

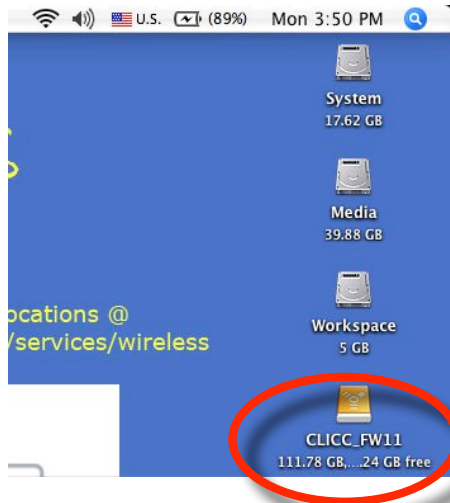
iMovie Tutorial

Note that this tutorial has three parts: First, we provide detailed instructions on how to open your commercial projects. Second, we provide a detailed tutorial on how to begin and edit a sample commercial in iMovie. In the Third section, we've also provided detailed instructions on how to turn in your project, but we won't cover that in the tutorial. Here's the outline of this document:

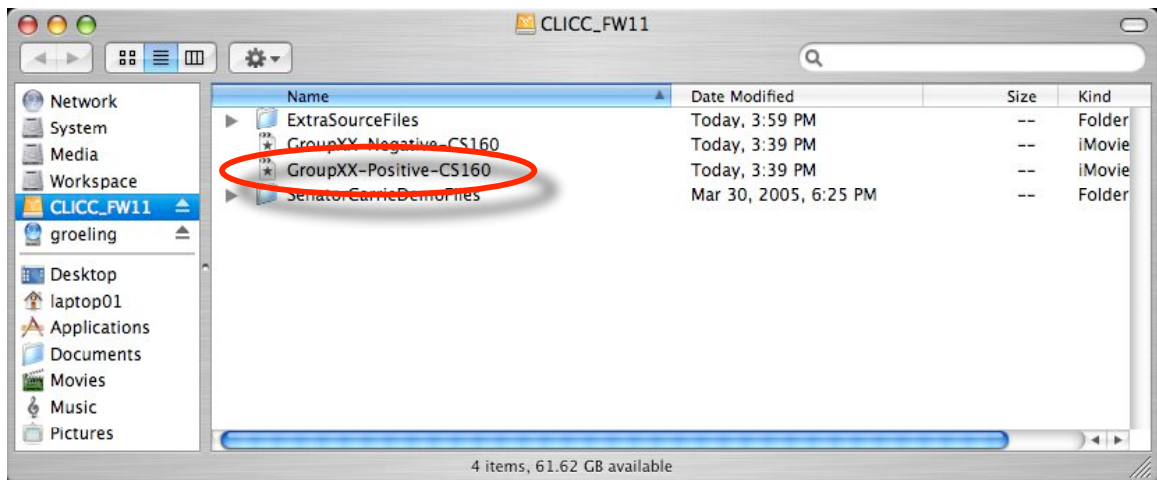
IMOVIE TUTORIAL	1
STARTING YOUR COMMERCIALS WITH IMOVIE.....	1
SEN. CARRIE TRAINING VIDEO INSTRUCTIONS	4
1. CREATE A NEW PROJECT	4
2. GETTING STARTED.....	5
<i>A. Dragging and dropping a photo from the Web</i>	<i>7</i>
<i>B. Importing stuff</i>	<i>9</i>
3. PREVIEW YOUR CLIPS	11
4. THE TIMELINE	12
<i>A. Basics</i>	<i>12</i>
<i>B. Previewing your movie.</i>	<i>13</i>
5. YOUR FRIEND THE PLAYHEAD	13
<i>A. Splitting a clip</i>	<i>13</i>
<i>B. Arranging Clips</i>	<i>14</i>
6. TEXT AND TITLES.....	15
7. AUDIO:.....	19
<i>A. Recording Audio.....</i>	<i>21</i>
<i>B. Locking audio</i>	<i>21</i>
<i>C. Adjusting Audio Levels</i>	<i>22</i>
<i>D. Splitting Clips</i>	<i>22</i>
<i>E. Extracting Audio</i>	<i>22</i>
8. TRANSITIONS:.....	23
9. EFFECTS:.....	23
10. OTHER NEAT THINGS.....	24
<i>A. Frame-grabbing (save frame as)</i>	<i>24</i>
<i>B. Ken Burns</i>	<i>24</i>
<i>C. Garage band:</i>	<i>25</i>
TURN-IN PROCEDURE FOR FINAL VIDEOS.	26
STEP 1: "SHARE" YOUR VIDEO	26
STEP 2: TURN IT IN.	28

Starting Your Commercials with iMovie

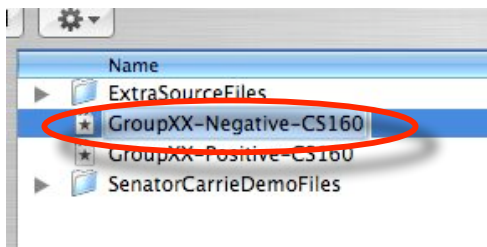
1. Connect the firewire drive to the mac via the 800-800 cable (I think it'll be the silver one with the square-ish connectors).
2. Turn on the firewire drive.
3. Note that after a few seconds, drive will appear mounted on your desktop.



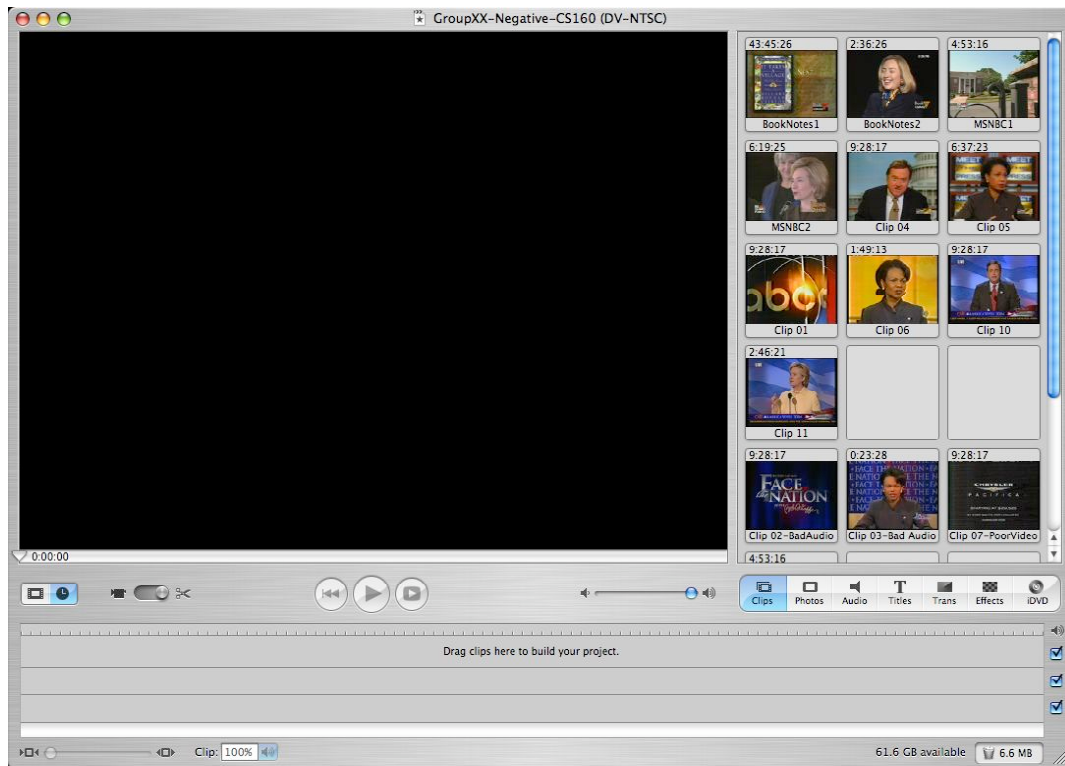
4. To view the contents of the drive, double click on the firewire drive icon on the desktop.



5. When your files are displayed, rename the file titled “GroupXX-Positive-CS160” by clicking once on its name, waiting a couple seconds, then clicking on the name again. Replace the “XX” with your group number (you can use your cursor keys to move around in the name easily).

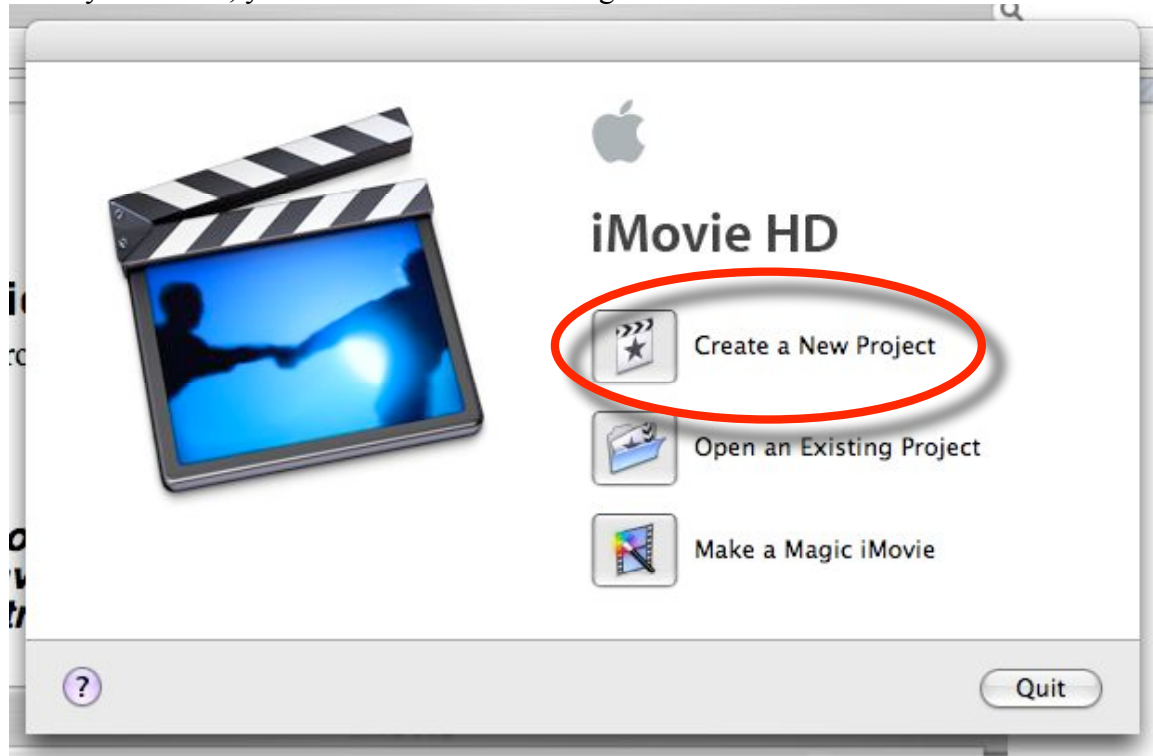


6. When you're done renaming your project files, double-click on either of them. iMovie will launch automatically. You are now ready to begin video editing.



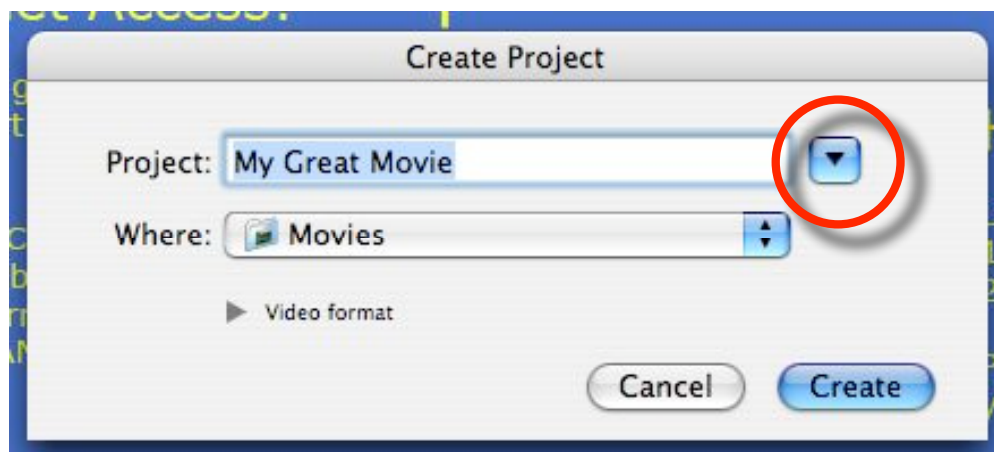
Sen. Carrie Training Video Instructions

Close your project folder by clicking on the red dot in its upper-left corner. After you do that, you should see the following window:

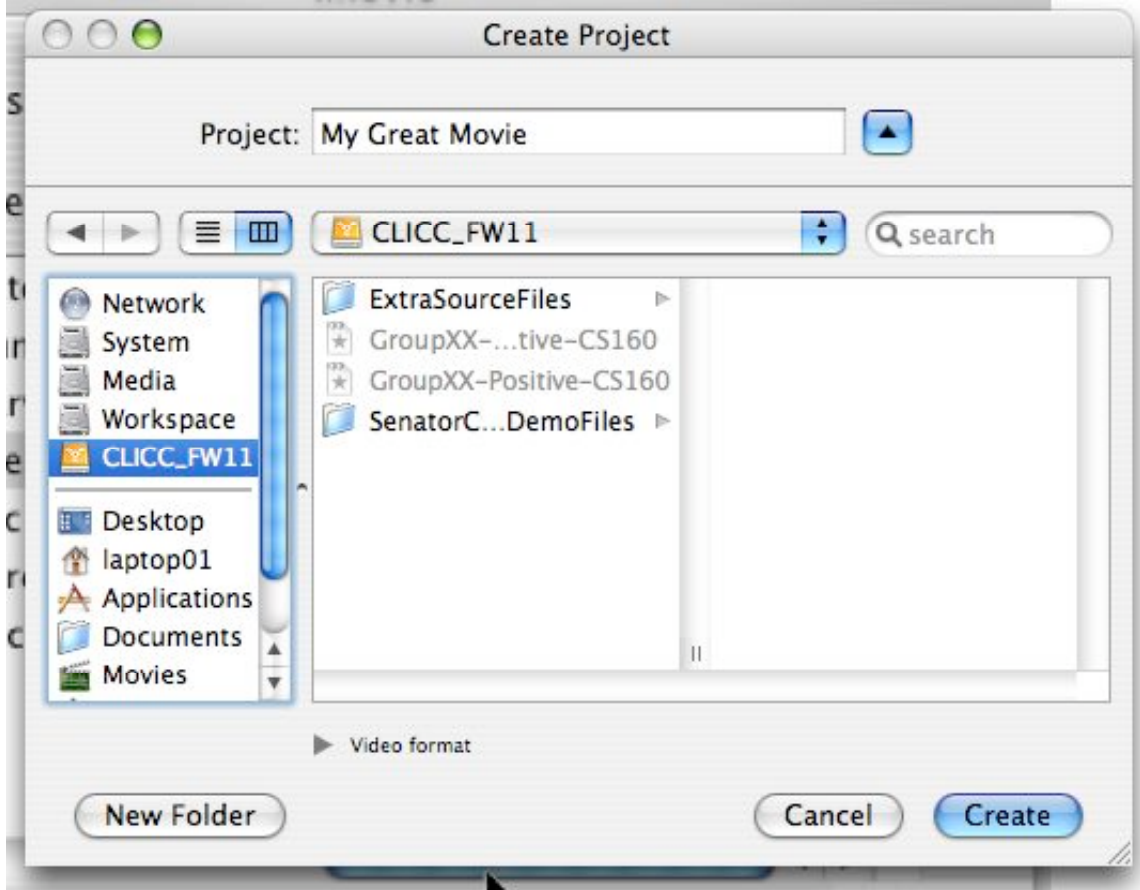


1. Create a New Project

We're going to be creating an entirely new project for this demonstration. So click on "Create a New Project" You'll want to save your stuff on the firewire drive, so first click on the down triangle on the right to show the file dialog box (if save dialog looks like the below... if you already see the detailed box shown after this one, never mind)

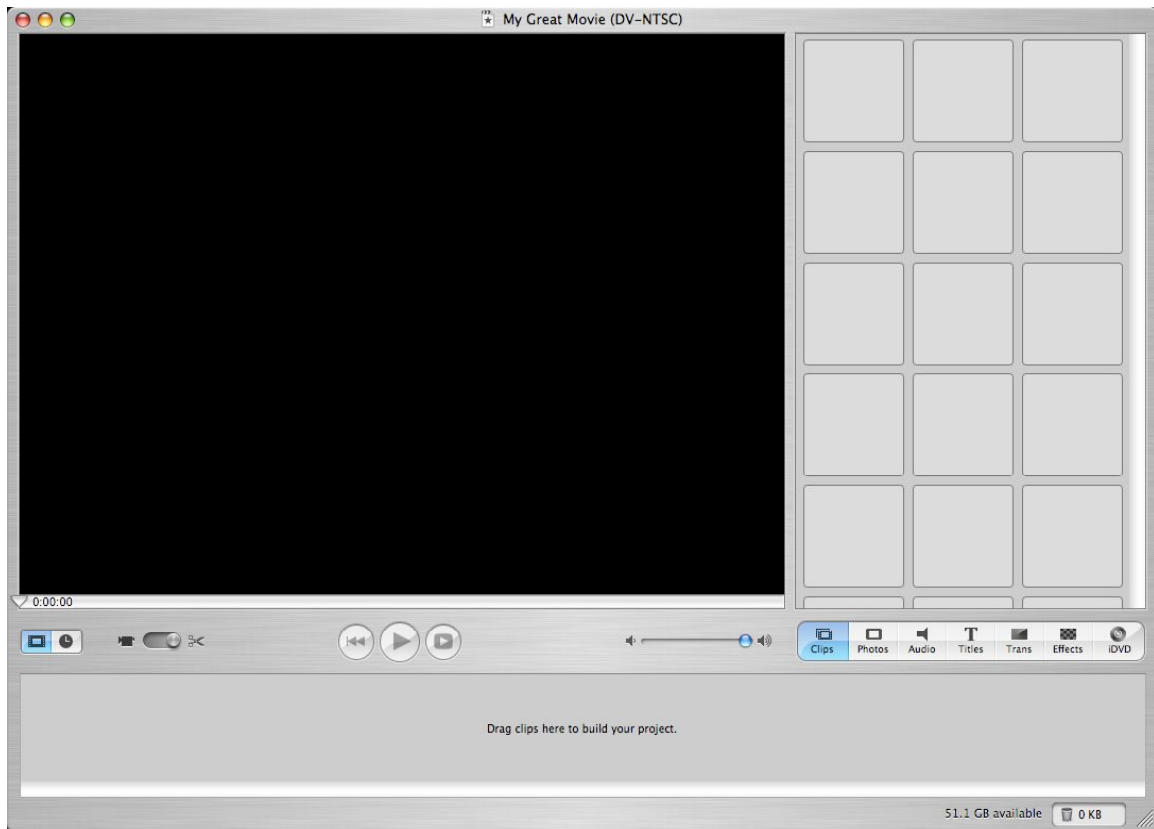


Select your firewire drive from the list of hard drives on the left (assuming it's plugged in and turned on, which it should be). Go ahead and click on the "create" button at the bottom-right of the window (unless you'd like to pick a different name for your project... "My Great Movie" is kind of pretentious, don't you think?).



2. Getting started

When you're working on your real project files, you'll start with a bunch of Condi and Hillary clips already in the clip tray, but since this practice project is an entirely new project, you've got a pretty blank slate (see below).



But before we get too much farther, let's turn off the "Ken Burns" effect... click on the Photos tab in iMovie and uncheck the "Ken Burns Effect" option at the top. You'll thank me later.



A. Dragging and dropping a photo from the Web

First, open up Safari (the mac web browser ) by clicking on its icon in the taskbar at the bottom of the screen



and enter the following address: <http://homepage.mac.com/tparker/PhotoAlbum93.html>

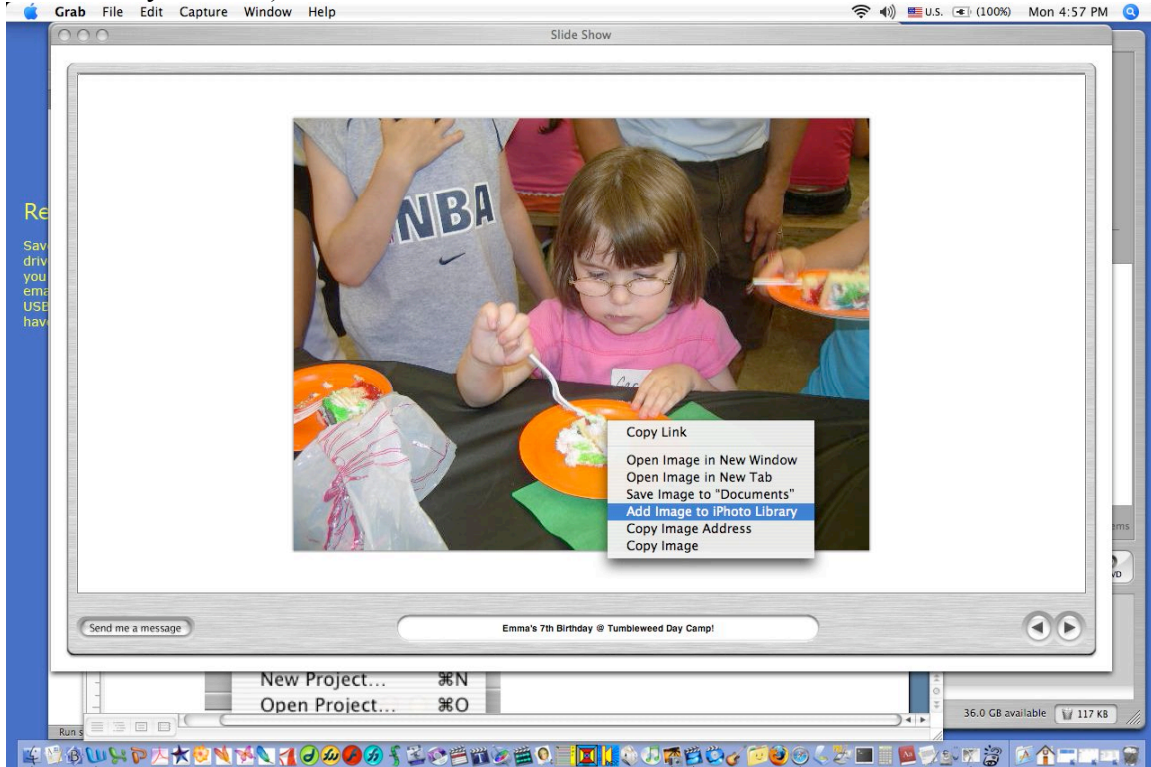
Scroll all the way down to the bottom of that page and look for the preview of this picture:



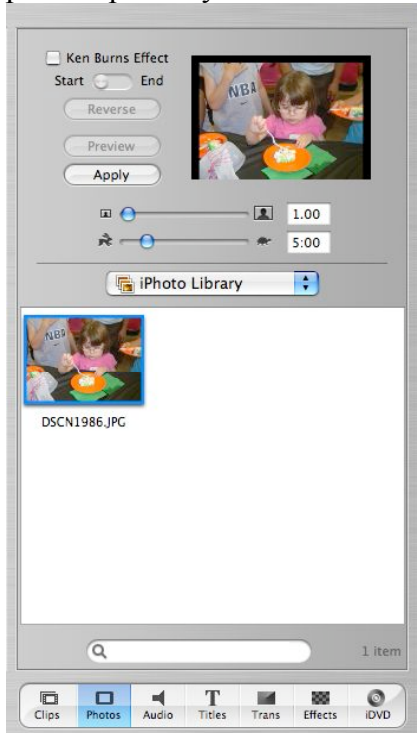
Emma's 7th Birthday @

Click on the image preview to show the full-resolution version of the picture (generally, the higher-resolution images will prevent icky “jaggies” in your movie, which look bad. 640x480 images are the minimum you should be using). Next, hold down the “ctrl” key while clicking on the picture (or right-click if you have a two-button mouse) and select

“Add Image to iPhoto Library” (you could also save it to disk and import it into iMovie, but this way is faster).

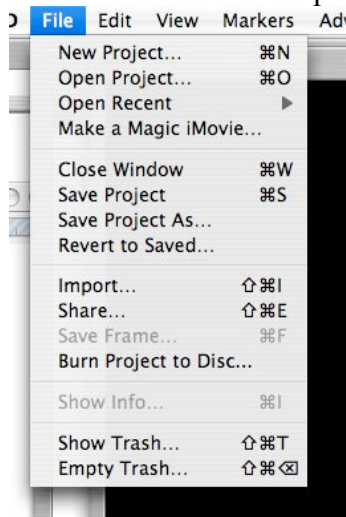


When you click back on iMovie, you'll see that the image now shows up in your photos pane as part of your iPhoto library.



B. Importing stuff.

Alternately, you can import files from a hard drive, CD, etc. To do so, go to the file menu in iMovie and select Import.



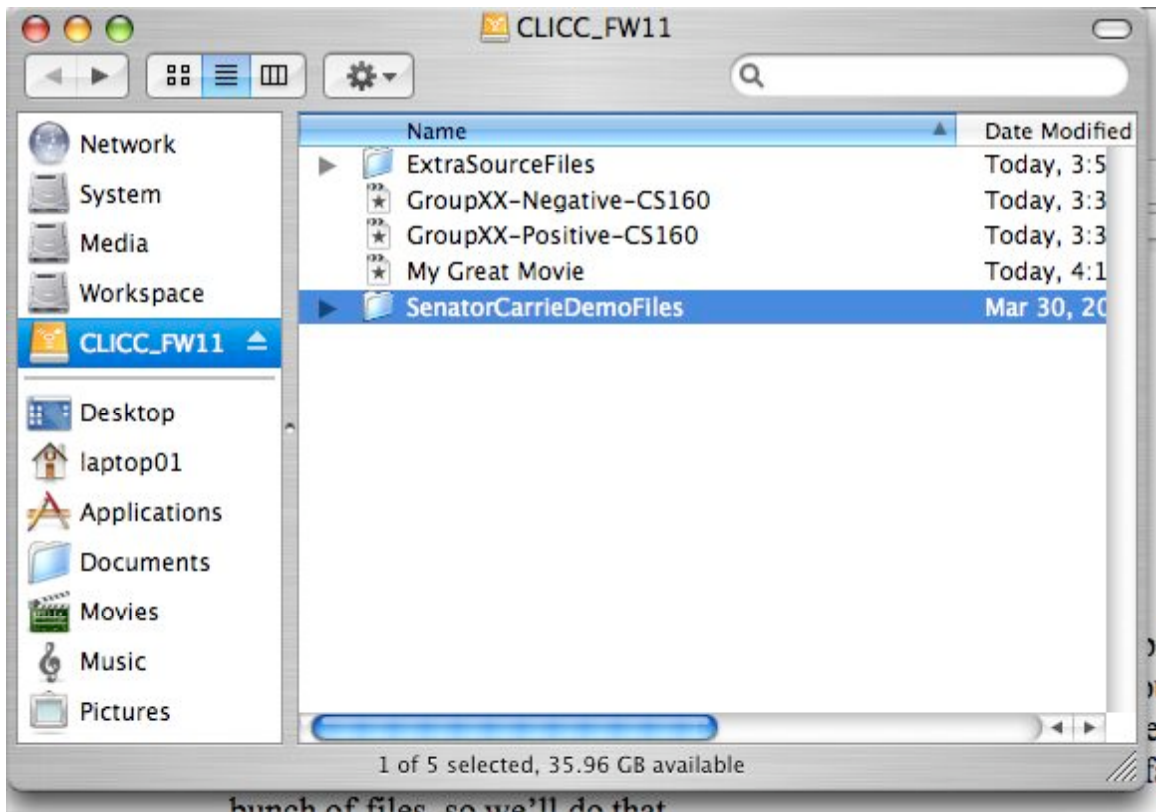
For this demonstration, we'll need to import the three different pieces of media located in the SenatorCarrieDemoFiles folder on the Firewire drive. We could just import these one by one using the import command as above, or we can find these files on the drive and just drag and drop them into iMovie. Dragging and dropping is faster when you've got a bunch of files, so we'll do that.



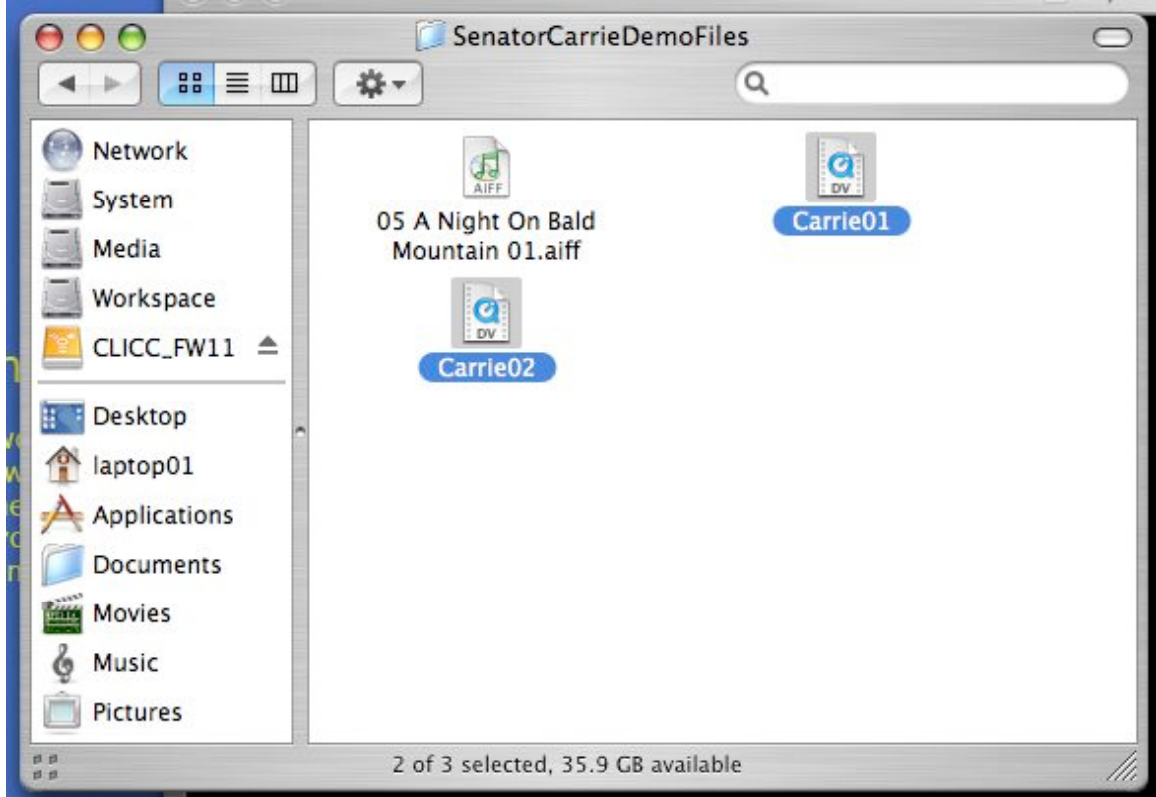
First, switch iMovie back to the “clips” pane.



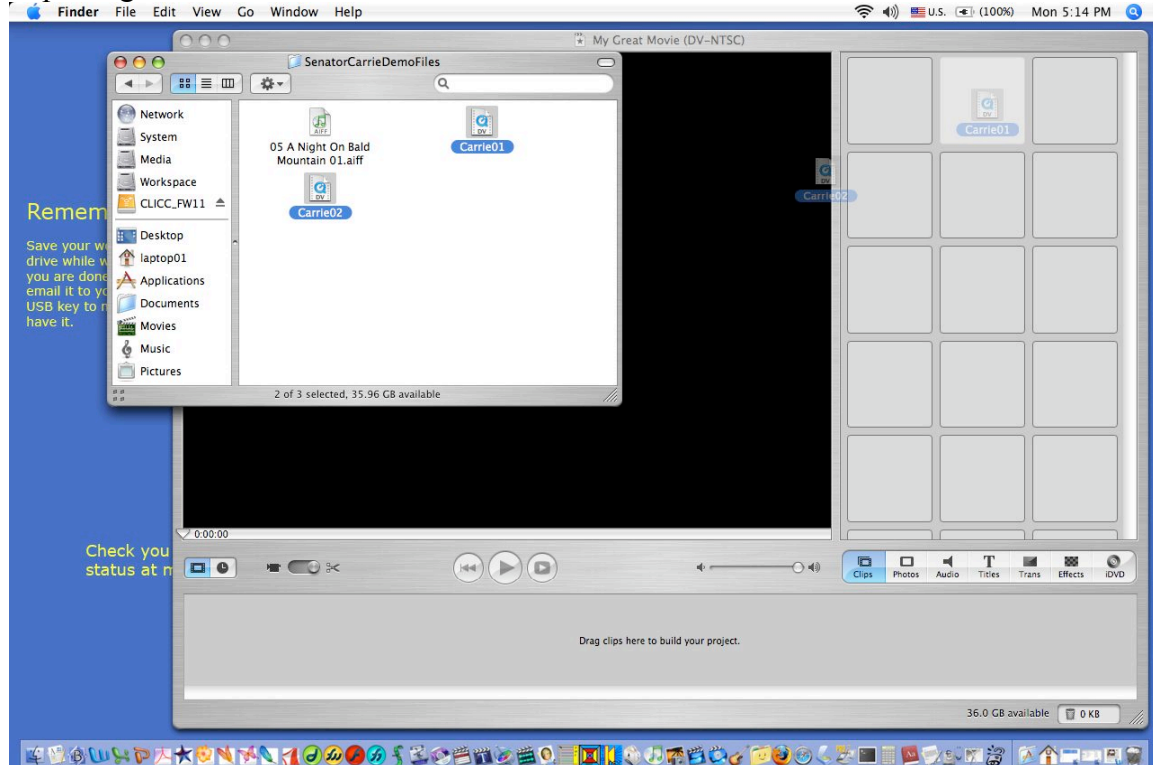
Click on the “Finder” icon in the lower left of your Dock and then navigate to the SenatorCarrieDemoFiles folder on the Firewire Drive.



Open that folder. Select the two Carrie video files by clicking on them while holding down the Apple key (we'll deal with the audio file later).



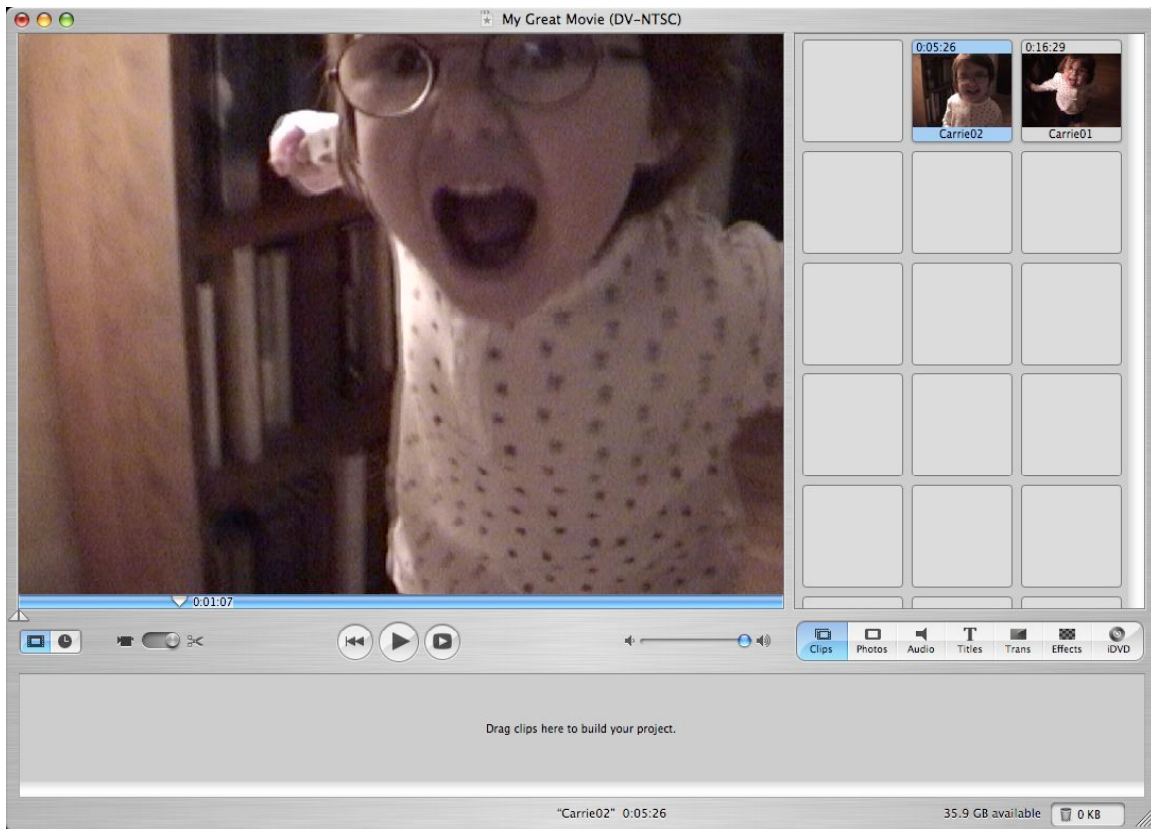
Just drag and drop these two files into the iMovie clip pane again and they'll start importing.



The files will then be imported into iMovie. You can rename any of the things in your clip holder by clicking on the name and hovering until it's highlighted, then typing in the new name.

3. Preview your clips

You can view any clip by clicking on it and then hitting the play button on the iMovie screen. You can "scrub" quickly through the clip by grabbing that upside down triangle under the image and moving it right or left.



4. The timeline

A. Basics

On the left under iMovie's screen is the timeline selector. You have two choices for your timeline: Clip viewer, or timeline viewer.



Generally, we'll almost always use the Timeline viewer... it's what all the cool people use. Click on the timeline viewer button, then drag both of your clips down to where it says "Drag clips here to build your project".

You can use the Zoom selector in the lower left to make your timeline appear zoomed in or out (so you can see fine timing details or get an easy overview of your project).



B. Previewing your movie.

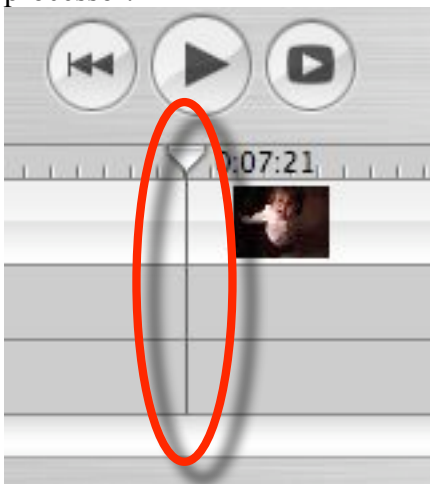
At this point, you already have a movie. It's a bad movie, but a movie nonetheless. Click on the play button to view it. The play button on the right plays it full-screen.



Note that if you have a clip selected (shiny glowing blue background, instead of clear), the play button will only show that clip, not the whole movie. Click someplace else to unselect it, if you'd like to see the whole movie.

5. Your friend the playhead

As your video previewed, you might have noticed another triangle moving through your timeline. That's the playhead, and it's your friend in iMovie. It's like a cursor in a word processor.



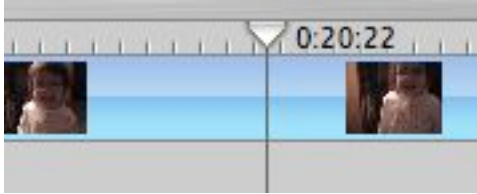
A. Splitting a clip

Some people edit things differently, but I usually edit by splitting clips. It's like cutting things with scissors. Let's work on the shorter clip (Clip 02). Note: for this section, it'd be best if you have the longer clip (Clip 01) first, and the shorter clip second, as I'll be referring to times that assume that. If your shorter clip is first, just click on it in the timeline and then drag it after the first clip while holding down the mouse. Very simple.

Click on the shorter clip and play it. Notice that she yells twice. I like the second one better and want to ditch the first one.

To do this, scrub the playhead back and forth until you find a good splitting point. Note that you can use your arrow keys to move through the videos one frame at a time, and

that the time next to the playhead tells you the time into the move in minutes, seconds, and frames. (There are 30 frames per second, not 100, so don't get confused). Since I've got the other clip first in my version, a nice place to split the clip is at 0:20:22. Then, go to the Edit menu and select "Split Video at Playhead"



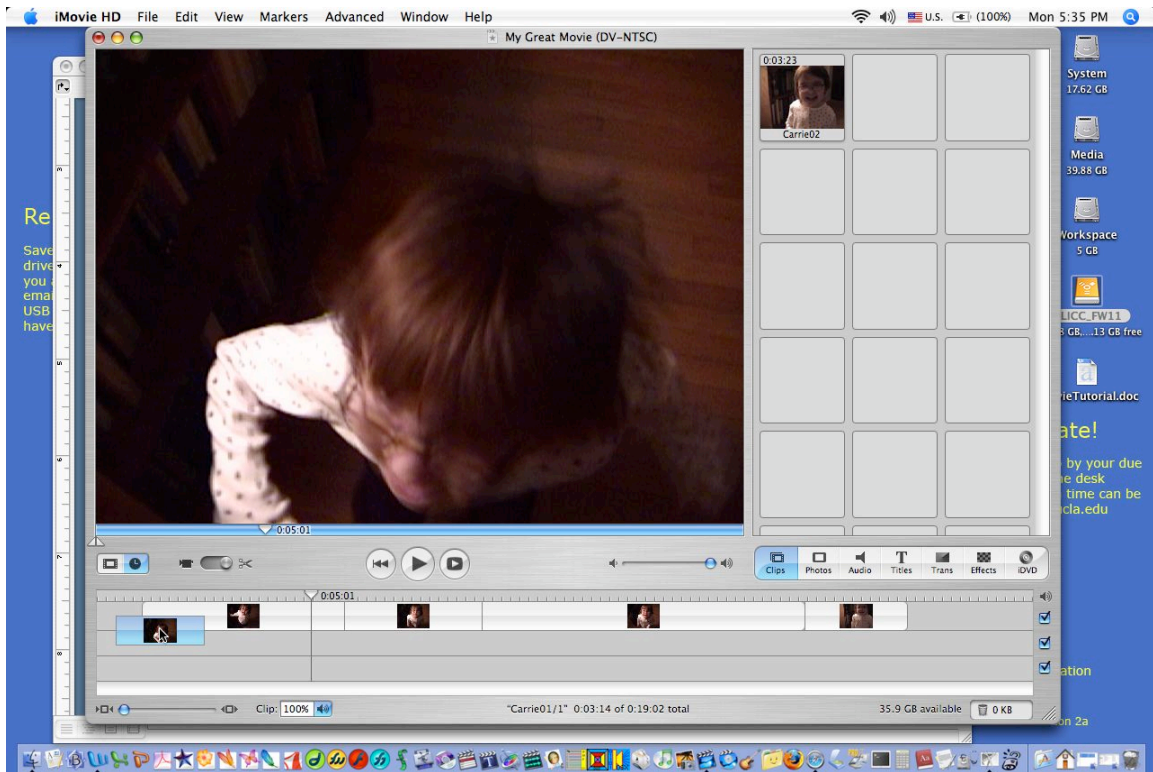
There are now two clips, split where your playhead was. We don't want the first part of this clip, so you can either click on the earlier part and drag it back to the clip holder, or you can delete it by selecting it and hitting delete. Don't delete anything you might use again.

Let's go to the other clip, scrub through to find where the deletion points are and split them all. On mine, these splits are at 0:04:04, 0:07:18, and 0:10:12. An even faster way to split clips is to get your playhead where you want and then hit the T key while holding down the Apple key, so give that a shot. Your video should look something like this.



B. Arranging Clips

Let's assume that you want to start off with the "I WILL raise taxes" segment (that's the second segment in mine). Just click on it, then drag and drop it to the beginning of your video, and everything afterward will arrange itself back automatically. Very simple very easy.



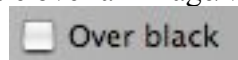
6. Text and Titles

To start a title, click on the Titles button in iMovie.



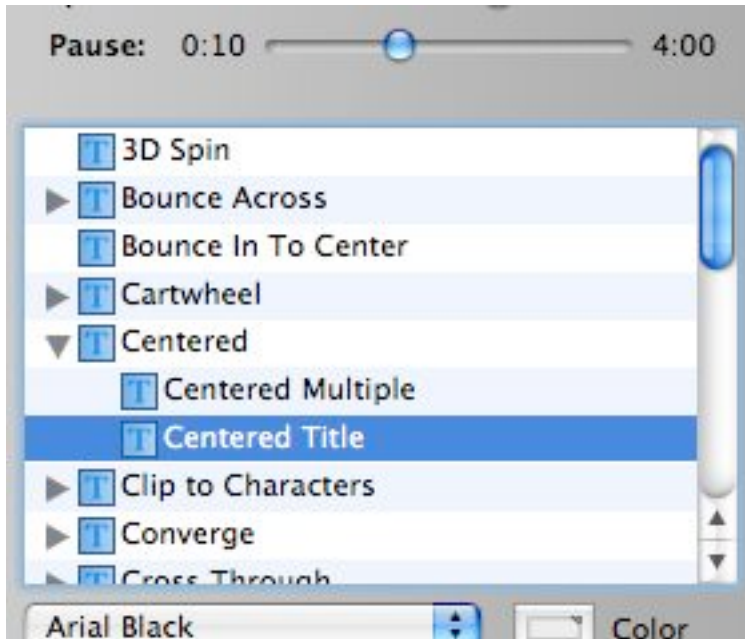
You will see a bunch of fun options that will occupy you for days. For now, there are three vital options. The first is whether you want to do your title over an image/video, or

“Over Black”, which is controlled by the following checkbox:

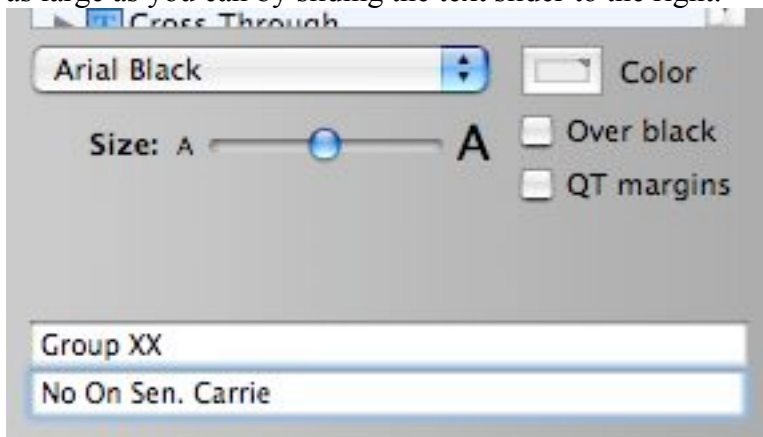


For now, let's check it.

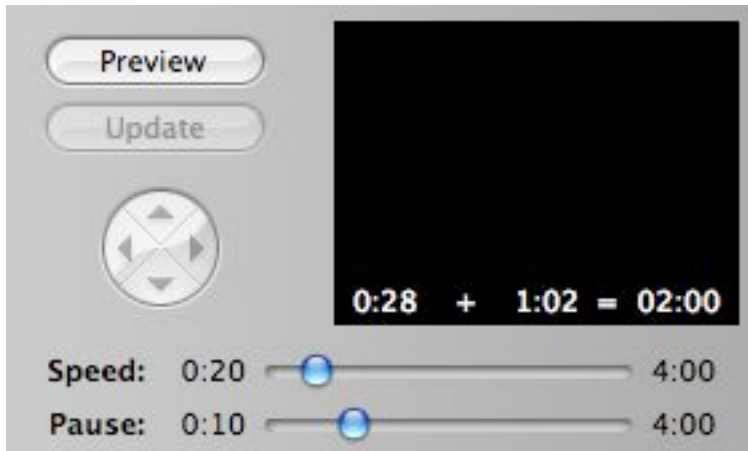
Then, choose the format of your title. Keep it simple, so select “Centered Title” from under “centered”



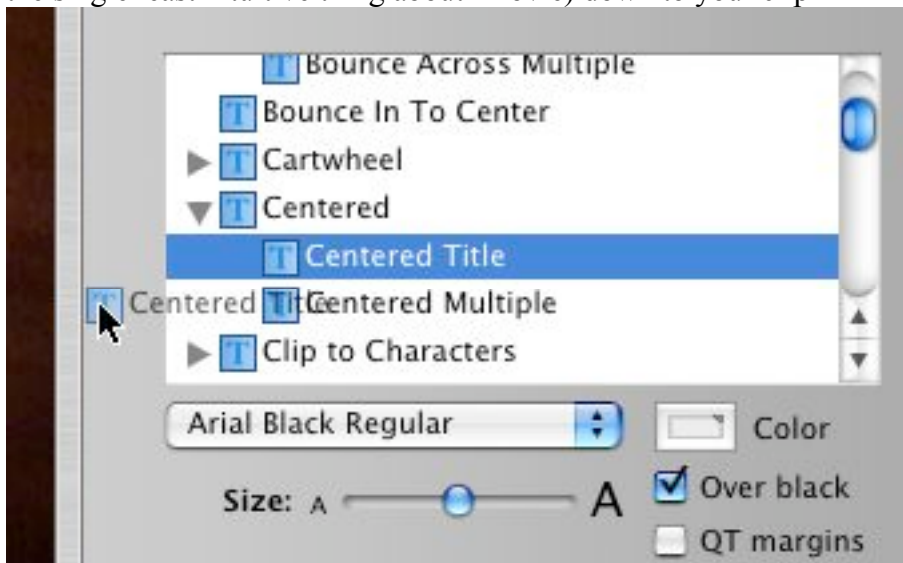
This particular format limits you to two lines of text, which default to white (you can change the color, size, and font above the text box). You should generally make your text as large as you can by sliding the text slider to the right.



You can preview your title at the top of the page, and also change how long it takes to appear (speed) and how long it stays before disappearing (pause). I'm aiming for two seconds here.



When you've got everything the way you like it, click and drag on the type of title (this is the single least intuitive thing about iMovie) down to your clip



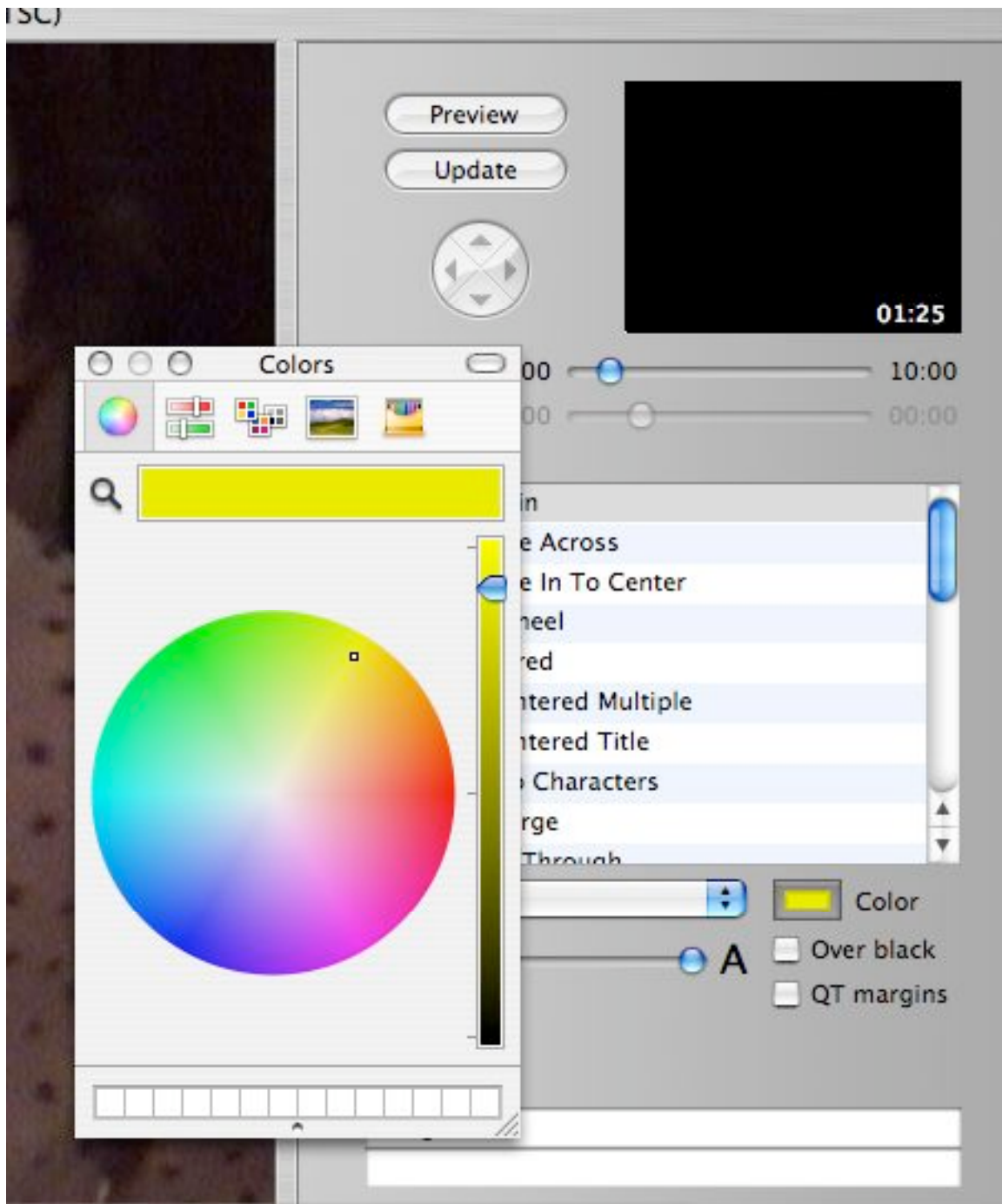
A small red line moves across the clip when it's on the timeline, indicating that it's rendering.

To put a Title over video instead of black, turn off the "over black" option and do everything the same, but then pull the title down onto a clip. Let's create a 3D spin title of "Yeargh" and drag it onto the clip where Carrie says that.

Note that you can undo a title by selecting undo from the edit menu if you haven't done anything since.



You can also change a title that's been applied by clicking on the clip, changing the desired setting (let's change the font color to yellow), and then hitting "update" under the Title pane.



The arrows under update allow you to control direction and stuff like that under titles that have motion. Fun.

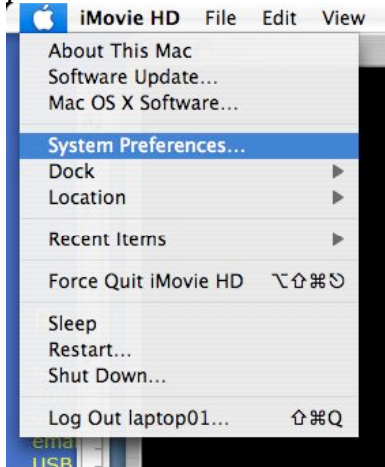
Let's add a quick centered title saying "Against Social Security" (Over a black background again) before the no more social security clip (the 3rd one, I think) and put our playhead at the start of the title. When you've finished that, go to the audio pane.



7. Audio:

You can do lots of fun things with audio, including importing music from mp3s or CDs (see the import photos section above... same deal, except you'll generally use iTunes instead of iPhoto). There are also a bunch of pretty good sound effects under the audio pane, but don't go crazy.

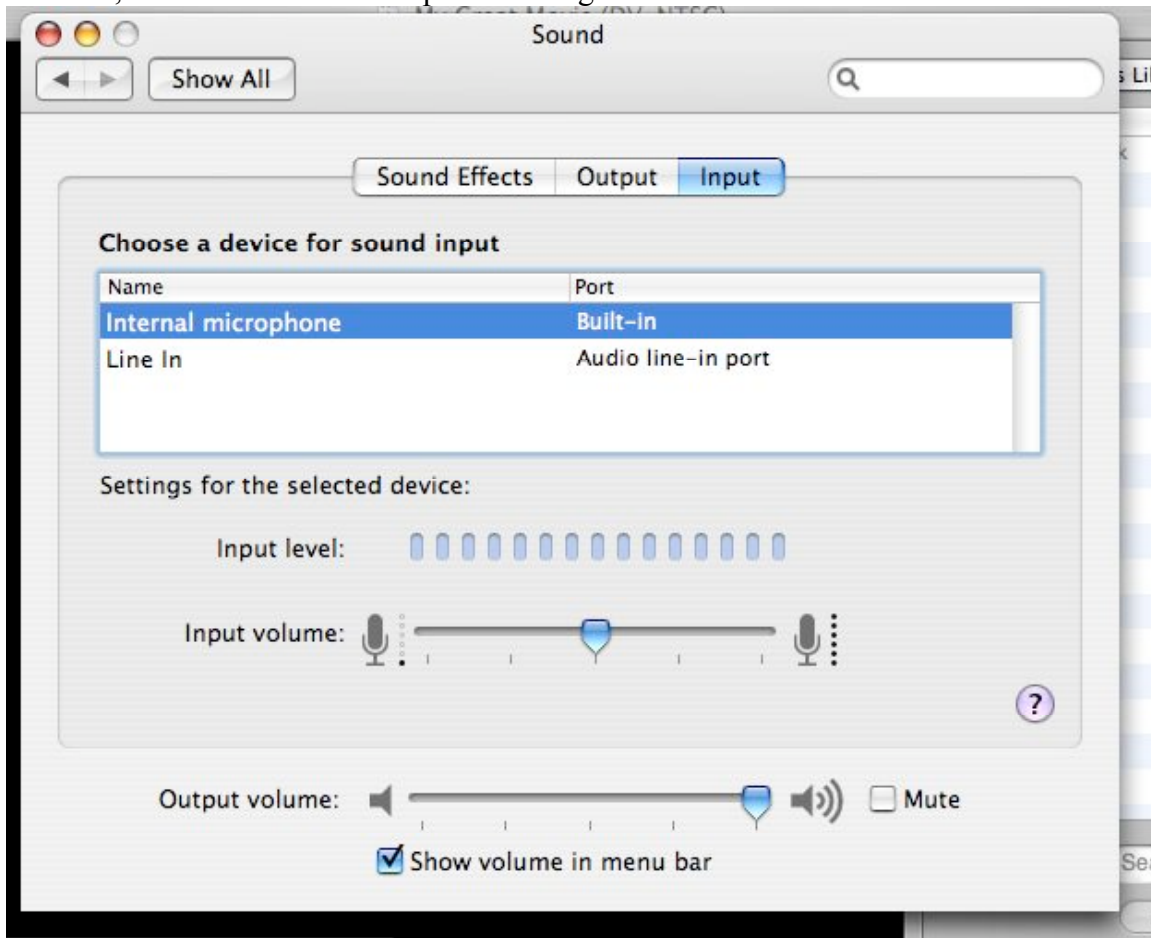
Most of what you'll be doing in this pane is voiceovers. One of the easiest ways to ruin your video is with bad quality audio, and almost every commercial will have a voiceover. To get good quality, you can record your voiceovers elsewhere and import them like MP3s, or you can also check out a great USB microphone from CLICC's laptop checkout downstairs and use it instead of the built-in one. Because the Carrie commercial is just for training purposes, let's just use the built-in microphone. To make sure it's currently selected, go to the Apple menu in the upper-left corner of the screen and select system preferences.



Then go to the "sound" button on the second row:



This is where you'll choose which audio source will be used for your voice recordings. For now, choose "Internal microphone" and go back to iMovie.



A. Recording Audio

Put your playhead where you want the sound to start in your movie (in this case, in front of the Social Security title we just put in).



Press the red record button and say “she wants to cut social security”, then click on the record button again to stop recording.

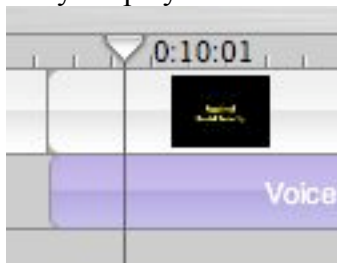
Note that a new clip has appeared in the voiceover track.



B. Locking audio

There's a problem here, though: The title and audio are independent, so if you rearrange the clips, the voiceover will be in the same place and won't match up with the title anymore. So let's lock them.

Put your playhead over the clip and click on the voiceover.



Then go to the “advanced” menu and select “lock audio clip at playhead”

The clip and audio now show pushpins, indicating they're clipped together.



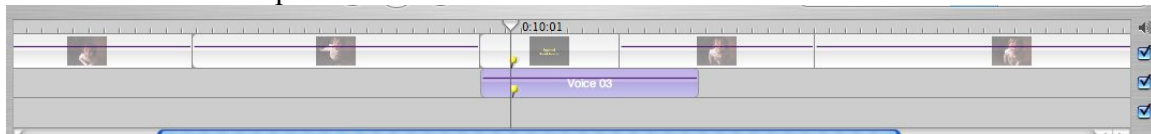
You can do this with music clips, too.

C. Adjusting Audio Levels

If you need to make an entire clip louder or quieter (music, especially), you can select that clip and then click on the clip volume control in the lower left of iMovie. You can boost or reduce the audio easily here.

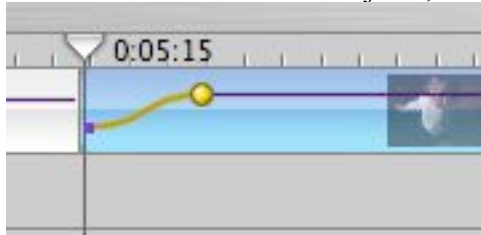


If you'd like the volume to rise and fall within a clip, you can go under the view menu and select "Show Clip Volume Levels"



Horizontal lines appear on all clips with audio or audio clips which allow you to change volumes by dragging the line up and down.

Click on the line to create a joint; drag down to decrease and up to increase.



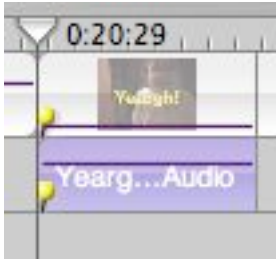
D. Splitting Clips

Same deal as video, but make sure you have the audio clip you want to split selected, rather than the video clip.

E. Extracting Audio

You'll often want to hear the candidate speaking while showing pretty pictures behind what they say. To do this, you'll want to extract the interview audio into a separate audio track.

To do this, select the clip containing the audio you want and then go to Advanced... Extract Audio.

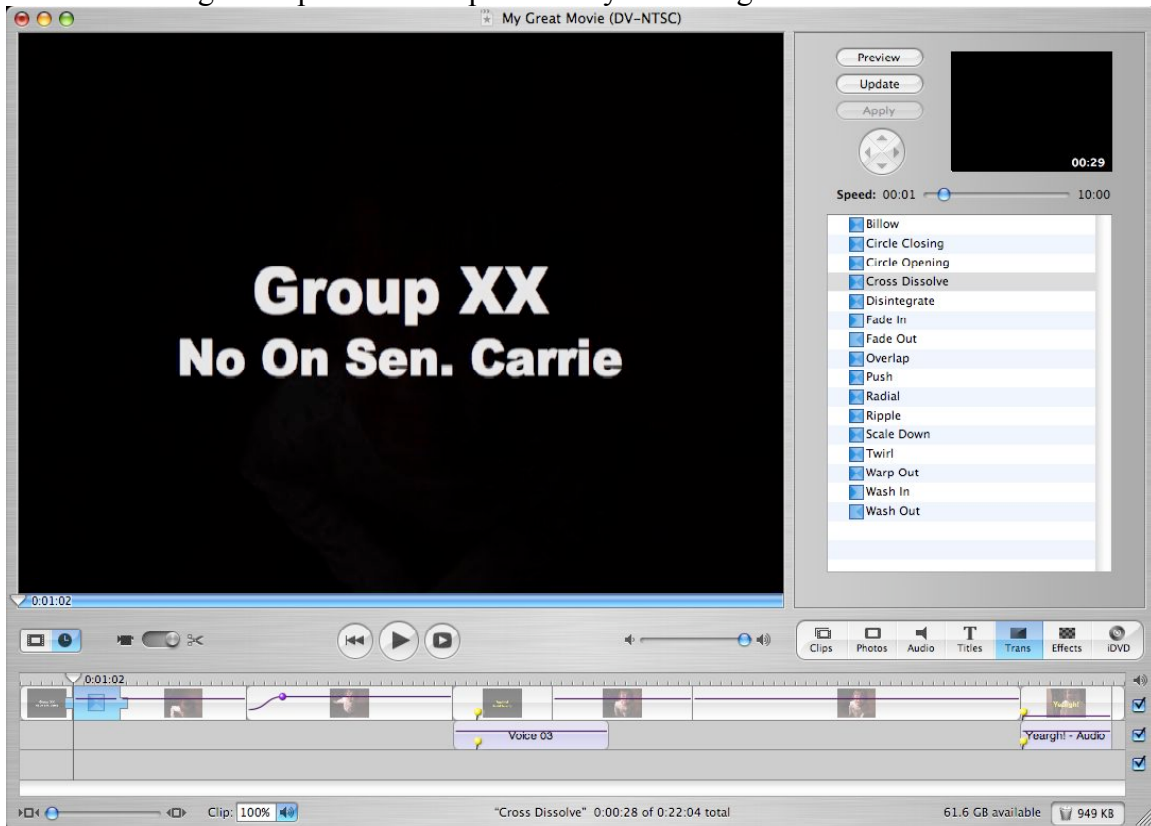


Notice that the audio comes pre-pinned to the video it came from, but you can easily select the audio clip and unlock it by going back to the Advanced menu and selecting “Unlock Audio Clip.”

8. Transitions:

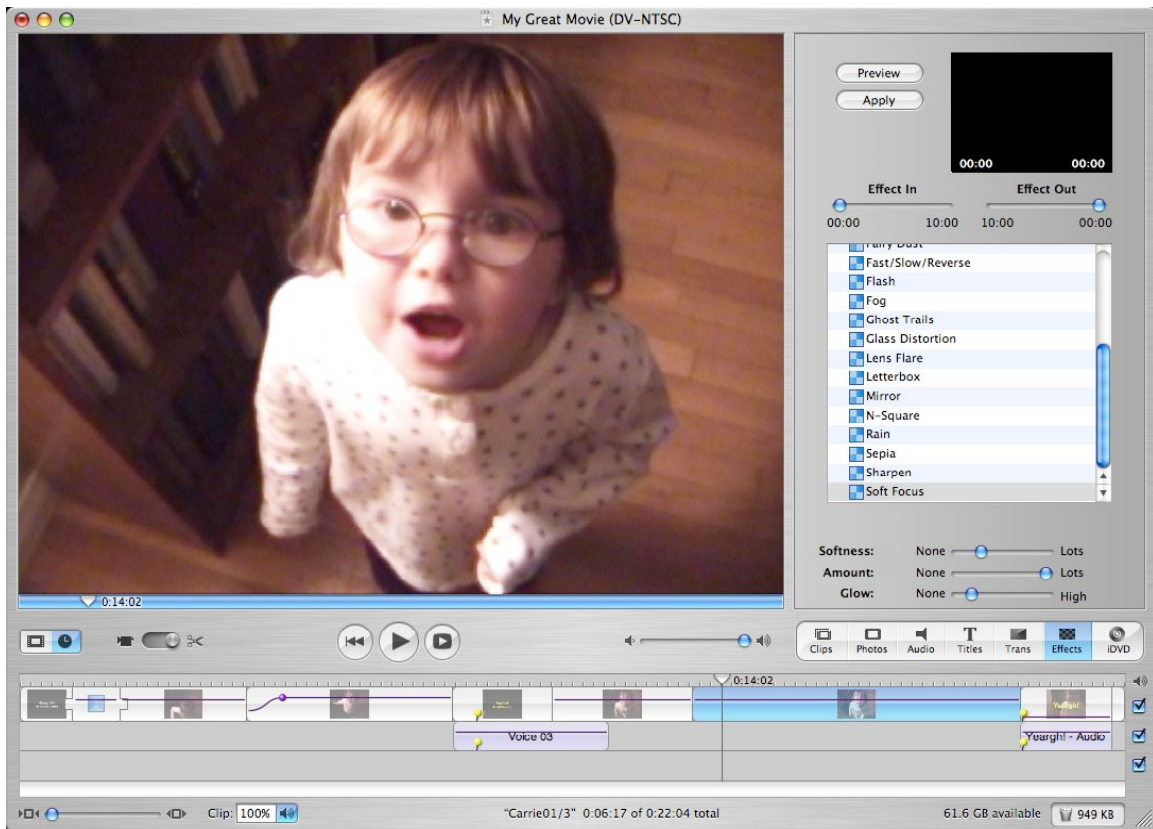
Don’t necessarily need them... cuts are often OK. But they’re easy.

1. Dissolves, fades, and washes are good; everything else is pretty grating.
2. Drag & drop between clips and set your timing.



9. Effects:

Again, don’t overdo it. Adjust colors, brightness, and contrast; sepia, sharp and soft focus; slow or reverse motion, mirrors, reversed images. You really have a lot of power here, and negative ads will be full of these techniques.



10. Other Neat Things

A. Frame-grabbing (save frame as)

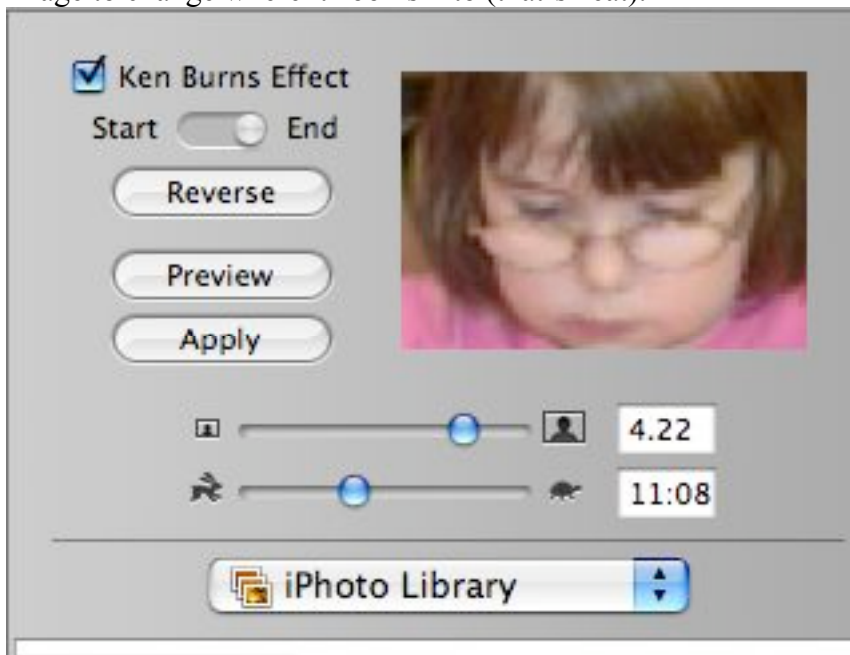
Put your playhead where you want to grab a still frame, and then select Edit... Create Still Frame. The new clip shows up in your clip tray.

B. Ken Burns

This effect tends to be overused, but it's effective on good-quality photos. Go back to the photo tab and turn Ken Burns back on.



You can change the speed, direction, start and finish sizes, and also grab the preview image to change where it zooms into (that's neat).



C. Garage band:

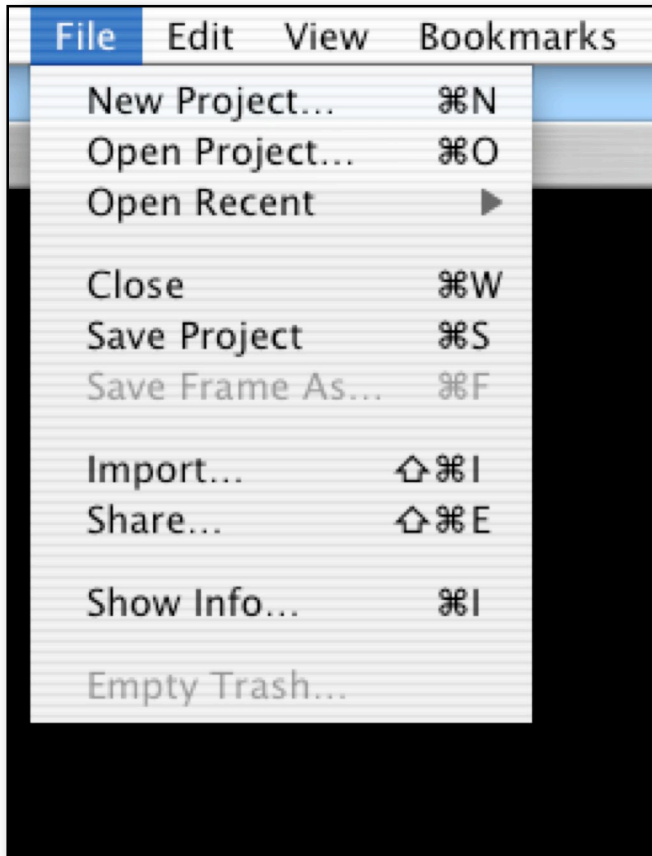
If you'd like to do your own custom music, rather than finding someone else's. Low-rent version of Soundtrack. It's on the laptops, so you can play around with it.



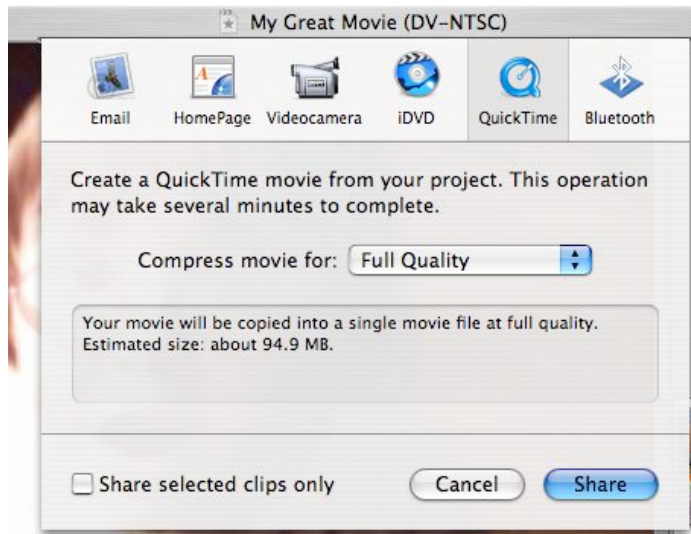
Turn-in procedure for final videos.

We're going to have you turn in your final movies when you turn in your drives. The CLICC control room staff will then copy your files over for you if they're stored in the correct place and with the right filenames (see below).

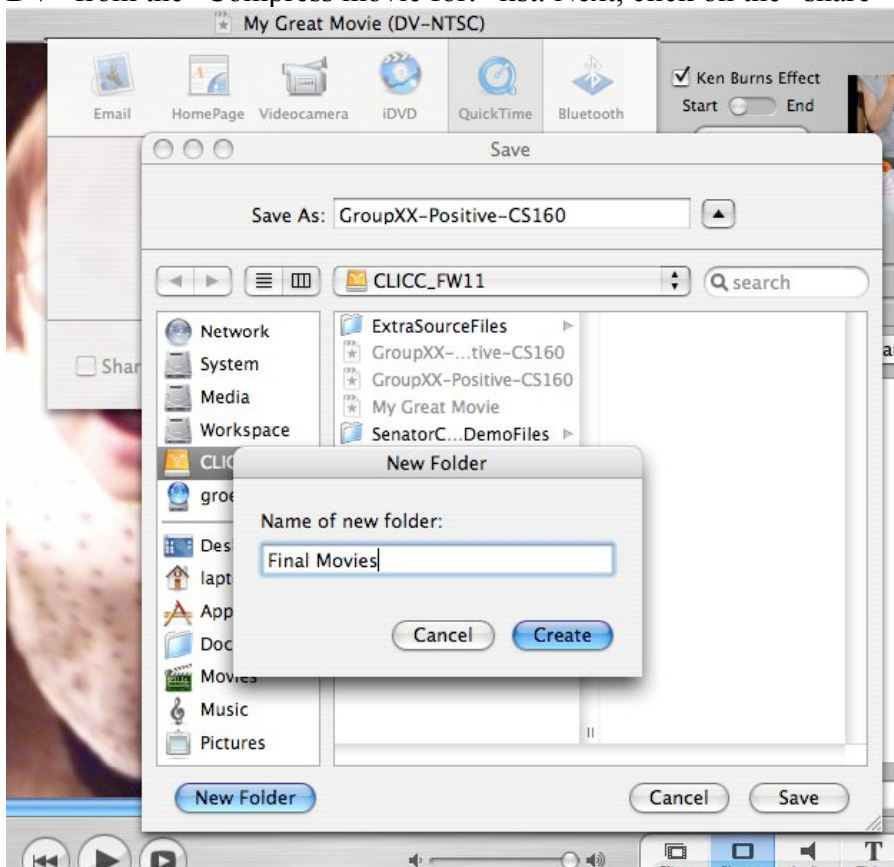
Step 1: “Share” your video



Once you select “Share...” from the file menu, you’ll be presented with several options.



In this window, click on the “QuickTime” icon at the top, and then choose “Full Quality DV” from the “Compress movie for:” list. Next, click on the “share” button.



When you click on “share”, a save dialog box will appear.
(if you don’t see the list of drives and files shown above, click on the upside-down triangle above the save button to show these options)

Navigate to your firewire drive by clicking on it in the left side of the save box. Once you've selected your firewire drive, create a new folder on your external drive called FINAL MOVIES by clicking on the "New folder" button and typing that name.

After you've created the new folder, select it and then make sure that your filename is GroupXX-Positive-CS160.dv (or negative, as the case may be, and put your group number in instead of the XX). [Note: Other programs like Final Cut Pro might want to end the file in .mov instead of .dv for their full-res export... that's fine, too, so long as they're full-resolution DV files]

Step 2: Turn it in.

When both of your final videos have been exported to this folder on your firewire drive, turn in your HD to the CLICC control room, where they will look for the FINAL MOVIES folder on your firewire drive and copy across your two final files. Note that only one member of your group needs to be there to turn in the drive. Available times to turn in the drives will be posted near the end of the quarter. Let me know if you have any questions.