

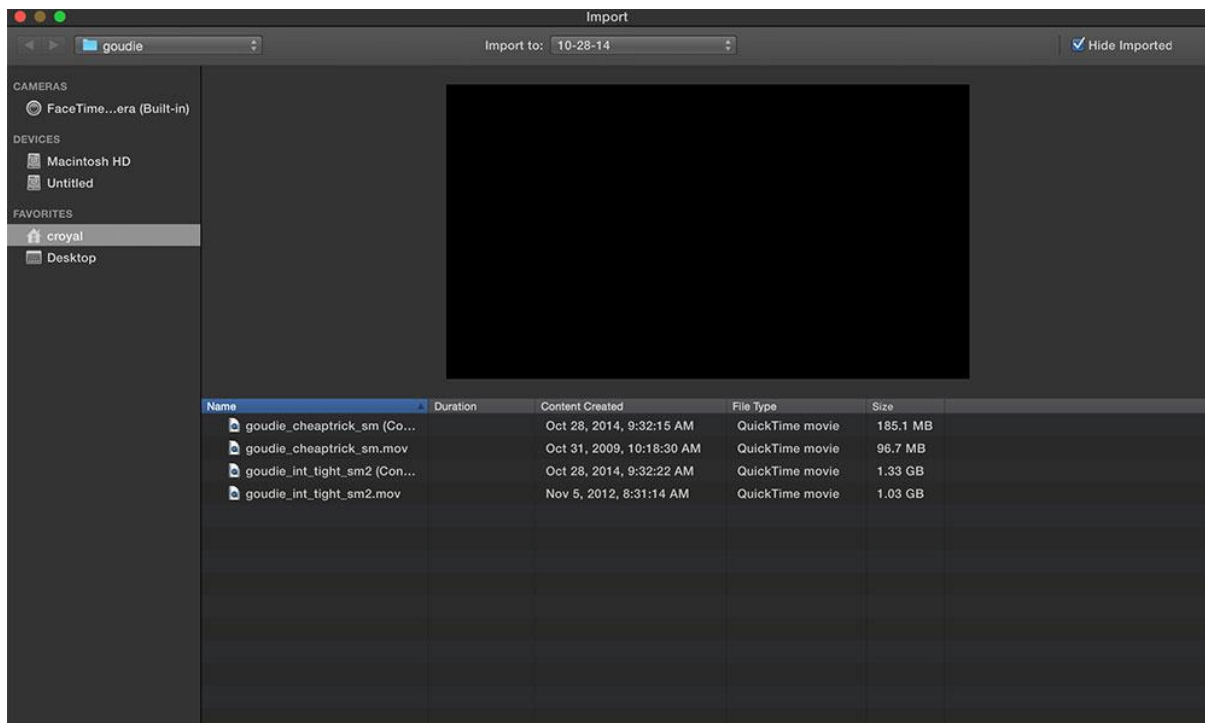


## Using iMovie

iMovie is a video editing program that is available on Apple computers. It allows you to create and edit movies with titling and effects, so that you can export them to the Web.

iMovie imports video from DV cameras. It can also import other video files, like mpeg or mov and formats from smartphones. The new version can import most video formats, but if you run into trouble, you can try a video converter like MPEG Streamclip to get the files in a format that iMovie will accept. You can import a digital clip as shown below.

Most of your footage will be from a digital source. To import, you simply choose the Import button at the top of the screen. You can name the event (File, New Event), so you can organize your files. Once you have the event, you can simply drag from the finder to add the files or choose File, Import Media.



## Video Editing

1. Now you have several clips captured in your event library. You need to create a New Movie Project to work in. In the Projects tab, choose Create New. iMovie saves as you go, but it will later prompt you to save the project.
2. Now the screen is separated into three parts. There is the clip window and viewer at the top and the timeline at the bottom. You must move clips into the timeline to have them as part of your movie.



3. To select an entire clip, double-click. Put the playhead anywhere in the clip and hit the space bar to play. You can drag the clip to the timeline or use the + when you make a selection to include it in the timeline.
4. Move the playhead to the beginning by clicking on the screen. You can watch your clip and decide what you want to trim. Use the spacebar to start and stop play of a clip.
5. To trim a clip, you must select it. You can move the end points to hide some of the clip. This is called deconstructive editing. The portion you hide remains available and you can reveal it by simply moving the ends.
6. To split a clip in two (to add an effect between or to discard part) make a selection to the point you want to split the clip. Choose, Modify, Split Clip (or right-click or use command-B).
7. When working with a clip, you will see the audio table below it. You can move the dots in the audio section to create a fade-in or fade-out effect for audio.
8. You can change the zoom on the timeline by moving the slider just below the viewer window. This allows you to focus on specific sections of a clip.

## **Transitions**

9. Show the Transitions options by clicking on it on the left side of the screen. You will see several effects that you can use to transition between clips. You can also control the duration. Drag it onto the Project in between the two clips that you want to transition. Test the transition. If you want to change it, simply double click on it and change duration or type of transition.

## **Titles**

10. You can add some title screens by choosing the Titles. Your titles can go over a blank screen or pattern or over a frame in the video. Either drag it to the timeline or drag and place it over a clip. Experiment with the different titles. You can adjust the duration by dragging the end or using the options above the viewer.

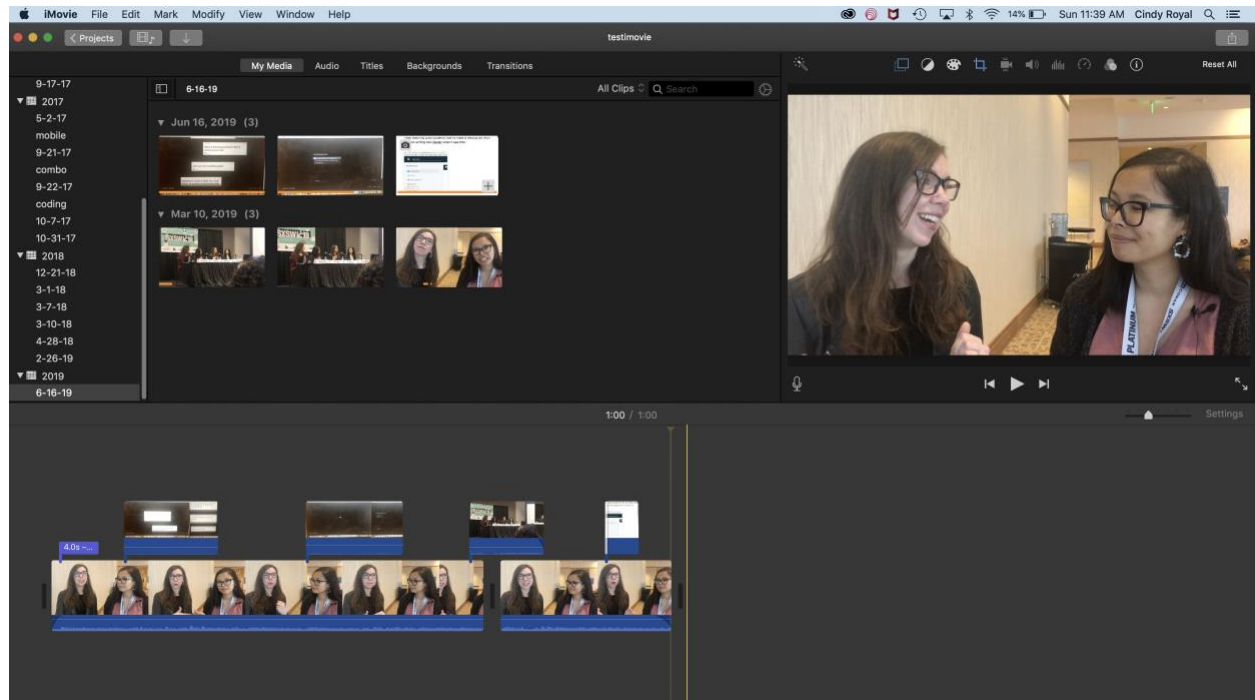
## **Options and Effects**

11. iMovie has a number of effects that you can apply to a clip in the area above the viewer. There are color balance and color correction options, video stabilization, audio adjustments (use Lower Volume when you are inserting b-roll), noise reduction and equalizer options that you can play with to get your desired effects.
12. There are options for speeding or slowing a clip or even reversing it.
13. There are a range of video and audio effects that you can apply.
14. You can adjust the duration of a clip.
15. You don't need to go crazy with effects, but feel free to try these out to test the capabilities.
16. The Enhance button automatically improves the quality of a clip, so feel free to try that.

## **Audio**

17. You can choose Sound Effects from the lower left side or you can insert audio created in GarageBand.
18. To record a voiceover, there is a small microphone at the bottom of the viewer. Click that to record a voiceover. The item next to that icon allows is for voiceover settings (change input source and volume).
19. You can also import an MP3, .mov, or .aiff. Just drag into the Project.

## Adding B-Roll



20. You can add b-roll over a clip by dragging it to the Cutaway area, just above the regular timeline. You do this if you want to keep the audio from one clip, but want to show the video from another. You can adjust the volume on this clip or you can use the Ducking options on the original timeline clip. Try different techniques for adding b-roll over interview footage.
21. There is no specific way to add blank footage to a timeline, but you can always add a blank title slide and remove the text, setting your desired duration, if you need the b-roll to go on longer than the narration of the clip below it.
22. Adding b-roll or changing shots are the best ways to change perspectives in editing. You don't want to have the same shot between edits, because it produces an odd effect. Figure out how to fill the transition when you are making changes between edit points.
23. You can adjust the video fade buttons at the top of the cutaway clips to provide a transition effect.

## Adding still images

24. You can also drag in images from your computer into the Project. Use the crop tool to control how images are presented in the video. iMovie defaults to a Ken Burns effect, that gives the photo a motion effect.

## Exporting

25. Your project is automatically saved as you go. You must export it to use it in your Web project. Use the Share button at the top of the screen and save as a File. You can adjust quality settings here, but the defaults will work for most of our projects. This will save the file as an .mp4. Choose the location on the computer where you want the file saved. You don't need to share To Theater, if you have that option.
26. You can also share directly to YouTube or Facebook, but I prefer to get the mp4 first, then upload to these desired sites.

27. For the project, upload your completed video to YouTube. Then you can embed it in your files. Make sure your video is set as “public” in YouTube.

This is most of what you will need to work with iMovie, but there are numerous features. Be creative and try new things! The more you practice with video editing, the better you will get.

### **Using GarageBand to edit audio**

GarageBand has some easy tools to help you cut or trim clips and make mp3s for audio. You can edit your audio for video before bringing in to iMovie with GarageBand, or just edit in iMovie itself. In GarageBand, simply do your edits and choose share to get a compressed or uncompressed file.

### **Tips for Shooting Video**

- Before going to a shoot, plan your shots. What do you want to get in the interview, where should the subject be seated? For b-roll, what are the interesting shots you want to get to help tell the story.
- Unless you are doing something specifically for social media, you should shoot video in landscape (wide) rather than portrait orientation.
- Make sure all your equipment is charged up and you have space on your devices for saving large files.
- Find a quiet place to do the interviews. Use a microphone, if you can, or get as clean audio as possible.
- Find good lighting. If you don't bring your own lighting, try to move subjects to places with good natural light.
- For interviews, get close to subject. Use a tripod, if you can, or something else to stabilize. Don't have subject looking directly into camera.
- Use rule of thirds for framing interviews. Subjects head should be in top part of frame and provide space in the direction that the subject is looking.
- Get interesting b-roll by using different angles and framing. Shoot over the shoulder, a tight shot on hands, from up above or below, medium shoots, a wide shot to establish the scene...
- Get b-roll with ambient audio that defines the scene. Keep ambient audio at a lower level rather than turning it off on b-roll to make viewing more natural.
- Always get more shots than you need. Then you will have lots with which to work when editing.
- As with editing, keep practicing shooting video. You will get better over time the more you practice.