

WEB VIDEO FOR BUSINESSES



Table Of Contents

YOUR RECORDING SETUP	4
CAMERAS: DOS AND DON'TS	4
THE FACE OF YOUR PRODUCT	7
LIGHTING	9
NOTES ON CHROMA-KEYING	10
PREPARATION FOR EDITING.....	12
THE TRUTH ABOUT EDITING	14
FUNDAMENTALS OF GOOD EDITING	14
MORE EDITING TIPS FROM THE WEB.....	18
ADVANCED EFFECTS AND WHEN TO USE THEM	18
SOLUTIONS FOR CREATING ADVANCED EFFECTS	21
ZS4	22
Transparent Video Effects.....	22
PAGE SETUP.....	24
PLACEMENT ISSUES	24
<i>The Front Page Solution</i>	<i>25</i>
<i>The Embedded Video Solution</i>	<i>28</i>
<i>Autoplaying</i>	<i>30</i>
<i>Side Pages: Yes Or No?.....</i>	<i>31</i>
WHERE SHOULD AV CONTENT GO IN THE CODE?	33