

# uDirect Video Training

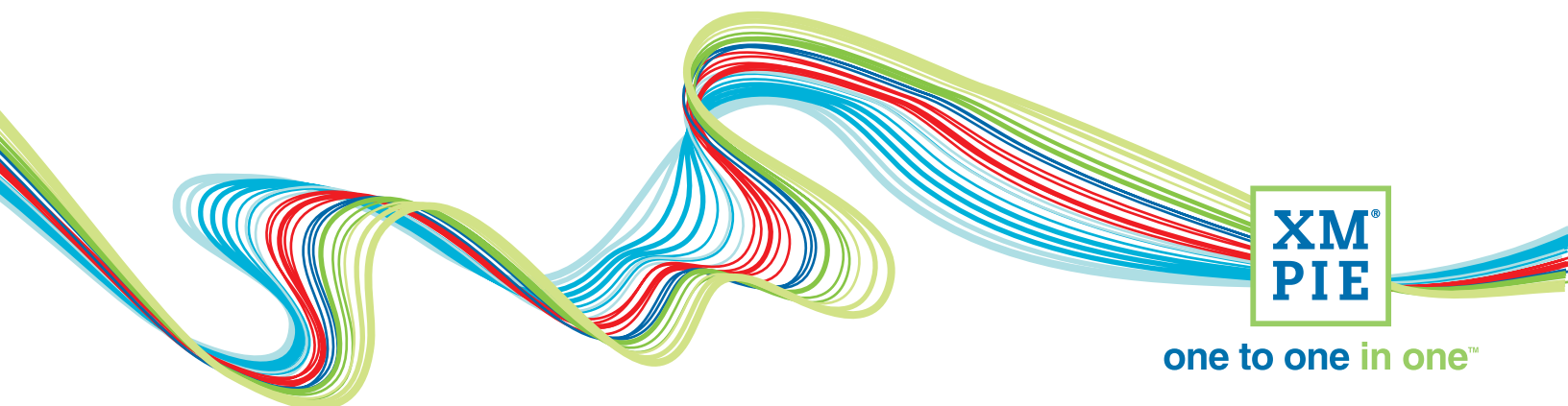
## Customer Expectation Document

### XMPie uDirect Video

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one to one in one™

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# About this document

The purpose of this document is to set clear expectations and recommendations prior to training in XMPie uDirect® Video. Training is an investment, so we want to provide maximum value to your organization by ensuring that the experience is engaging and successful for participants and that there is maximal transfer of knowledge and information into your company. This document aims to outline what is needed to achieve this goal, together with more detailed information about what topics will be covered during the training.

## About uDirect Video

uDirect Video is a unique solution that addresses the need to incorporate dynamic content into cinematic-quality movies, and link to the movie from other personalized media such as email and web.

The XMPie uDirect Video package includes two components:

\* uCreate Video - a plug-in to Adobe After Effects enabling After Effects specialists to link their composition to a database or ProofSet to add dynamic text, graphics, or movies.

\* uRender - a separate XMPie tool which can dramatically reduce the amount of time needed to render dynamic movies, as well as automatically upload the finished movies to streaming services such as Vimeo or YouTube.

## Course overview

This course is designed to provide introductory training on the latest version of XMPie uDirect Video for people who have no previous experience with XMPie products.

The course starts with a brief introduction and review of the agenda.

Training will introduce the concept of data-driven design any why it is an important tool for today's marketers. Examples of dynamic videos and campaigns may be shown to help illustrate this if necessary.

Participants will be shown the basic palette interface which is added to After Effects and will start to use the product from a basic level. As the course progresses, more advanced topics/features will be discussed and demonstrated, providing a solid grounding on the basics of creating variable After Effects templates. The course will also cover rendering dynamic movies and movie sets as well as the use of the uRender application. Optimizing After Effects compositions for variable data will also be discussed.

## Duration and delivery method

1 x 3 hour WebEx (Web and phone conference).

In order to get the best value from web-based training, please refer to the [Required facilities](#) section later in this document.

## Number of participants

It is recommended to limit the number of participants to 10.

Our training instructors will present the course at the level and pace of the group. With smaller, more experienced groups, there is generally more interaction, which enables us to identify features that are relevant to your business and to go into more detail on these topics providing more value for your organization.

Inversely, if there are more than the recommended number of participants, or they don't have the necessary skills and experience outlined in [Prerequisites and preparation](#) we cannot guarantee that all training goals will be reached, and the amount of interaction and help provided to each participant is reduced.

## Who should attend

This course is designed for customers who have just purchased XMPie uDirect Video, or where new staff have commenced with the organization and they have no previous knowledge of uDirect Video.

The target audience is:

- Adobe After Effects specialists, who will create compositions for use with uDirect Video
- Internet or IT staff who will use the resulting movie files on their web servers or streaming services
- System analysts, support engineers, trainers, demonstrators, and any other personnel, who will demonstrate, use, train, or support uDirect Video
- If you also have XMPie PersonalEffect CrossMedia, then also, the web designers using uCreate XM to create personalized websites should also attend

This course is designed as “introductory” training, so it will start with the expectation that attendees will have no previous knowledge of the XMPie products. However, it is expected that participants will have:

- Good understanding of Adobe After Effects
- Basic understanding of the aim / objective of data-driven or variable design
- Basic skills with handling data (CSV, Microsoft® Excel®, etc)

A complete list of [Prerequisites and preparation](#) is outlined later in this document.

## Goals and objectives

At the end of this course, it is expected that participants will be able to confidently:

- Communicate the benefits of personalizing or versioning video
- Link Adobe After Effects compositions to datasources with uDirect Video
- Replace static text, graphics, or movies in the composition with dynamic values from the database
- Understand and use the copyfitting features of uDirect Video
- Understand the various factors effecting render times and how to optimize the composition
- Use uCreate Video to render complete videos or movie sets in After Effects
- Use uRender to stitch movie sets into complete videos
- Use uRender to upload final movies to Vimeo or YouTube and update the datasource with the end url for each recipient's movie

# Prerequisites and preparation

## Adobe After Effects training

If participants are new to Adobe After Effects, it is recommended that they first participate in an Adobe After Effects training course. Adobe offers a wide range of courses including recorded tutorials, online, classroom and onsite training in most countries.

For more information refer to: <http://helpx.adobe.com/learning.html>

## Adobe After Effects skills

Participants should have a working knowledge of Adobe After Effects before using uCreate Video.

If participants are not regular users of Adobe After Effects, it is recommended that they take some time to refresh their knowledge before the course.

Specific After Effects skills to review:

- Creating new compositions, configuring resolution, length, frames per second and other settings
- Creating text boxes, place text and change text attributes (fonts/colors etc) and paragraph attributes
- Importing Media
- Creating graphic boxes, place images or videos and use controls to scale/transform etc
- Get familiar with the time line and adding effects
- Understand how compositions can be nested together
- Experiment with filters and effects

While not necessary, it is desirable for participants to understand best practices for After Effects performance. For example to understand how video size and layering of transparency and other special effects can dramatically affect rendering speed. These basic After Effects skills will help to ensure that the compositions created will render efficiently. Remember that any performance issues are multiplied by the number of recipient videos you will be rendering.

## Database skills

The heart of variable data printing is the data. Participants should be able to:

- Manipulate data with Microsoft Excel and/or Access
- Understand data concepts such as tables, rows, columns, sorting and deduping
- Understand differences in data types (text/number/date)

## General computer skills

The Adobe After Effects and XMPie uCreate Video are compatible with both Microsoft Windows and Apple Macintosh computer systems.

It is expected that participants will be able to operate their computer to:

- Start applications

- Open and save documents
- Copy files and documents

When working with multiple separate computer systems (client workstations, web servers, production servers, and output devices/RIPs) knowledge of basic networking is essential. In addition, because XMPie is also running in a web/internet environment, an understanding of basic internet protocols is required.

## English language

By default, training will be provided in English. Some of our instructors are proficient in a second language. However, there may be a delay to schedule the appropriate person. Please contact your XMPie Account Manager for further information.

# Required facilities and equipment

## Room requirements

For maximum value, training should be conducted in a quiet room away from production equipment or office areas.

Connection to the internet is required to access the web conference.

A telephone is preferred to connect to the voice conference. If more than one participant is joining from the same room, a purpose-built duplex conference phone is desirable.

In order for participants to gain hands-on experience during the training, it is recommended to either:

- a) Have two monitors on the computer so you can watch the webex conference on one display, while using After Effects and uDirect Video in the second, or
- b) In a group environment, one computer attached to a projector or large flat panel display showing the web conference, and individual computers for participants to use After Effects and uDirect Video hands-on.

## Hardware and software

All participants must have their own computer, or access to a computer for this training. Computers must have Adobe After Effects, CS5.5 or CS6 installed.

For the purposes of training, it is possible to use a 30-day trial version of the Adobe products.

NOTE: It is critical that the Adobe applications be installed prior to the start of training. Downloading and installing a trial version takes considerable time and will leave participants behind and seriously disadvantaged. Also, it is essential that participants refresh knowledge of these applications. See [Prerequisites and preparation](#) for a more detailed list of skill sets.

It is recommended that uDirect Video is installed prior to training. uDirect Video can be installed without a license to run in trial mode. Note that in trial mode uRender is not available.

# Course agenda

The following agenda is provided as a guide only. The pace of the course may change depending on the skills, experience and progress of the participants. Also, additional topics may be included where appropriate for the group and when time permits.

Optional Activity	Duration	Audience
<p><b>Module 1 - Introduction and overview</b></p> <p>This introductory module is an overview of XMPie uDirect Video and what it can do together with an explanation of the terms concepts that will be used during training.</p> <p><b>Objectives:</b></p> <ul style="list-style-type: none"><li>● Review what will be covered during training</li><li>● Discuss industry terminology</li><li>● Describe XMPie (product) workflows</li><li>● Explain why you would want dynamic videos</li><li>● Look at sample videos and campaigns</li><li>● Distribute and review the tutorial files</li></ul>	15 minutes	Everyone is invited to this presentation.
<p><b>Module 2 - The uCreate Video palette</b></p> <p>This module will start to get hands-on with uCreate Video by introducing the palette and its basic use</p> <p><b>Objectives:</b></p> <ul style="list-style-type: none"><li>● Find and overview the uCreate Video palette</li><li>● Find help and documentation</li><li>● Connect to a datasource/uPlan ProofSet (if appropriate)</li><li>● View data in the uCreate Video palette</li><li>● Place Text ADORs into the composition</li><li>● Preview data in the document design</li><li>● Learn basic text copy fitting</li><li>● Change Text ADORs to Graphic ADORs</li><li>● Set the assets folder</li><li>● Place Graphic ADORs into the composition</li></ul>	45 minutes	After Effects specialists.



Optional Activity	Duration	Audience
<p><b>Module 3 - Optimization and rendering speed</b></p> <p>This module highlights basic After Effects techniques to reduce the rendering times. We will also discuss how XMPie Movie Sets can dramatically improve performance. This module is optional depending on participants knowledge and experience with After Effects.</p> <p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>● Understand the basics resolution and frames per second</li> <li>● Understand that some effects can result in slow rendering</li> <li>● Flatten the background layers to improve rendering speeds</li> <li>● Explain how Movie Sets reduce the rendering time by rendering static sections of the composition only once</li> </ul>	15 minutes	After Effects specialists.
<p><b>Module 4 - Rendering personalized videos</b></p> <p>This module shows how to add a job to the render queue and use uCreate Video to render full videos or movie sets.</p> <p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>● Understand the required settings for the render job used by uCreate Video</li> <li>● Explore render settings which affect performance</li> <li>● Understand the uCreate Video render settings</li> <li>● Render full movies and creating movie sets</li> </ul>	45 minutes	"
<p><b>Module 5 - Using uRender</b></p> <p>Now that we have a Movie Set, this module will look at stitching the components together, uploading completed videos to streaming services and obtaining the url of the final movie.</p> <p><b>Objectives:</b></p> <ul style="list-style-type: none"> <li>● Learn how to launch and run uRender against a Movie Set</li> <li>● Understand the various options for naming the completed movies</li> <li>● Upload the completed videos to YouTube or Vimeo</li> <li>● Update the database with the url of the completed videos</li> </ul>	45 minutes	"
<p><b>Optional Module 6 - Linking the final videos to a personalized website</b></p> <p>If you also have one of XMPie's Cross Media products which feature personalized web sites, this optional module will continue the process to show how the personalized videos can be easily placed into the personalized website with XMPie uCreate XM and Adobe Dreamweaver.</p>	15 minutes	<ul style="list-style-type: none"> <li>● After Effects specialists</li> <li>● Web designers using Dreamweaver and uCreate XM</li> </ul>



# Additional courses from XMPie

XMPie offers a number of standard courses including both online and onsite training courses.

## Onsite courses

		PE Print Training	PE TransMedia Training	PE StoreFlow Training	PE Full Suite Introduction	PE Full Suite Advanced
		✓ Included	○ Optional	* Split over two sessions		
Duration (days)		2.5	4	4	5	10*
Course Modules	Introduction and overview	✓	✓	✓	✓	✓
	Basic print campaign	✓	✓	✓	✓	✓
	Print production on the uProduce server	✓	✓	✓	✓	✓
	Print campaign with uPlan and advanced features	✓	✓	✓	✓	✓
	Personalized websites and emails with RURL Wizard		✓		✓	✓
	uStore – web to print and online print portals			✓	✓	✓
	Marketing campaign tracking and analysis		✓		✓	✓
	ulmage introduction	○	✓	○	✓	✓
	uChart introduction	○	○	○	✓	✓
	High-level overview of API web services	○	○	○	○	✓
	Advanced uPlan and campaign features	○	○	○	○	✓
	ulmage advanced	○	○	○	○	✓

\* For the Advanced PersonalEffect Full Suite Training, it is recommended that the training is delivered in two sessions with at least 2 to 4 weeks in between the two sessions. This break is designed to give participants an opportunity for more hands-on time with the software, and to start creating campaigns/stores for your company and customers. This means that the second half of training can focus on advanced topics and projects which relate directly to your organization

## Online courses

- uDirect Classic (1 x 3 hour)
- uDirect Studio (2 x 3 hour)
- uDirect Video (1 x 3 hour)
- PersonalEffect e-Media Cloud (3 x 3 hour - uDirect knowledge is a prerequisite)
- Introduction to XMPie APIs (1 x 3 hour)

## Custom courses

In addition to the standard courses listed above, XMPie can deliver custom training tailored to your specific needs. Custom training is available from introductory to advanced levels and can even be used to fast-track your first campaign or store setup. Typically, API programming and custom application development are taught via custom training so we can focus on the specific programming language and project you have in mind.

The lead time needed for custom training is a little longer while we prepare the Statement of Work, agenda, and materials needed. Please contact one of our training professionals or sales consultants for more information.

## Further information

For more information about XMPie Training courses, please contact:

- Your XMPie Reseller or Account Manager
- Or, email:  
trainingNA@xmpie.com - for North American enquiries  
trainingROW@xmpie.com - for enquiries from other regions