

# **Optimizing 7D file for the Web**

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3.1 Adobe Media Conversion for the Web

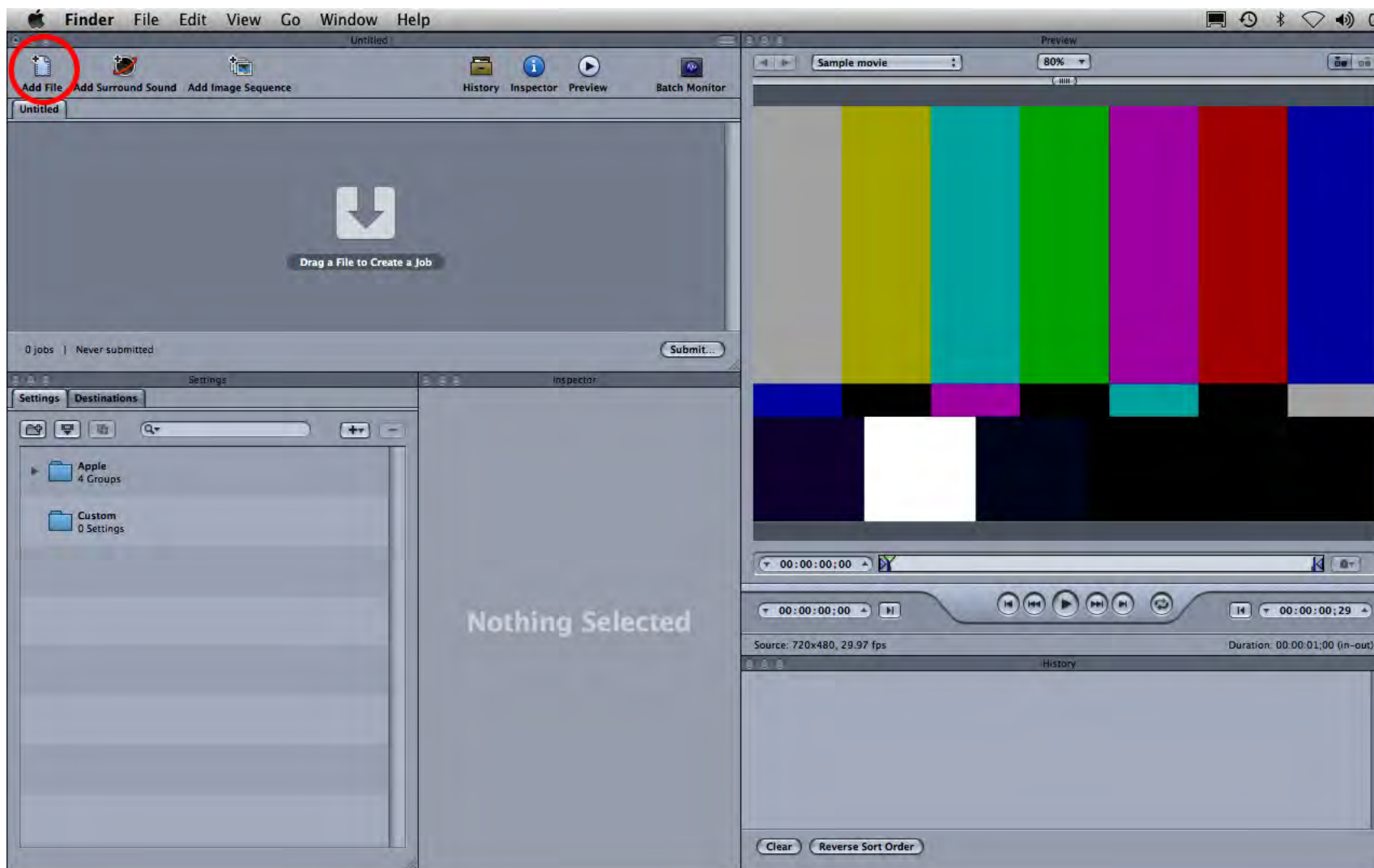
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# **Use Compressor to transcode into Apple ProRes 422**

## 7D Transcoding with Compressor

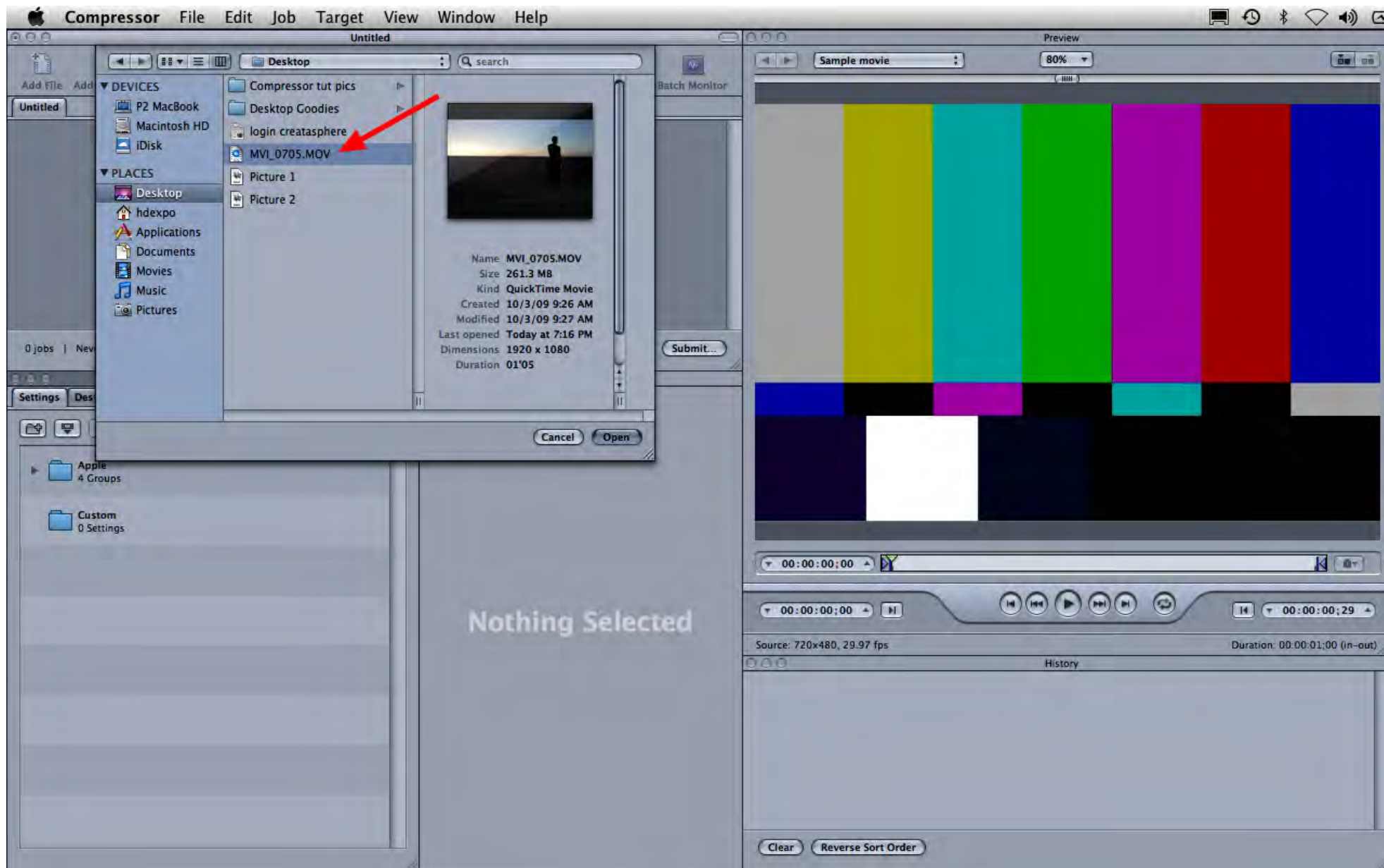
Jeremy Thomas from Hdi RAWworks walks you through transcoding Canon 7D files from h.264 into Apple ProRes 422 for editing using Compressor (part of Final Cut Studio).

### Open Compressor



Open Compressor and click the "Add File" icon in the upper left side

## Select the file to transcode

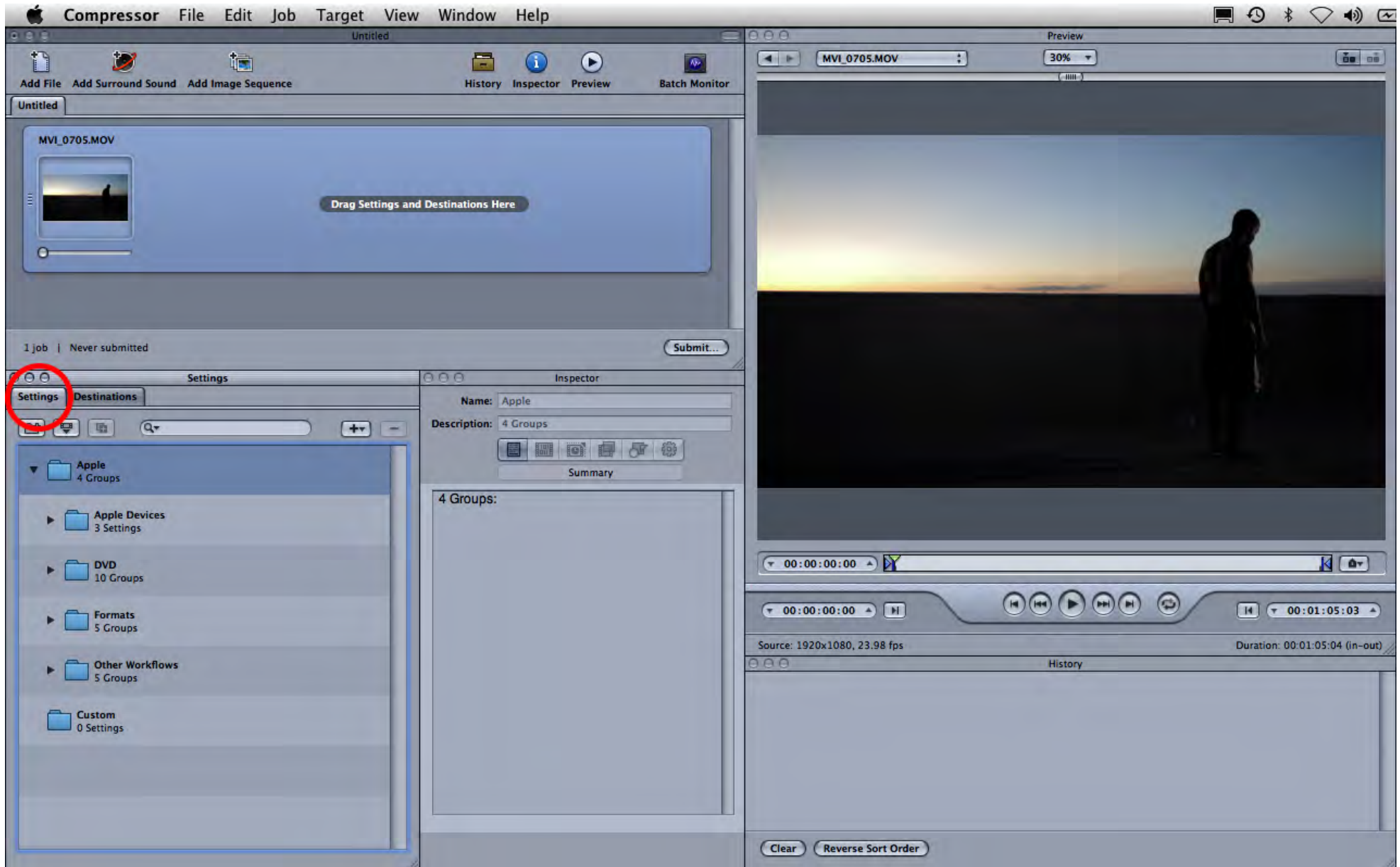


In the dialog box, navigate to the file you wish to transcode.

## File gets added to Compressor window

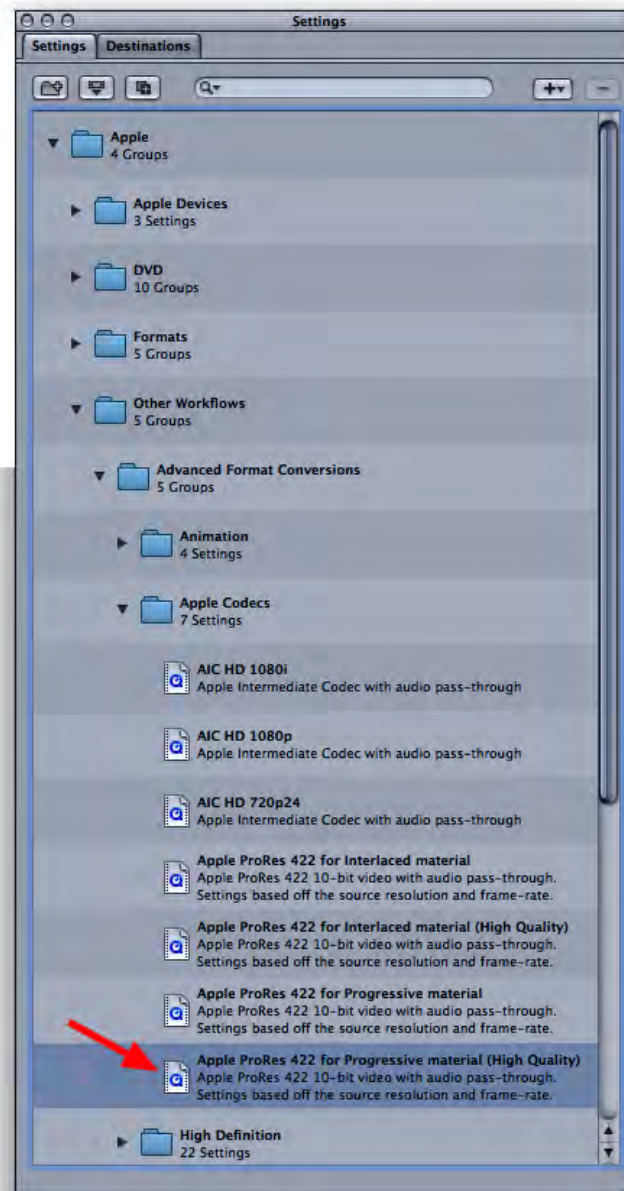


## Choose your transcoding settings



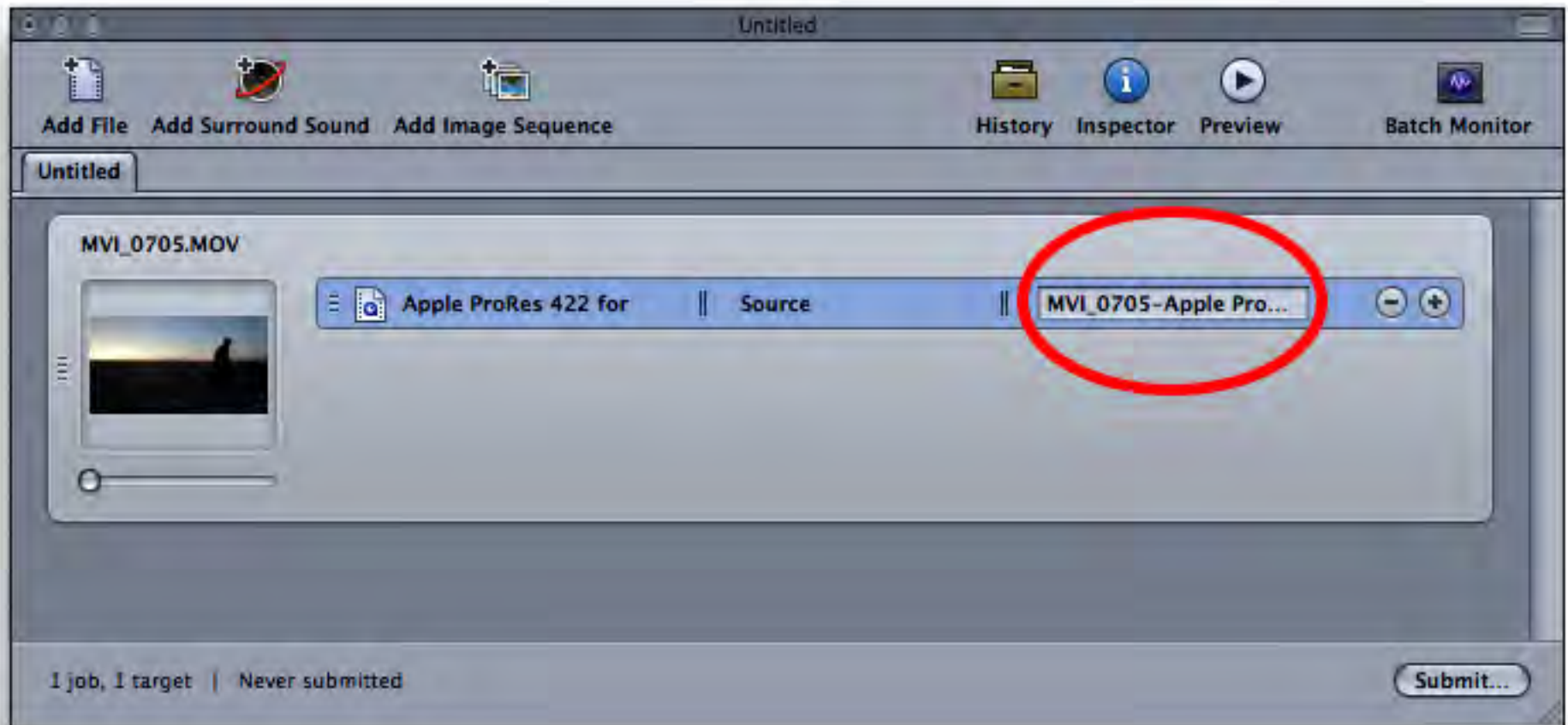
Click the file to activate it in the Compressor window. A preview of the file should open on the right. Select the "Settings" tab

## Choose Apple ProRes 422 HQ



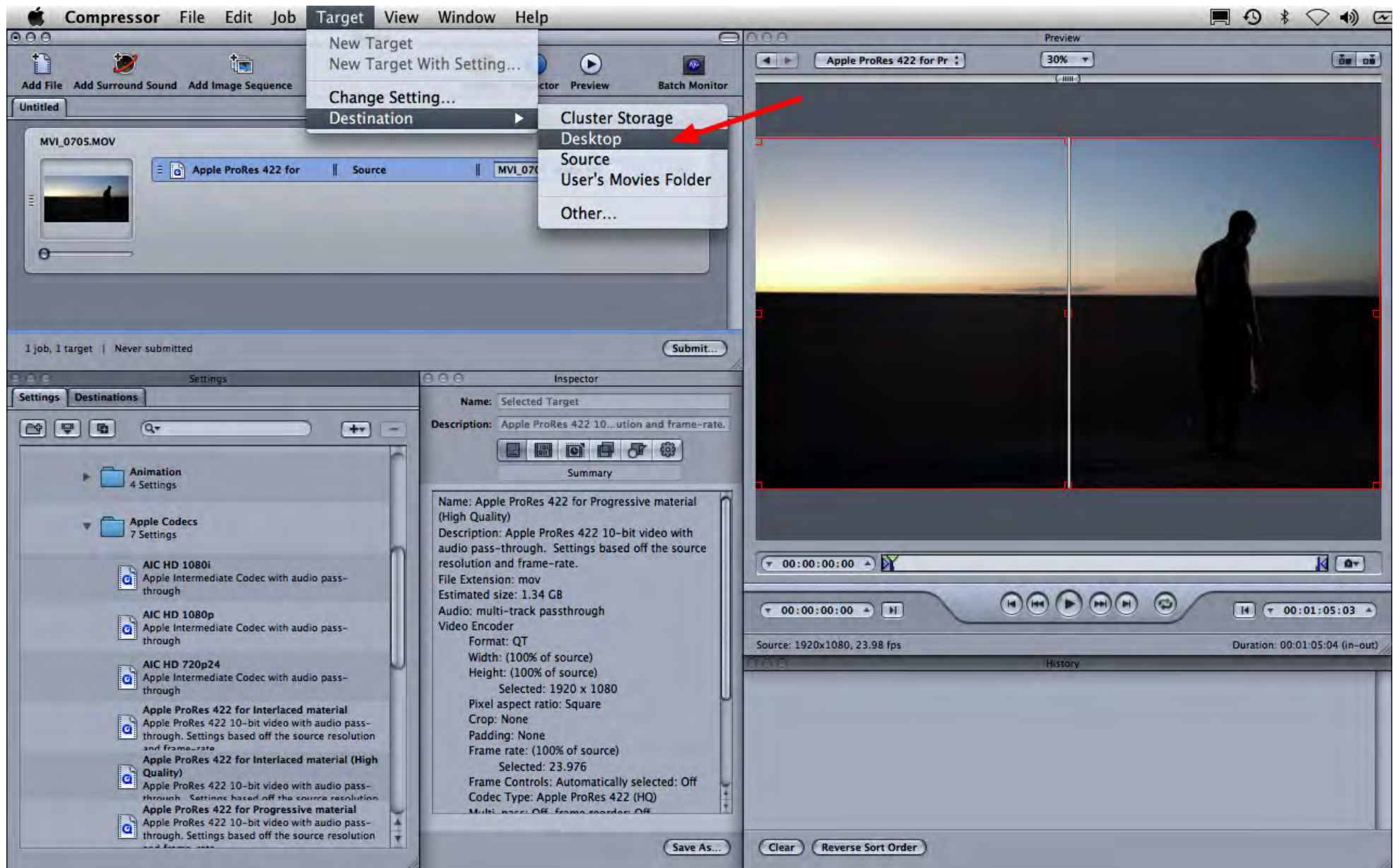
Navigate to Apple/Other Workflows/Advanced Format Conversions/Apple Codecs/Apple ProRes 444 for Progressive material (High Quality)

## Verify Codec Preset



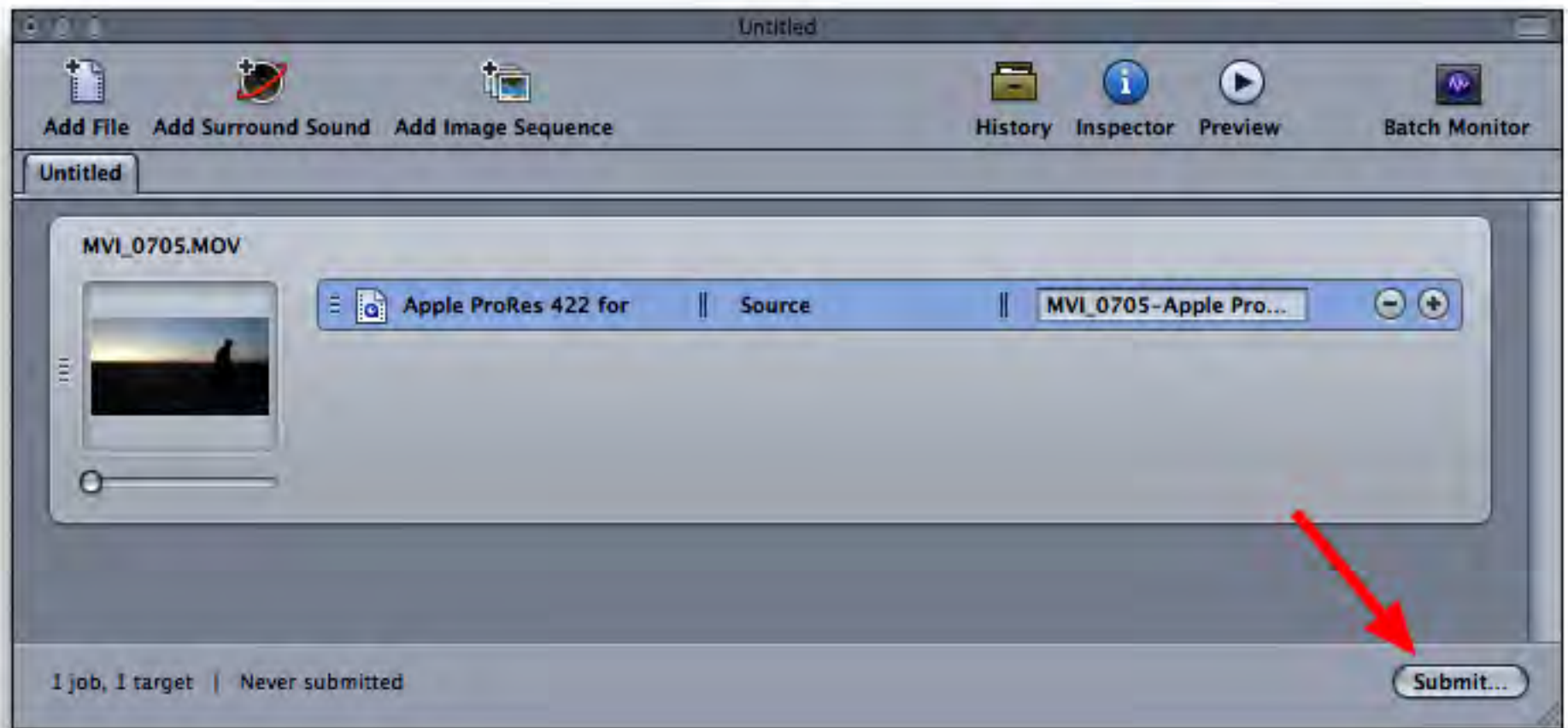
Once you select Apple ProRes 422 HQ, make sure it shows up in the main window.

## Select Destination



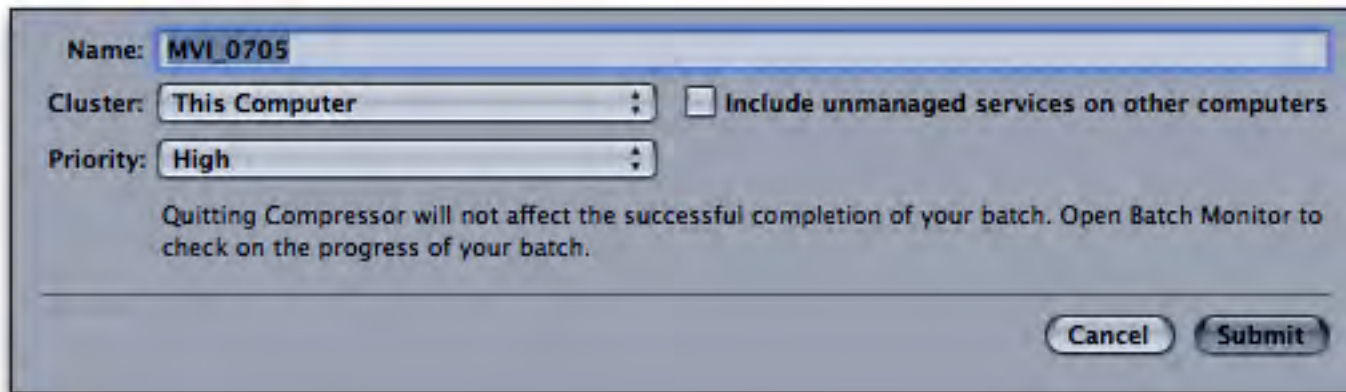
Select where you would like your transcoded file to end up. For this tutorial, we used the desktop.

Click Submit



Click the "Submit" button

## Cluster dialog box



The screenshot shows a dialog box titled "Cluster dialog box". It contains the following fields and options:

- Name:** A text input field containing "MVI\_0705".
- Cluster:** A dropdown menu currently set to "This Computer".
- Priority:** A dropdown menu currently set to "High".
- Include unmanaged services on other computers:** An unchecked checkbox.
- Message:** "Quitting Compressor will not affect the successful completion of your batch. Open Batch Monitor to check on the progress of your batch."
- Buttons:** "Cancel" and "Submit" buttons at the bottom right.

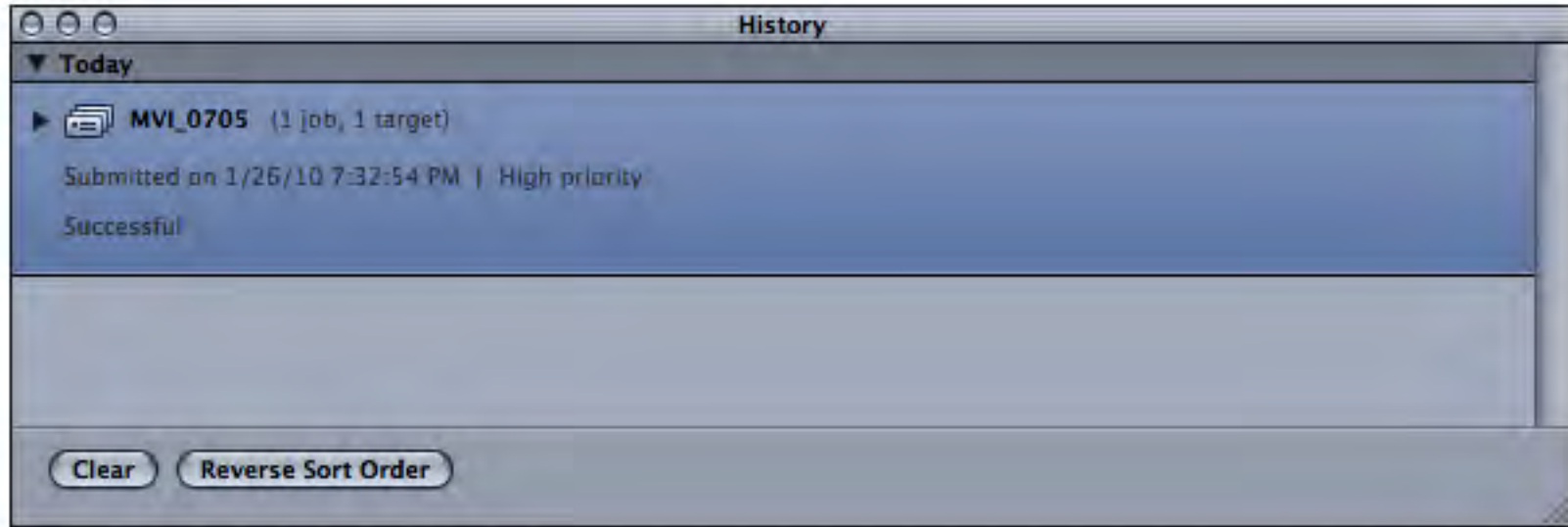
This dialog box comes up after you submit your file for transcoding. It gives the option of using multiple processors and/or machines to process the file transcoding. Most people just leave it set to the default of "This Computer". Click "Submit".

## Process the file

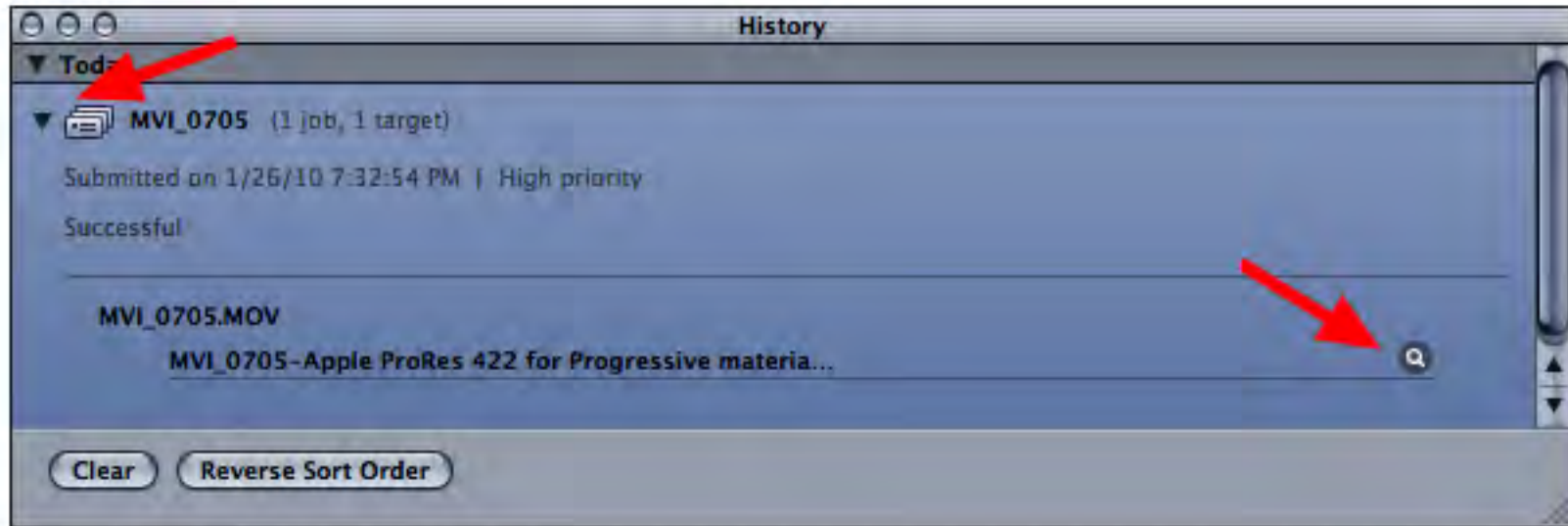


After clicking "Submit", a dialog box with a progress bar will appear.

## Finished file window

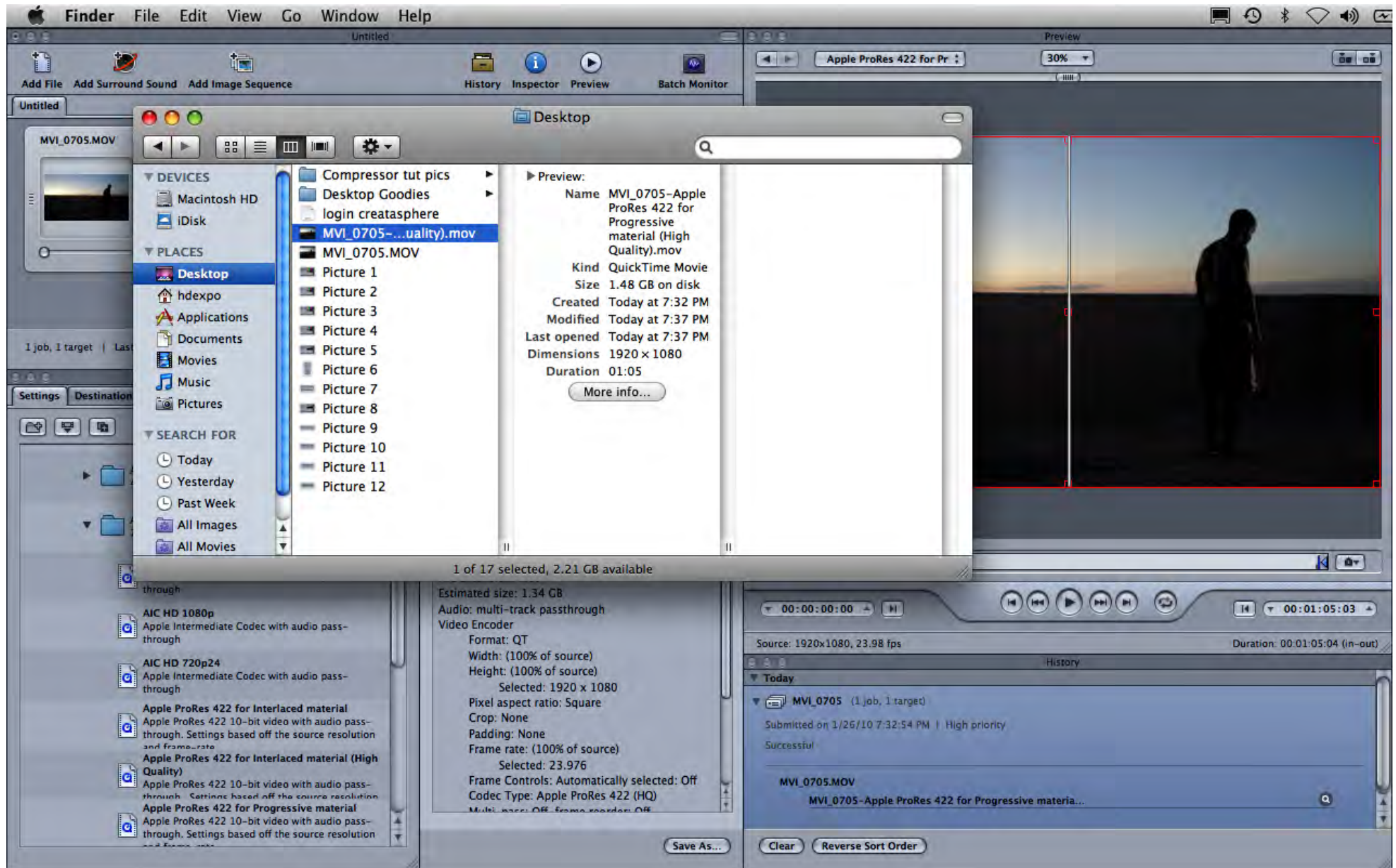


## Confirm destination

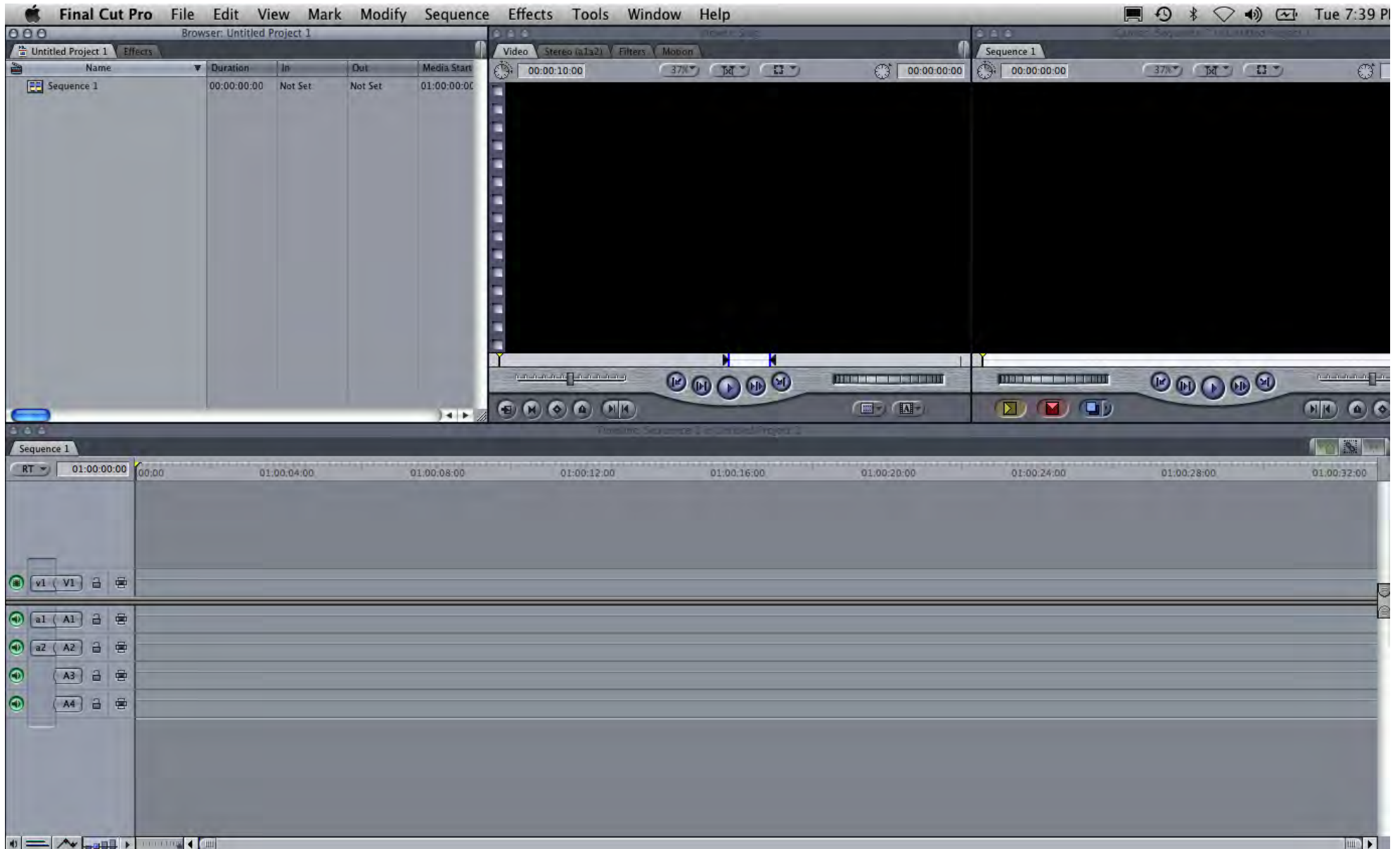


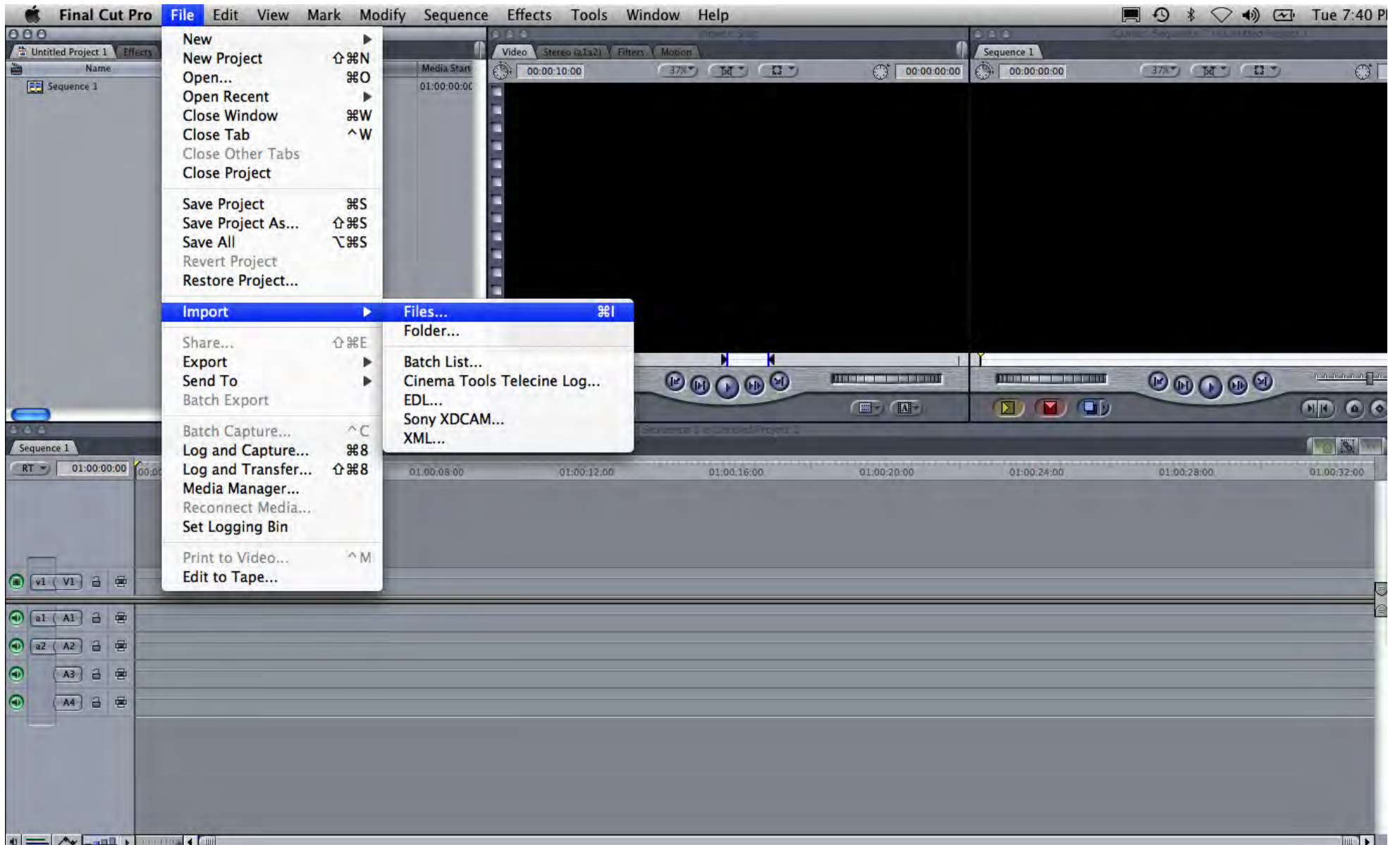
If you forgot to set your destination or just can't find the transcoded file, click the down arrow next to the file name and then the magnifying glass icon to the right.

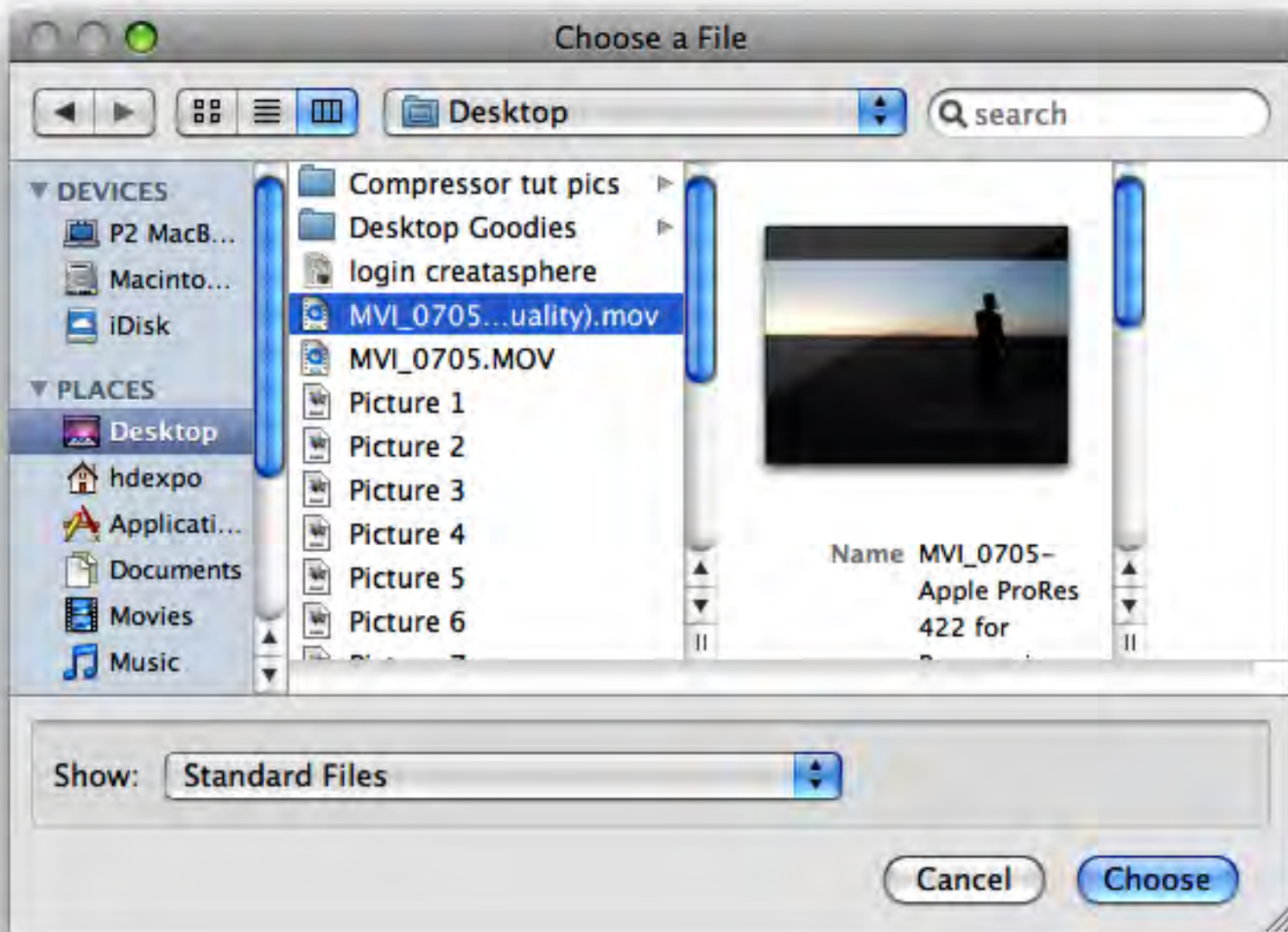
## File is revealed in finder



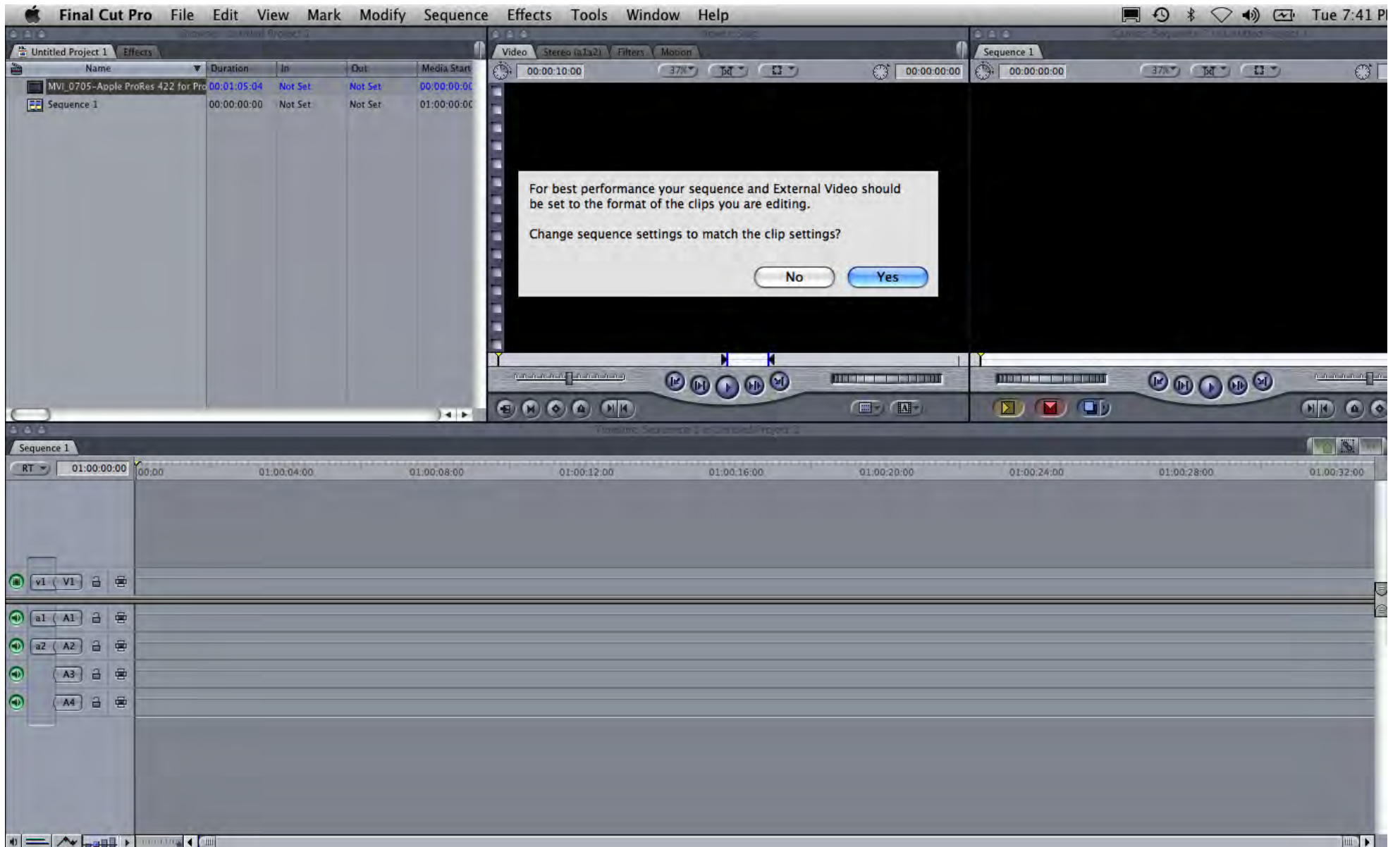
# Import transcoded file into Final Cut

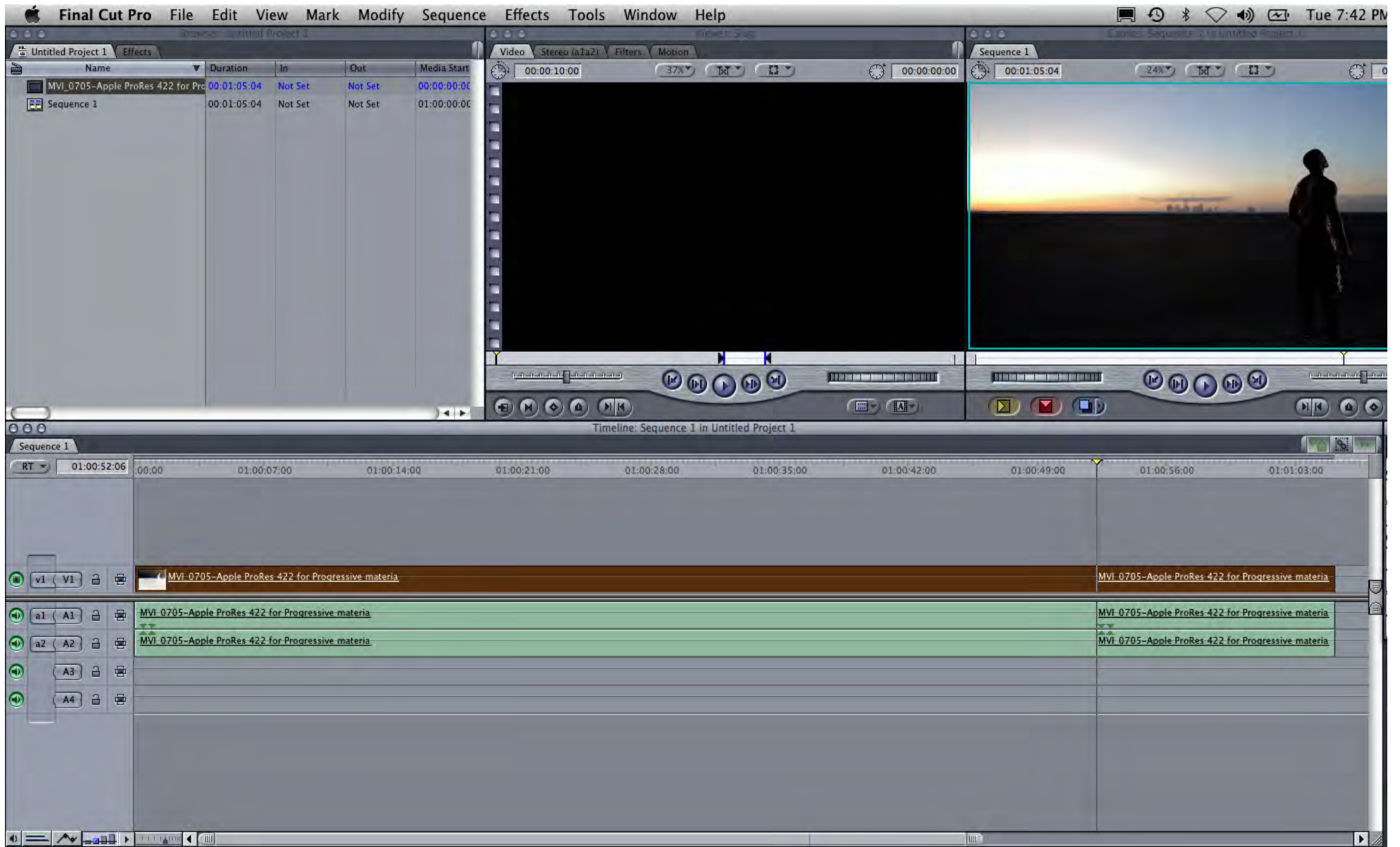


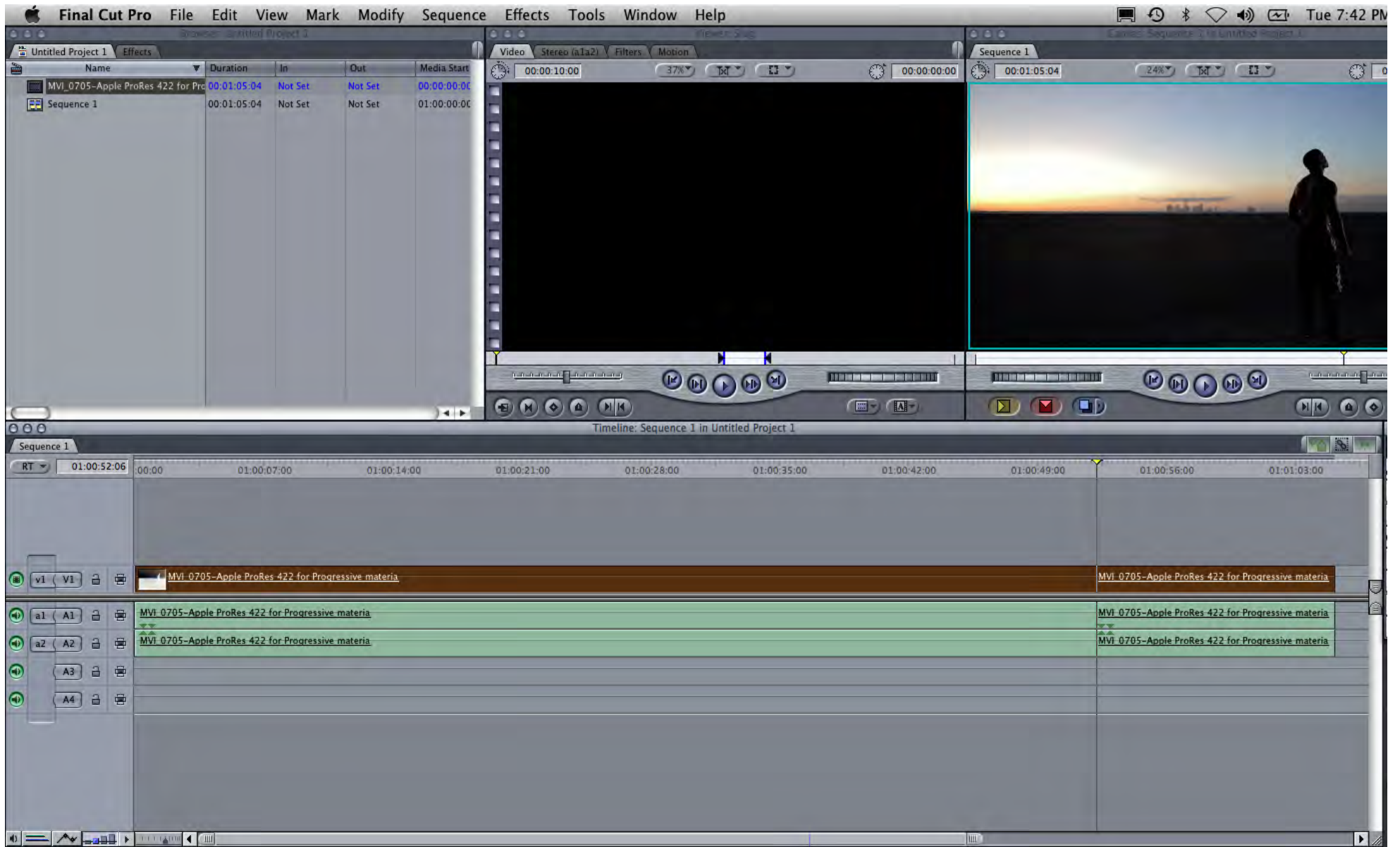


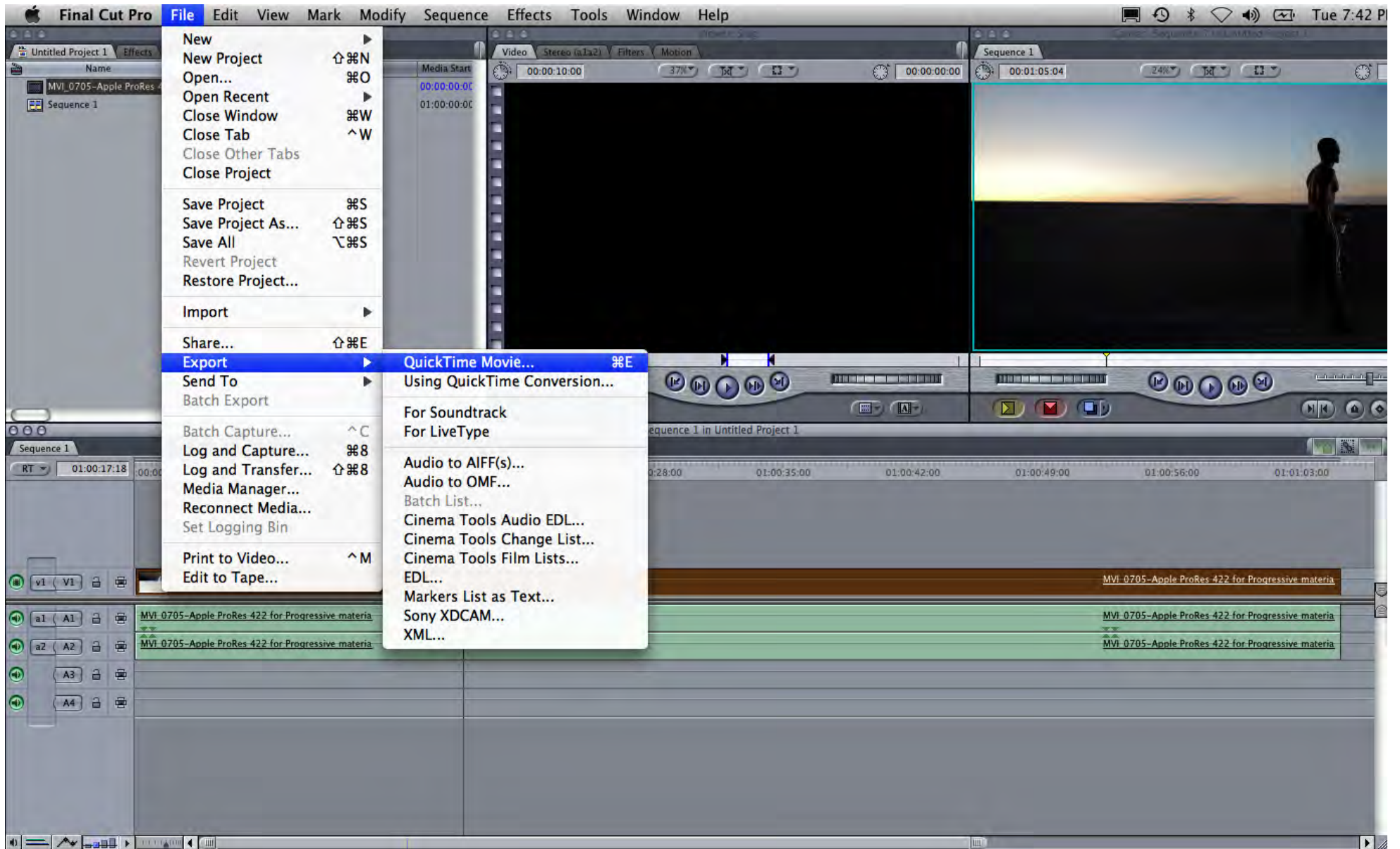


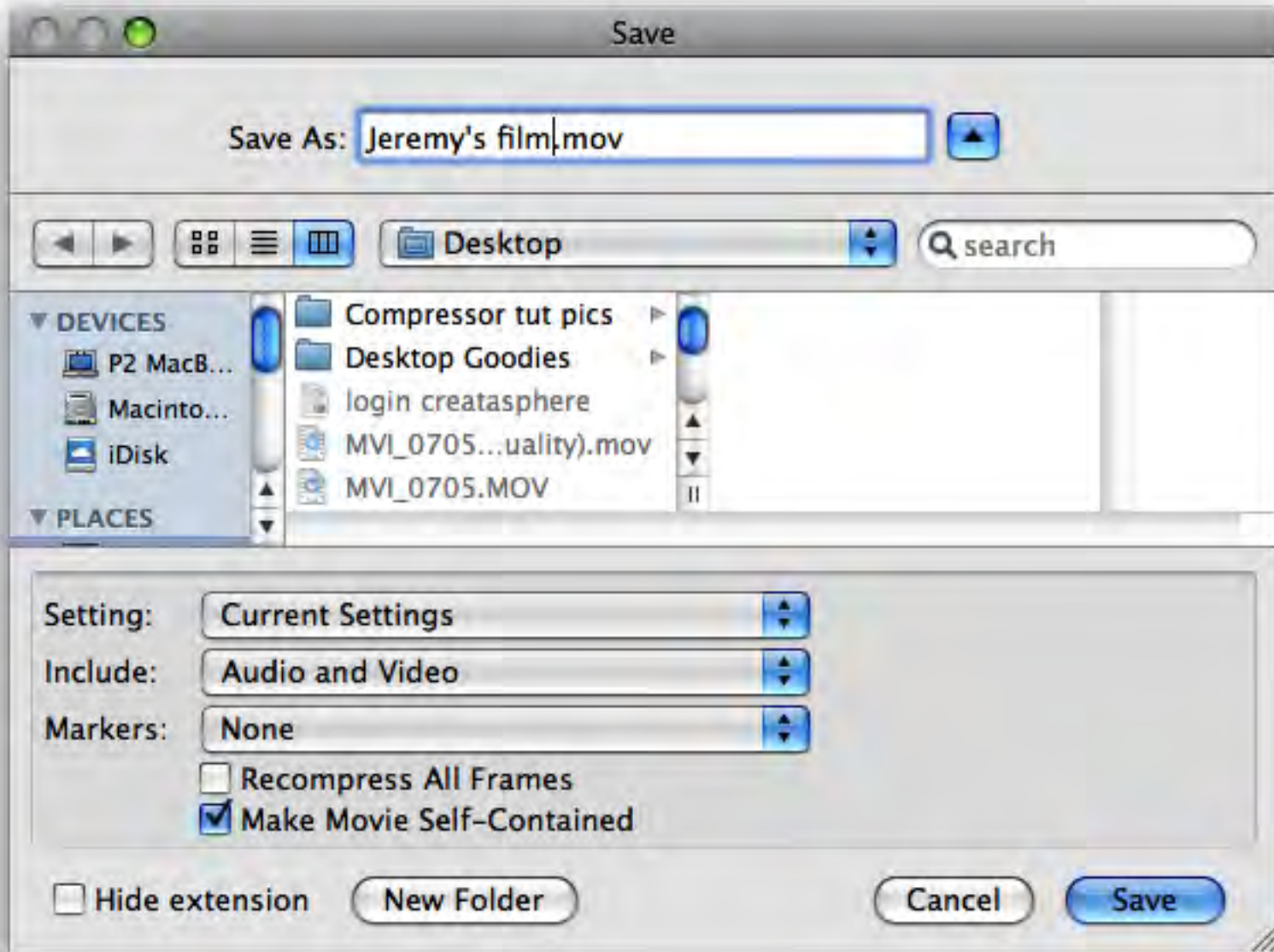


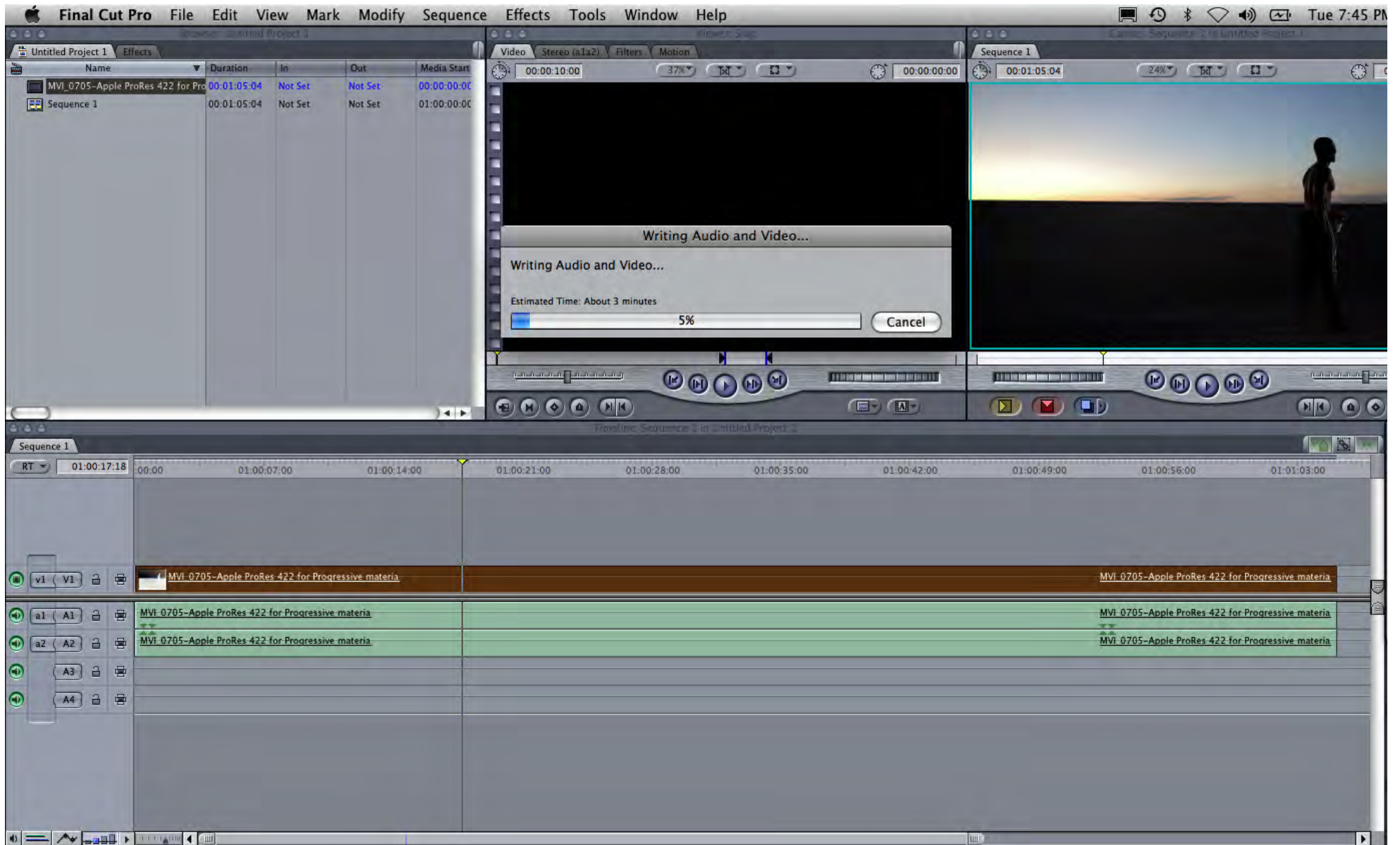












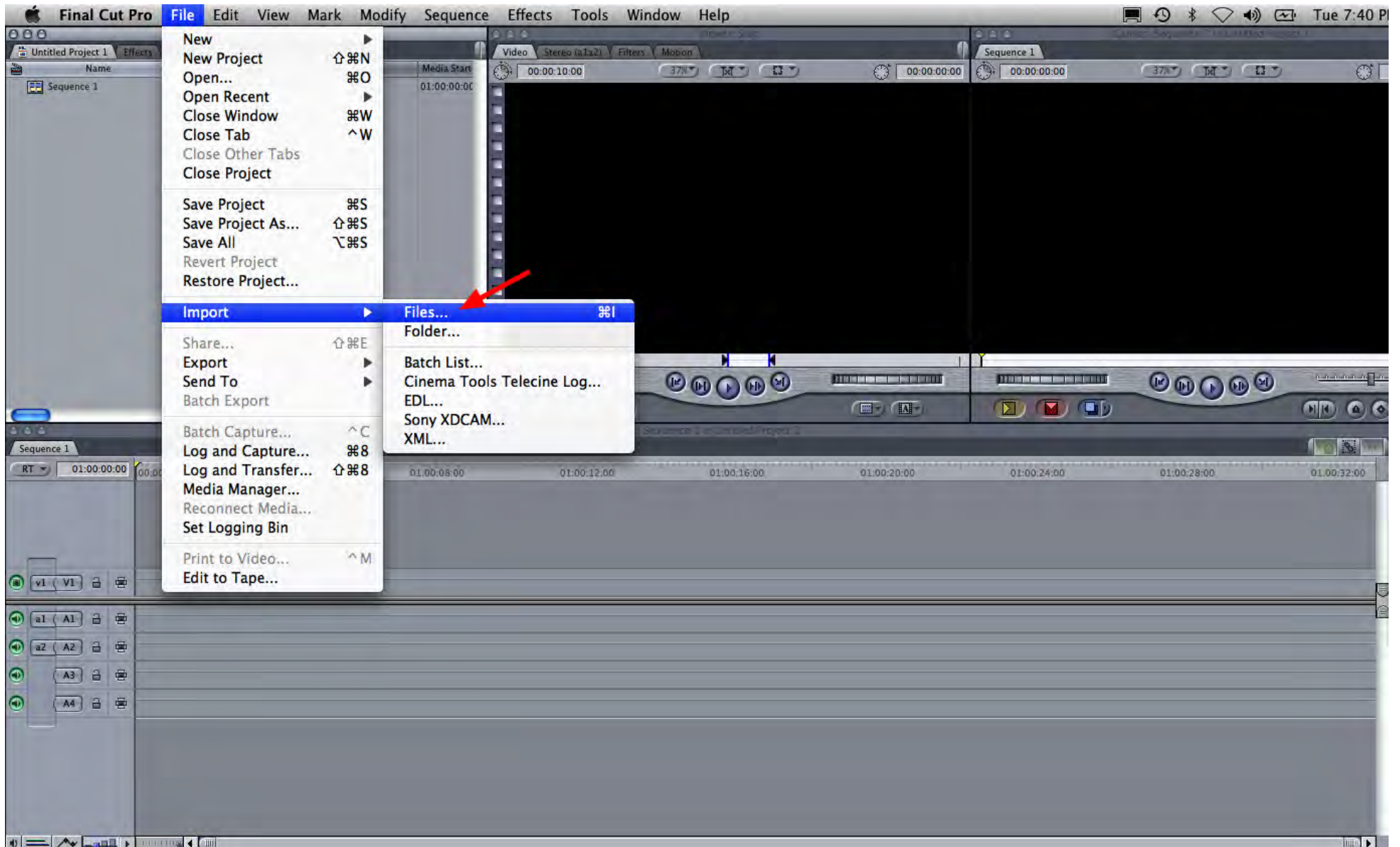


Jeremy's film.mov

# Bring transcoded file into Final Cut

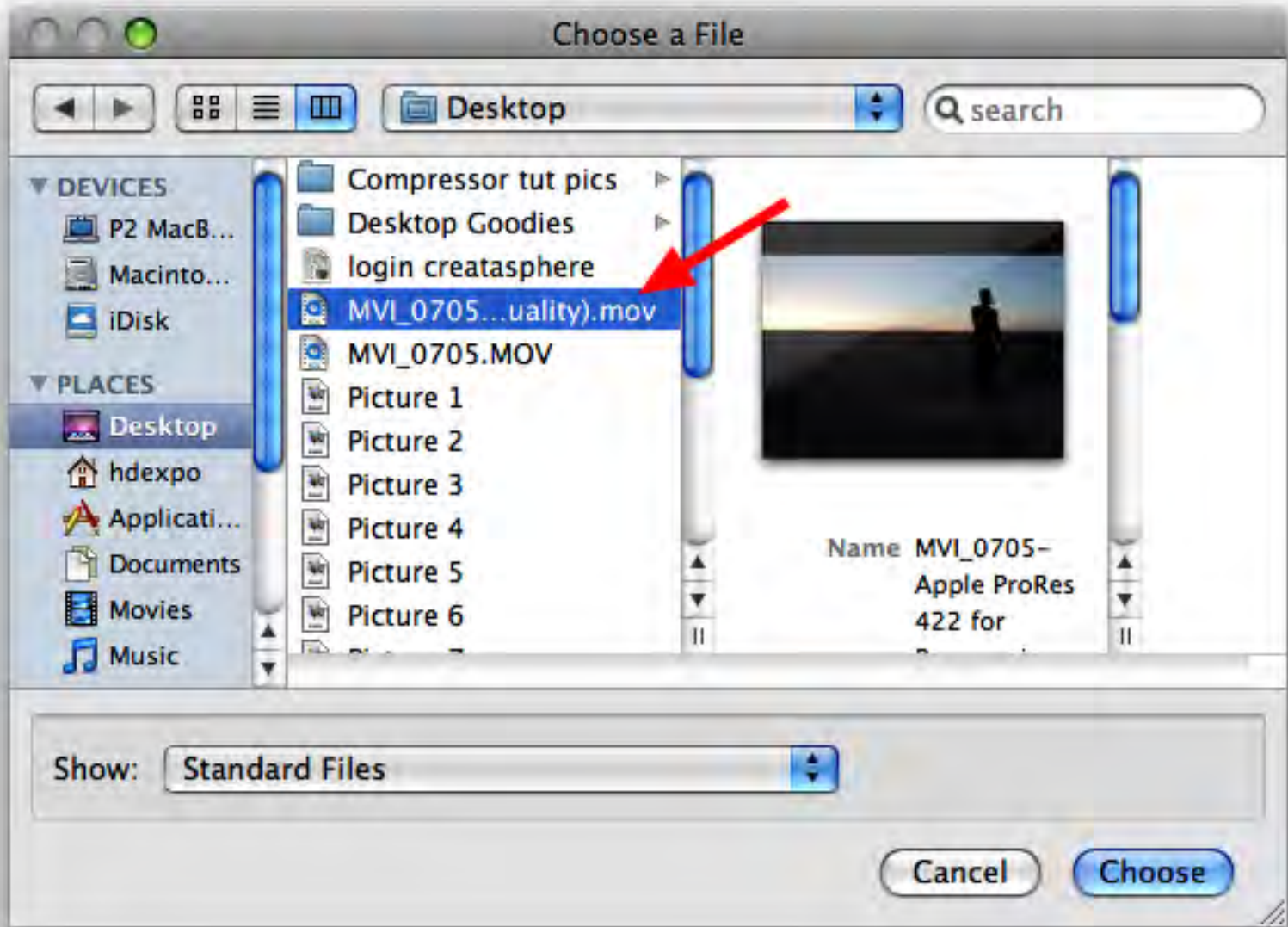
# Working in Final Cut Studio

## Importing transcoded file into Final Cut



Go to the menu and select "Import Files"

Select the ProRes version of your file



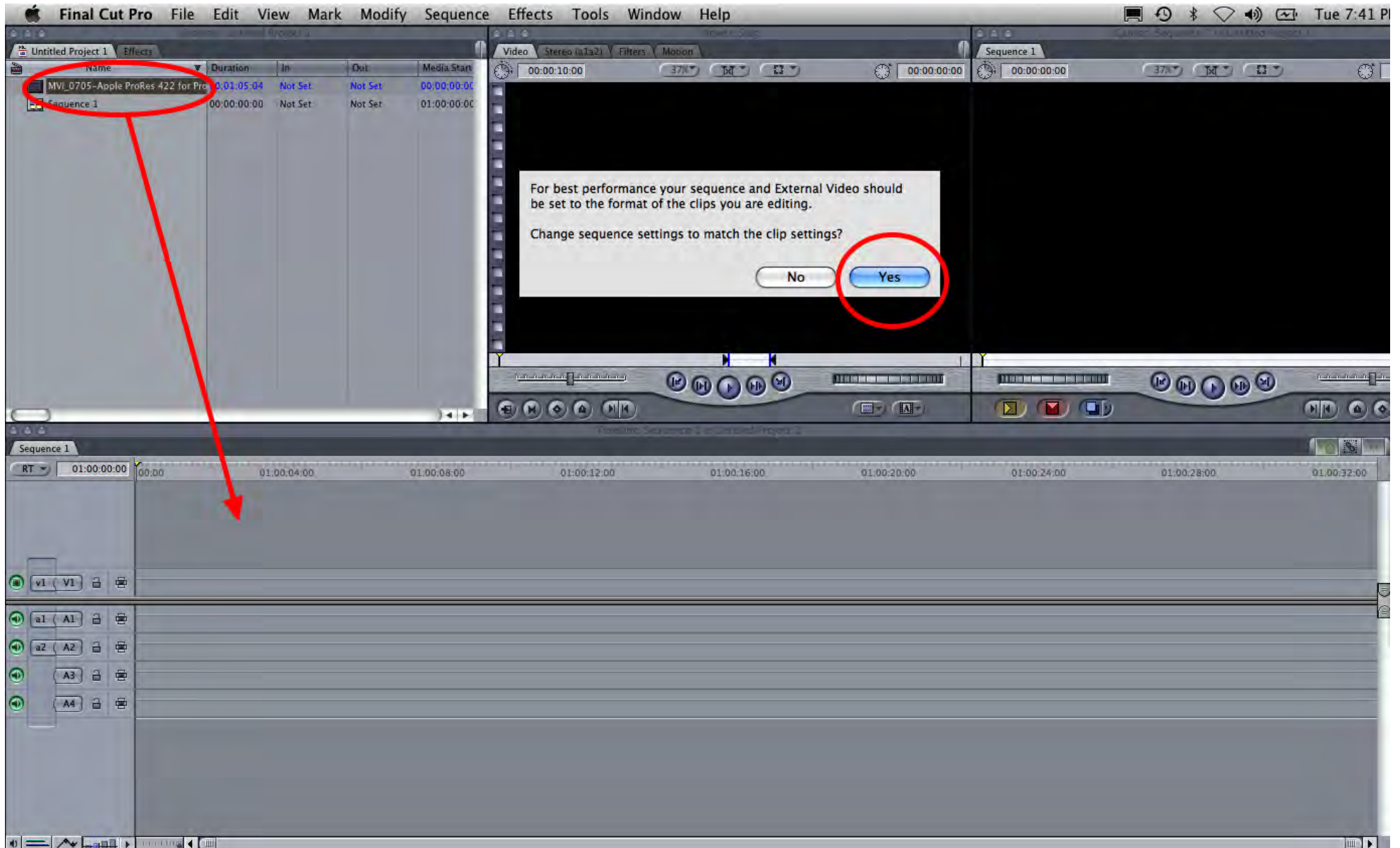
In the dialog box, navigate to the file you transcoded into Apple ProRes 422 in Compressor.

## Confirm import



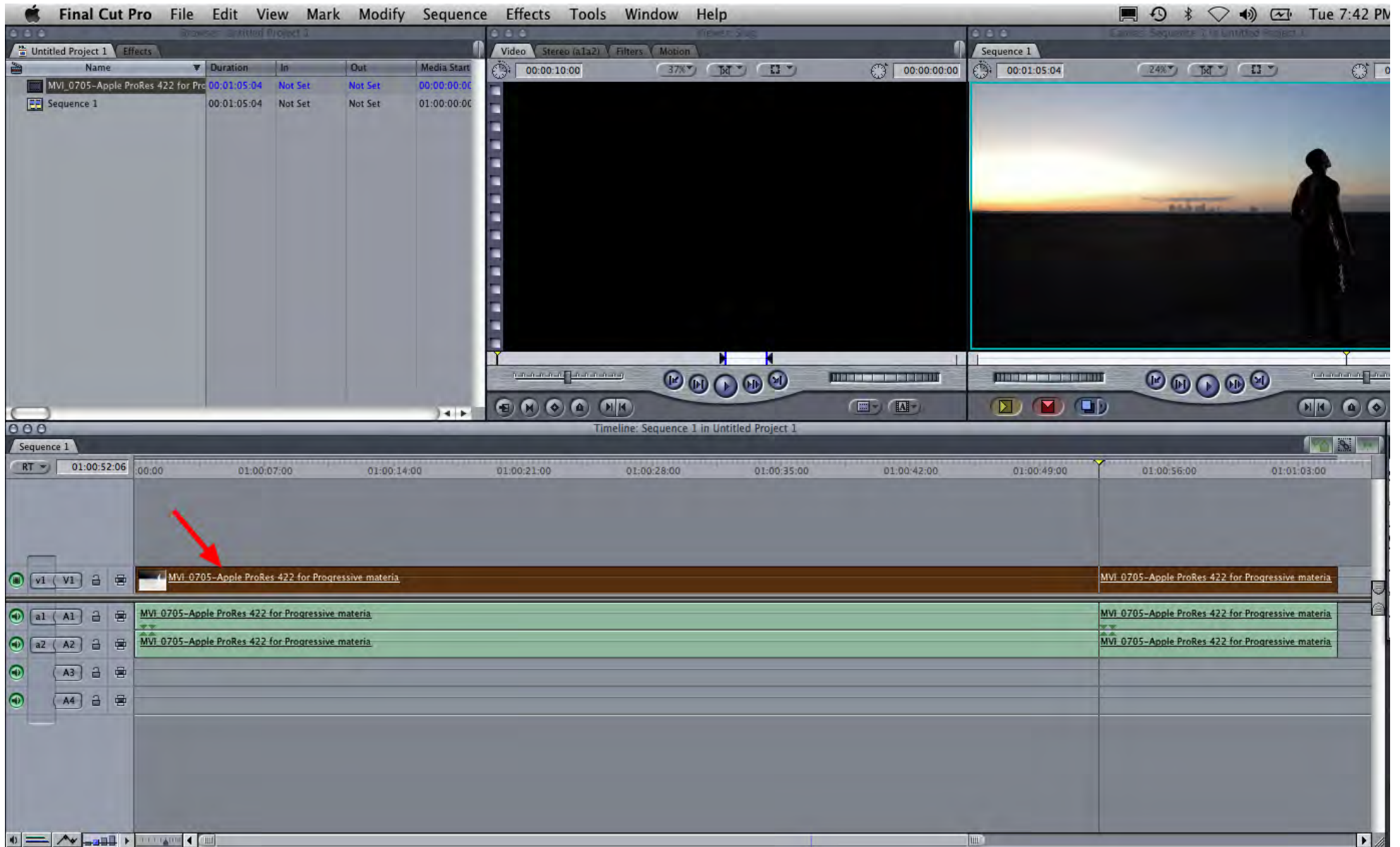
Confirm that the file was imported in the upper left window.

## Drag the file into the timeline



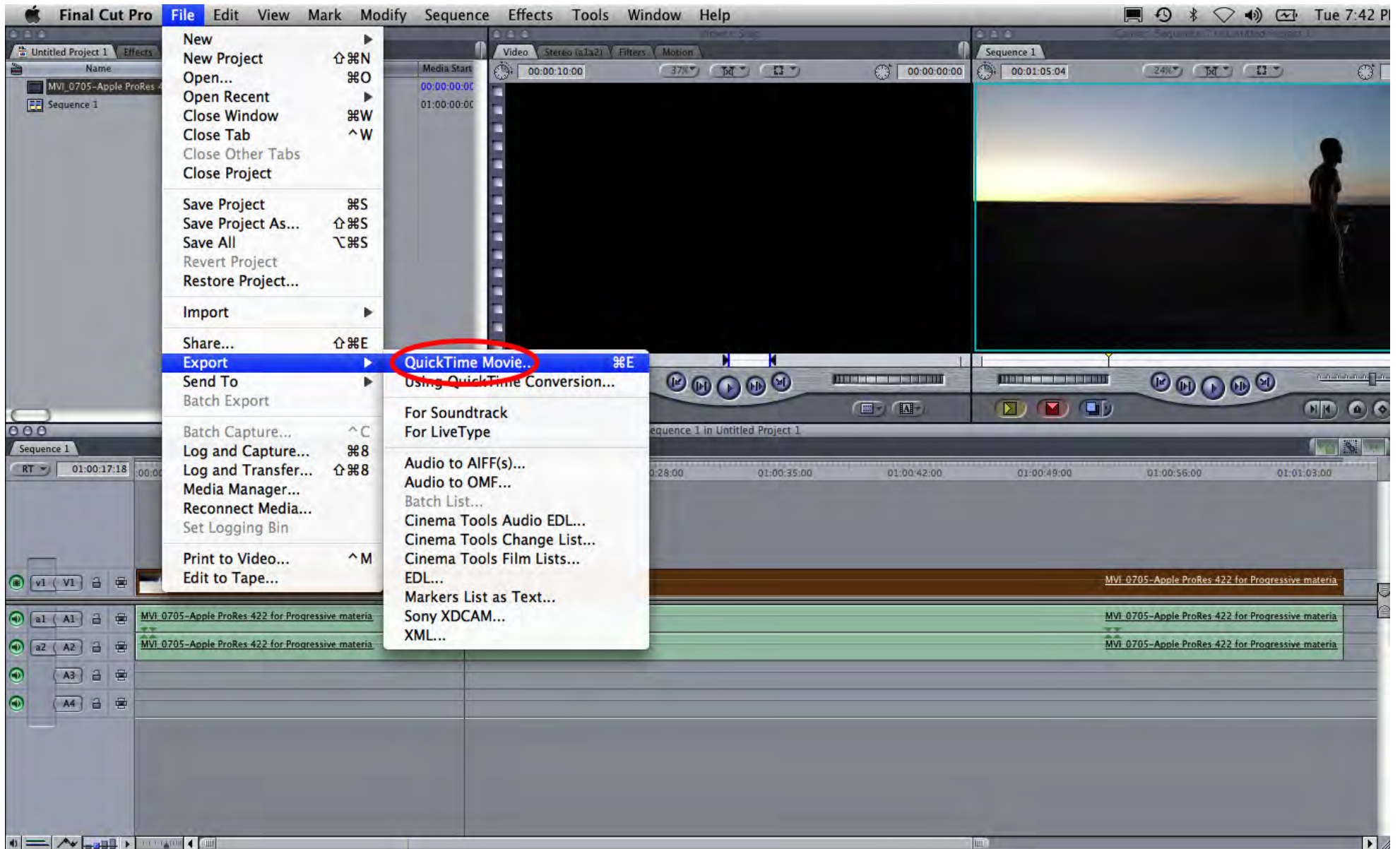
Drag the file into the timeline (bottom window). A dialog box pops up asking if you want to change the sequence settings. This is Final Cut's auto conform which makes sure the settings for your project match the file type. In this instance, click yes.

## File is added to timeline



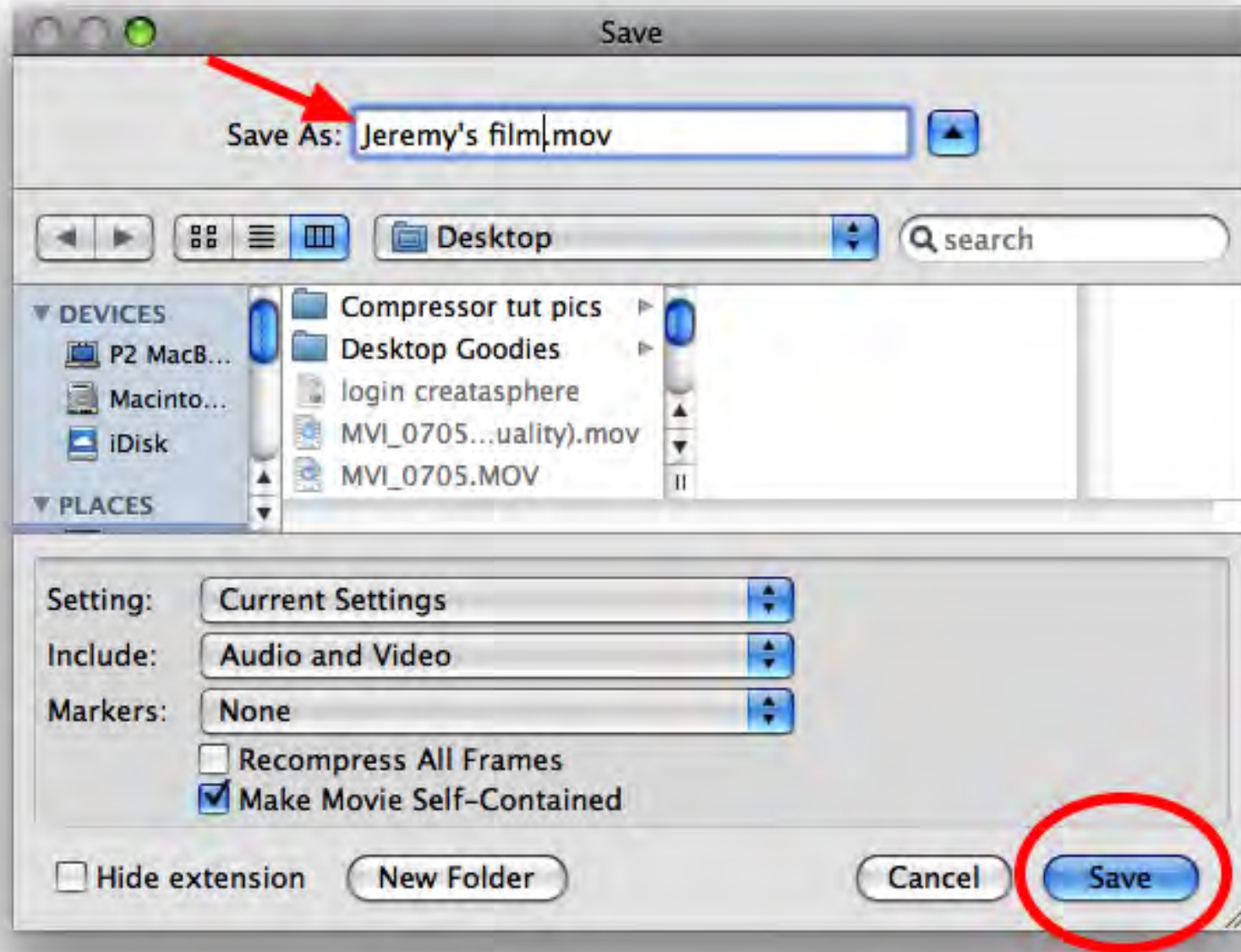
Your transcoded file is now in the timeline and ready to edit. Make your edits and corrections as appropriate.

## Export edited file



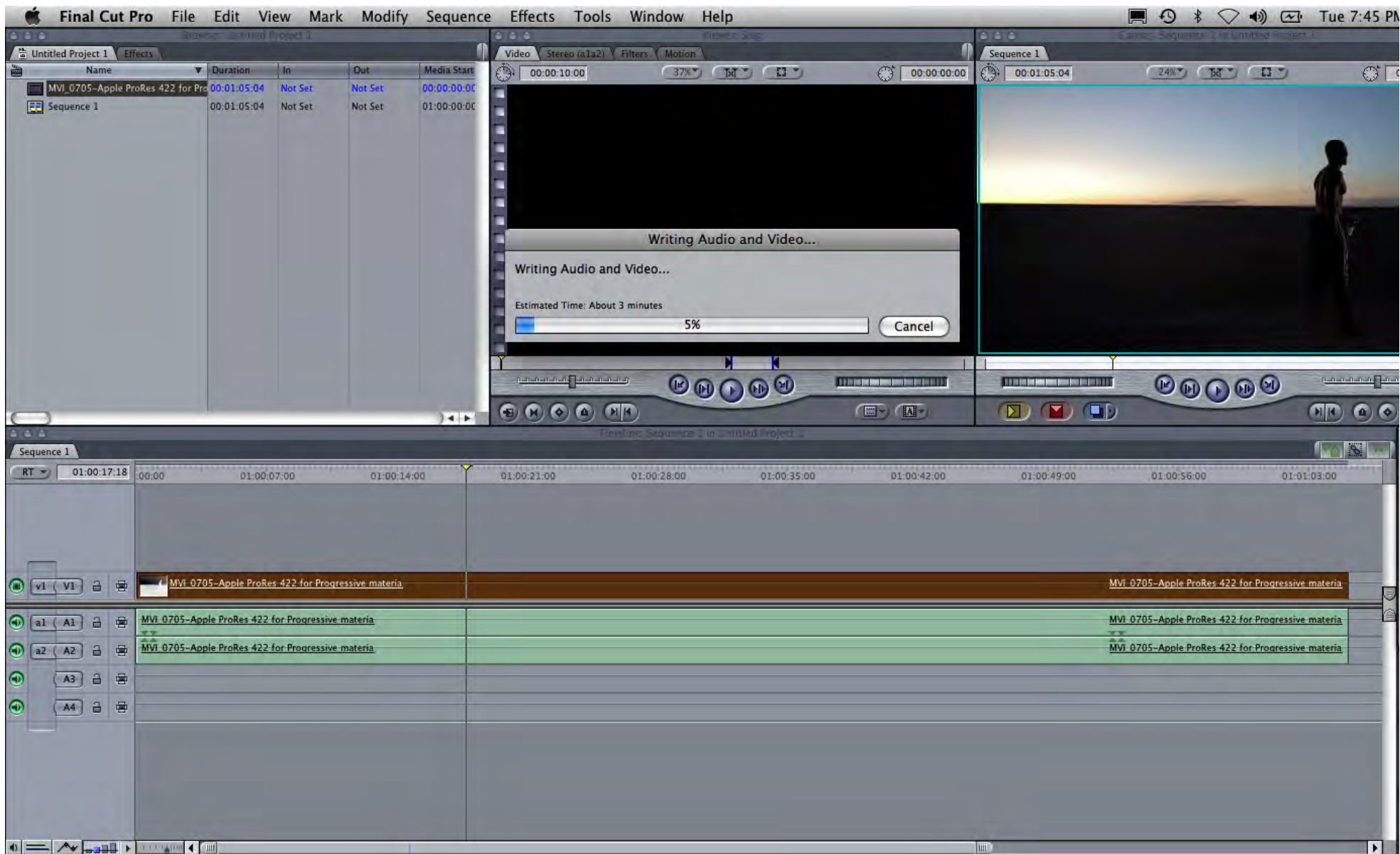
Since the purpose of this tutorial is to export video for the web, choose File/Export/Quicktime Movie.

## Rename your file



This is a good time to rename your file. Click Save.

# Watch the progress bar



If you enjoy watching grass grow, watching the progress bar should be a hoot.

**Finished file is ready**



Your new file is ready for the next step.

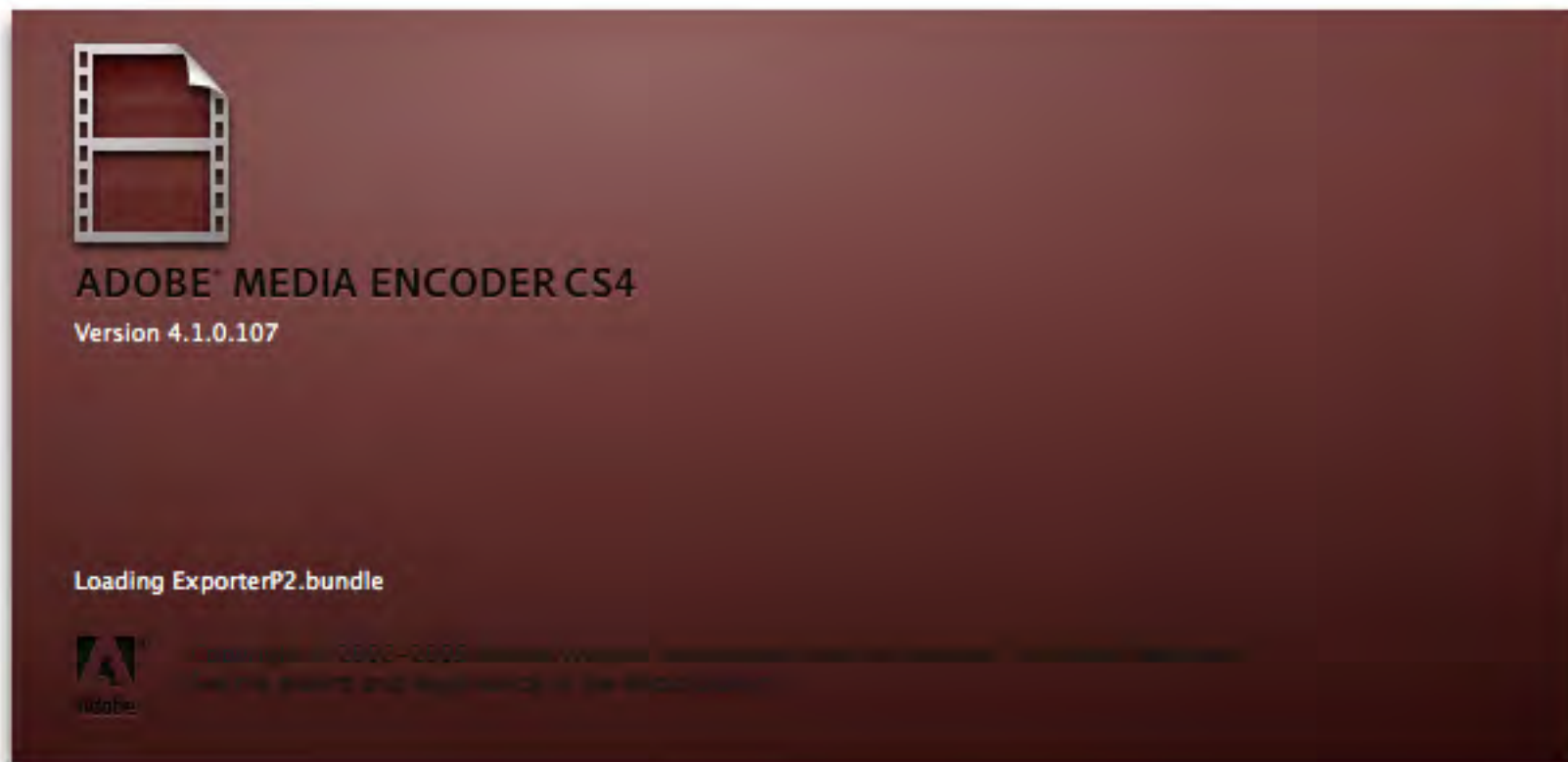
# **Use Adobe Media Converter to prep file for the web**

## Adobe Media Conversion for the Web

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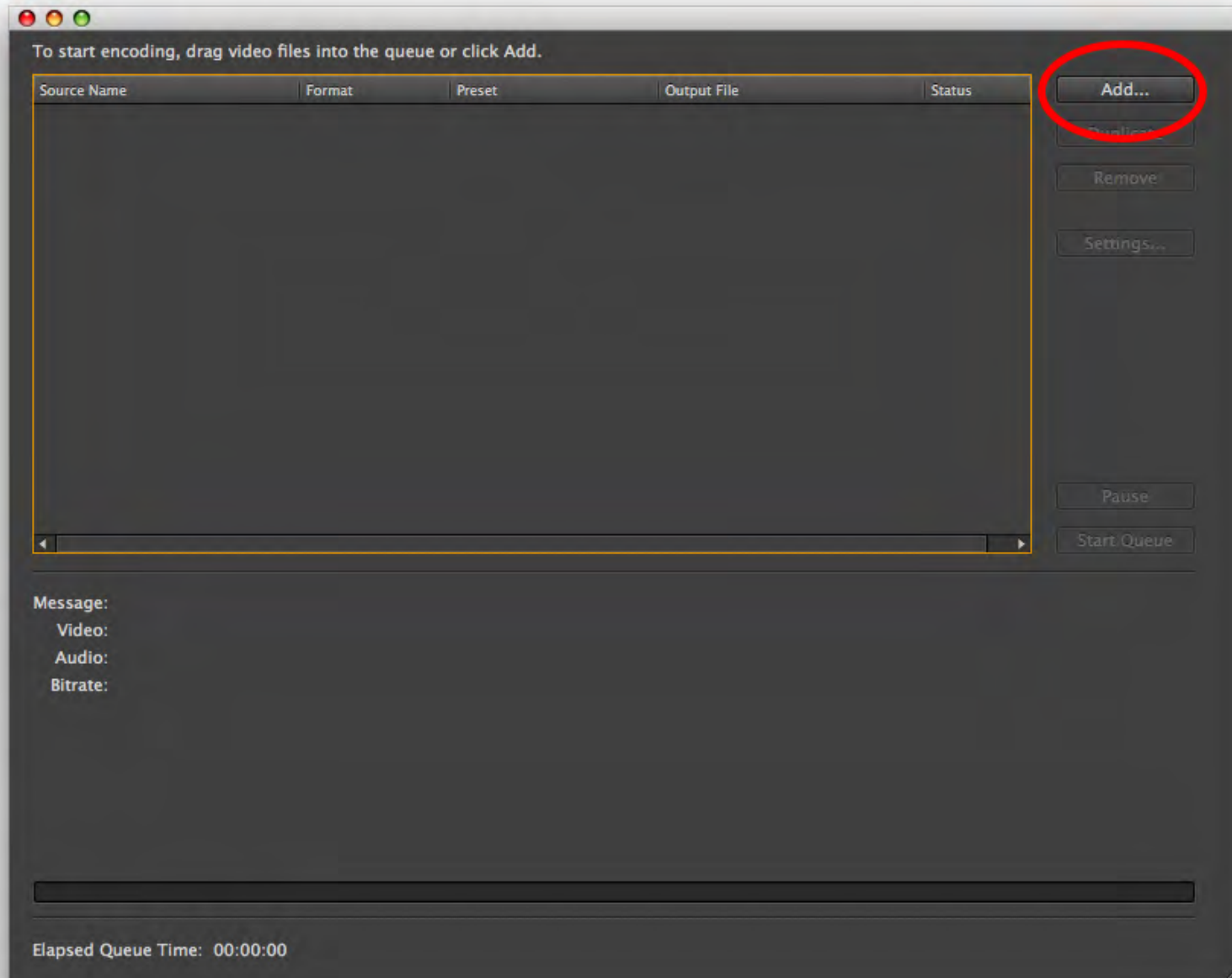
Use Adobe Media Encoder to optimally compress files for upload

### Open Adobe Media Encoder



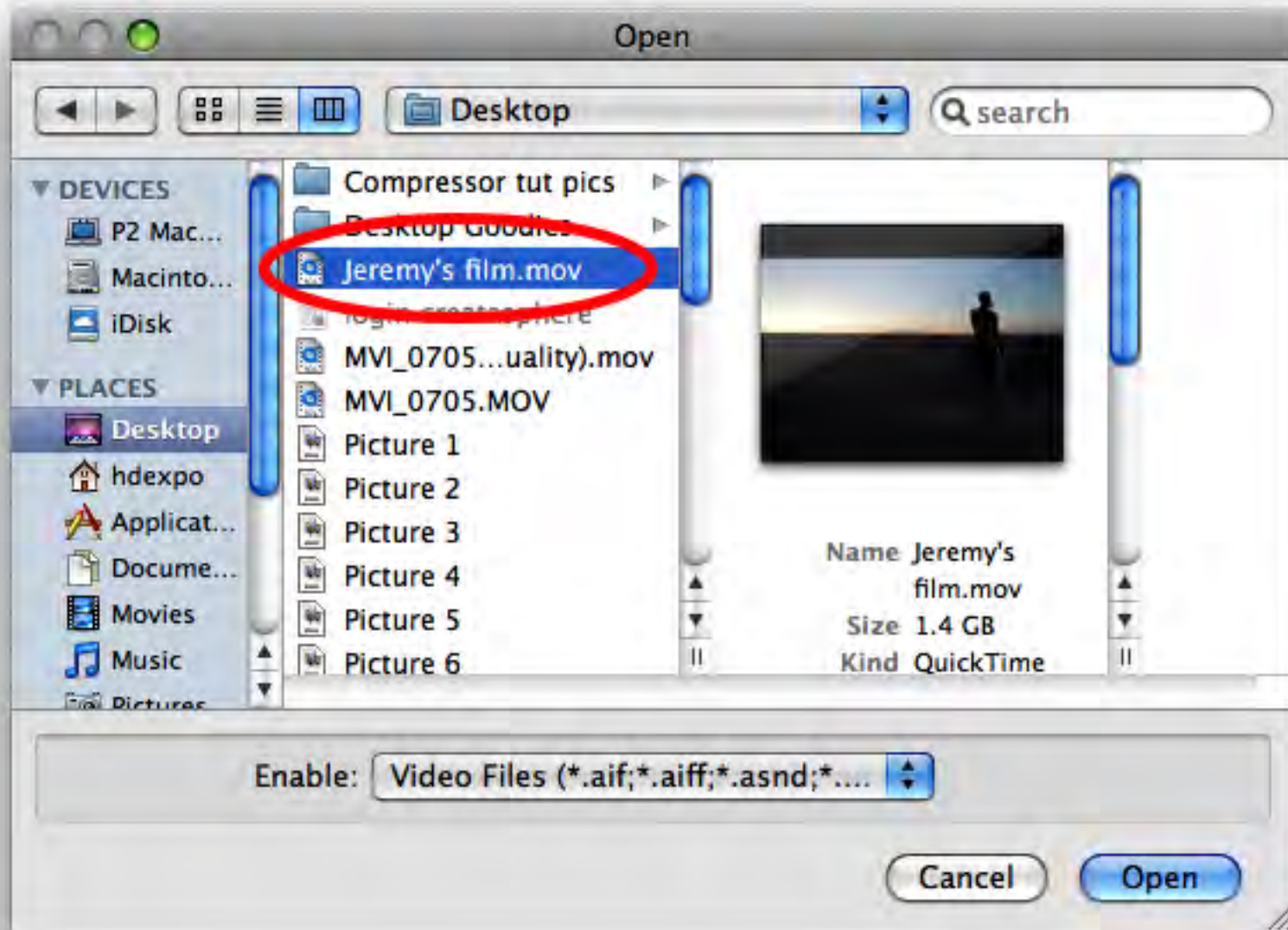
Open Adobe Media Encoder which is included in several popular Adobe software packages including versions of CS4.

## Add the file to encode



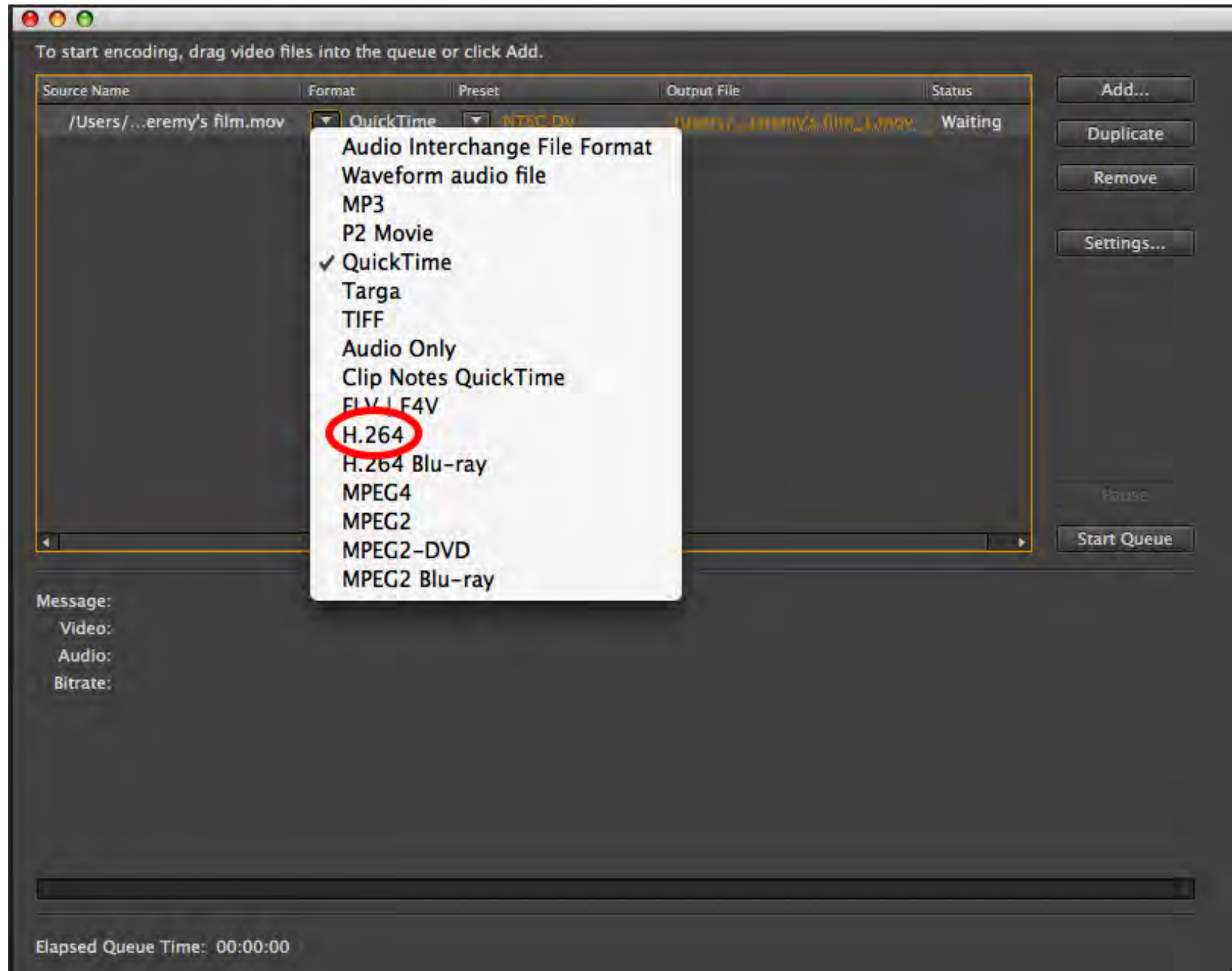
Media Encoder has a pretty simple interface. Click the "Add" button to select the file.

## Navigate to file



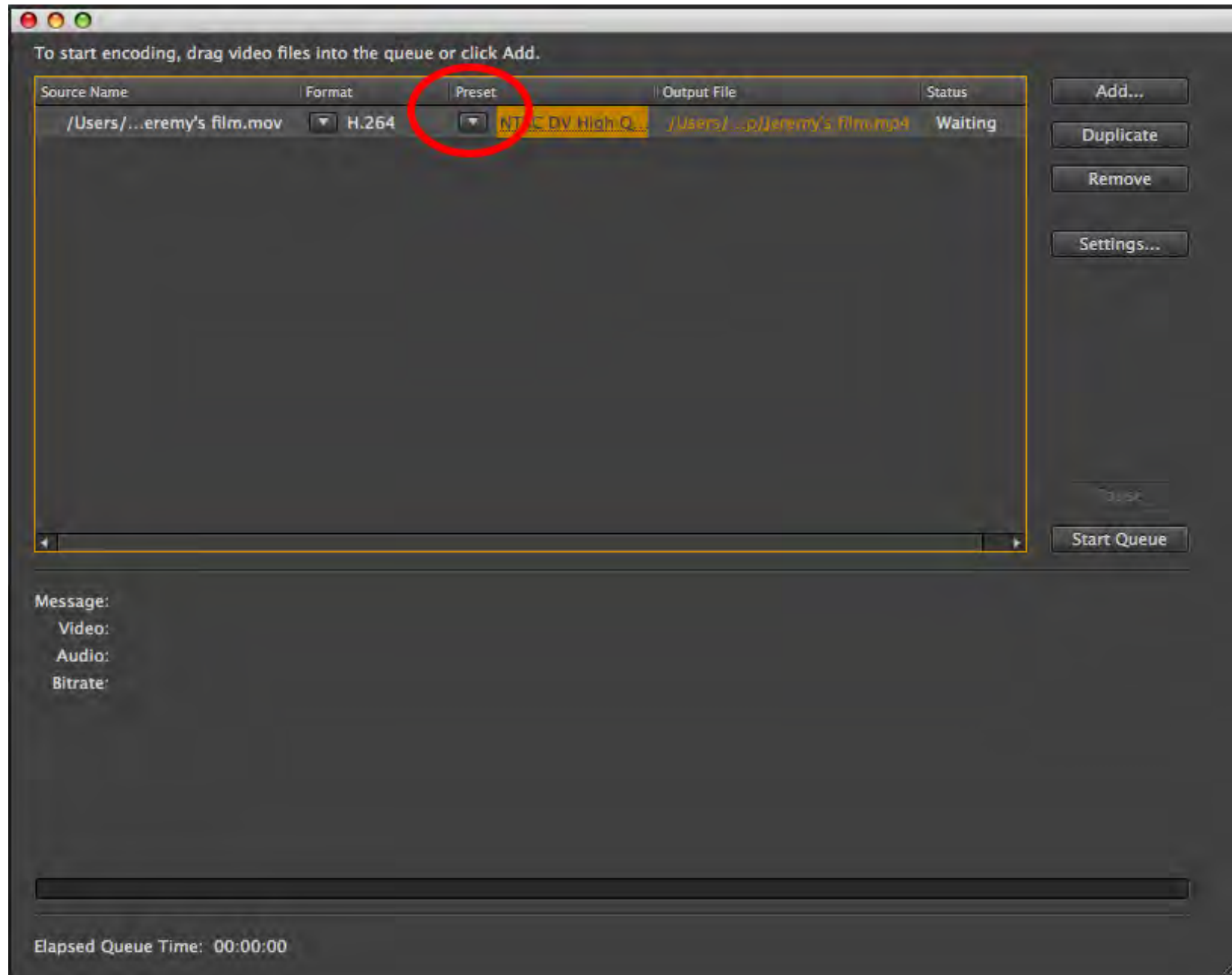
In the "Add" dialog box, navigate to the file to encode.

## Choose Export Format



Once your file shows up in the window, select H.264 from the Format pull-down

## Select Output Preset



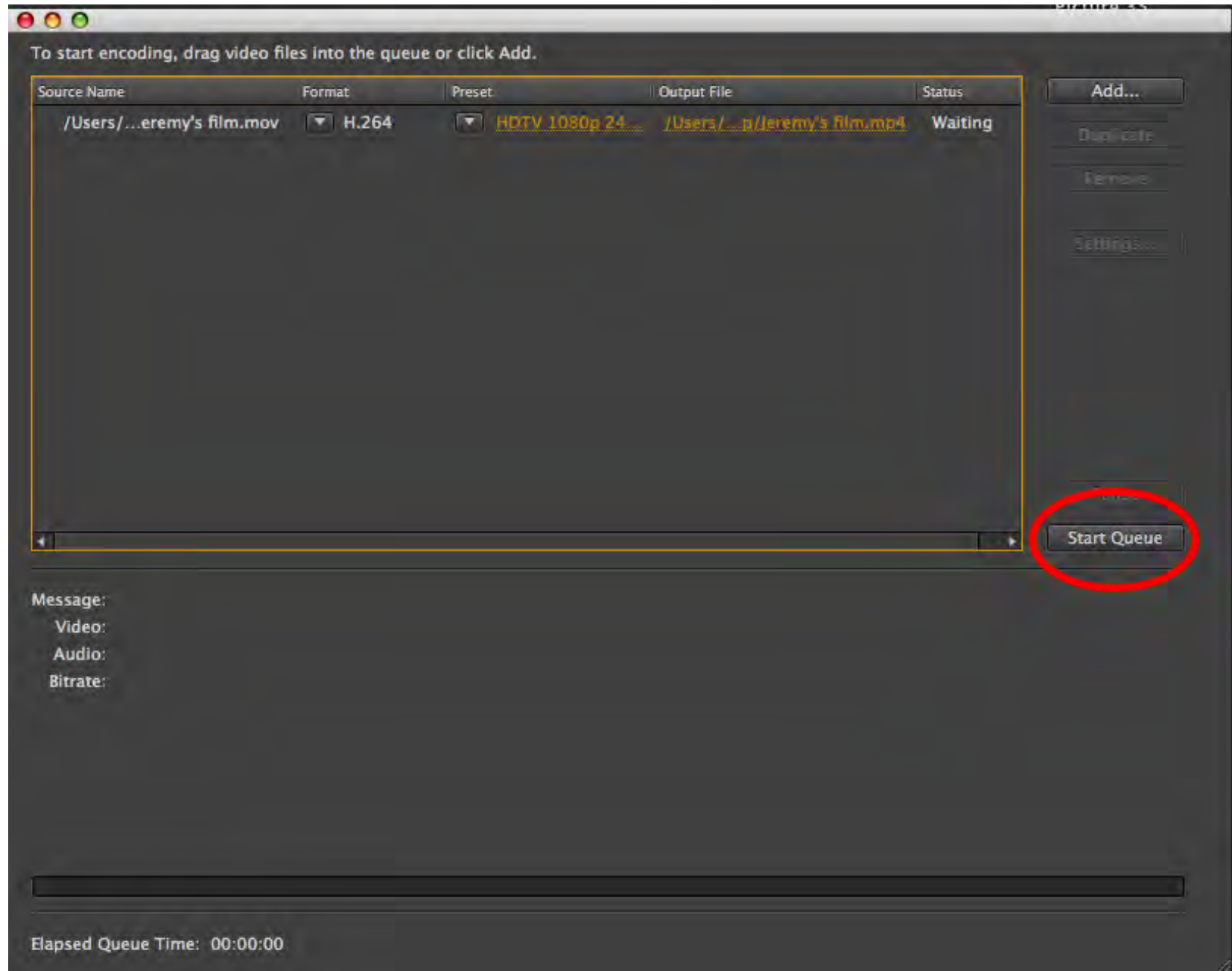
Once you confirm that H.264 shows up in the "Format" column, click the arrow under the "Preset" column.

## Select HDTV 1080p 24 High Quality

The screenshot displays the 'Export Settings' window of a video editing application. The 'Format' is set to H.264. The 'Preset' dropdown menu is open, showing a list of export options. The option 'HDTV 1080p 24 High Quality' is selected and highlighted with a blue background and a red circle. Other options include 'NTSC DV High Quality', 'NTSC DV Widescreen High Quality', 'PAL DV High Quality', 'PAL DV Widescreen High Quality', '1440 x 1080i 25 High Quality', '1440 x 1080i 29.97 High Quality', '1440 x 1080p 23.976 High Quality', 'HDTV 1080p 25 High Quality', 'HDTV 1080p 29.97 High Quality', 'HDTV 720p 23.976 High Quality', 'Apple iPod Audio High Quality', 'Apple iPod Video Large', 'Apple iPod Video Small', 'Apple TV 480p', 'Apple TV 720p', 'Sony PSP Video High Quality', 'Sony PSP Widescreen Video High Quality', 'MySpace', 'Yahoo! Video', 'YouTube SD', 'YouTube Widescreen HD', 'YouTube Widescreen SD', '3GPP 176 x 144 15fps Level 1', '3GPP 176 x 144 15fps', '3GPP 220 x 176 15fps', '3GPP 320 x 240 15fps', and '3GPP 352 x 288 15fps'. The main window shows a video preview of a person silhouetted against a sunset, with source and output dimensions of 1920 x 1080. The estimated file size is 250 MB.

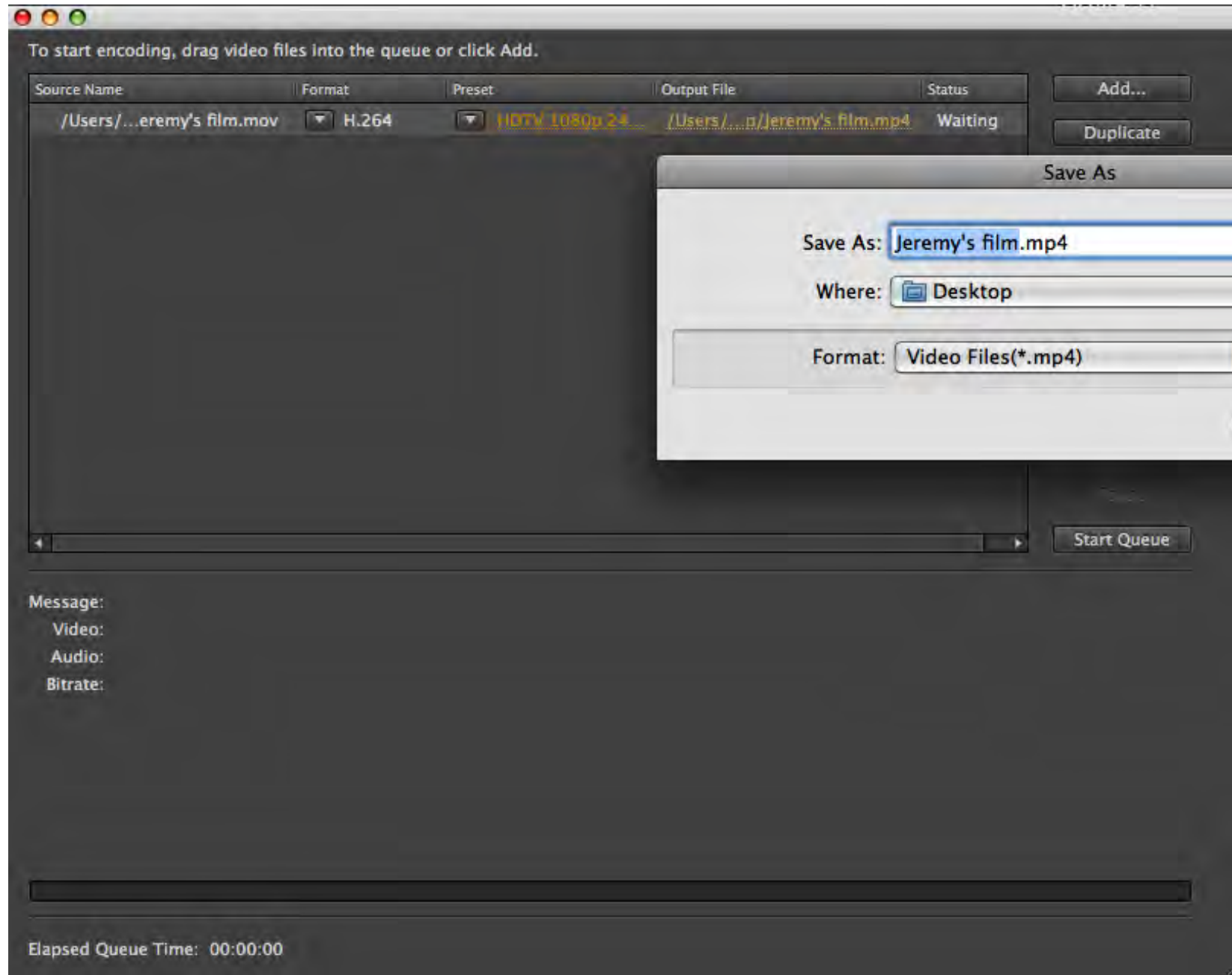
Select HDTV 1080p 24 High Quality as the preset for Canon 7D files shot at 24p. Note Chose HDTV 1080p 29.97 High Quality for Canon 5D files and any other clips shot at 30fps.

## Start Queue



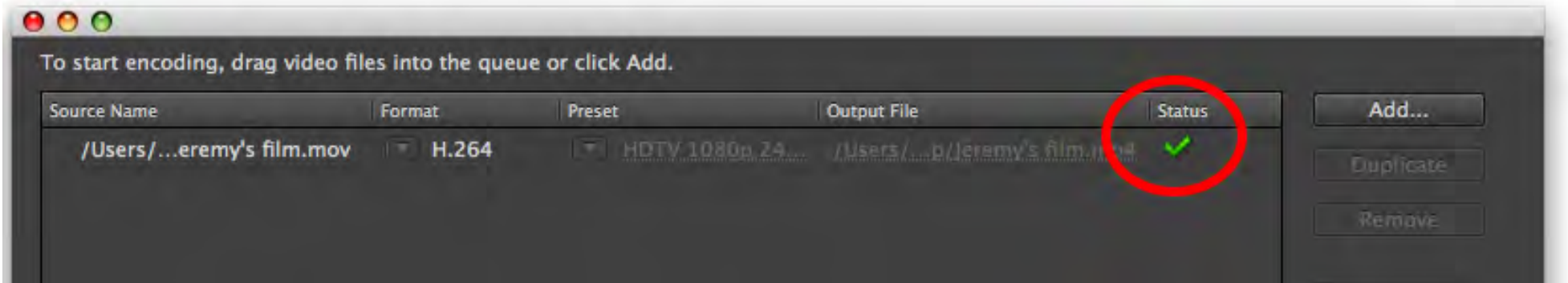
Confirm the settings as H.264 and HDTV 1080 24p and hit the "Start Queue" button.

## Chose Destination



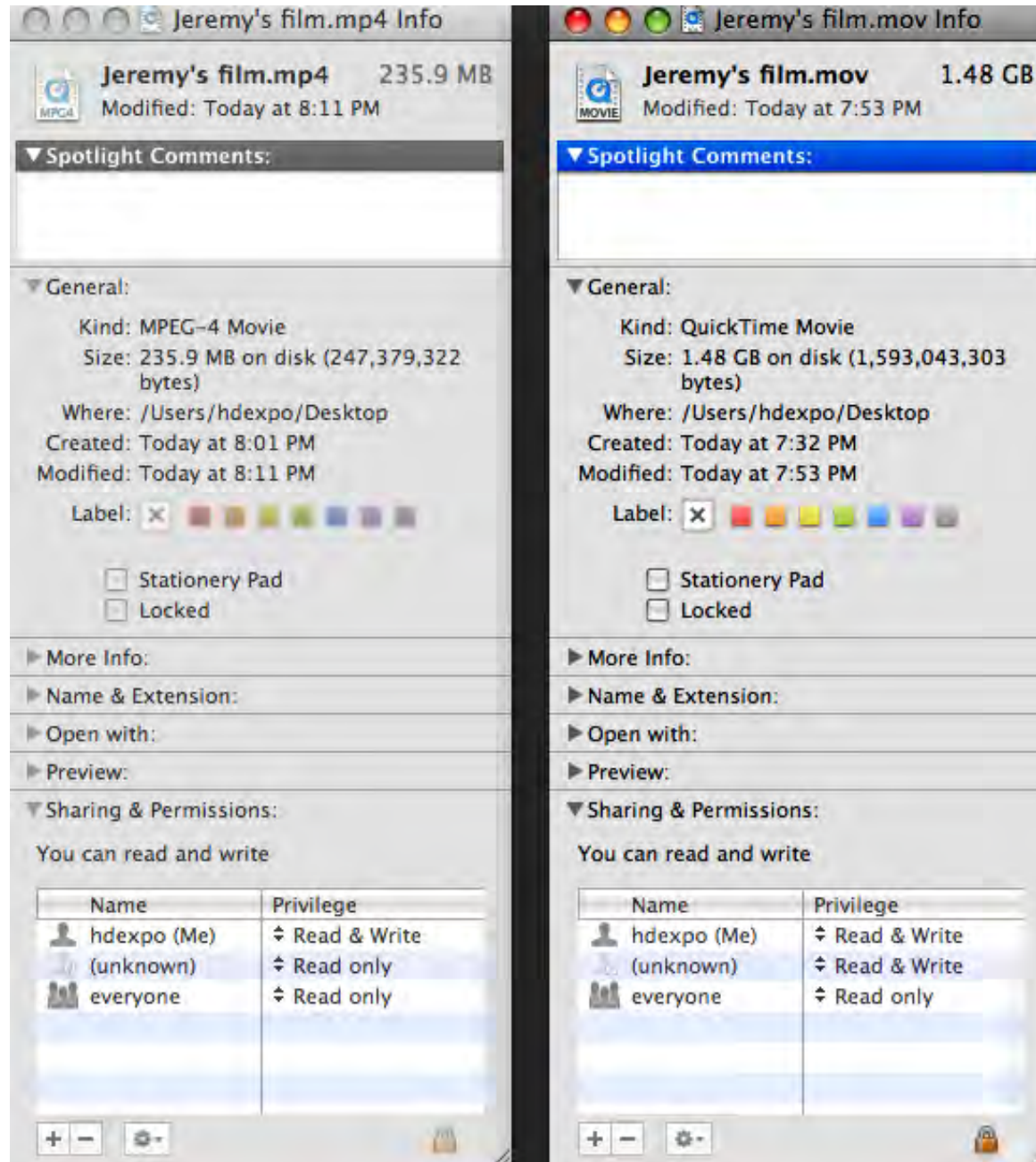
Choose where you want your file to end up. It will now be a .MP4 file which is the default for this preset.

## Finish



Once the file is processed, a green check will appear next to the filename.

## Check file sizes



You can see from the info dialog boxes that the file started out at 1.48 gigs and once it was compressed with Adobe Media Encoder it is now 235.9 megs. It is ready for the web

See samples of Jeremy's work on Vimeo

The screenshot shows a web browser window displaying the Vimeo profile for 'RAWworks'. The browser's address bar shows 'http://vimeo.com/raw'. The page header includes the Vimeo logo and navigation links: 'Me', 'Videos', 'Upload', 'Tools', 'Explore', 'Help', and a 'Search People' field. The profile header features the name 'RAWworks' with a 'PLUS' badge, the text 'Joined November 2009', and icons for 'Subscribe' and 'Add contact'. Below the header, a row of statistics is displayed: 7 Videos (blue), 24 Likes (red), 4 Contacts (grey), 1 Group (green), and 1 Channel (orange). The 'Their recent videos' section contains three video thumbnails: 'UBAI' (22 days ago), 'Canon EOS 7D FILM OUT' (2 months ago), and 'Dream in Possible - Mike Wade' (2 months ago). At the bottom, there are tabs for 'Recent activity' and 'Contacts'.

# Jeremy Ian Thomas

Creative Director  
Hdi RAWworks



blog: <http://hdirawworks.blogspot.com/>

createasphere

SLR Video for the Web

The end of trial and error



We make it visible.



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