



**BAMA 404: Video Production**

# **CHAPTER 1: INTRODUCTION TO DIGITAL VIDEO PRODUCTION**

## Topic Outlines

1.1 What is digital video?

1.2 Analog and Digital

1.3 Type of Digital Video Production

1.4 Different faces of digital video format

1.4.1 Digital video clips

1.4.2 Digital PC movies

1.4.3 Streaming digital video

1.5 Storage formats

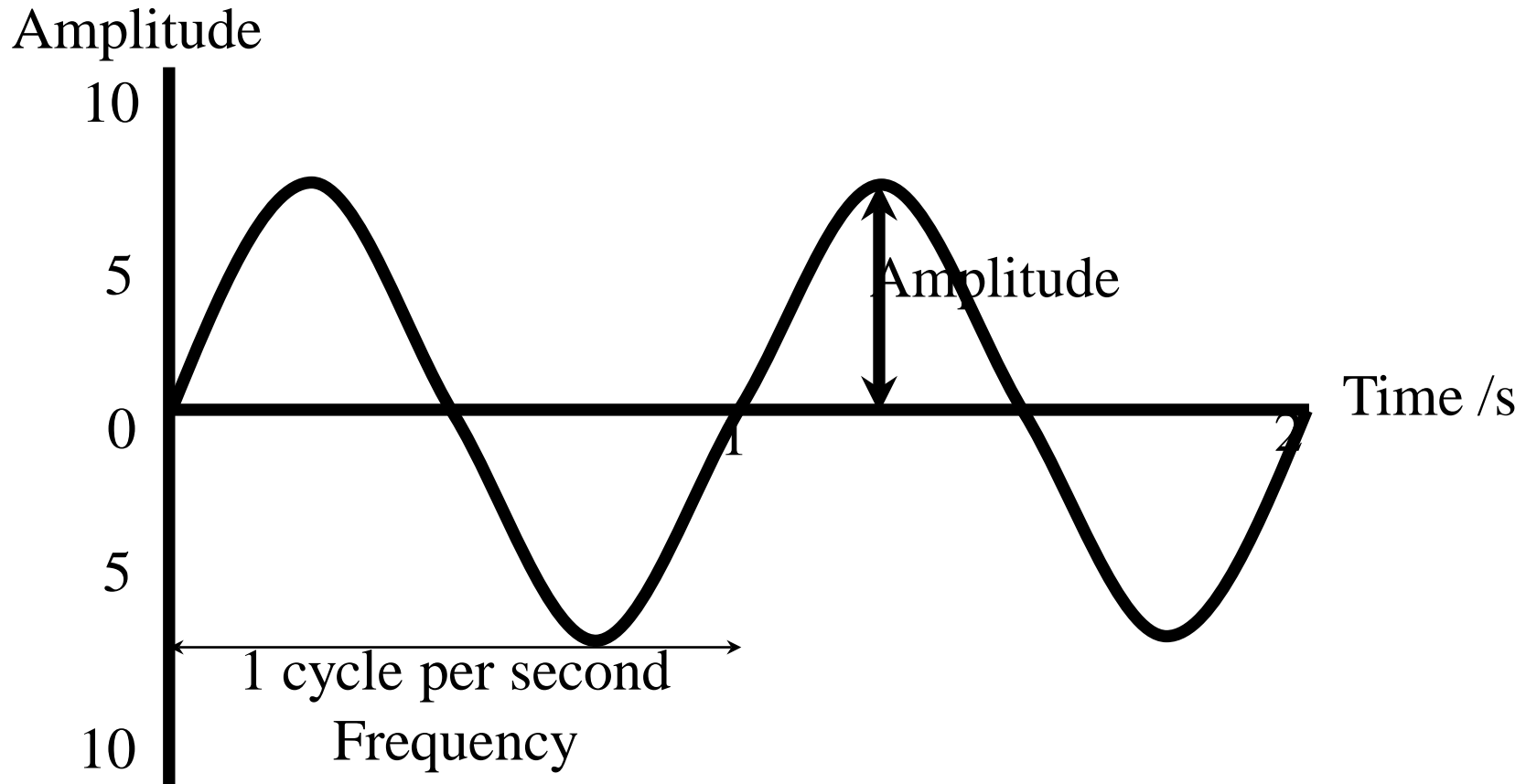


## What is digital video?

- Digital video is a type of video recording system that works by using a digital rather than an analog video signal.
- What is Analog?

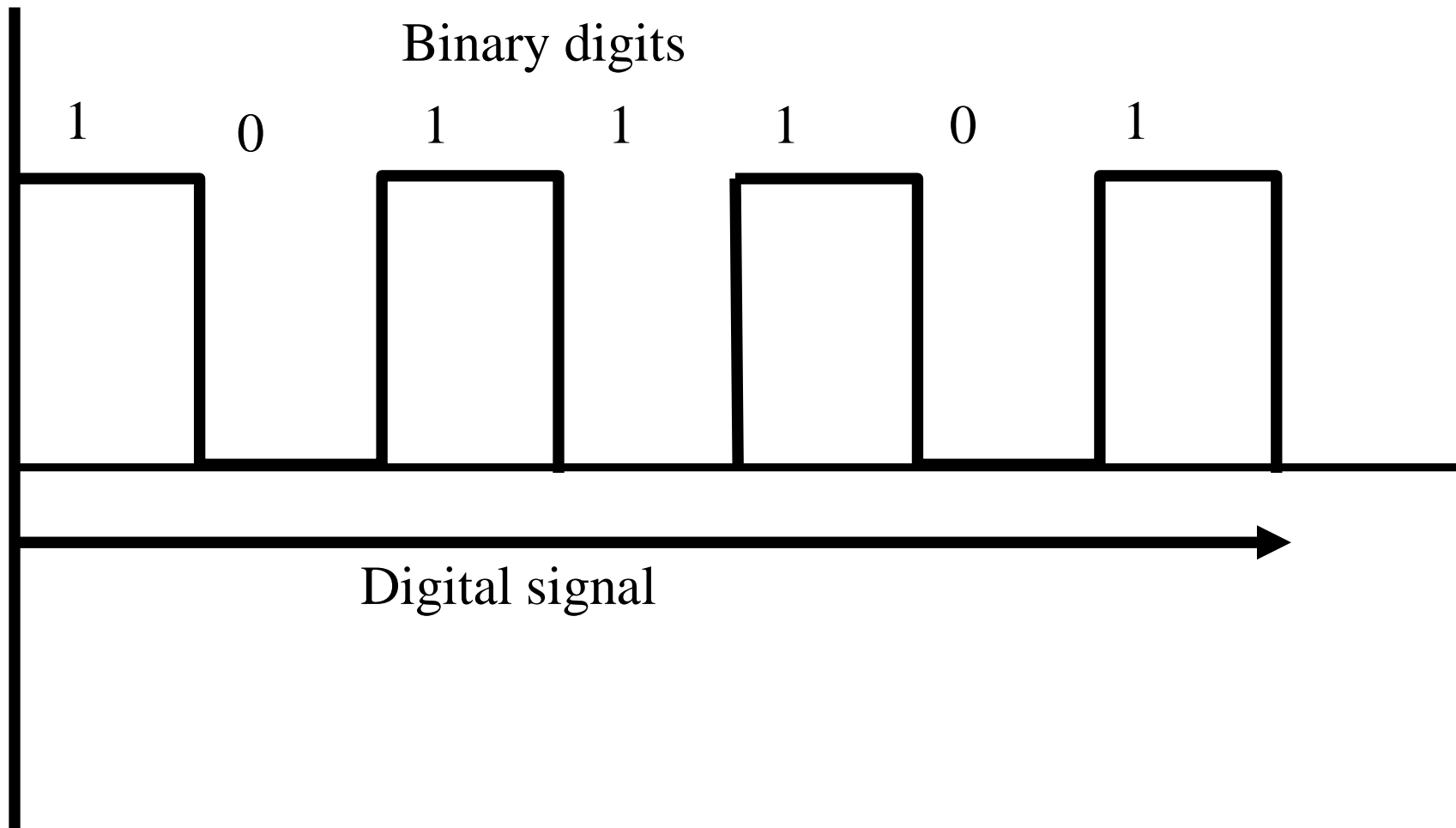


## Analog and Digital





## Analog and Digital



## Type of Digital Video Production

- Commercial
- Documentary
- Short Movie
- Song Video Clip



## Different faces of digital video format

- Digital video clips
- Digital PC movies
- Streaming digital video



## Digital video clips

- Digital video can be played in the PC is through video clips.
- Digital video clips can be incorporated in many computer applications such as:
  - highly interactive computer games,
  - interactive presentations,
  - computer-based training
  - and many other multimedia applications.





## Digital PC movies

- Digital video can be played back on the PC is through digital movies.
- Digital movies can either be in the form of Video CDs or DVD-Video formats.



## Streaming digital video

- Digital video on the PC is through the use of streaming technology.
- Streaming technology allows digital video data to stream into the PC via a telephone line from the Internet.
- Youtube



### Encoding:

- All current formats, which are listed below, are PCM based.
  - \* CCIR 601 used for broadcast stations
  - \* MPEG-4 good for online distribution of large videos and video recorded to flash memory
  - \* MPEG-2 used for DVDs and Super-VCDs
  - \* MPEG-1 used for video CDs
  - \* H.261
  - \* H.263
  - \* H.264 also known as MPEG-4 Part 10, or as AVC
  - \* Theora standardized but still in development. used for video over the internet.



### **Discs:**

- \* DVD**
- \* Blu-ray Disc**





- Frame: a still image in video. video is composited by a series of frames.
- Fps: frame/second. How many frame have in one second.
  - NTSC (The National Television Standards Committee). 29.97fps
  - PAL (Phase Alternating Line). 25fps







The End  
Thank You

