

EXPORTING EXPECTATIONS

THE BEST SETTINGS FOR EXPORTING VIDEO

VIDEO EDITING SOFTWARE

PROFESSIONAL GRADE



ADOBE
PREMIERE PRO



AVID
MEDIA COMPOSER



FINAL CUT PRO
STUDIO OR X

AFFORDABLE OPTIONS



CAMTASIA



SONY
VEGAS



APPLE
iMOVIE



WINDOWS
MOVIE MAKER

YOU CAN EDIT QUALITY CONTENT WITH ANY SOFTWARE!

VIDEO SETTINGS FOR EXPORT

RESOLUTIONS

the number of distinct pixels in each dimension that can be displayed

1080i vs. 1080p

"i" stands for interlaced. The interlaced signal contains two fields of a video frame captured consecutively. This enhances motion perception to the viewer, and reduces flicker.

"p" stands for progressive. Progressive scanning results in a more detailed image on the screen and is also less susceptible to the flicker commonly associated with interlaced scanning.

STANDARD DEFINITION (SDTV)

480i NTSC
576i PAL

HIGH-DEFINITION (HDTV)

720p 1280x720
1080i 1920x1080
1080p 1920x1080

ENHANCED DEFINITION (EDTV)

480p 720x480
576p 720x576

ULTRA-HIGH DEFINITION (UHDTV)

4K UHD 3840x2160 (p)
DCI 4K 4096x2160
8K UHD 7680x4320 (p)

FRAME RATES

The frequency at which frames in a television picture, film, or video sequence are displayed. The goal of a frame rate has and always will be to keep motion smooth and seamless.



The human eye views images at a rate of 12-13 frames per second (fps) and motion at a significantly higher rate.

24fps

Standard cinema frame rate, closest to the human eye.

30fps

Standard television and broadcast, including live sports.

60fps

Ideal for slight motion: walking, lighting a cigarette, etc.

120fps

Used to slow things down: running, throwing, nature shots, etc.

240fps

Used to slow down actions such as smashing something.

480fps

Ideal for faster, more intricate motions: car chases, extreme sports, etc.

960+ fps

Extremely slowed down footage used for events such as explosions.

ASPECT RATIO



4:3
STANDARD

Traditional television & computer monitor standard



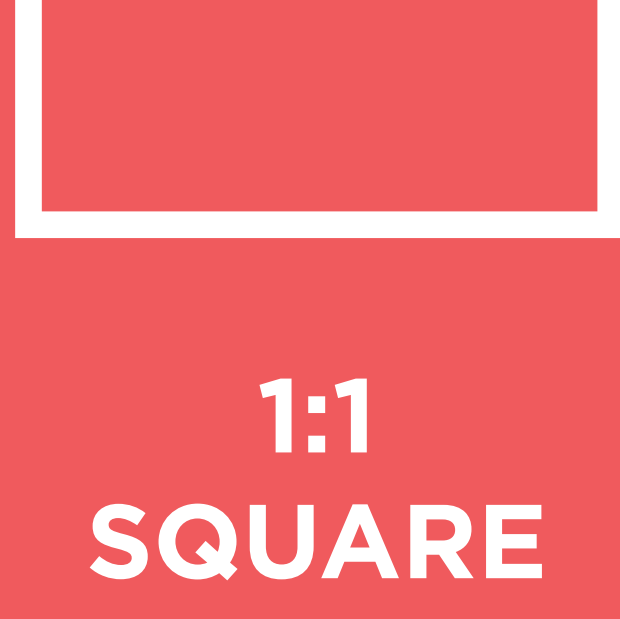
16:9
WIDESCREEN

HD video standard; US & UK digital broadcast TV standard



2:1
HORIZONTAL

A majority of smartphones are now using this ratio.



1:1
SQUARE

Used in some social networks, and in few devices.



9:16
VERTICAL

Intended for viewing in portrait mode.



USE 1:1
SQUARE PIXELS

If given the option

TV STANDARD

NTSC

NTSC stands for National Television Standards Committee. NTSC is the standard broadcast format in the United States.

PAL

PAL stands for Phase Alternating Line. PAL is the standard broadcast format in Europe, Australia, and parts of Asia.

REMEMBER

THE HIGHER THE RESOLUTION (QUALITY),
THE BIGGER THE FILE

AUDIO

FORMAT

.MP3

INFORMATION

Lossy Compression, Decent Quality

.AAC

Lossy Compression, Decent Quality

.WAV

Lossless Compression, Highest Quality

CODECS

FORMAT

H264

ideal for web based video

FORMAT

MPEG4

incredibly compressed video option

EXTENSION

.MP4

EXTENSION

.3GP

CODECS

MATCH SOURCE
HIGH BITRATE

MATCH SOURCE
MEDIUM BITRATE

SETTING FOR
SPECIFIC DEVICE

HIGH DEFINITION

YOUTUBE

VIMEO

NTSC / PAL

FORMAT

WMV

Windows High Compression

EXTENSION

.WMV

CODECS

HIGH DEFINITION

NTSC

PAL

COMMONLY USED

CODECS

3 GPP

FORMAT

QT

QUICKTIME

full resolution video

EXTENSION

.MOV

CODECS

GO PRO
CINEFORM

APPLE PRO RES
4444 & 4444 XG

APPLE PRO RES
422 & 422 HQ

NTSC

PAL

FORMAT

AVI

Higher Resolution
Windows

EXTENSION

.AVI

CODECS

NTSC

PAL

HALF & HALF
CREATIVE DESIGN STUDIO

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