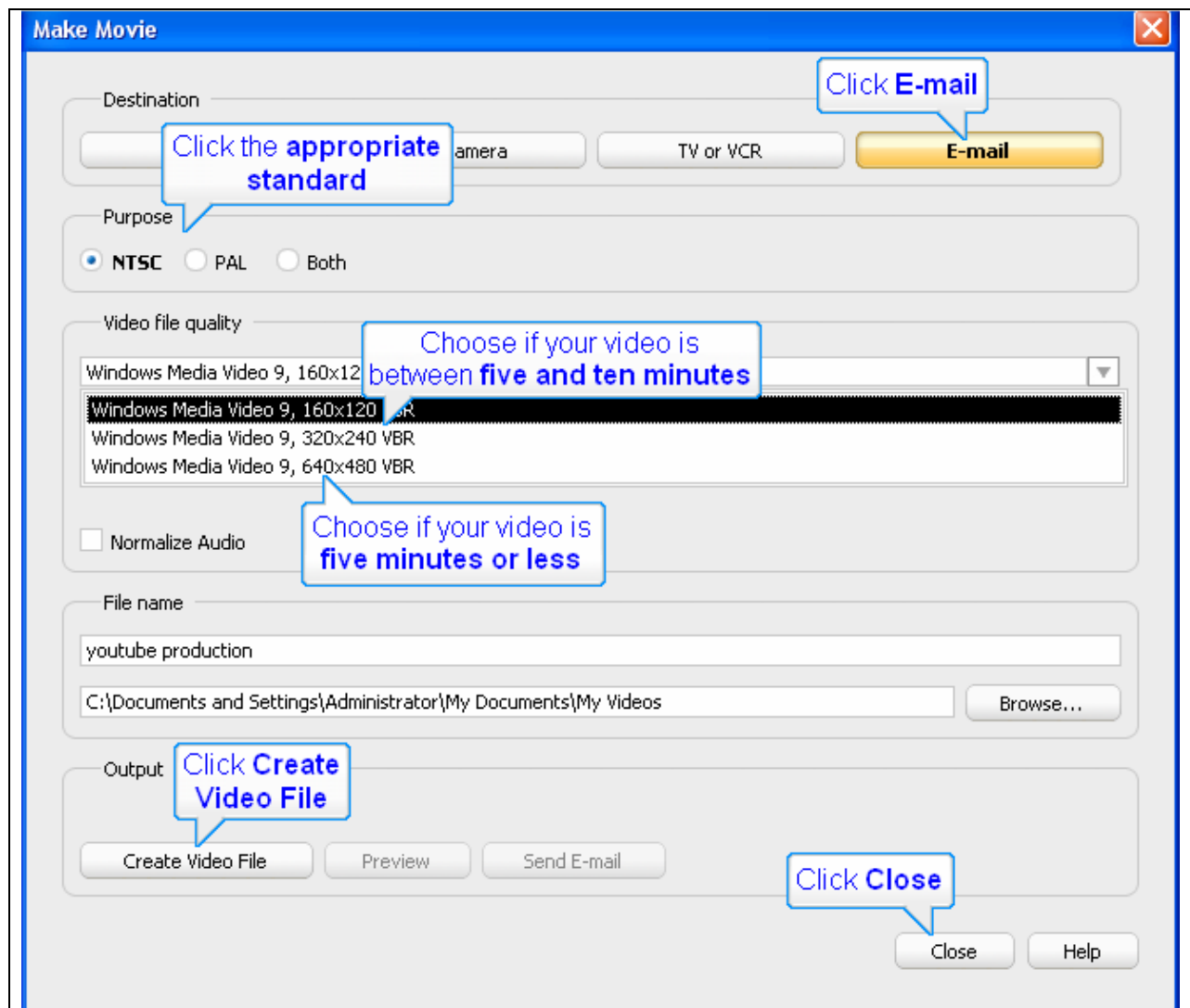


Technique IV: Choose the optimal output preset.

Virtually all videos uploaded to YouTube are recompressed by the site. Since compression is always a garbage in/worse garbage out operation, your goal is to send the highest possible quality file to YouTube. I spent a lot of time experimenting with different VideoWave presets, and found that this approach resulted in the best possible quality.

- a. Choose **File > Output As**. At the prompt, save your project, and VideoWave will open the Make Movie dialog.
- b. Click **E-mail**.
- c. Choose the **appropriate video standard** (NTSC or PAL).
- d. If your video is **five minutes or less** in duration, choose the 640x480 preset.
- e. If your video is between **five and ten minutes** (the YouTube maximum), choose 320x240 VBR. In both cases, check to make sure the resulting file is less than 100 MB.
- f. Click **Create Video File** to start encoding.
- g. Click **Close** to close the Make Movie dialog.





Upload Your File to YouTube:

- Return to Media Manager and navigate to the file you just created (which should be in the My Videos folder unless you changed the default).
- Right click the file and choose **Upload to YouTube**.
- If this is the first file you've uploaded this session, you may have to click either **Register/Login** or **Confirm online Login**. Click whichever is active and login with YouTube as normal.
- Then click **Upload**. Media Manager uploads your file to YouTube.

