

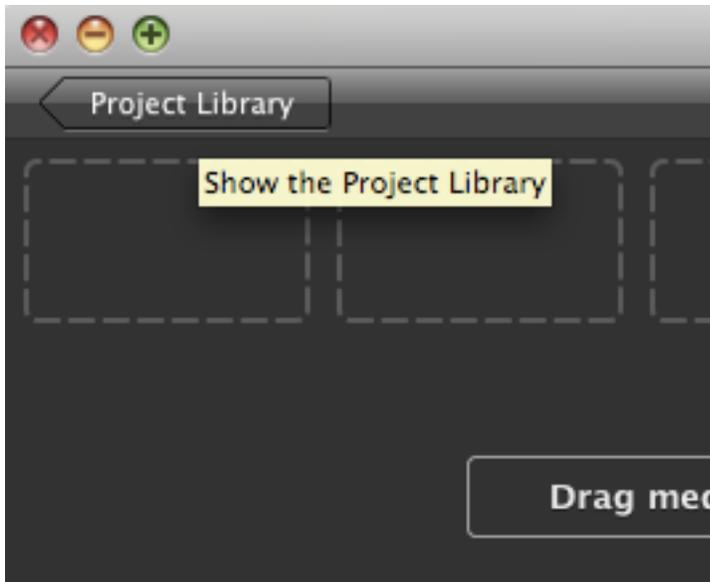
Getting Started

Step 1: Boot into the Mac portion of the computer (CLICC lets you choose mac or windows). Please do this before we get started, and hook up your flash drive or hard drive that has my footage on it.

Step 2: Click on the iLife icon in the dock at the bottom and launch iMovie11 (the star-shaped one, NOT iMovie HD). If it asks to update your software, say no.

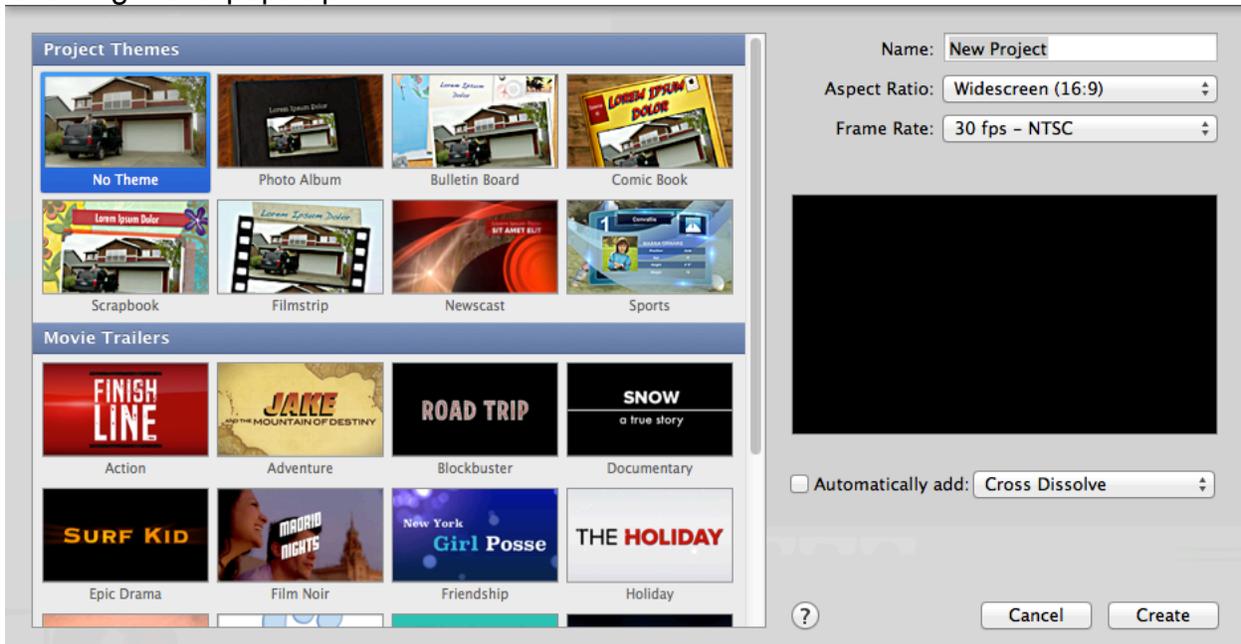


Step 3: Click on the Project Library icon at the top



If you're planning on using lots of different machines for your project, you're going to want to save your project on the CLICC mac "SAVE2HERE" drive or your own external hard drive (don't save it on a flash drive *at this point*, as those are too slow to use for editing: just use them to back up or transport the files when your moving your project after editing).

Click on the + button at the lower right of the project area to add your new project. The following menu pops up:



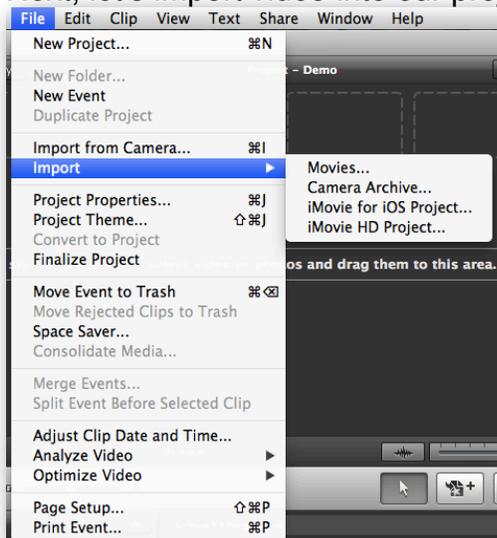
Let's do widescreen aspect ratio (16:9) at 30 fps [Don't do any of the premade themes or movie trailer formats, as those would violate the prohibition on letting others edit your movie] You should name your commercial like this: "Group" followed by your two-digit

group number, followed by Pos or Neg, followed by the last name of the target of the commercial. So if you're group 9 and this is your negative commercial about Reid, call it "Group09NegReid"

Then click on Edit Project to go back to your project.

Inserting video

Next, let's import video into our project. Go to the file menu and hit "import...Movies"



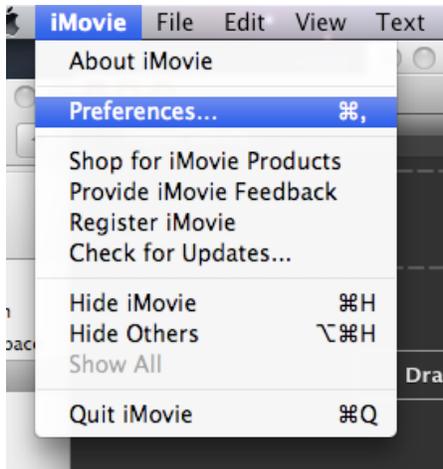
Go ahead and use the "large" format, if it asks you. I'm grabbing the sample video I provided to you all, which I've saved on a flash drive. Be careful you don't fill up the hard drive with too much footage when editing your movie, though. Try to only import clips you think you'll be using, rather than all the footage I give you. The footage should show up in your event area and should look like this:



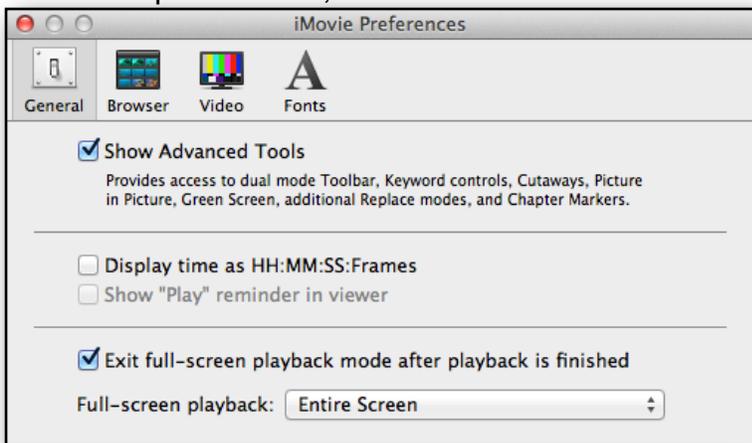
You can use the scale thing in the lower right to “zoom in” to show your footage in longer or shorter increments of time. Since this is a really short clip, I’ll drag it all the way to the left, which will give me a thumbnail image every half second, which looks like this:



One last step before we start editing: Go to the iMovie Preferences

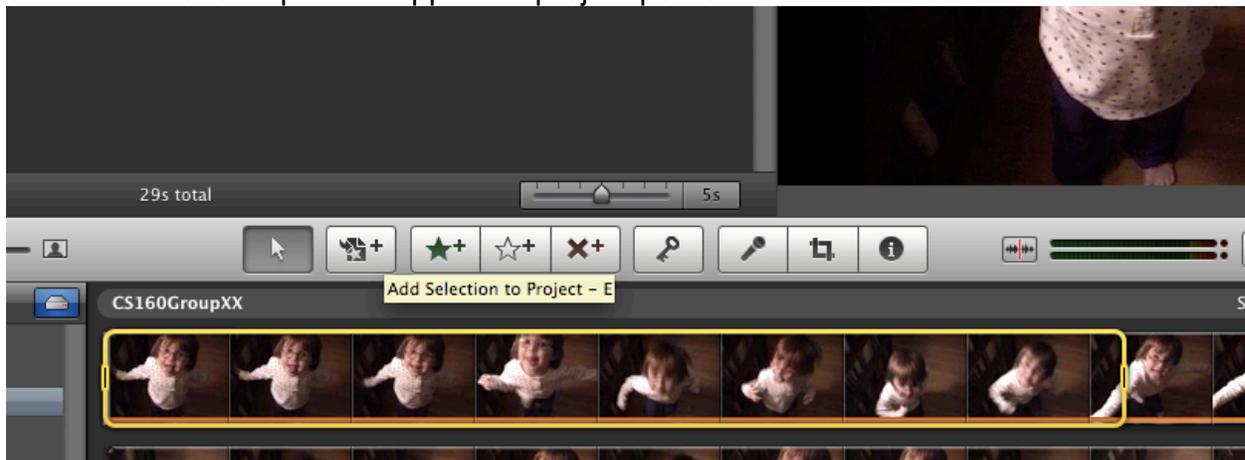


and in the preferences, click on “Show Advanced Tools.”



OK. Let's add video to our project from the event. Our footage is made up of a bunch of different clips. Let's grab them as separate clips for our project.

Click on the clip and then drag the yellow selection until you've selected the first clip, then hit the Add Selection to Project button (or just hit E on the keyboard). The clip should then show up in the upper left project portion.



If you're in a hurry, you can click on the selection tool first, then any portion you drag in the source video will be added as soon as you release the mouse.

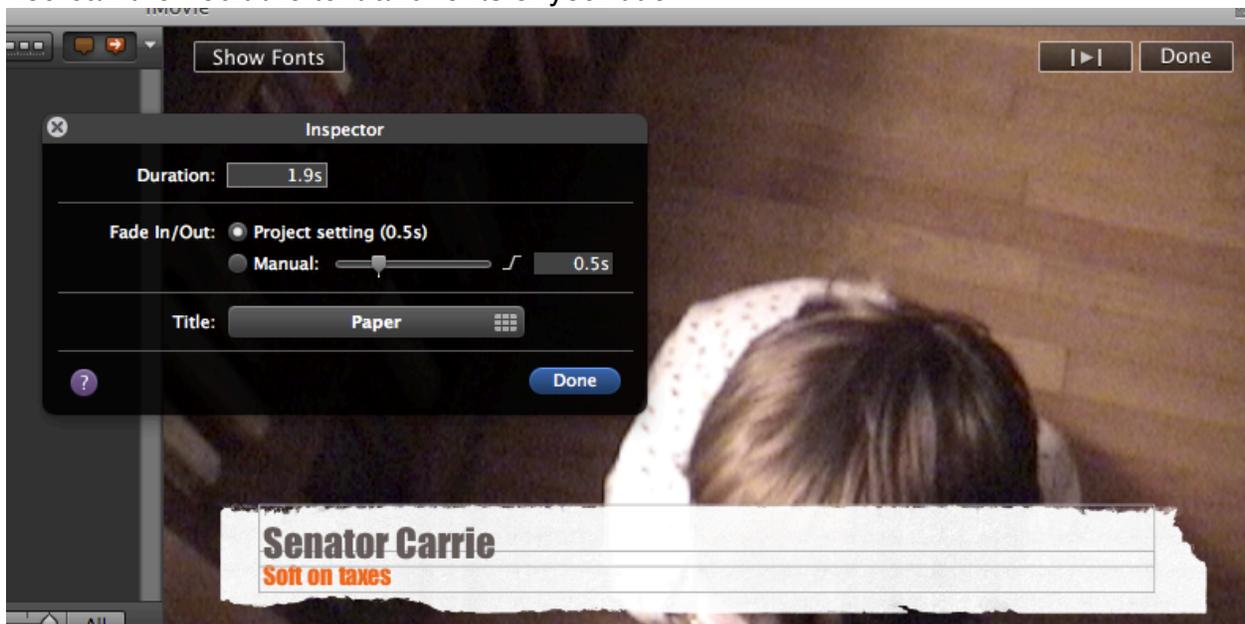
If you need to "split" the clips you've added to your project, just move the playhead around to where you want to split it and hit command-shift-s (command is the cloverleaf or "apple" key). You can always hit command-z to under something if you make a mistake (or choose edit-undo).

You can rearrange clips by clicking on them... when your cursor turns into a hand, you can grab the clips and rearrange them by dragging (I can't get a screen shot of that).

TITLES

Let's add a title to the second clip. Click on the title icon (The "T" over to the right). Various title options will appear. Figure out which one looks best for your usage (try to stay pretty consistent in your project, or it might look tacky...). Drag the one you've chosen to the beginning, middle, or end of your clip.

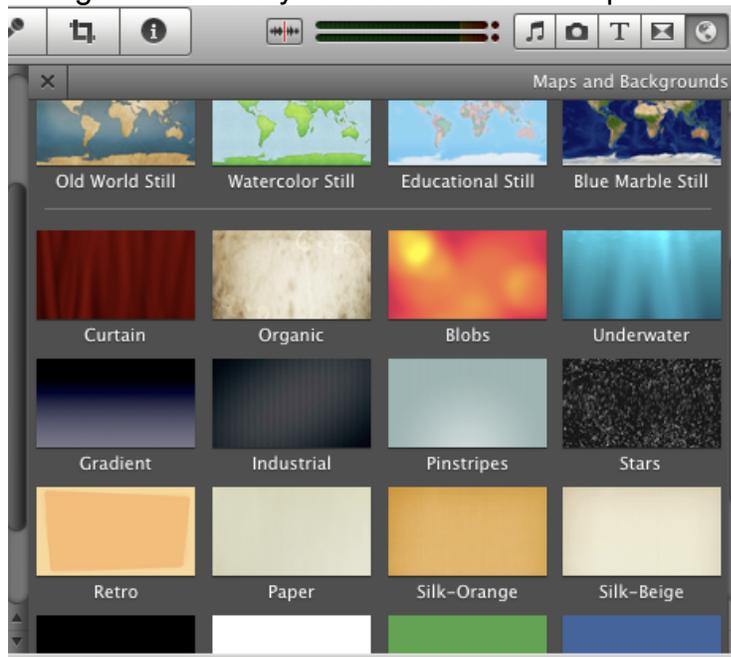
You can then edit the text and fonts of your title



If you need to adjust where the title begins or ends within the clip, grab the edges and drag them. They can extend across clips. Double-click on the title in your timeline to get the inspector (shown above) to change your fadeout & duration. You can also quickly change the style here without needing to recreate the title.

To preview how the title will look, click on the play button in the upper right (next to the Done button).

If you'd like to do a title over black or over a background other than your clips, you can choose a background from the "Maps and Backgrounds" button. Just drag your desired background in and you can add titles on top of it.

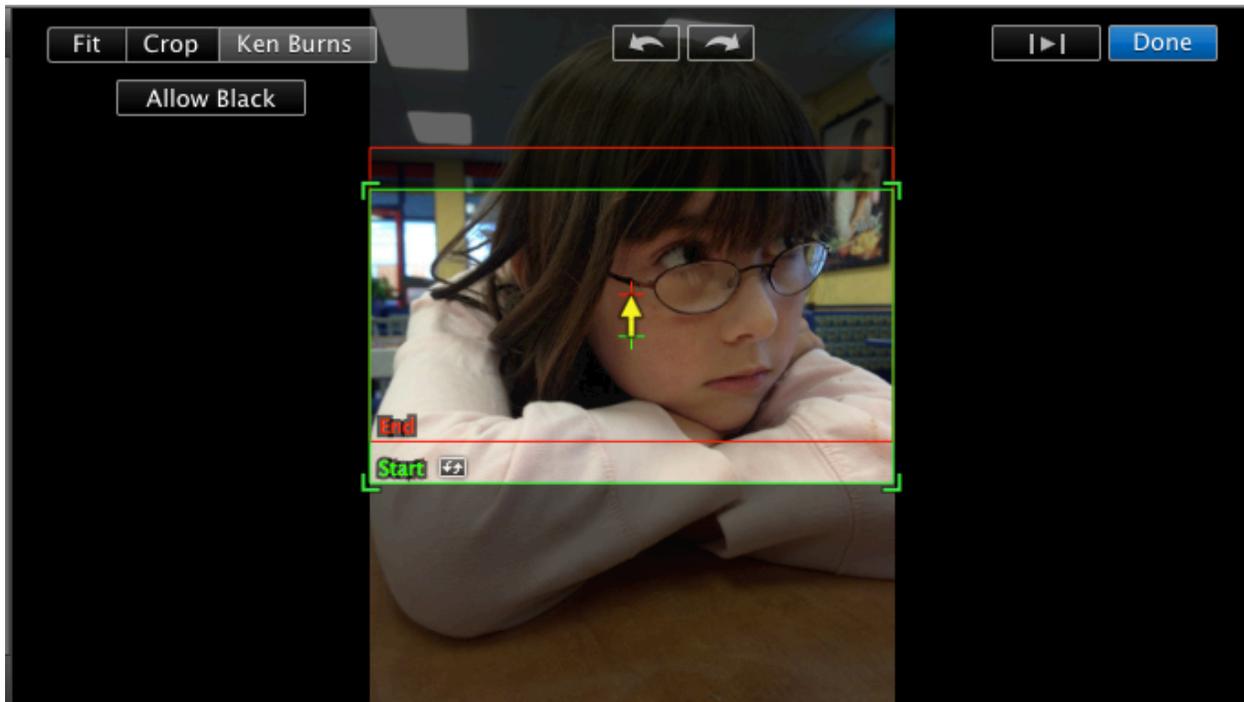


TRANSITIONS

You can change how one clip transitions to the next pretty easily. Just click on the transitions menu (next to the T button used for titles) and when you see a transition you like, drag it between the two clips that you're transitioning between.

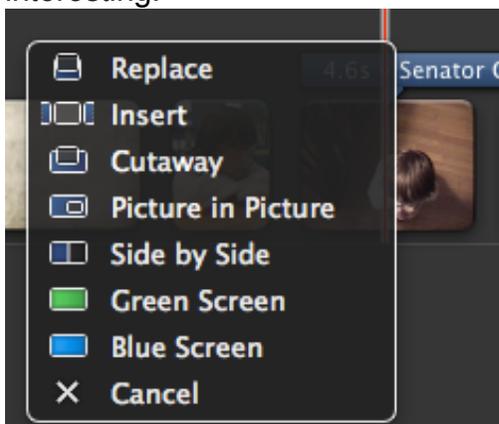


PHOTOS



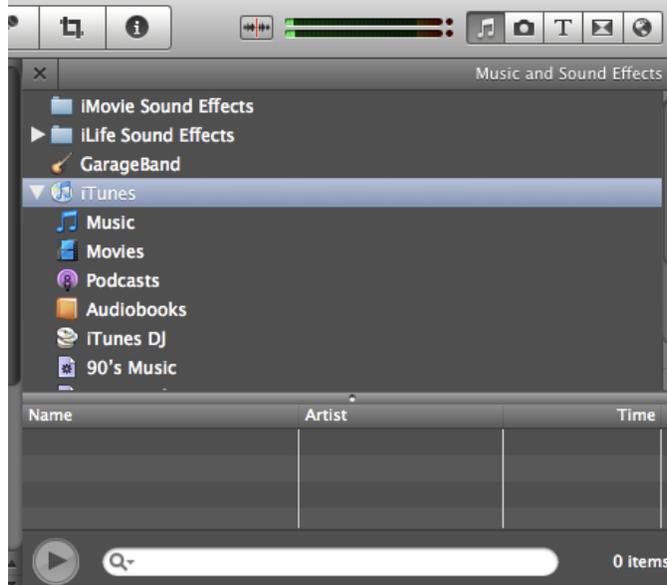
The camera icon accesses photos. Typically, the easiest way to get photos into iMovie are either dragging-and-dropping, or importing from iPhoto (especially if you're working on your own machine). If you drag the photo in between an existing clip, it will take the still photo and apply the Ken Burns effect to it (a slow zoom in), Fit (where it letterboxes your graphic with black bars to make it fit the screen), or Crop (where you can choose which part to include). You can also control the direction and magnification of the Ken Burns zoom. CAUTION: Make sure have high-resolution images, or zooming in will make them look horrible and blocky.

You can also do some really neat things if you drag a photo on top of an existing clip, which causes the following menu to pop up (if you turned on the advanced tools in your preferences). Picture in picture is especially useful for overlaying graphics created in Photoshop, Excel, etc. onto your videos. Charts and figures would be especially interesting.

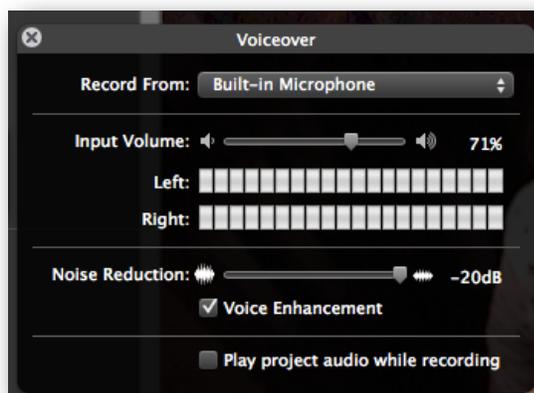


AUDIO

There are a few ways to bring in audio. You can import music from iTunes or CDs through iTunes. Sound effects are provided in iMovie (generally avoid using those, which tend to be tacky), and voiceovers (which you'll use a lot).



To add a voiceover, click on the microphone button. The following dialog box will pop up, allowing you to choose an audio source and adjust settings, and also give you a sense of how loud you'll be. Then move the pointer to the clip over which you want to record audio and click. It will give you a 3-second countdown, and then record your audio until you click it again to stop. You can then adjust your recording like any other clip. You can also use the edit menu to "pin" an audio clip to a video track, and can detach audio from a video clip and move it around.



IMPORTANT NOTE: Voiceovers are one of the weakest parts of prior commercials: Make sure you record yours carefully, in a noiseless room, and (preferably) with a great microphone. I have a good USB microphone you can use in our lab for recording (change the "record from" option when you're using it). Note that iMovie automatically

“ducks” all other audio to 15% of its normal volume when you’re speaking, and raises it again when you’re not (so you can be heard).

OTHER EFFECTS:

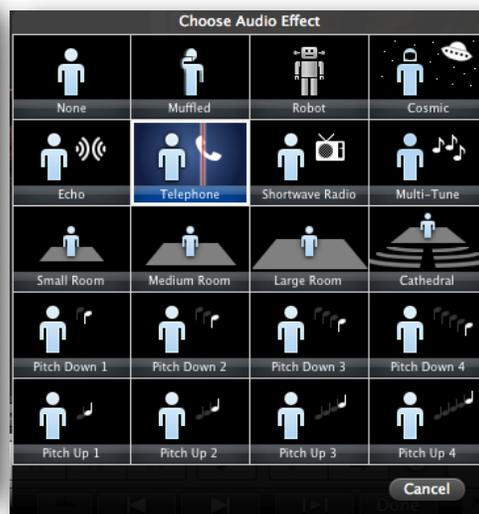
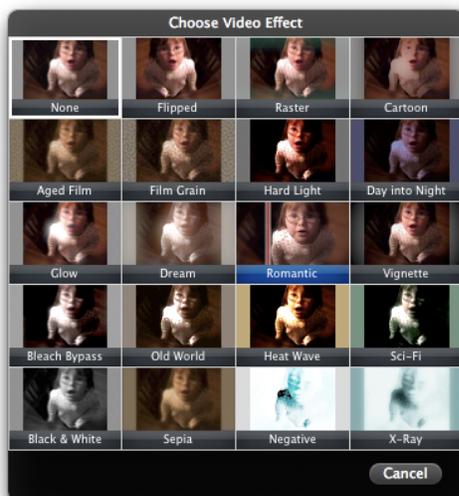
You can right-click (or click on the little gear wheel icon on the left of a selected clip) to access various other options.

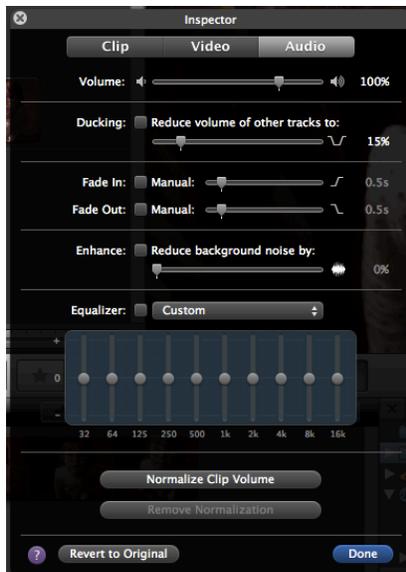


There are a lot of powerful tools here, including the ability to crop or rotate video, adjust audio, adjust the colors of the video, and especially apply audio or video effects to the clip (in the Clip menu below).



Some of these effects are very handy, especially for negative ads where you’re trying to create a sense of unease (don’t go overboard).





PRECISION EDITOR

You can also use that right-click menu to trigger the “precision editor,” which gives you very precise control over editing, including allowing you to control overlapping audio across clips and other complicated stuff. Hopefully you won’t need it, as I’m not very good at using it yet.

TURNING IN YOUR COMPLETED PROJECT:

When you’re done editing your commercials, you can go to the Share menu and choose to Export the movie. Your project should be in “large” size already (960x540), so give it a filename in this format: Group09Positive.m4v (with two-digit group number and no spaces or dashes) and save it. You’ll then upload your exported commercials to the course website (I’ll give you a separate place to turn in positive and negative commercials). In any case, you can keep a final copy on a flash drive or other safe backup, too.

[Note: If you’re going to move your project from computer to computer while working on it, here are instructions on how to move it. Note that you will not be able to use different versions of iMovie to work on the same project]

Copy or move a project to an external hard disk

You can copy or move your iMovie video projects to a compatible external hard disk. Moving or copying projects is useful if you want to work on a project using another computer that has iMovie installed, or if you want to free up space on your computer’s hard disk.

[Hide](#)

To copy or move a project to a hard disk:

1. Connect an external hard disk to your computer.
An icon for the hard disk appears in the Event Library.

Note: To use an external hard disk with iMovie, it must be formatted as Mac OS

Extended (Journaled). iMovie doesn't support network-attached storage or external flash memory drives.

2. In the Project Library, click to select the project you want to copy or move, and then do one of the following:
 - 1 To copy the project, drag it to the icon of the hard disk (in the Event Library) to which you want to copy it, and then choose "Copy project" or "Copy project and Events."

If you choose "Copy project," none of the project's video and other media (such as photos) is copied to the other disk. Rather, the project in its new location refers to the media in its original location. This means that in order to view or further edit the project in its new location, the hard disk where it's located must be connected to the computer the project was copied from.

If you choose "Copy projects and Events," the source video and other media you added to the project are copied to the new location, which means you can view and edit the project in its new location without being connected to the computer it was copied from.
 - 2 To move the project, hold down the Command key as you drag the project to the icon of the hard disk you want to move it to, and then choose "Move project" or "Move project and Events."

If you choose "Move project," none of the project's source video and other media (such as photos) is moved to the other disk. Rather, the project in its new location refers to the media in its original location. This means that in order to view or further edit the project in its new location, the hard disk where it's located must be connected to the computer the project was moved from.

If you choose "Move projects and Events," the source video and other media you added to the project are moved to the new location and deleted from their original location, which means that you can view and edit the project in its new location without being connected to the computer the project was moved from. This also means that any projects still on the original computer that use footage that was moved refer to the footage in its new location. To view and edit these projects, the computer where they're located must be connected to the hard disk the project was moved to.

Moving or copying a large project can take several minutes.

You can consolidate all the media used in a project onto the same disk. This makes it easy to move the project and edit it from any computer that has iMovie installed. Go to this topic to learn how: [Consolidate a project's media](#).