

MEDIA

#5

5.1 Video

It's easier to use a 3rd party video host.

- They control formats for different platforms
- It lessens the load on your hosting package
- It simplifies your code

To embed we use an iframe

- iframes allow you to display a webpage within a webpage
- iframe elements are similar to image

```
<iframe src="http://google.com" width="200" height="200"></iframe>
```

- Links clicked inside the iframe will by default only change the content within the iframe
- The user's browser history won't track links clicked inside an iframe

Youtube is the obvious video hosting option

- To embed a video, go to the video you want.
- Click, Share -> Embed -> Show More

The screenshot shows a YouTube video player at the top, followed by the video title, channel name 'Life at Google', and a 'Subscribe' button with 48,570 subscribers. Below this are sharing options: 'Add to', 'Share', and 'More'. The 'Embed' option is highlighted with a red underline and a purple circle. A 'SHOW MORE' button is also circled in purple. The video description follows, mentioning the publication date 'Mar 29, 2013' and a link to Google's jobs site. At the bottom, there is a 'COMMENTS' section with 74 comments and a text input field for adding a public comment.

youtube.com

interaction design

0:03 / 2:38

Meet an Interaction Designer for Google Search on iOS, feat. Noah

Life at Google

Subscribe 48,570

+ Add to Share More

Share Embed Email

`<iframe width="560" height="315" src="https://www.youtube.com/embed/5fpggknHC2c?rel=0&showinfo=0" frameborder="0" allowfullscreen"></code>`

SHOW MORE

Published on Mar 29, 2013

After just three months at Google, Interaction Designer Noah Levin helped change the way our users interact with Google Search on iPhone and iPad. Watch the video to learn how he takes a complex system and makes it a simple user experience for our most important product: Search. If you're interested in opportunities at Google, please visit our jobs site: <http://goo.gl/6M5KCG>

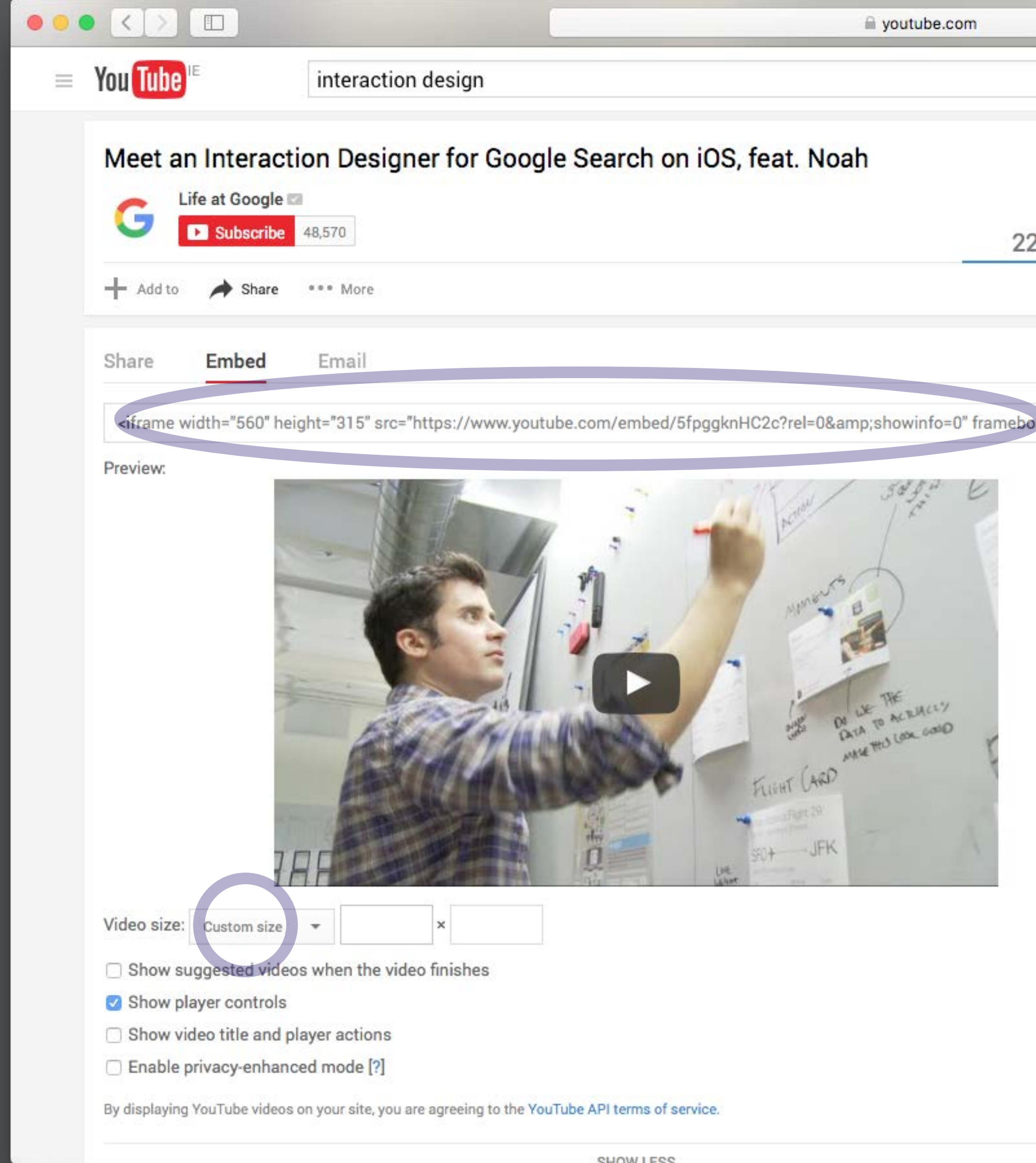
SHOW MORE

COMMENTS • 74

Add a public comment...

Copy and paste the iframe string to your html file

- You can also edit the size and choose options
- Use the Custom Size dropdown to enter your own size



The screenshot shows a YouTube video page for "Meet an Interaction Designer for Google Search on iOS, feat. Noah". The video is from the channel "Life at Google" and has 48,570 subscribers. The video player is currently in the "Embed" tab, which is circled in purple. Below the video player, there is a preview of the video content, which shows a man in a plaid shirt writing on a whiteboard. The whiteboard has various notes and diagrams, including "FLIGHT CARD" and "DO WE THE DATA TO ACCURACY MAKE THE LOOK GOOD". Below the preview, there are options for video size, including a "Custom size" dropdown menu, which is also circled in purple. There are also checkboxes for "Show suggested videos when the video finishes", "Show player controls", "Show video title and player actions", and "Enable privacy-enhanced mode [?]", with "Show player controls" checked. At the bottom, there is a link to the "YouTube API terms of service".

YouTube
interaction design

Meet an Interaction Designer for Google Search on iOS, feat. Noah


Life at Google [Subscribe](#) 48,570

+ Add to [Share](#) [More](#)

Share **Embed** Email

```
<iframe width="560" height="315" src="https://www.youtube.com/embed/5fpggknHC2c?rel=0&showinfo=0" frameborder="0" allow="accelerometer; autoplay; clipboard-write; encrypted-media; geolocation; gyroscope; hid; microphone; midi; payment; picture-in-picture; public-key-credentials; web-share" permitfullscreen></iframe>
```

Preview:



Video size: **Custom size** ×

Show suggested videos when the video finishes

Show player controls

Show video title and player actions

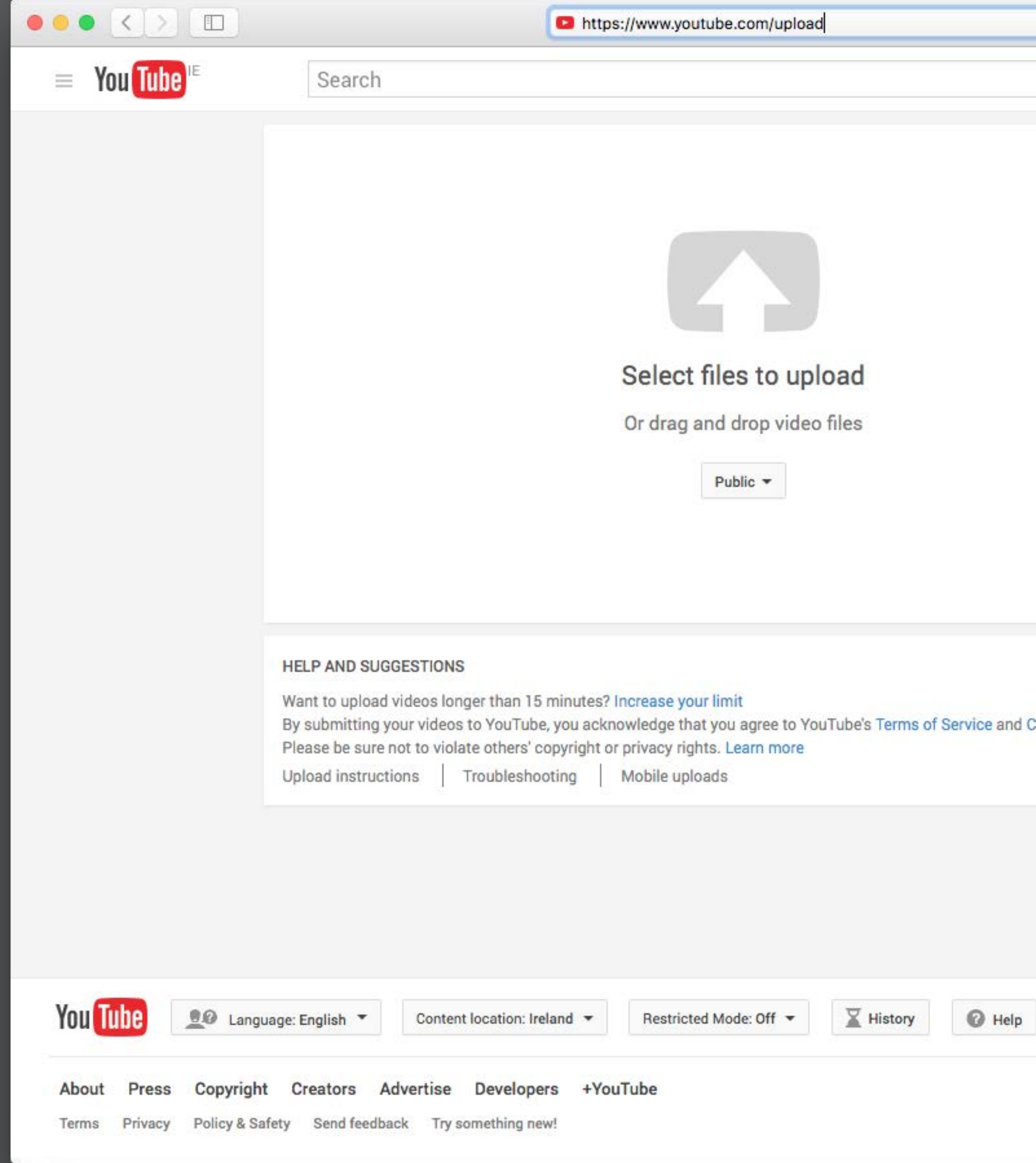
Enable privacy-enhanced mode [?]

By displaying YouTube videos on your site, you are agreeing to the [YouTube API terms of service](#).

SHOW LESS

Upload at <https://www.youtube.com/upload>

- Choose the visibility
- Drag and drop a video file or click to select



The screenshot shows the YouTube upload interface. At the top, there's a browser window with the address bar showing <https://www.youtube.com/upload>. The YouTube logo and a search bar are visible. The main content area features a large grey arrow icon pointing upwards, with the text "Select files to upload" and "Or drag and drop video files" below it. A "Public" dropdown menu is positioned below the text. At the bottom of the main area, there's a "HELP AND SUGGESTIONS" section with links for "Increase your limit", "Terms of Service", "Learn more", "Upload instructions", "Troubleshooting", and "Mobile uploads". The footer contains the YouTube logo, language settings (English), content location (Ireland), restricted mode (Off), history, and help links, along with a row of links: About, Press, Copyright, Creators, Advertise, Developers, +YouTube, Terms, Privacy, Policy & Safety, Send feedback, and Try something new!

You can set various options

- There will a url to the live page where you can get your embed code

youtube.com

YouTube IE Search Upload

PROCESSING 95% Done

Click "Done" to confirm. Some changes are not yet saved.

Basic info Translations Advanced settings

IMG 4966

Private Only you can view Share

+ Add to playlist

Tags (e.g., albert einstein, flying pig, mashup)

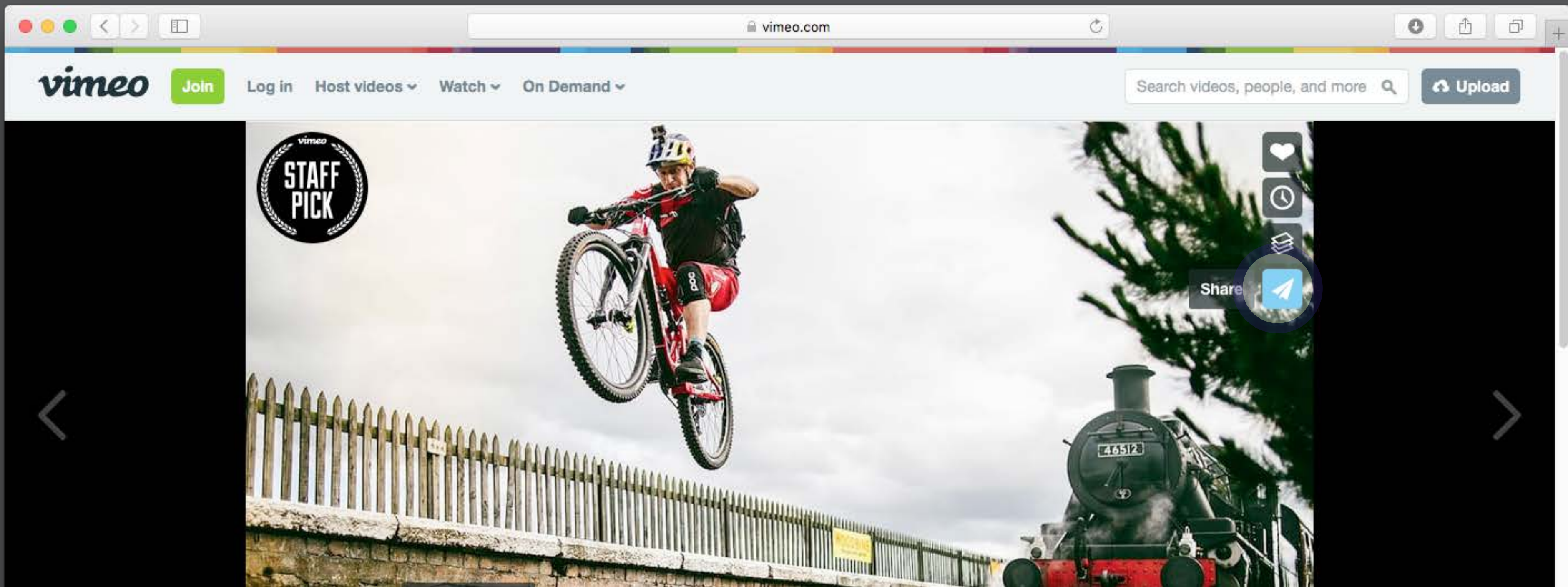
VIDEO THUMBNAILS ?

Thumbnail selections will appear when the video has finished processing.

Upload status:
Processing your video.
Your video will be live at:
<https://youtu.be/06P-jVCLJtl>

Vimeo is a similar process

- Click the share icon to get embed settings









Vimeo embed code

- Click + Show options to see full embed options

The screenshot shows a web browser window displaying a Vimeo video player. A modal titled "Share this video" is open, showing various sharing options. The "Embed" section is expanded, and the embed code is visible. A purple circle highlights the "+ Show options" link next to the embed code. The video player background shows a "STAFF PICK" badge and a video thumbnail for "Danny MacAskill's Wee Day Out from Red Bull".

Share this video

Link

Social      

Send email

Embed [+ Show options](#)

```
<iframe src="https://player.vimeo.com/video/190785902" width="640" height="360" frameborder="0" webkitallowfullscreen>
```

STAFF PICK

Danny MacAskill's Wee Day Out
from Red Bull

5.2 Audio

Again, it's easier to use a 3rd party host.

- They control formats for different platforms
- It lessens the load on your hosting package
- It simplifies your code

soundcloud is the obvious option for audio

- Find the file you want
- Click Share

The screenshot shows the SoundCloud website interface. At the top, there is a navigation bar with 'Home', 'Collection', and a search bar. Below the navigation bar, the main content area features a header with 'Stream', 'Charts', and 'Discover'. The main content area displays a feed of audio tracks from the user 'IrishTimes SecondCaptains'. The first track is titled 'Ireland V Austria, Roy joy, Man United and Jesus, Poppy madness' and has 13 likes and 2 reposts. The 'Share' button is circled in purple. The second track is titled 'US Murph Returns to Ireland, Conor McGregor in NYC, Ireland V Canada' and has 11 likes. The third track is titled 'IRELAND BEAT NZ - SHANE HORGAN, ALI WILLIAMS, MATT WILLIAMS' and has 6 days ago posted. Each track entry includes a play button, a waveform, and interaction buttons (likes, reposts, share, more).

they also allow embeds

- Choose Embed
- Copy and paste the code into your HTML

soundcloud.com

Home Collection Search

Stream Charts Discover

Share **Embed** Message

THE IRISH TIMES SECOND CAPTAINS FOOTBALL

THE IRISH TIMES SECOND CAPTAINS FOOTBALL

Code and preview

```
<iframe width="100%" height="450" scrolling="no" fram
```

5.3 Images

You must assume all images online are **copyrighted**.

- If you use someone else's image, always **reference source** and **use link** if possible.
- If unsure you can also **ask for permission**.
- There are images available under **creative commons licences** or **Wikipedia Commons** licences.
- If the worst comes to the worst, you can argue **Fair Use** on the grounds of commentary, education or discussion.

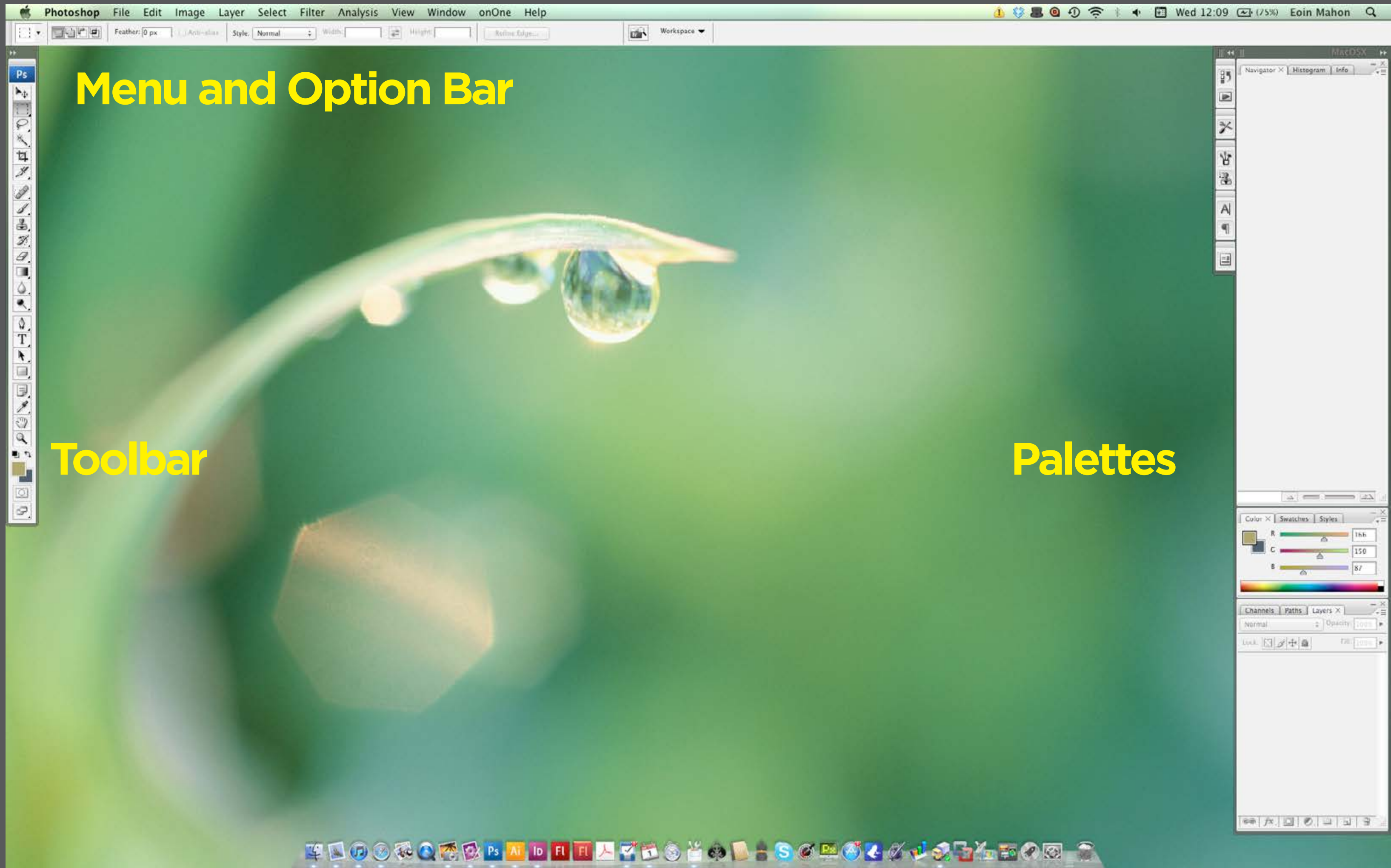
Creative commons licences

- Some Flickr users offer their work under a Creative Commons license. You can read the different options at www.flickr.com/creativecommons/. Use the Advanced Search in Flickr to specify Creative Commons images.
- You can read more about the licences at creativecommons.org/licenses/
- Another good resource is Wikipedia, you can view their selection at commons.wikimedia.org/wiki/
- With both the safest option is to keep the image 'as is' and to attribute the photographer.

Online, you need to keep the image filesize as **small** as possible

- Improves **load time**, server load, hosting charges
- **metric.ie/class/size.html**
 - one image is 1.53MB, the other 21KB





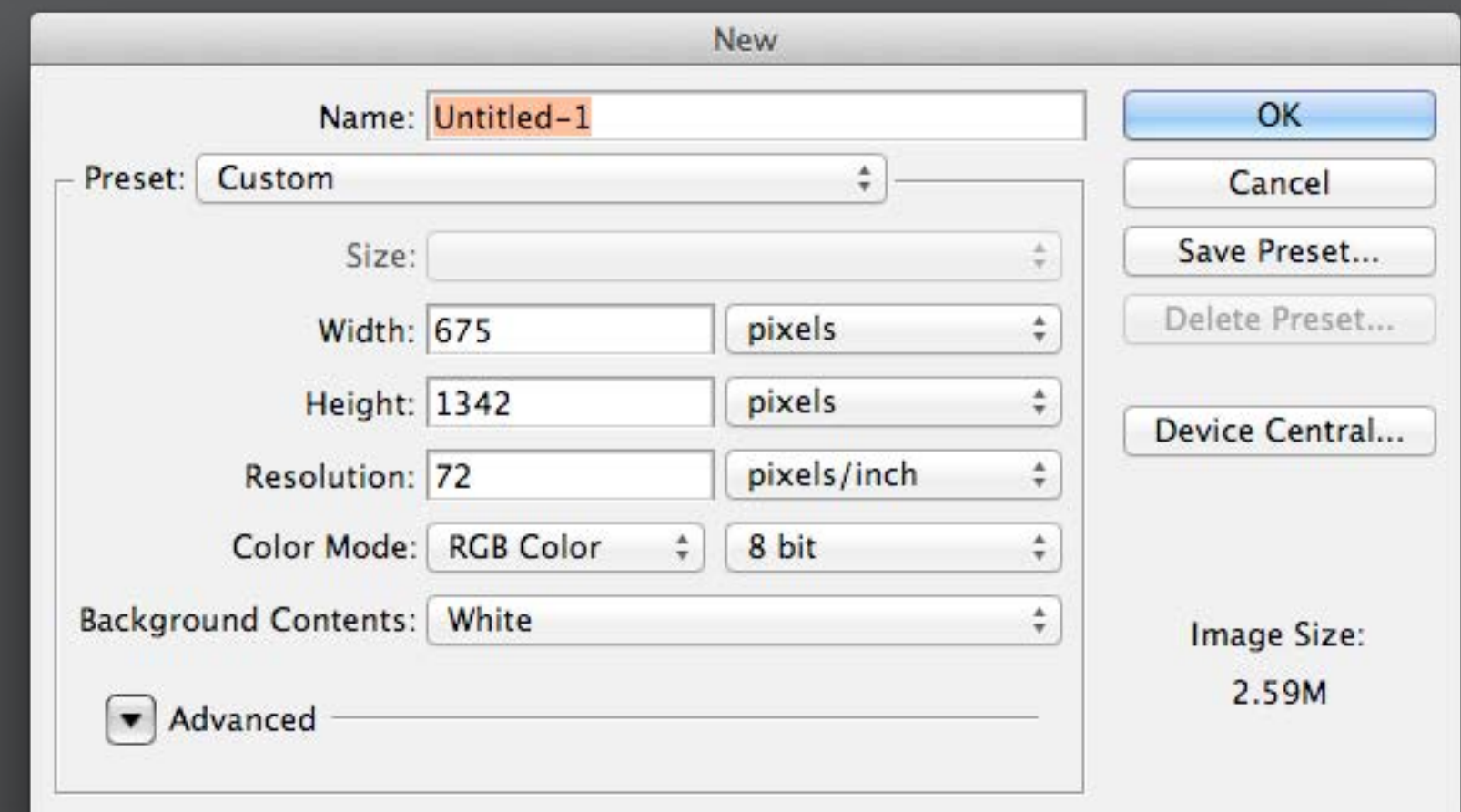
Menu and Option Bar

Toolbar

Palettes

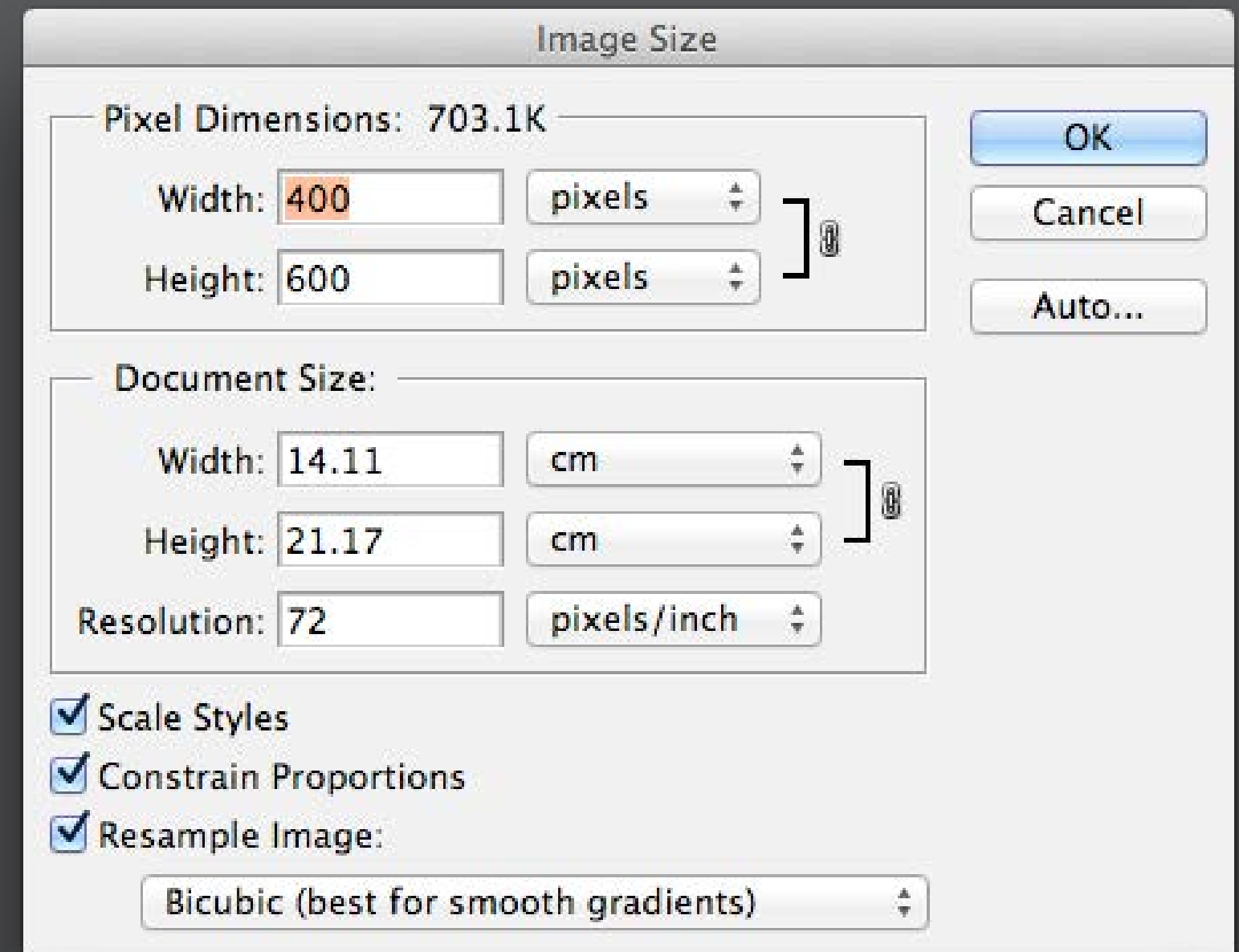
Opening and Creating Files

- In the menu bar use File -> Open to Open an existing file (cmd+O)
- Go to File -> New to create a new file.
- For web use **Pixels** as your unit
- **72dpi** as your resolution
- and **RGB** as your Color Mode



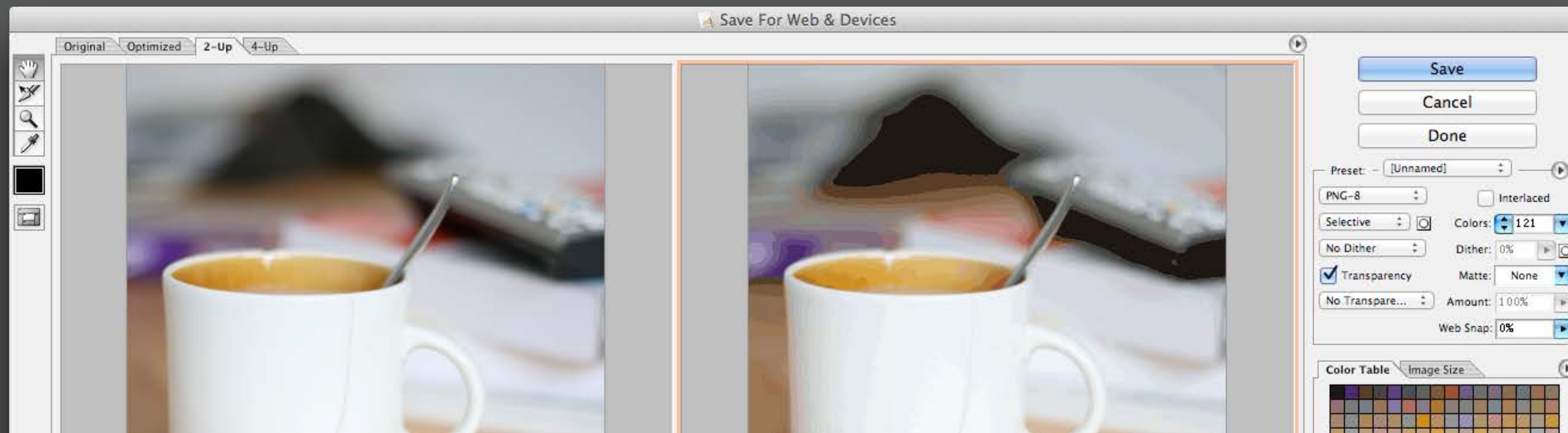
Downsize proportionally

- An image direct from a camera or phone will generally be bigger than required for web.
- We can reduce it in the Menu Bar go to **Image -> Image Size**
- Ensure Constrain Proportions is selected. This will ensure the height and width will **scale proportionally** as you change one value.



Saving for the web


- In the menu bar go to **File -> Save for Web & Devices**
- For photos use **JPG**. There should be a **preset** called **JPEG High** you can use. If not choose jpg as the format and set a quality of 60-80.
- For graphics or text use **PNG**. You can use PNG-24 if you want to use transparency.

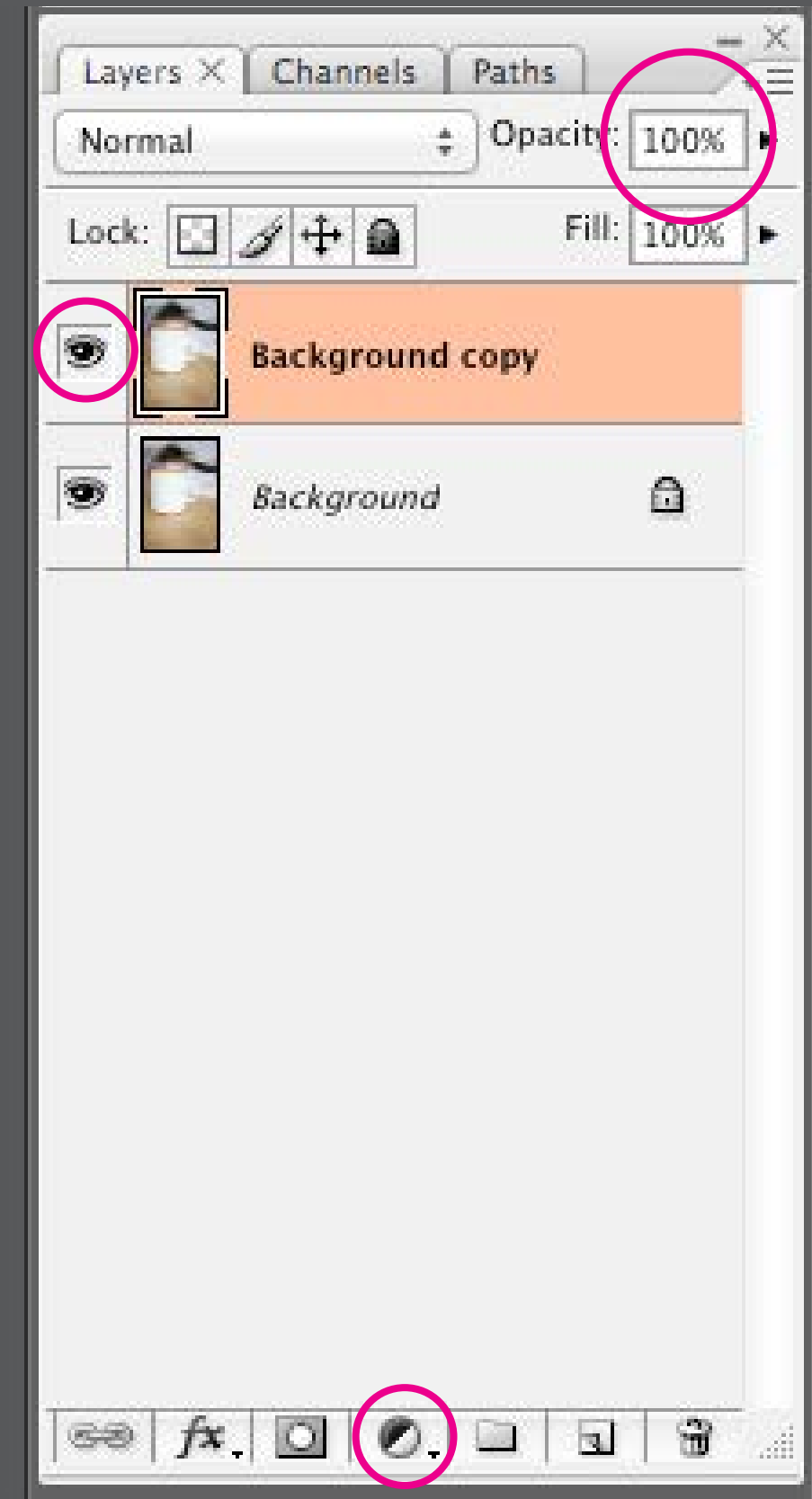


Using Layers

- Each layer is like a sheet of acetate
- Content on layers at top of list appear over layers below.
- **Drag and drop** layer to change order.
- Each layer can be turned on or off **clicking its eye symbol**.
- You can alter the opacity of each layer

Non-Destructive Editing

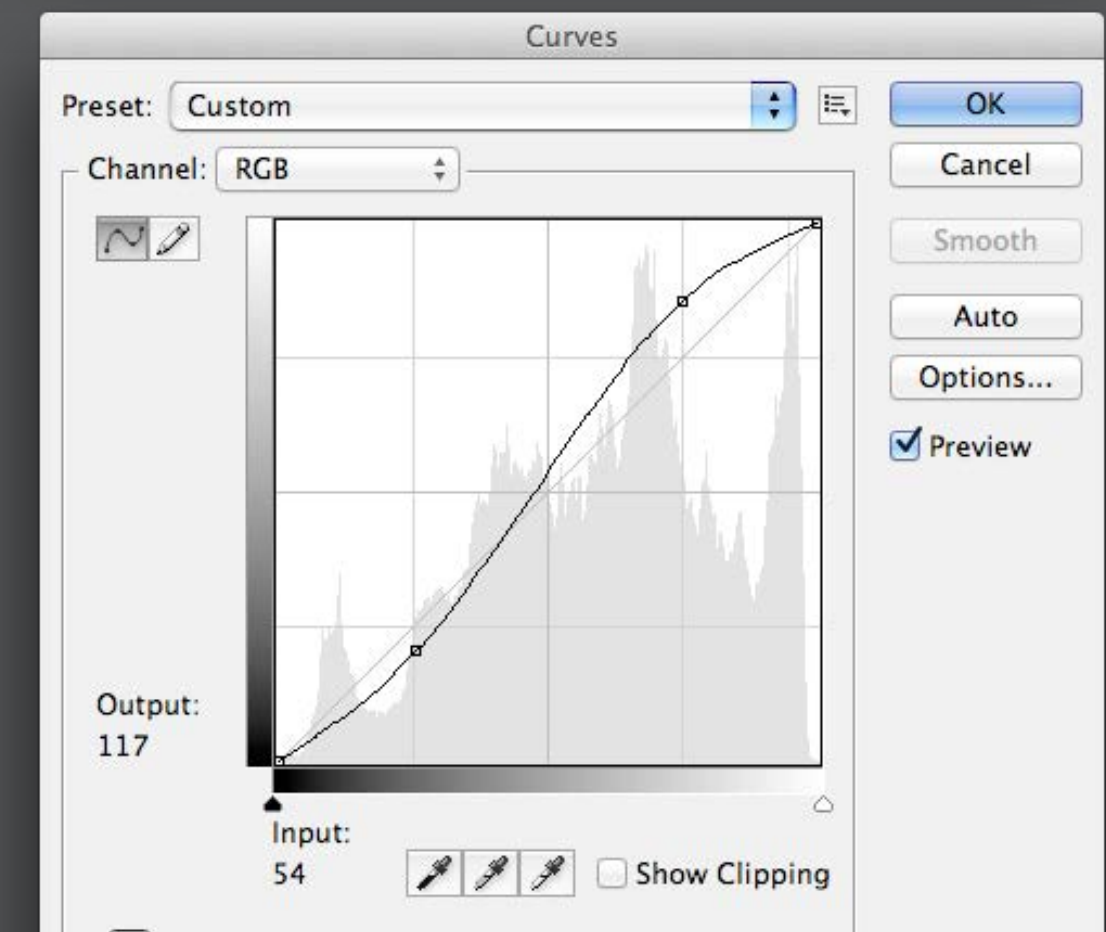
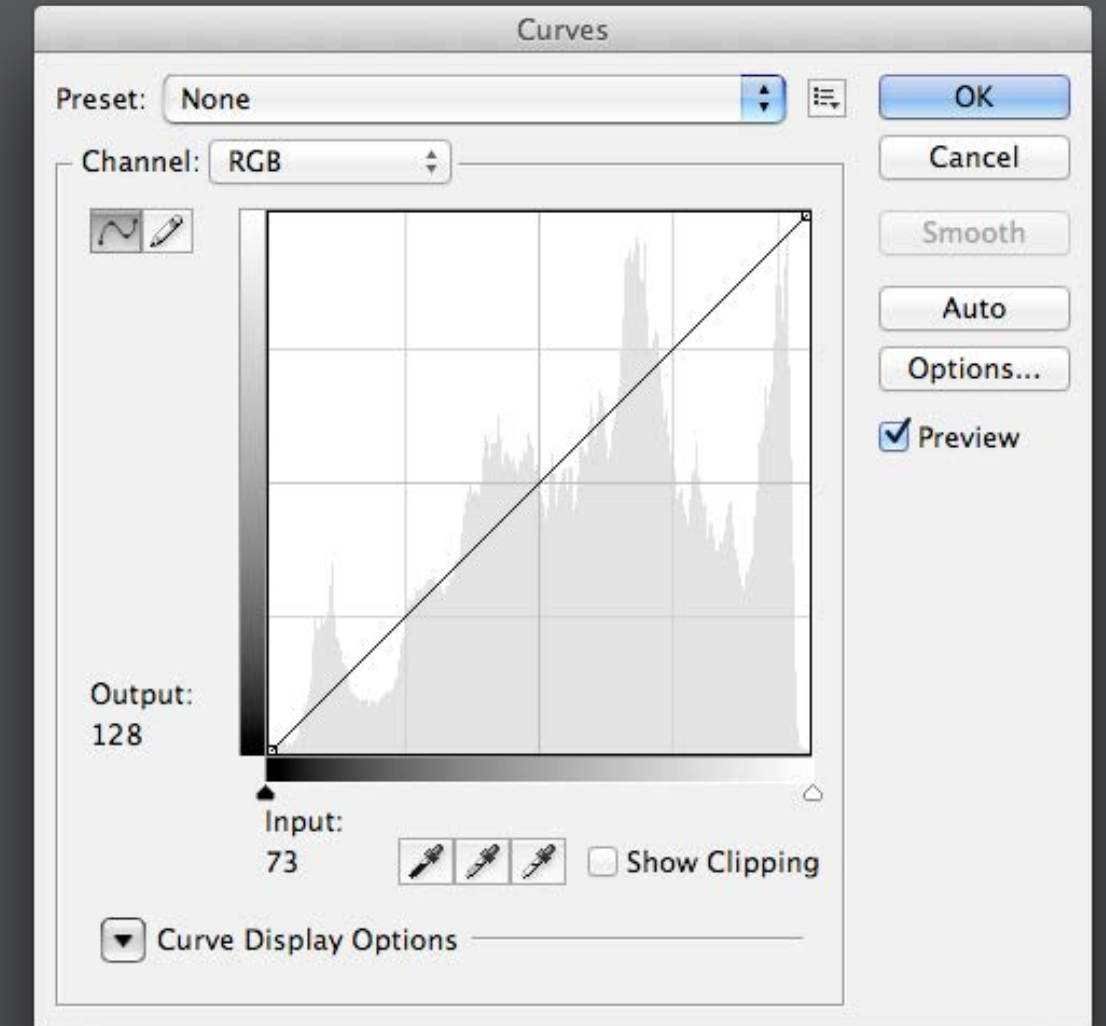
- You can use **Adjustment Layers**. 
- Instead of content this layer is an adjustment setting. It can also be turned on or off.





Using curves adjustment layer

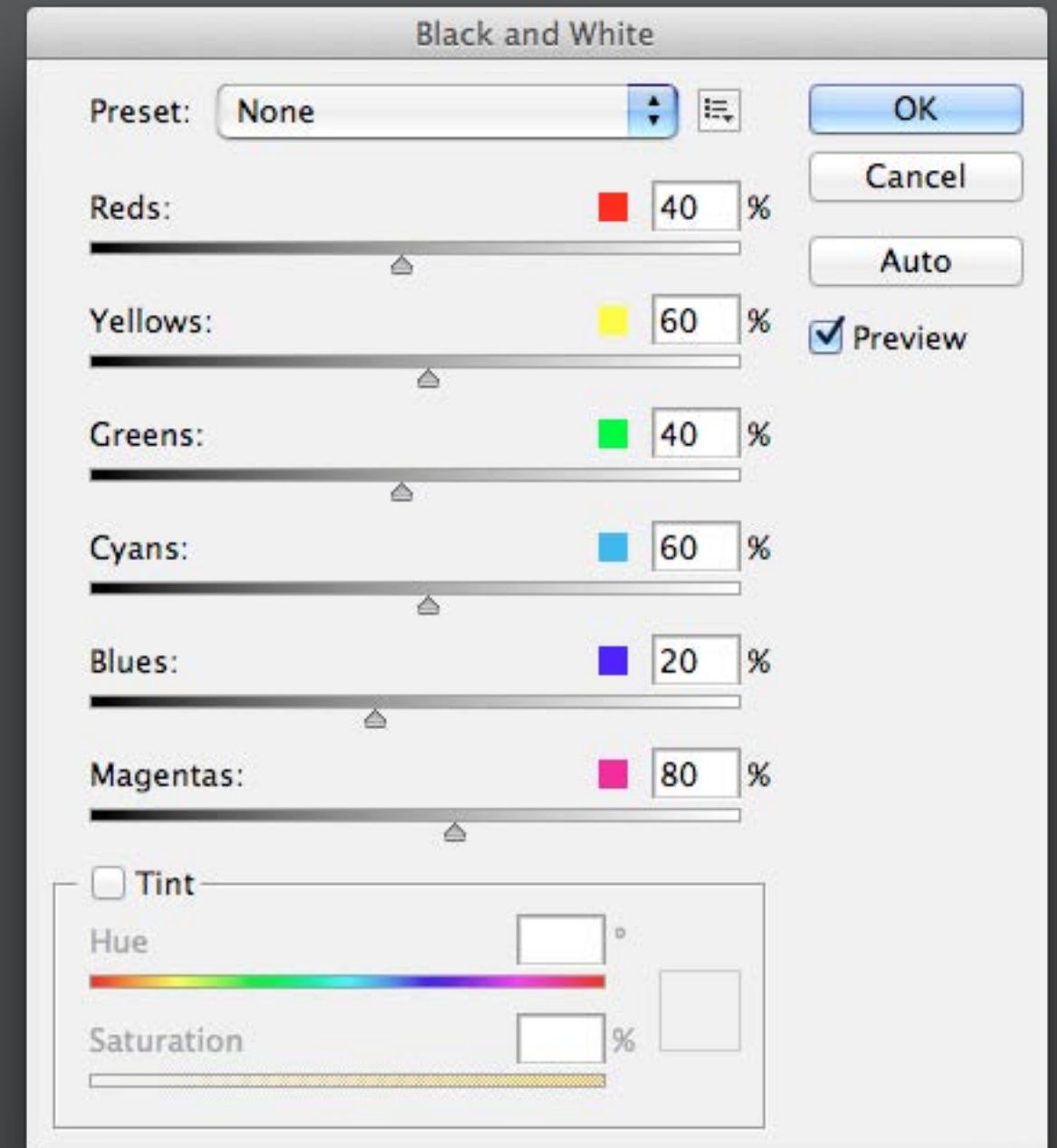
- Using the Adjustment Layer Icon (above) choose **Curves**.
- The bottom gradient indicates the **original brightness** of pixels.
- Left hand gradient indicates **the outputted brightness**.
- Default is 45°, i.e. no effect
- To increase contrast, make **dark tones darker** and **light tones lighter**.
- To do this, pull down on the left half and up on the right.





Using Black and White adjustment layer

- Again, create an adjustment layer by using the icon above and choosing **Black and White**.
- You can adjust **lightness/darkness** for each colour with their slider.
- You can also add a **tint** (could be used for a Sepia effect).



Playing the album cover game.

- Go to **<http://en.wikipedia.org/wiki/Special:Random>** . The wikipedia article you get is the name of your band.
- Go to **<http://www.quotationspage.com/random.php3>**
The Last 4-5 words of last quote on page is album title.
- Go to **<http://www.flickr.com/explore/interesting/7days>**
Pick the first image from the first page you see.
- Put it all together in Photoshop to create an album cover.

Scalable Vector Graphics

- SVG is a vector format image file.
- You can scale a vector to any size. It's a combination of mathematical calculations and points.
- The simplest way to use an SVG file is the same manner as an image:

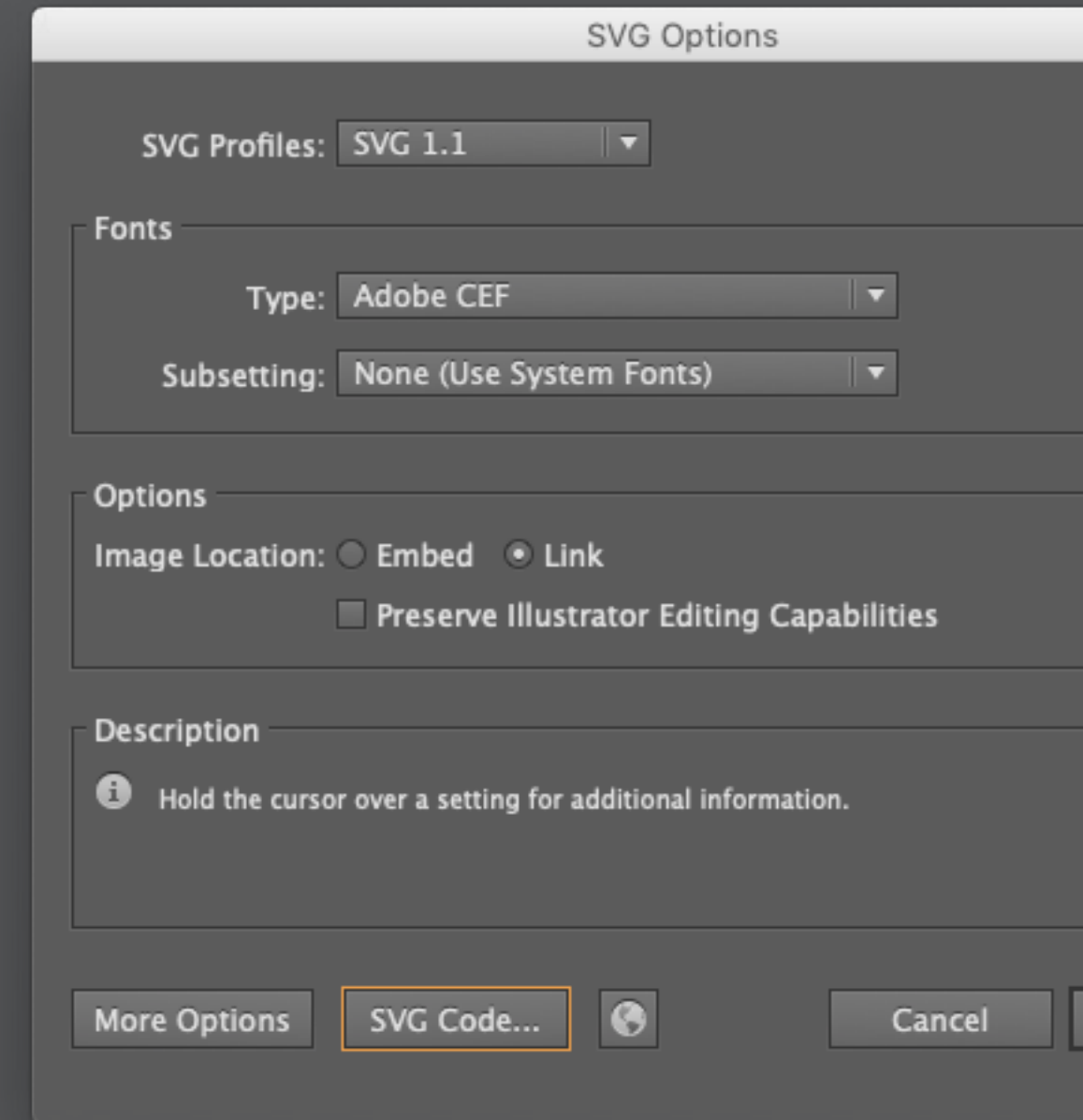
``

- In Illustrator, use File -> Save As . Choose SVG as filetype.
- Choose SVG 1.1 and turn off Preserve Illustrator Editing Capabilities.

Inline SVGs

- In Illustrator, use File -> Save As . Choose SVG as filetype.
- This time click SVG Code
- Copy and paste the code to your HTML page

```
<svg version="1.1" id="Layer_1" xmlns="http://
www.w3.org/2000/svg" xmlns:xlink="http://
www.w3.org/1999/xlink" x="0px" y="0px"
width="120px" height="260px" viewBox="0
0 120 260" enable-background="new 0 0 120 260"
xml:space="preserve">
<rect x="27.687" y="55.725" fill="#FFFFFF" stroke="#000000"
stroke-miterlimit="10" width="64.268" height="87.404"/>
</svg>
```



Use CSS with inline SVGs

```
<svg version="1.1" id="Layer_1" xmlns="http://www.w3.org/2000/svg" xmlns:xlink="http://www.w3.org/1999/xlink" x="0px" y="0px" width="120px" height="260px" viewBox="0 0 120 260" enable-background="new 0 0 120 260" xml:space="preserve"><rect x="27.687" y="55.725" fill="#FFFFFF" stroke="#000000" stroke-miterlimit="10" width="64.268" height="87.404" class="rectangle"/></svg>
```

```
<style>
.rectangle{
  fill:red;
  transition:all .5s;
}
.rectangle:hover{
  fill:orange;
  transform:translate(50px);
}
</style>
```