

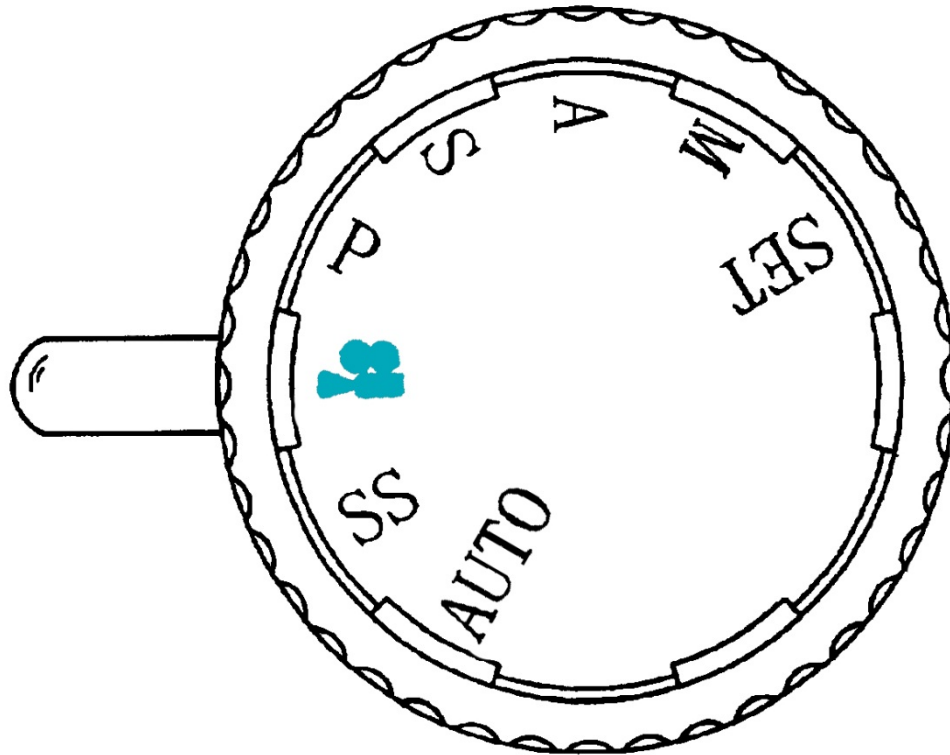
# SHOOTING AND EDITING DIGITAL VIDEO

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# Digital Video



# Capture, Edit, Deliver



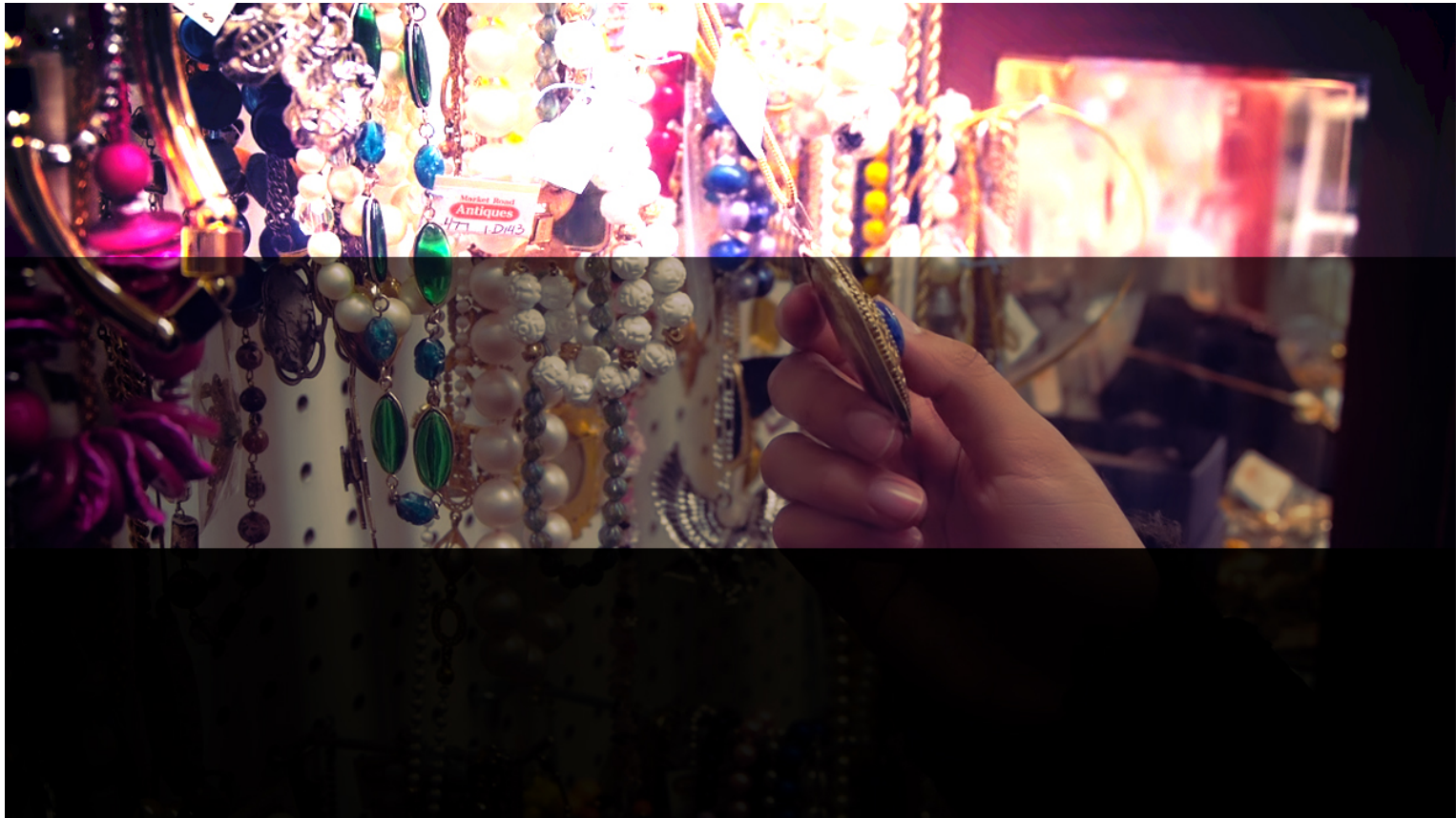
This presentation will guide you through a basic digital video workflow: Capture using a video recording device, arrange in a video editing program (Windows Live Movie Maker in this demonstration), deliver for the web or for personal viewing.

# VIDEO CAPTURE

- This is the most important and most overlooked part of the whole process
- If you want your video to look good, you need to start with good footage.
- Two aspects of your video to always focus on to ensure quality shots: Light & Movement



# Lighting



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# Common Lighting Issues



Backlighting (silhouette)



Lens Flare

# Solve your Lighting Woes

To fix problems with lighting, try these simple fixes:

- Add more light! If your video is underexposed, turn on more lights or open some blinds if you can. (Conversely, you can *remove* light from your scene as well!)
- Change your camera angle: If your subject is backlit, move to an angle where you can see details more clearly. If a lens flare is ruining your shot, simply adjust your position until you don't see it!



# Motion

- Motion is what makes video video.
- Where your footage can really shine or fall flat.





# Stabilize the Camera



# Distracting Camera Movements

- Jogging: The camera moves at random and bounces around. The person shooting doesn't know what he wants to film.
- “Firehosing”: The camera moves jerkily and rapidly between subjects.
- Fast zooming: Quick, choppy in and out zooms

\*Know what you want to show in the frame, and set up at an angle that minimizes the need for camera movement. Keep movements as smooth and as fluid as possible.

# EDIT



Demonstration time! For the sake of this example, we are going to use Microsoft's Windows Live Movie Maker. But the workflow should be applicable to almost any video software.

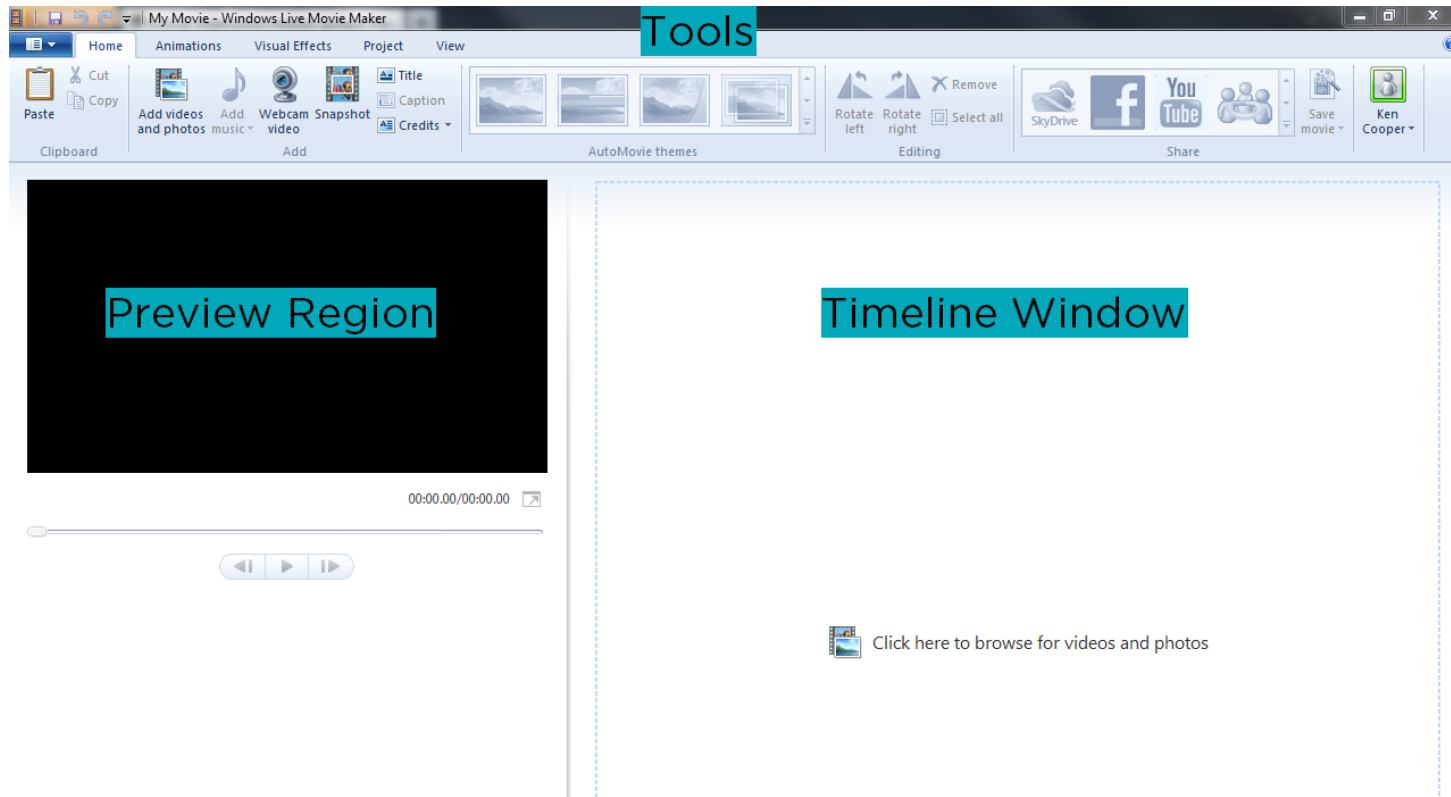
# Getting Started

Before you even open your editing software:

- Transfer the video files from your camera to the computer; you're going to want to work from there.
- Giving the files recognizable names can be a good time-saving tip as you go along
- Gather any other media you may want to include

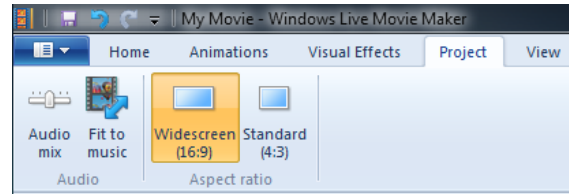
# What to Expect

- Open up Windows Live Movie Maker (WLMM); here's what you'll see:



# First Things First

- Project > Aspect Ratio to choose standard or widescreen
- Let's start with a title screen:
  - Home > Title
  - Effects
  - Background colour
  - Duration

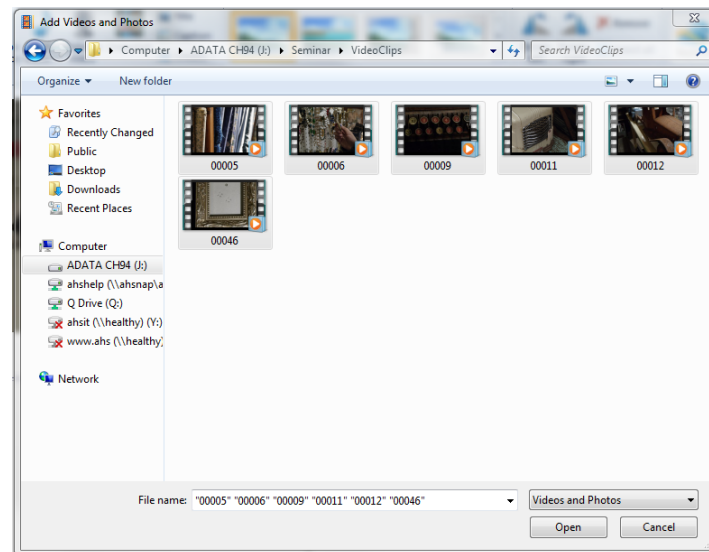
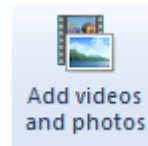


\*Helpful tip: Spacebar = Play/Pause

\*Generally, you will want to avoid flashy effects with your title and with the rest of your video.

# Add Videos and Photos

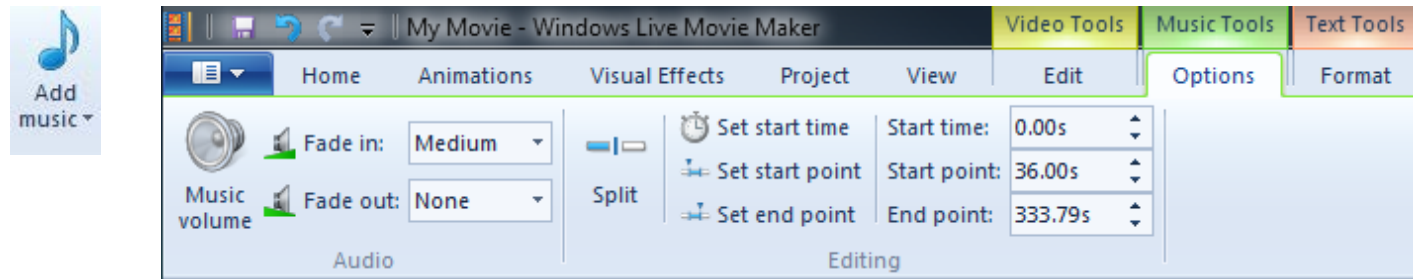
- Home > Add videos and photos
- Choose all the files that you want to include and bring them in together (saves time)
- All clips will appear in the timeline
- Click and drag clips to rearrange them
- Mute video audio (if you'd like): Video tools > Video Volume





# Add a Music Track

- Home > Add Music
- Options:
  - Start point: Set point in the music track that you'd like it to begin
  - Start time: Set where you would like the song to start relative to the video
  - Fade in, Fade out
- The beat of the music will guide the cuts you make in the video



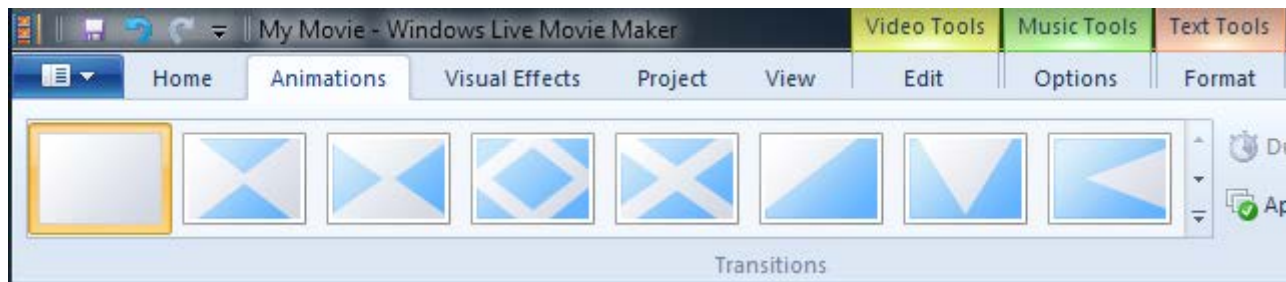
# Cut Your Video Clips

- Following the beat of the music, pause your video anywhere you'd like to make a cut.
- Right click and choose "Split" (or Video Tools > Split)
- Delete the portion of the clip you don't want

\*Pausing on a beat before you make your cut will cause clip transitions to occur in time with the audio track, which will give your video a cleaner, more unified feel

# Add Transitions

- As you go through the process from the previous step, you may want to add transitions more interesting than a simple cut
- Animations > Transitions (drop down menu)
- When transitioning between clips, the transition gets applied to the second of the two
- Again, avoid the flashy effects if you want your video to look put-together and relatively serious (blurs and fades generally work best)



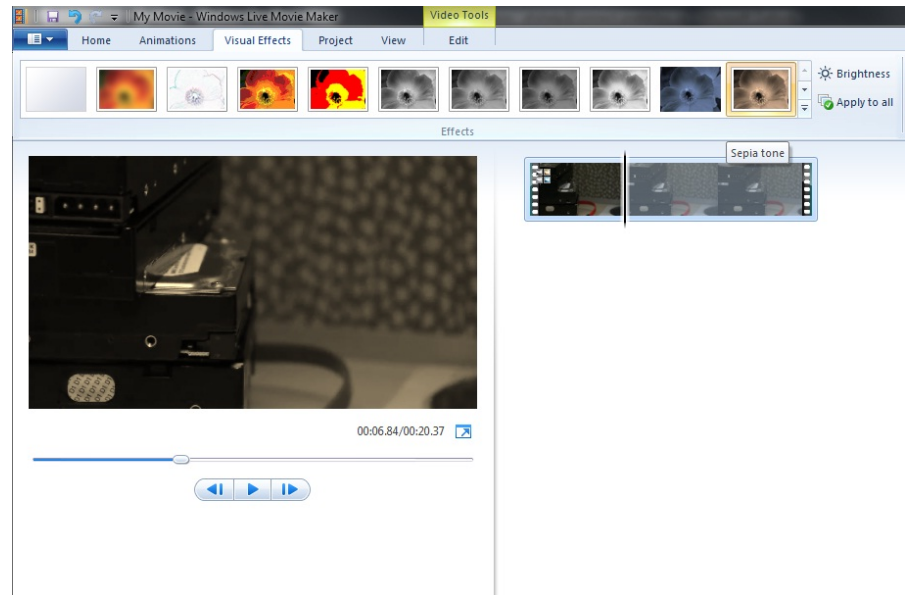
# Working with Photos



- Nothing breaks a nice, fluid video up more than a static image sitting right in the middle of the timeline.
- Incorporate photos nicely by using Animation > Pan and Zoom (another drop down)
- Adds subtle movement to your photos
- Select a number of still images, and use automatic pan and zoom to quickly apply a different effect to each
- This works great for simple and fast photo-slideshows

# Add Visual Effects

- Use the visual effects tab to change the look of your video
- At the bottom of the drop down menu, choose “Multiple effects” to combine effects from the menu.
- Again, don’t go overboard. Restraint is key!



# DELIVER



The final step in this video workflow is an important one: getting your video to the people you made it for. Maybe you want it for personal viewing, maybe it was made to be shared with friends and family. Whatever your intentions, this section will help you create a video file appropriate for your specific use.

# Save vs. Export

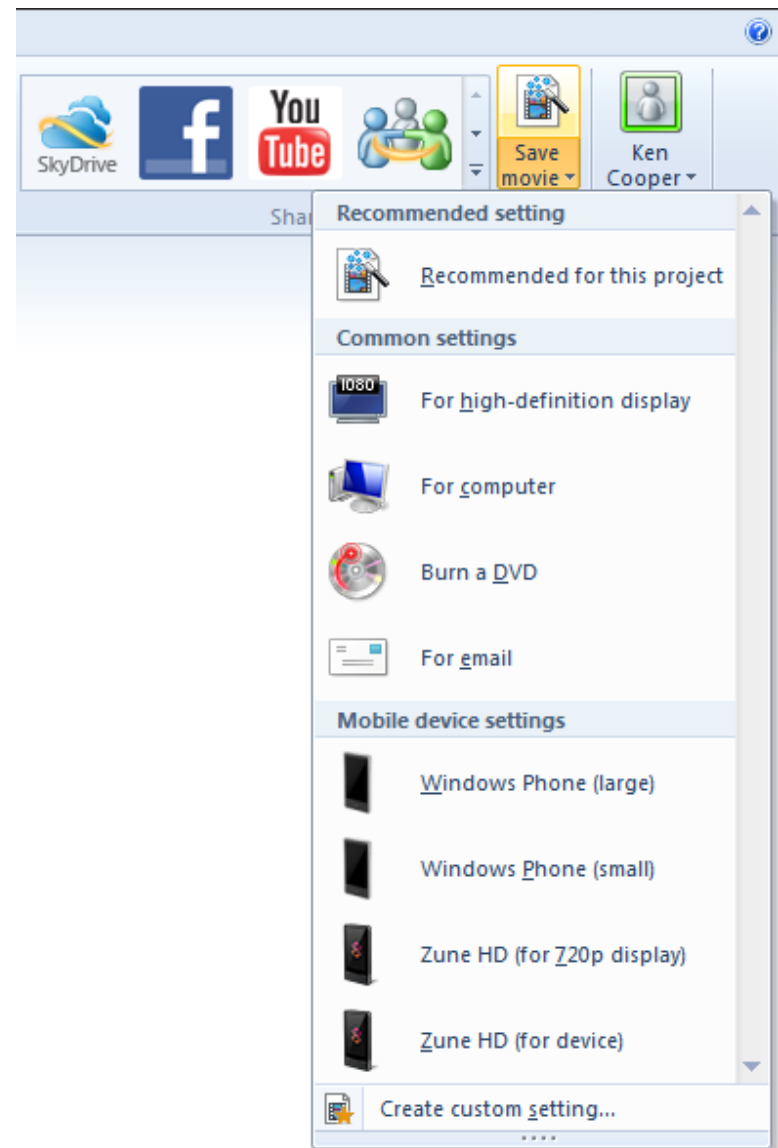
- When you are editing video, it is important to understand that the file you are working on is not a video itself. The .wlm project file is simply a timeline. It looks at all the video, picture, and audio files you've included, and tells them where to be, in what order, and what to look like. Therefore, if you want to show your video to others in a media player, online, or on a DVD, you will need to **export** a video from your project file.
- In WLMM, this is done from the “Home > Save movie” menu, or the “Share” options.



# Save Movie

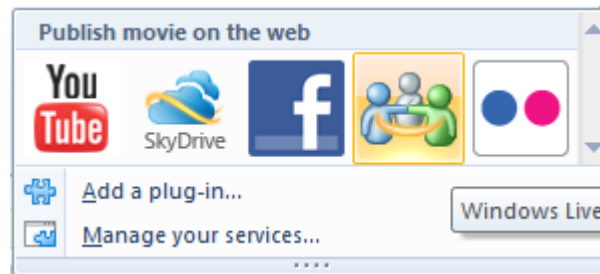
- When you want to save your video directly to your computer, attach it to an email, show it on portable devices, or burn it to a DVD, then you will use this menu.
- Choose your output destination (or, for best quality, choose high-definition display)\*
- Use “Custom setting” to tweak some parameters if you feel the need.

\*Most cameras now shoot Full HD. If yours shoots at a lower resolution, you may get better quality from “Zune HD” or another preset. To be safe, “Recommended” should give you a good output that matches your video resolution



# Share

- The “Share” options in WLMM allow you to export your video and upload it to your internet location of choice, all in one simple step.
- SkyDrive, Facebook, YouTube, Windows Live Groups, Flickr
- Simply click on the service you would like to send your video to, choose your video setting (the recommended preset will usually work the best), log into that service, and set any options it presents you with. Now it’s ready to go!



# What to Take Away

- You **can** create digital video. If you have a camera and a computer, you have all the tools necessary
- Know what you want in the shot, and make sure everything is lit and clearly visible.
- Stabilize your camera to avoid the jitters, and keep all movements smooth, fluid and slow
- Cut to the beat of the music
- Avoid Movie Maker's flashy effects
- SAVE and EXPORT are two very different things