VIDEO EDITING USING WEVIDEO

#LEAD3

HELLO!

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“Your job is to get your audience to care about your obsessions”
- Martin Scorsese

Three-Act Structure

Act One (set up)
- Beginning
- Inciting Incident
- Second Thoughts
- Climax of Act One

Act Two (confrontation)
- Obstacle
- Obstacle
- Ascending Action
- Midpoint (a big twist)
- Disaster
- Crisis
- Climax of Act Two

Act Three (resolution)
- Obstacle
- Descending Action
- Wrap-up
- End

“RULE” OF THIRDS
Symmetric and Balanced Frames
“Rule” of Thirds

- “Tic-tac-toe”
- Left or right verticals
- Top or bottom horizontal
- Intersections
  - “PowerPoints
  - Emphasis
  - Draws eye


Credit: https://www.photovideoedu.com/Learn/Articles/jim-zuckerman-on-composition-the-rule-of-thirds.aspx
“Rule” of Thirds


Credit: https://www.photovideoedu.com/Learn/Articles/jim-zuckerman-on-composition-the-rule-of-thirds.aspx
Basic Video Shots

**Close-ups**
- ★ Emotions and reactions of the character

**Medium**
- ★ From the waist up
- ★ Most often used
- ★ Character and background

**Long (Wide)**
- ★ Establishing the scene
- ★ Dominated by scenery
Advanced Camera Angles

★ Over-the-shoulder
  ○ Track-in
★ Tilt shots
★ Panning shots
★ Zoom shots
★ Tracking shots
  ○ Track-in
  ○ Track-in with objects
★ Crane shots
★ Track-in shots
★ Dutch angles

Credit to: http://www.lavideofilmmaker.com/filmmaking/film-techniques.html
Cinematography Tips

Your TV sits this way
So hold your phone this way when filming

Not this way
Not this way
Audio - Terminology

dB = Decibels (unit used to measure the intensity of a sound.)

Why are dBs important?
Correct audio levels can make or break a video.

Audio normalization (Bad example)
Increasing/decreasing audio levels

Input/Output
All recording devices have either, an input, output or dual-purpose input/output port.
Audio - Recording

WIRED

★ Built-in
  ◦ Microphone(s)
    ■ Dynamic
★ Microphones
  ◦ Dynamic (robust, live audio)
  ◦ Condenser (studio)
    ■ Piezo (guitar, drums)
    ■ Shotgun (long tube)
    ■ Lavalier (TV)
    ■ Tube (Vacuum tubes)
    ■ Headset (Noise-cancelling)

WIRELESS

★ Bluetooth Microphones
  ◦ Digital - 2.4Ghz
★ Radio waves
  ◦ VHF - Very High Frequency - 187 channels
  ◦ UHF - Ultra High Frequency - 502 channels
  ◦ Digital - 2.4Ghz
★ Wireless Microphones
  ◦ Dynamic
    ■ No Diversity (Ok)
    ■ Diversity (Better)
    ■ True Diversity (Best)
**Video - Terminology**

**p = pixel**  
A pixel is the smallest visible element on a display, the ‘dots’ that make up the picture.

720p, 1080p and 4K video

**fps = Frames Per Second**  
24 fps, 30 fps, 60 fps  
24 fps is used in cinema. The higher, the smoother - 60 fps, i.e. HD slow motion

**HD = High Definition**  
High Definition is considered anything 720p and above.

**Codec = Coder + Decoder**  
Video is often compressed. Codecs, code and decode the files that make up the video

**AVI, FLV, WMV, MOV, MP4 = Video formats**  
Each format is better suited for a certain application.
Audio/Video Tips and Tricks

★ Set correct audio levels
  ○ Avoid distorted audio
★ Test the selected audio level
  ○ Recording for 15-30 sec
  ○ Test settings
★ Normalize the mix audio
  ○ In iMovie
  ○ In Adobe Premiere
  ○ In Final Cut Pro
★ Use an appropriate recording device
  ○ Who are you recording?
  ○ What’s the purpose of the recording?
  ○ Will it be published to the web or TV?
★ Lighting
  ○ Sufficient lighting
  ○ White balance
  ○ Exposure
★ Angles/Transitions
  ○ Consider the object’s’ height
  ○ Do not overuse transitions
    ■ Cross-fade
    ■ Dissolve
    ■ Circles
★ Releases
  ○ Make sure you have the appropriate video releases
www.ecesd.org/technology
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THANK YOU

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@aromayorjr