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# Real World Challenges

## Creating Video Tutorials for Web Applications

June 26/07

**SiteBenefits**  
Restaurant eCommerce Solutions

# Overview

- Quick look at web app with video
- Screen recording
- Edit in Camtasia
- Encode the video with MS Expression
- Imbed the video

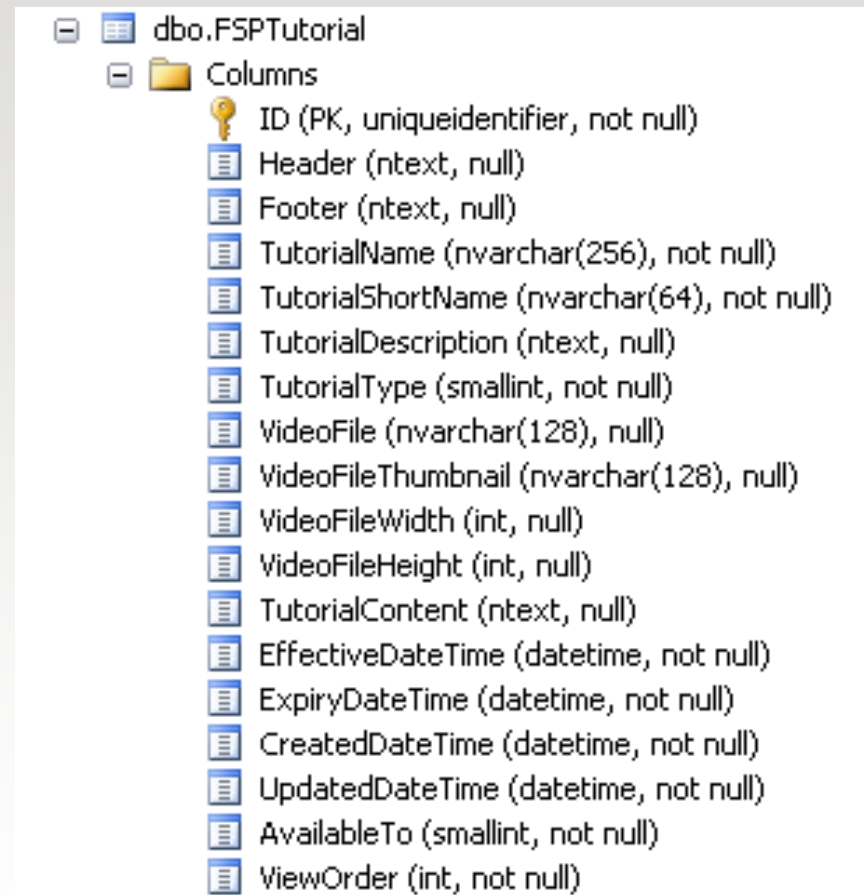
# Web Application

- Build in separate video tutorials
- Re-size the videos for online help
- Tutorials are role based
- WMA Format

The screenshot displays a web application interface for SiteBenefits Bistro & Winebar. At the top, the header includes the date 'June 26, 2007', the user 'SSI Owner', the site name 'SITEBENEFITS Bistro & Winebar', and the address '226 Beapan Street Ottawa, Ontario (613) 238-7963 (map)'. A navigation menu contains links for Home, Reservations, Menus, Wine Menu, Location, Show Case, Newsletter, and Administration. The main content area is titled 'FSP Tutorial' and features a sidebar with a table of contents: Introduction, Guest Experience, Basic Concepts, Home Page Intro, Home Page, and Home Page (c). The central video player is titled 'Home Page Introduction (0:39 minutes)' and shows a preview of the restaurant's website. The preview includes a navigation menu, an 'Announcements' section with text about the restaurant's opening, a 'Reservation' form with fields for dates and times, and a 'Newsletter' sign-up form. A video control bar is visible at the bottom of the player. The page footer contains copyright information for SiteBenefits Bistro & Winebar and links to Terms Of Use and Privacy Statement.

# Web Application

- Store Tutorials in the database
- Role based
- Ability to render HTML along side the tutorial



Column Name	Data Type	Constraints
ID	uniqueidentifier	PK, not null
Header	ntext	null
Footer	ntext	null
TutorialName	nvarchar(256)	not null
TutorialShortName	nvarchar(64)	not null
TutorialDescription	ntext	null
TutorialType	smallint	not null
VideoFile	nvarchar(128)	null
VideoFileThumbnail	nvarchar(128)	null
VideoFileWidth	int	null
VideoFileHeight	int	null
TutorialContent	ntext	null
EffectiveDateTime	datetime	not null
ExpiryDateTime	datetime	not null
CreatedDateTime	datetime	not null
UpdatedDateTime	datetime	not null
AvailableTo	smallint	not null
ViewOrder	int	not null

# Web Application

- ASP.NET Control










[!b>Title]
[!b>Description]
[!b>Header]
[ Literal "litVideo" ]
[ Literal "litContent" ]
[!b>Footer]
Last Updated: [!b>UpdateDate]

```
If objFSPHelp.VideoFile <> "" Then
    rowVideo.Visible = True
    Dim strVideo As String
    Dim strVideoName As String

    strVideoName = DotNetNuke.Common.Globals.HostPath & "tutorials/"
    strVideo = "<OBJECT id=""Windows Media Player"" width="" & objF
    strVideo += "<param name=""filename"" value="" & strVideoName &
    If m_AutoStart = True Then
        strVideo += "<param name=""AutoStart"" value=""true"">"
    Else
        strVideo += "<param name=""AutoStart"" value=""false"">"
    End If
    strVideo += "<param name=""AnimationatStart"" value=""true""> <p
    strVideo += "<param name=""ShowControls"" value=""true""> <parar
    strVideo += "<param name=""InvokeURLs"" value=""0""> <param name
    strVideo += "<EMBED TYPE=""application/x-mplayer2"" SRC="" & st
        objFSPHelp.VideoFileHeight & """"
    If m_AutoStart = True Then
        strVideo += " AUTOSTART=""1""
    Else
        strVideo += " AUTOSTART=""0""
    End If
    strVideo += " SHOWCONTROLS=""1"" SHOWSTATUSBAR=""0""></EMBED>"
    strVideo += "</OBJECT>"
    litVideo.Text = strVideo
Else
    rowVideo.Visible = False
End If
```

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# Preparation

Name ▲	Size	Type	Date Modified	Dimensions	Duration	Bit Rate
 HomePage-01.wmv	4,616 KB	Windows Media Aud...	6/16/2007 5:54 PM	480 x 424	0:02:33	821kbps
 HomePage-01-Encode.xml	2 KB	XML Document	6/16/2007 5:51 PM			
 HomePage-01-Intro.jpg	108 KB	JPEG Image	6/14/2007 1:31 PM	640 x 480		
 HomePage-01-Intro.psd	451 KB	Adobe Photoshop I...	6/14/2007 1:31 PM			
 HomePage-01-Screen.avi	40,500 KB	Video Clip	6/16/2007 3:53 PM	1260 x 864	0:02:39	1411kbps
 HomePage-01-Scripts.doc	102 KB	Microsoft Word Doc...	6/16/2007 4:27 PM			
 HomePage-01-Timeline.avi	87,466 KB	Video Clip	6/16/2007 4:43 PM	640 x 564	0:02:33	1411kbps
 HomePage-01-Timeline.camproj	24 KB	Camtasia Studio Pro...	6/16/2007 4:40 PM			
 HomePage-01-AudioRaw.wav	26,448 KB	Wave Sound	6/16/2007 3:41 PM			1411kbps

- Aim for about 2 or 3 minute tutorial
- Write the script
- Record the audio
- Record the screen
- Add effects
- Create the AVI
- Encode the video
- Deploy WMA

# Green Screen



Separation Light

Green Screen Lights

Main Subject Light

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# Media Encoder

- VC-1 Web Server 512k
  - Variable Bit Rate
- WMA low quality audio
- Two Pass Encoding
- Encode to final size
- 87 MB to 5 MB
  - 2:33 minutes
  - 640x564 to 480x424



# Resources

- [www.silverlight.net](http://www.silverlight.net)
- [www.techsmith.com](http://www.techsmith.com)
- [sessions.visitmix.com](http://sessions.visitmix.com)