

## SESSION # 8 – Luisa Winters

4/21/09, Tues 5:00 PM - 6:15 PM Track: Adobe Production Premium w/ Premiere Pro  
Session: **Making Video Searchable on the Web**

*Most web video we are left with little recourse than to watch the video until we find what we are looking for, even if we are interested in just a specific part of the video. This is because most videos on the web, at present, are rigid and unsearchable.*

*In this session we will cover how to connect viewers with the information they are looking for. Make your videos searchable using Creative Suite Production Premium, without spending hours writing code!*

*Audience: Intermediate to advanced Production Premium users.*

Speech Search turns your video's spoken dialogue into keywords that can be searchable.

**Download the HTML and XML templates here:**

<http://www.videotrainers.com/Handouts/searchable.zip>

### **Steps:**

#### **1-Generate the transcript:**

Remove background noise in SoundBooth

In Premiere Pro or SoundBooth, select the file and transcribe (use the Metadata panel)

#### **2-Edit the transcript:**

To correct a word, click it and type

To insert, delete, merge, cut, or copy words, right-click an existing word, and choose a command from the context menu.

Tip: While you're editing your transcript, make sure you input each word separately. This ensures that a keyword search looks for individual words and not a combination of words.

#### **3-Edit your footage:**

Continue to edit your clips as you usual. When you're done, export the file to .FLV or .F4V. The transcript/metadata travels with the video.

#### **4-Export an .XML file:**

Open Sound booth and import the Flash video file. Select File:Export "Speech Transcription" to generate an .XML file with Flash Cue points. Save that file in the "media" folder as you did the Flash Video.

**5-Customizing the Video Search Templates:** Both templates include a Basic SWF player and a search box which delivers timecode-specific search results. The Basic + Keywords template also offers the top keywords spoken in a video. The beauty about these templates is that you do not need to know Action Script or even how to design a website.

#### **6-Customizing the Basic Player options:**

Open the HTML in a text editor (Wordpad, for example) or in DreamWeaver. You will see the following code at the top of the page:

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN"
"http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml" xmlns:spry="http://ns.adobe.com/spry">
<head>
<meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
<title>Check :: Fashion+Lifestyle</title>
<link href="styles.css" rel="stylesheet" type="text/css" />
<script language="javascript" type="text/javascript">
//SWF Custom parameters
var videoURL = "media/Legato_Ames_BTS.f4v";
var xmlURL = "media/Legato_Ames_BTS.xml";
var prePadding = 2;
var postPadding = 5;
var prePlay = 1.5;
var keywordMinSize = 6;
```

To point the Player and Search to your video, simply change those two files with the name of the video and XML file you created in Adobe Premiere Pro and Sound booth.

```
var prePadding = 5; -> number of words before the keyword searched
var postPadding = 5; -> number of words after keyword
var prePlay = 1.5; -> number of seconds to play before reaching keyword
var keywordMinSize = 5; -> minimum size of keywords used for "Top Keywords"
```

#### **7-Customize the parameters of the keyword searches.**

The "pre" and "post" padding numbers equal the number of words that are displayed in the search results before and after the keyword. This enables your visitors to see how each keyword was spoken within the context of your video.

- The "prePlay" is the number of seconds to play before the keyword is spoken.
- The "keywordMinSize" is the minimum letters in the "Top Keywords". This eliminates commonly used words such as "and" and "the".

## **8-Importing the Adobe Searchable Video Templates into your website:**

Both templates can easily be customized to your website. Simply launch Dreamweaver (or other web page creation tool). Choose File> Open from the main menu and select the HTML you wish to use. Note that in the SearchableVideo+Keywords HTML, you have what looks to be a website of Adobe's. This copy and imagery can easily be replaced with your company's logo and brand elements.

For more information, you can visit this URL:

<http://www.adobe.com/products/creativesuite/production/videosearch/>

*Luisa Winters is an internationally celebrated instructor, presenter, and musician. An accomplished videographer, editor, 3D animator and graphics designer, she has created and edited scores of broadcast video and web projects for corporate, government, and educational, commercial and private clients.*



*An accomplished violinist, Luisa was, at the age of 13, a full-time member of the National Symphony Orchestra in the Dominican Republic. While attending the legendary Peabody Conservatory (in Baltimore, MD), Luisa learned from master musicians: Henryk Szeryng, Berl Senofski, Aarond Rosand, Charles Libove, and Leon Fleisher, among others.*

*Expressing her art in digital form, Luisa became an editor and motion graphics artist in 1985, and has been performing both arts full-time since that point in time. Luisa was the Adobe Premiere Pro Technical Chair for the Post-Production Conference at the 2008 NAB convention in Las Vegas.*

*Luisa is the author of Total Training for Adobe After Effects CS4 - Essentials (DVD), Absolute Training Premiere Pro Essentials (DVD), Adobe Premiere for Videographers (DVD) and Scores of magazine articles on Adobe Production Premium techniques (in English and Spanish).*

[luisa@videotrainers.com](mailto:luisa@videotrainers.com)