

Gnome Digital Media / recipeDVD presents:

Your First DVD

How to plot, plan, and succeed with DVD!

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Welcome to Your First DVD

- Glad you could make it, you will enjoy the time...
- Take time to network with your neighbors!
- Our Agenda this session:
 - Getting started with DVD
 - How do DVDs work?
 - DVD planning
 - What do I use?
 - Q'n A

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DVD

Getting Started with DVD





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How do I plan my DVD?

- Know the Enemy - Learn about DVD in General
- Learn what you **CAN** do with DVD
- Learn what you **CANNOT** do with DVD
- Decide what you **NEED** to do with your project
- **Decide how you WANT** to have the DVD play
- Decide how to **lay it out**
 - Determine the **navigation structure**
 - Determine the **Asset requirements**
 - Determine the **Encoding requirements**
 - Determine your **delivery method**

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Using DVD...

TRAINING

Can be used for legal, classroom, training, anywhere you need frame-accurate location and playback of DVD Video material

PIONEER V-7400 DVD PLAYER

Barcode scanner/remote, allows frame-accurate location and playback of bar-coded video material on DVD.

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Using DVD...

KIOSKS

Elo iMac
iMac - DVD

Enabled with a touchscreen
Perfect for a DVD-kiosk

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Using DVD...

PRESENTATIONS

Equipped with a DVD drive, this sleek portable provides high quality DVD video presentations with style and a sense of class; perfect for a field sales force, or other mobile professionals.

The DVD-ROM also provides gigabytes of data storage.

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Using DVD...

DEMO or PROMO REELS

A simple DVD-5 disc can deliver 2 hours of broadcast quality digital video for

- Directors reels
- Spot reels
- Actors reels
- Music video reels

What kind of reel do you need?



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Using DVD...

REALTY



Real Estate DVDs can provide "virtual" video walkthroughs or video showcases of premiere and estate properties (even castles!)



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Using DVD...

MOVIES or VIDEOS

Standard Set-top DVD Video or Personal Computer playback for longform delivery or training or informational content.



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DVD

What Can't I Do with DVD?

TM



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DVD no go's

- Can't use non-MPEG video in a DVD
- Can't use complex Multimedia interactivity without complicated programming or scripting;
- Can't use more than 8 Audio Programs per Track;
- Can't use more than 32 subtitles per Track;
- Can't use web-style rollover menu buttons;



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So...How do I plan?



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Determine DVD Program

- Simple DVDs can be built with **iDVD**
- DVDs with random functions, scripting and more advanced features should use **DVD Studio Pro2, 3 or 4** for authoring.
- Simple DVDs for DVD-R can use **iDVD**
- DVDs that need replication can possibly be built in iDVD, but more likely need the **TM** features in **DVD Studio Pro 2 3 or 4**



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Determine DVD structure

- How much **video** is there in the disc?
- What kind of **Audio** do I have?
- What kind of **Audio** should I use?
- Is my disc **interactive** or straight-play?
- If interactive, **how** interactive is my DVD?
- How do I want the disc to **navigate**? **TM**
- Are there any **special features** in my DVD?



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Determine DVD function

- Is my disc **web-connected** or Web-enhanced?
- Is my disc a **DVD-Hybrid** (Video + ROM)?
- Will my disc be **Replicated** or Recorded?
- Does my disc require any **special features**?
- Does my disc require **Menus**?
- What **kind** of Menus will I create/need?™
- How do I want the menus to work?



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Determine DVD size

- What size disc? DVD-5? DVD-9?
- Size depends on Video quantity needed:
- up to 2 hrs of MPEG2 video can fit on DVD-5
- up to 4 hrs of MPEG2 video can fit on DVD-9
- Use Dolby Digital Audio to encode better video (but not with iDVD)™



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Make a DVD Bit Budget

Calculate a Bit Budget (encode rates)

- to determine Video Encoding rates:
- Add up encode rates for all audio tracks
- Add up all subtitles (@.04 Mbps)
- Subtract this total from 9.8 Mbps unless... you are doing multi-angles..
- What remains is available for Video™
- 8.0 Mbps = 60 minutes running time
- 6.0 Mbps = 90 minutes running time
- 4.5 Mbps = 120 minutes running time



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Determine DVD assets

- What Video Clips do you need?
- What Menu graphics will you need?
- What Audio Tracks do you need?
- What Subtitles do you need?
- Prepare all needed assets and gather together.™



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Determine DVD layout

- How does it start?
- What Menus come next?
- How does it navigate?
- How does it flow?
- How does it end/exit?
- How does it loop (if it loops?)



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iDVD Authoring demo



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DVD Studio Pro Authoring demo



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Summary



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To sum it up:

- “Know the Enemy” - learn about DVD, in general
- Learn what you **CAN** do with DVD
- Know what you **CANNOT** do with DVD
- Decide what you **NEED** to do with your project
- Choose your program:
 - **iDVD** for Simple DVDs
 - **DVD Studio Pro** for more complex projects



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Where Do I Learn More?

- Recipe 4 DVD web site



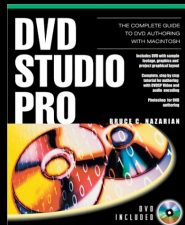
<http://www.recipe4dvd.com>



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My book is available:

- **DVD Studio Pro 2** - The Complete Guide to DVD Authoring with Macintosh.
 - Available now!
 - Includes DVD disc
 - Includes Projects!
 - Includes Goodies!



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Q&A

TM



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Thank you for coming!



See you at the next
Macworld in SFO!

FOR MORE INFO...

<http://www.recipe4dvd.com>

