



## NORTHERN KENTUCKY WEB DESIGN

### Video Guidelines

When adding video to a web page it must be understood that video can take up a lot of storage space, bandwidth and server resources.

Once a video has been authored the process does not end. The web designer must consider which plug-in to support, whether to stream or download, file size and download speeds. These are all critical to the user of the web site. Remember, a successful website is a site that satisfies the needs of the user.

General guidelines for adding video to a website:

- The video must be converted into a format suitable for the web.
  - Adobe Flash files are preferred (Flash is installed on over 97% of all computers). The plug-in is a small file and is easily installed if not already present. Flash versions 8 and higher offer excellent video support. The file extension ends in **.swf**
  - Microsoft Media files are also suitable considering the dominance of the Windows operating system. The preferred file extension is **.wmv**
  - A third extension would be QuickTime. This is Apple Computer's video format. It is also widely installed on many computers. QuickTime is the standard for Macs. The drawback to QuickTime is that it must be installed as a separate program and is now bundled with iTunes. Many companies block installation of these types of programs. The file extension is **.mov**
- The size of the file must be suitable for "normal" download.
  - The maximum size for each individual file should be 20 megabytes. This is a large file for a web user. (For example, most movie trailers are about 20 mb)
  - The maximum video size should be 640x480.
  - Minimum size is recommended at 320x240.

What is not acceptable:

- DVD's (format cannot be viewed on the web).
- Excessive file size.
- Any format that cannot be viewed in Flash Player, Windows Media Player or QuickTime.

Northern Kentucky Web Design does not produce video. The video must be provided.

Northern Kentucky Web Design \* PO Box 461 \* Independence, KY 41051

[www.nkyweb.com](http://www.nkyweb.com)