

Tip: 256-kbps Video Made Easy (4 Quick & Easy Ways)

Takes minutes. Saves hours.

ALWAYS save at 256 kbps OR compress later to 256 kbps (the data rate of common Internet upload connection).

Got 256 kbps? 256 kbps data rate preferred. Under 500 kbps adequate. See your video Data Rate here...

Windows Explorer: left click once file to highlight > right click file > Properties > Details > Video area > Data Rate

QuickTime: View > Show Movie Inspector > Data Rate **Over 500 kbps? Do compress with AVC Free or Handbrake.**

Most? 10MB to 300MB Tiny? Under 3,000 KB is NOT a video, WRONG file. Huge? Limit 500MB/file; 900MB/edTPA.

Way 1: Any Video Converter Free (AVC Free)

(Often quickest and very easy. Also converts from VOB.)

Clockwise #0:Options, Advanced tab, **uncheck** Add video code name into the name of the output file name. OK

#1:Add Video Files #2:Output File: Video Files > Customized MP4 Movie (*.mp4) or any TPA Supported File Type

#3:Video Options: Frame Size = Original & Video Bitrate = 256 & Frame Rate = up to 30 #4:Convert Now! Touch nothing. Walk away (length of video). #5:Go to Output Folder or No Thanks > Output Folder. #6 Rename with type.

Win: http://www.any-video-converter.com/products/for_video_freeMac: http://www.any-video-converter.com/products/mac_video_converter_freeware

Way 2: Handbrake software is an easy way to ready video for the web. It is Open Source, free, and widely used.

Runs on Windows, Mac, others. Plays back on default players of Windows, Mac, others including iOS.

Downloadable from Handbrake's site in France (<http://handbrake.fr/downloads.php>)

or from download.cnet.com (input Handbrake in search box)

Handbrake takes as input one source file and saves to a destination another much smaller output file.

The resulting file is often just 2%-20% of original's file size.

Steps (one half-page and very few clicks)

- Set or see where your output file will be stored.

(Click Tools > Options > Output Files > Default Path: __)

If box does not cite a folder, click Browse, select Desktop or other destination, and then Close.

- Select your Source video file (Ctrl+O) as input. In moments, Source, Chapters, Duration, etc. populate.

- In the Destination box, the path to output folder with a default file name appended will pre-populate.

Leave file name as-is or edit it if you wish. Be sure to keep the period and three-letter extension.

- For Output Settings*, set container of MP4 File then check Web optimized option.

Note: MP4 files open on either Windows or Mac default video players.

- Below, select Video tab and set Avg Bit Rate (kbps) of 256 (or in older versions set target file size MB: 100) Just leave unchanged Video Codec: H.264 (x264 and Framerate (FPS): Same as Source.

- Press the green Start button (will change to red Stop button while running).

Relax while software works through file. Allow about 2 minutes per duration minute.

*Presets at right may include TPA-MP4-webopt-256kbps or similar to click and use. If not, after defining all settings, make a preset for future use (press +Add, name the preset TPA-MP4-webopt-256kbps, press Add).

OR use slower, more complex software that is usually already installed on your computer**Way 3: Windows Live Movie Maker**

(Save WMV file with 256 kbps data rate.)

Runs on Windows but not Windows XP. Resulting WMV won't playback on pre-installed player of Apple hardware.

Free download from <http://download.live.com/moviemaker>Steps: Launch Windows Live Movie Maker. Browse computer for and select the original video file.

- Necessary first-time only. Make a custom setting: Save movie | Create custom setting | Setting: <New> | Name: LiveText WMV. | Video setting: Bit rate 256 kbps. | Save (the custom setting)

- Save your movie using your custom setting: Save movie (or Alt+M). Select your custom setting (e.g., LiveText WMV). Input your filename: yourmovie.wmv. Save. Allow 2 minutes or so per video minute.

Way 4: Apple iMovie

(Save MOV file with 256 kbps data rate.)

Runs on Mac. Resulting MOV not often won't playback on pre-installed player of Windows hardware.

Free download from: <http://www.apple.com/imovie>Steps: Launch iMovie and open your original video file.

Click Share (at top)

Click Export Using QuickTime

File Name? What to call your video.

File folder Location? Where to save your video.

Export? Movie to QuickTime Movie.

Click Options.

Video area... Focus on Settings and Size buttons→

Settings below keep conversion to time to minimum.

Settings button

(continued)

Compression type? H.264

Frame rate? 29.97 or leave as-is if less

Data rate? Restrict to 256 kbits/sec

Encoding? Faster encoding (Single-pass)

OK to exit

Size button

853 x 480 | Deinterlace Source Video? Checked | OK

Click OK when prompted until arriving at Export Destination window (name & folder) then click Save.