

# 1 Guiding principles

★ Have a plan!

- What are your interests and objectives?.....  
.....
- Is this part of a larger project? Where does it fit in? .....  
.....
- What is your target audience? .....  
.....
- What are your resources and skills? .....  
.....
- What are your plans for distribution and sharing?.....  
.....

Personal, technical, material, financial

You will also have to consider both the ethical and legal issues of sharing

★ Keep a record of everything you do!

- Database (record) of materials used
- Production notes, plans, timelines: these determine your *workflow*

We will go over these in more detail this week

★ Manage expectations!

- Translations and interpretations are **very** time consuming
- Technical problems are often unexpected and can delay a project

# 2 Video capture and Non-Linear Editing: the basics

## 2.1 Video capture

- Since we are learning about editing pre-existing video (i.e. clips of TV shows, movies, etc.) we are concerned with ‘capturing’ video from online sources such as YouTube, Vimeo etc.
- Not always that straightforward: sometimes video clips can be directly downloaded, but for streaming sources we often need a third-party application to capture the video
- ‘4K Video Downloader’ is a safe, reliable and compact application for both Windows and Mac that can capture a YouTube video and save it on your computer as an .mp4 file

<https://www.4kdownload.com>

Beware of online capture websites: they often have aggressive advertising or malware

## 2.2 What is non-linear editing (NLE)?

- A technique for the *non-destructive digital editing* of source material (i.e. video, audio, photographs):
  - Original source material is ‘copied’ to a video editing program and left unaltered

If you look around online you will find many explanations and examples of the techniques and tools of NLE

- Edits are made to these copies and then *rendered* into a final product
- Advantages:
  - Easy to learn: NLE is based on two principles: WYSIWYG and ‘copy-and-past’ – essentially like a word processor for video
  - You can go back and make additional edits or corrections to make different versions etc.
  - Multiple sources can be combined
  - Original material is left unaltered: **you will never ever destroy anything!** So feel free to experiment
  - Skills can be transferred to other kinds of editing software
- Disadvantages: none – anything and everything is edited this way, from car commercials to the most elaborate Hollywood movies!
- All digital (i.e. computer) editing software uses NLE (to various technical degrees) – even the stock consumer software that comes installed on your computer (or downloaded from the app store)

## 2.3 The basic feature of most (if not all) NLE software

- NLE software:
  - Microsoft Windows: Movie Maker
  - Apple (OS X): iMovie
  - Professional: Adobe Premiere; Final Cut Pro
- As with most software there is a basic correlation: more powerful, harder to learn
- All of these programs have the same basic layout:
  1. **Assets:** this is where all of the files used in the ‘movie’ are kept
  2. **‘Program’ window** (player): this is a preview of your edited footage and functions much like any video player
  3. **Tracks:** this is a visualization of the components of your source material and where most of your copy-and-paste editing is done

More technically, they are placeholders for the original materials

## 3 Practice!

- Take the clip you downloaded and get familiar with some basic edits
- Save and reopen your project