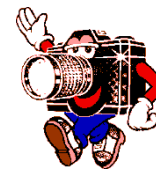# Bury St Edmunds Photographic Society
Audio Visuals (AV's)

Producing an 'AV' is an excellent way of displaying your images as demonstrated by Barbie on Thursday, 20th October 2011.

With the right software you can create AV's that can be played on a PC, MAC, iPhone, iPad, or you can burn a DVD and play it back on a TV using a DVD Player.   The DVD/TV will not be as high resolution as for the PC, Mac etc., which is due to relatively low resolution of DVD'. Burning a Blu-Ray disk is still expensive and not many, if any, AV programs support this.

AV program

The program that Barbie used is PicturesToExe and is available on the web from:

www.wnsoft.com

The most recent version is 7.0, which supports video although this does need a fast computer, if you are going to include video. The previous version is 6.5 and this will do everything that Barbie demonstrated. PicturesToExe currently only runs under Windows.

The price from the web is $75.00, but you will get charged VAT on top of this. This will entitle you to 2yrs of free upgrades.

Tips on producing AV's

- Think of your intended audience. If the intended audience is a external i.e. not yourself or a member of the family then keep it relatively short e.g. 3 – 5 minutes, to keep the interest. Short punchy presentations are generally better and provide more impact than long drawn out ones. If the AV is intended for family viewing then it can be longer as no doubt the content has a meaning, perhaps a holiday etc.

- Keep the viewing time of each slide to between 4-5 seconds. Too short and you don't have time to register the content, too long and the viewer will get bored. If you have text in the image the slide duration needs to be longer to give the audience time to read it. The more text the longer the slide duration needs to be.

- Choose appropriate music and choose music that you will not get fed up with after the tenth time of showing.

- Try to arrange your slides so that any music finishes or fades out with the last slide. You can play around with the duration of the slides either individually or all of them to get the slides to finish with the music. PicturesToExe is quite flexible in this respect.

- Depending on your audience you may need to get a licence from the Performing Rights Society.

- Do not overdo the transitions. A simple fade is often the best. AV programs normally provide a multitude of wipes etc. and if too many different types are used in the same AV the transitions will become a distraction.

Bury St Edmunds Photographic Society
Audio Visuals (AV's)

- Don't switch frequently from portrait to landscape. Keep the portrait slides together and landscape together.

- Avoid coloured backgrounds. Often a black background/border is best.

- Start and finish the AV with a black slide.

- Don't put your name anywhere in the AV if you are entering it in a competition. That tends to give away who the author is!

- Set the screen resolution in the AV program to that of the output medium. If you are going to display the AV on an HD Television then the resolution is 1920 by 1080. If it is a Societies projector it is 1400 by 1050.

- Resize the images to the resolution of the output medium. This will cut down on the overall memory size of the AV. You may need to keep the resolution of the image higher if you are going to zoom in or out to any part of the image.

- Keep all of the images that you are going to use in the AV in one directory. Some programs don't like images in different directories. If you think you may need to modify the AV at a later date, don't delete the images from the directory otherwise the AV program will say it cannot find them.

If you have any more tips that you would like to share, or details on other software please email them to me and I will add them to the list.

John Lord
Secretary
Bury St Edmunds Photographic Society.