

# Video To Go Shooting



Wally Cherwinski  
MacMania 15

# The Plan

- Enjoy the process - try things out
- Don't get hung up on "mistakes"
- Find your "style" & express yourself
- Press the **Red** button



# Getting in the Habit

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- Most people haven't developed a video habit
- So many choices now - dedicated, pocket, SLR, P&S, iOS
- Remember - it's less about the shot and more about the "story"



MAGIC Apple 22

Vidεo

# Video vs Stills

- Stills - focus on the shots
- Video - the relationship between shots
- Think different for stills vs video - NO Movement vs Movement



# Stability



GorillaPod



iStabilizer





A good supporting cast



Canon S100



New iPad



Sanyo Xacti VPC-HD2000



Sanyo Xacti VPC-PD2



iPhone 4S



GoPro Hero HD



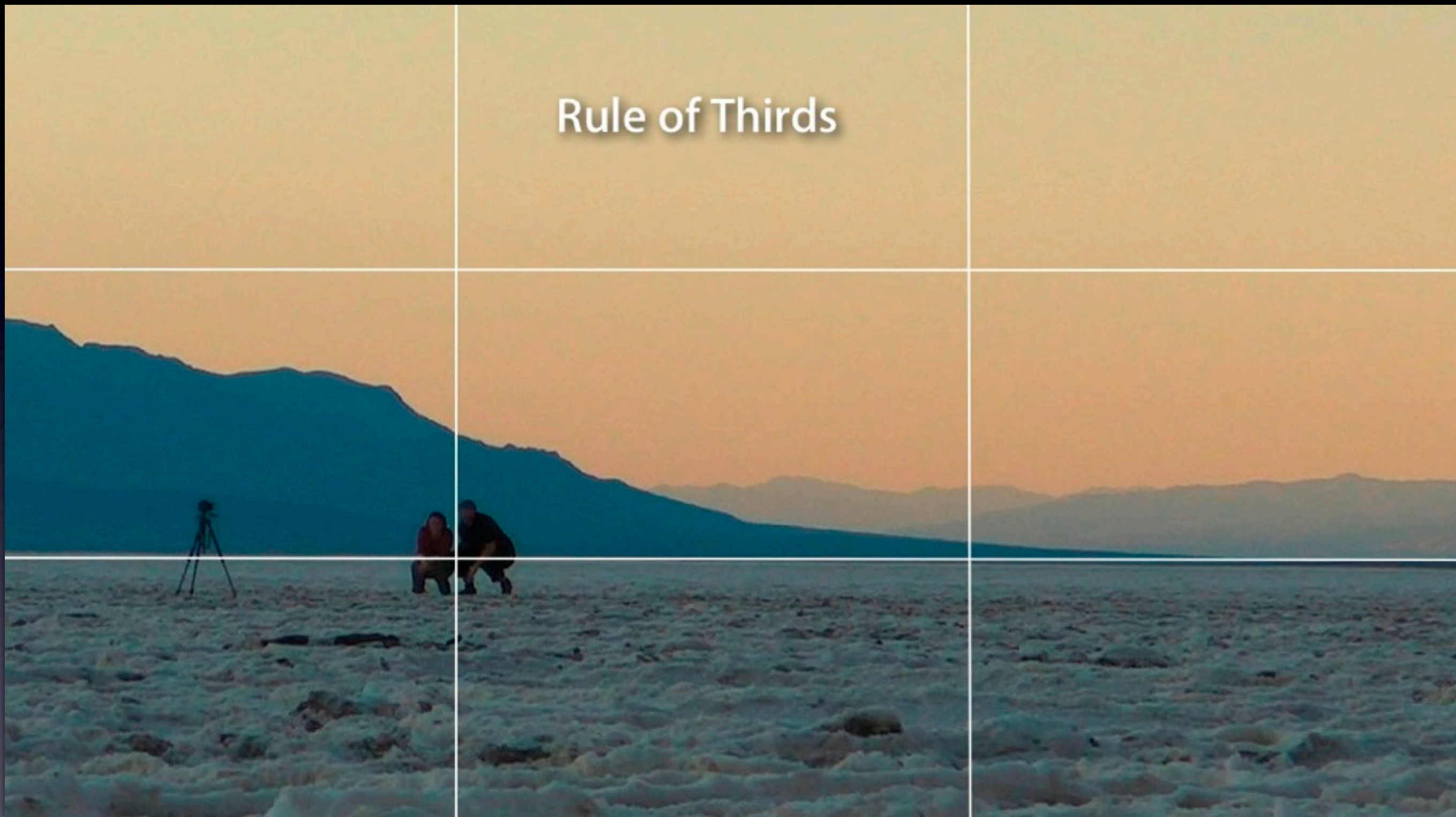


**Vidéo**



Colmar, France  
April, 2012

# Rule of Thirds



# Establishing Shot



Long Shot



Medium Shot



Point-of-View



Close-up



Cut-in



Cutaway

Sedona  
Spirit

**Video Clip**





★ Shoot from different angles & perspectives











"Another Place"  
Antony Gormley

**Vid&0**







Scene Change - Time Passage



# Fietsen

**Video**





★ Recognize an opening & closing - milk the \$ shots





★ People make the shots

Don't invade, step back & zoom





# The Human Touch





# Around the HORN

**Video**



★ Include context & reaction shots



1



2



3



★ Think in sequences - what comes before, what comes after



1



2



3



4



5



6



# Shooting - Recap

- Stabilization - steady as she goes
- Movement - ready, aim, freeze
- Composition - frame quickly & mix shots
- Visualization - think in sequences
- Activity - shoots lots
- Remember - enjoy where you are

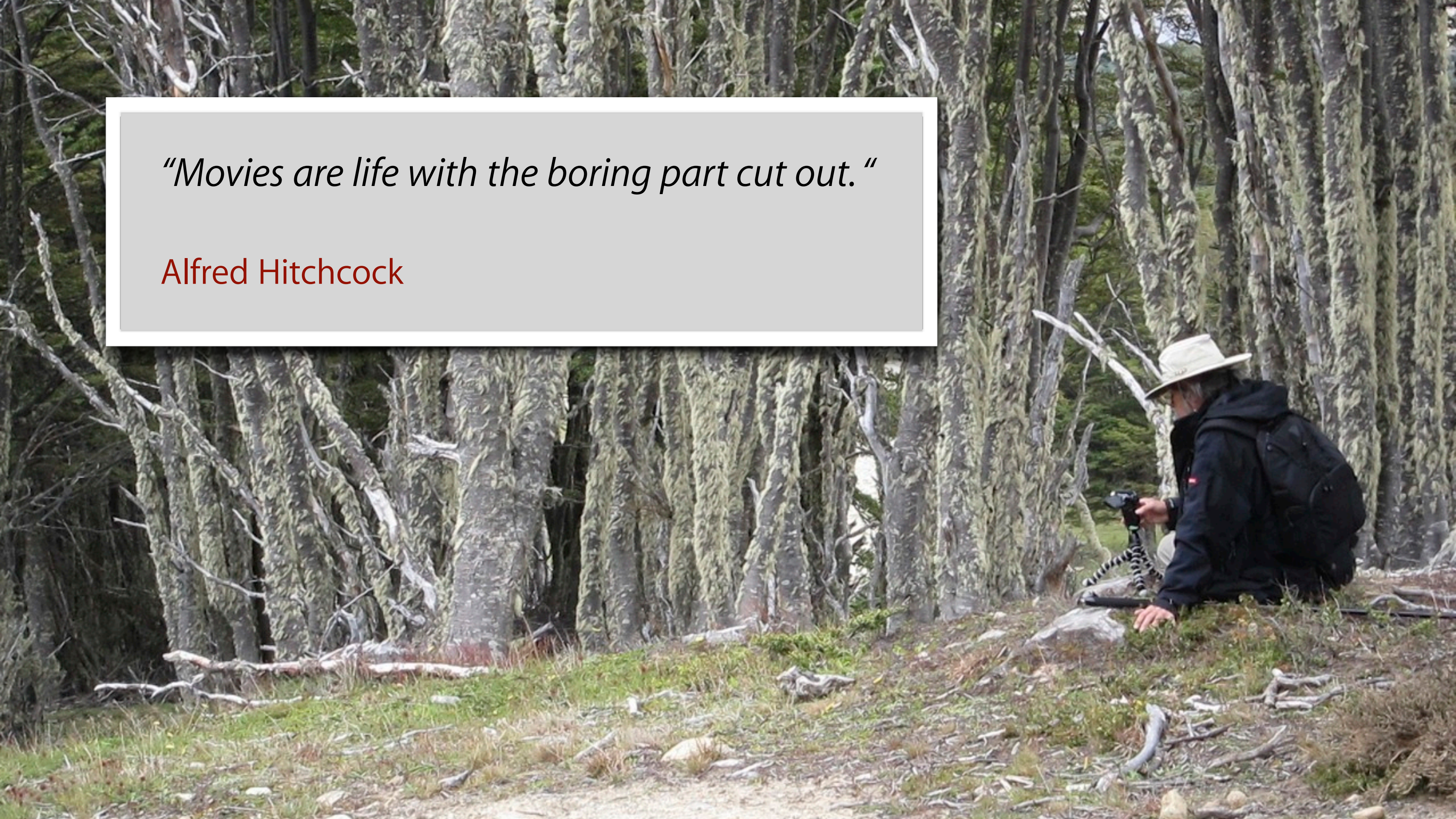
# Video to Go Editing



Wally Cherwinski  
MacMania 15

*“Movies are life with the boring part cut out.”*

Alfred Hitchcock



# Workflow

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- Get video off your camera ASAP!
- Preview your clips on location & when you get home
- Import compressed video (AVCHD, mp4)



# Easy Does It

*Technology doesn't make your movie good.  
It just makes it easy*



# Editing

- Picture
- Sound
- Effects
- Music
- Titles



- Storyline
- Mood
- Timing
- Sequence
- Continuity

It's a Process

# Editing - Tell It Your Way

*"I'm fascinated by the process of assembling a film from elements. The director shoots, shoots, shoots, the actors act, act, act...but we see the story that the editor chooses to tell."*

**Andy Ihnatko**

# Macworld iWorld 2012



Macworld  
iWorld  
LATE IFANEVENT  
WORLD EXPO EVENT

**Vid&o**



# Top Editing Tips

- ★ Target final length of 3-5 minutes, edited clips 2-4 sec



# Top Editing Tips

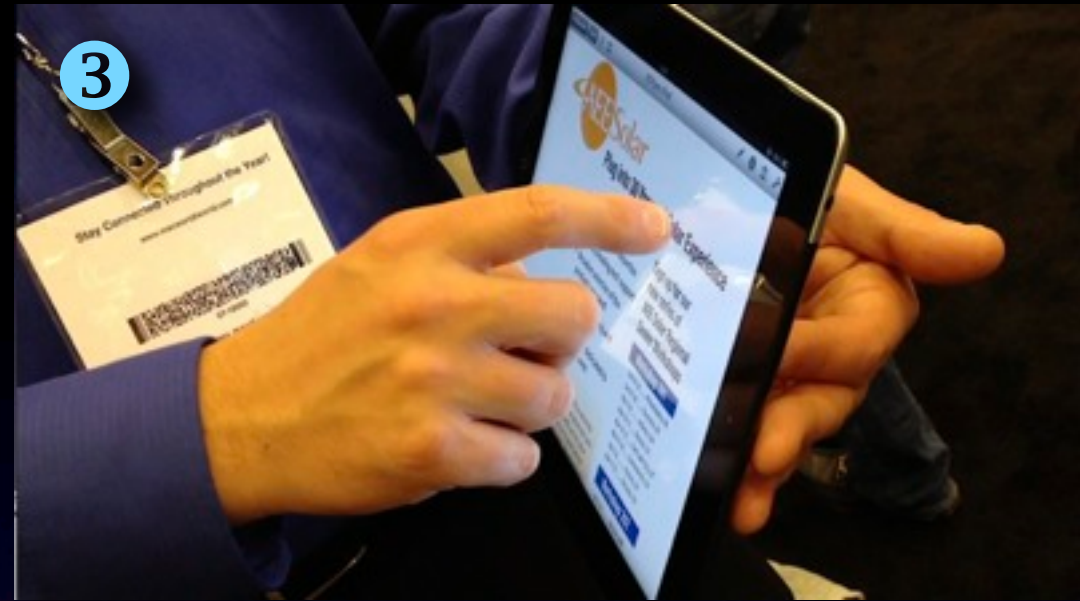
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- ★ Look for motion, emotion or memorable moments in each shot
- ★ Select & save the best portions of each clip
- ★ Combine trimmed clips into sequences
- ★ Use a mix of shots, match motion. Feel when it's right

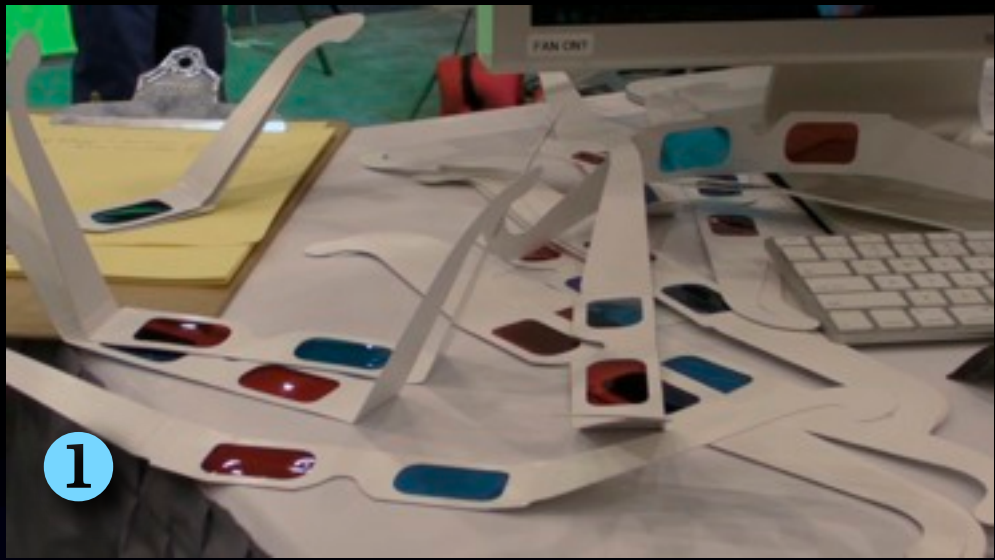




# Sequence & Mix

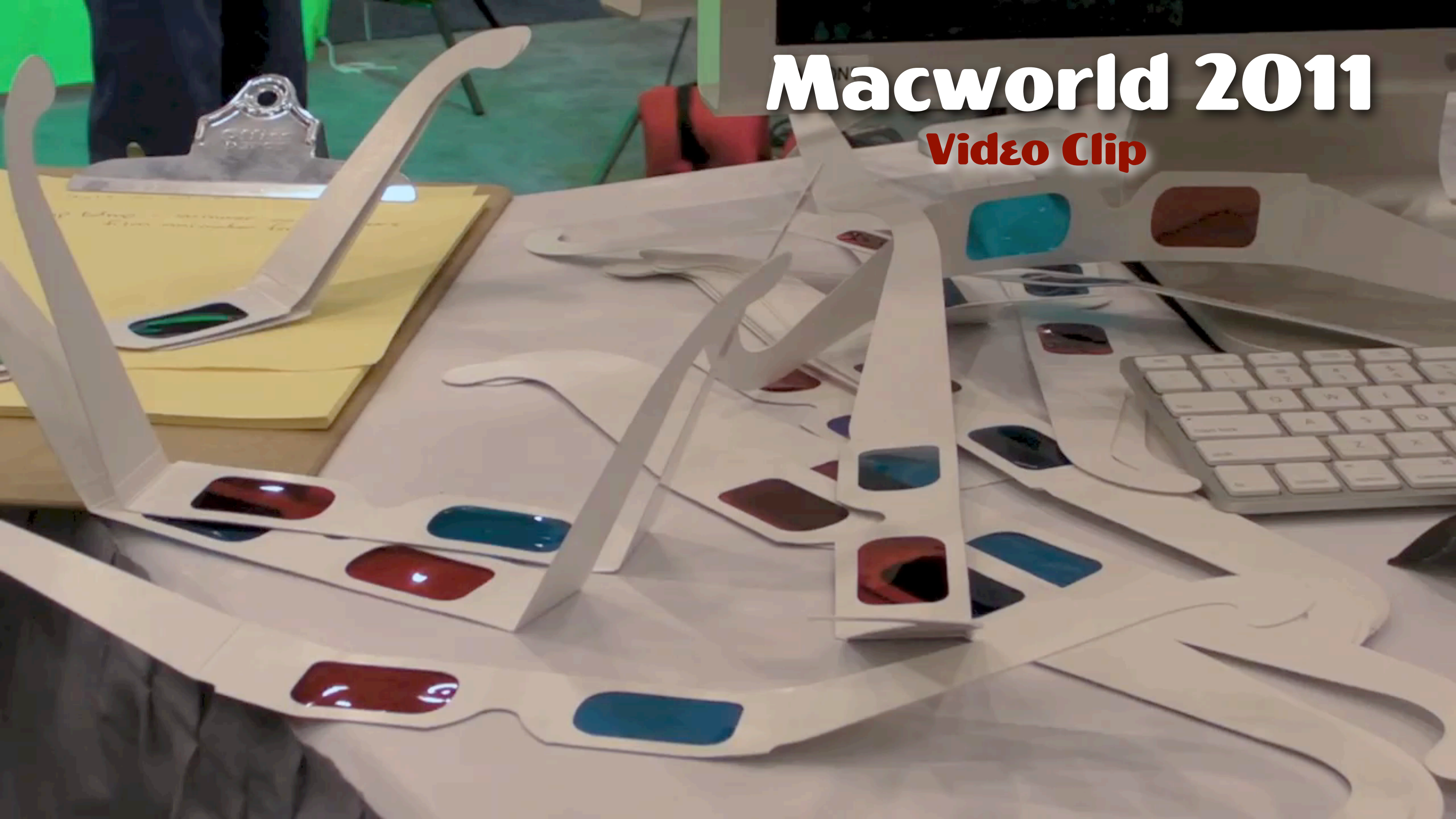


# Sequence & Mix



# Macworld 2011

**Video Clip**





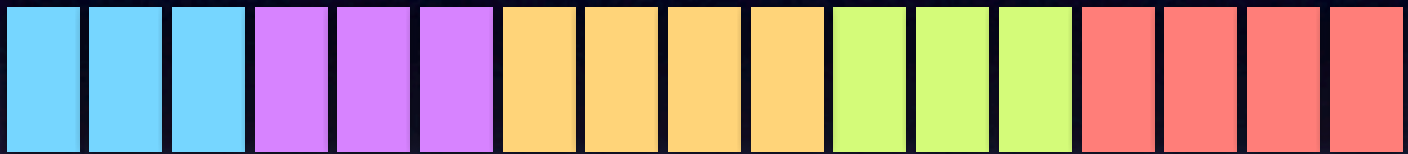
## On the Road Again



# Editing - Process

- Start somewhere (anywhere) - build a sequence
- Then build another sequence (before or after)
- Find threads, reorder and bridge between sequences
- See the story - build whole storyline - any length
- Set style & mood - narrative, interview, music & FX
- Make choices, tighten & trim to length





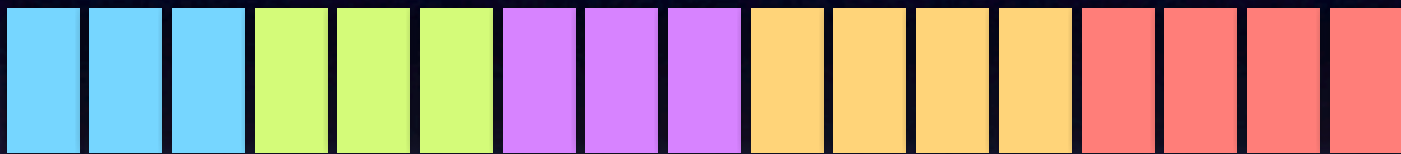
S1

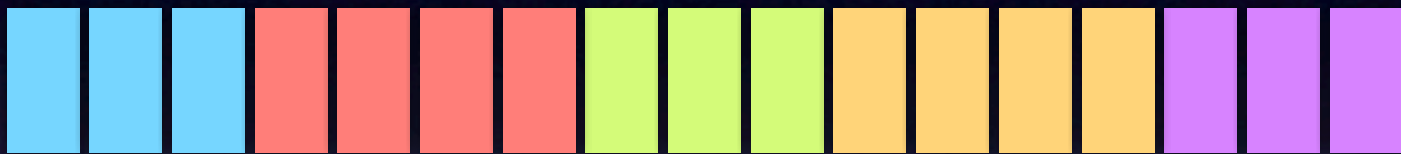
S2

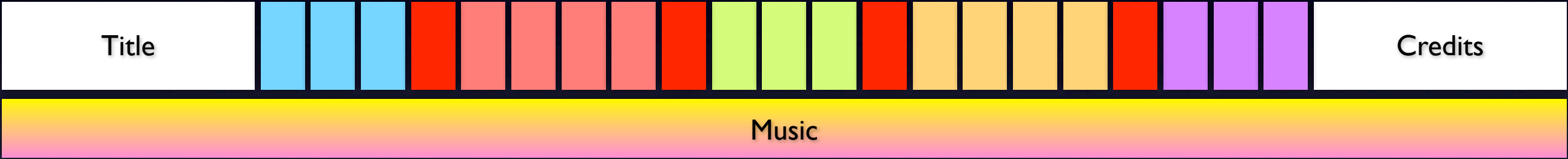
S3

S4

S5







Title

Credits

# Story Time - Process

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- Music can make or break your show - use your taste
- Music & length of shots set pace
- Play rough cut to music choices - select the best
- Trim clips, edit length to music - cut to the beat

Vid&o



jamsil stadium, seoul  
september, 2012

# Homework



**PBS**

**NATIONAL  
GEOGRAPHIC™**

# Animated Image Shows





# MacMania 8

## Vid&o



# Animated Image Shows

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- Animated images (movies)
- Cross between stills & video
- Ken Burns Effect
- iPhoto vs Aperture vs FotoMagico 4

Please choose your primary display device:



Monitor



Television



Projector



Burning your slideshow to DVD and viewing it on a television has the advantage that you can share your slideshow with people who do not own FotoMagico, but please note that image quality will be reduced due to technical limitations of DVD and television technology.

- Present on:
- Standard TV (4:3)
  - Widescreen TV (16:9)
  - HDTV (720)
  - HDTV (1080)

Open: Existing Slideshow...

Close

Choose

Start

Finish

- Slide
- Transition
- Image
- Movie
- Title
- Audio

### Authoring

General Libraries **Authoring** Playing Software Update

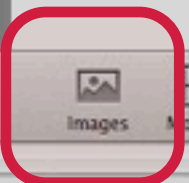
When inserting images:  Apply automatic animation  
 Keep landscape images completely visible  
 Keep portrait images completely visible

When inserting new images into the slideshow, the initial geometry and animation will be chosen according to these settings.

---

When adding audio:  Always link audio to slides  
 Never link audio to slides  
 Let FotoMagico choose (depending on situation)

When adding new audio to the slideshow, this setting determines whether audio is initially linked to the slides. This setting can always be changed later in the Audio Options.

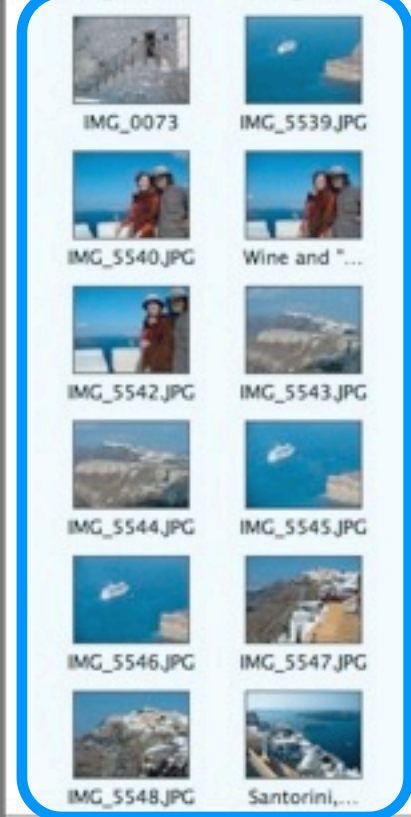


Start  
**Start**

Finish  
**Finish**



- MacMania 8 Mediterranean
  - Genoa
  - Etna
  - Pompeii
  - Cyprus
  - Egypt
  - Turkey
  - Olympia
  - Santorini
  - Venice
- MacMania 4 California
- Arizona



Zoom: 100% Rotation: 0.0°

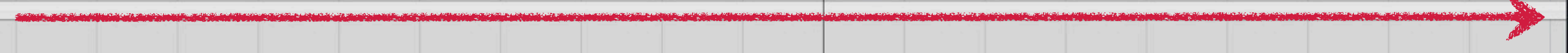
Storyboard Timeline Blank Slide Add Title

Navigation icons: Previous, Play, Next, Stop

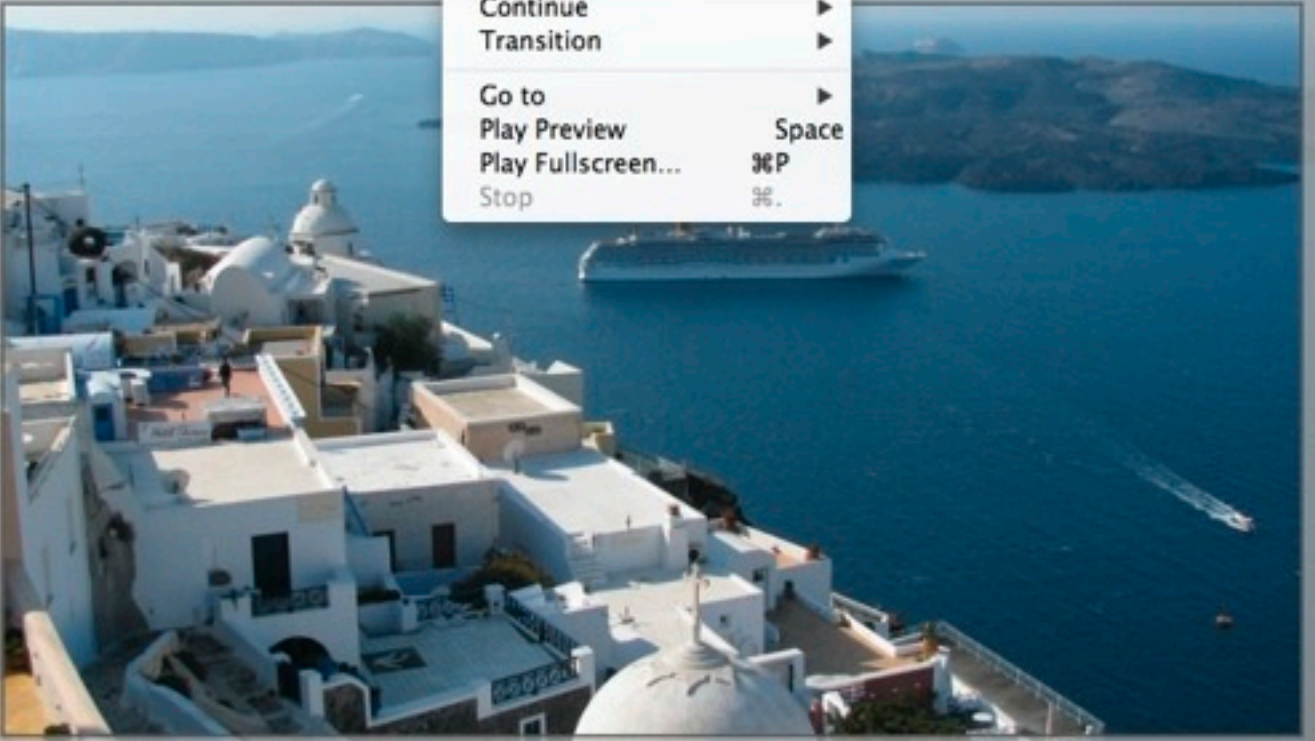
Bottom right icons: Images (highlighted with a red box), Movies, Audio, Options

Timeline with slide thumbnails and durations:

- 3.4s 51
- 3.4s 52
- 3.5s 53
- 3.5s 54
- 3.5s 55
- 3.5s 56
- 3.5s 57
- 3.5s 58
- 3.5s 59
- 3.5s 60
- 3.5s 61
- 3.4s 62
- 3.4s 63
- 3.4s 64
- 3.4s 65
- 3.4s 66
- 3.4s 67
- 3.4s 68
- 3.5s 69



- Settings... ⌘;
- Instant Slideshow... ⌘\*
- Insert ▶
- Layer ▶
- Chapter ▶
- Match ▶
- Audio ▶
- Animation ▶
- Zoom ▶
- Continue ▶
- Transition ▶
- Go to ▶
- Play Preview Space
- Play Fullscreen... ⌘P
- Stop ⌘.



**Slide**

Animation:  Enabled

Duration:

Continue:

Notes:

**Transition**

Type:

Duration:

**Image**

File: IMG\_5549.JPG

Border:

Color:

Visibility:

Animation:

▶ Movie

▶ Title

▶ Audio

Zoom: 31%    Rotation: 0.0°

Storyboard    Timeline    Blank Slide    Add Title

◀ ▶ ↺ ↻

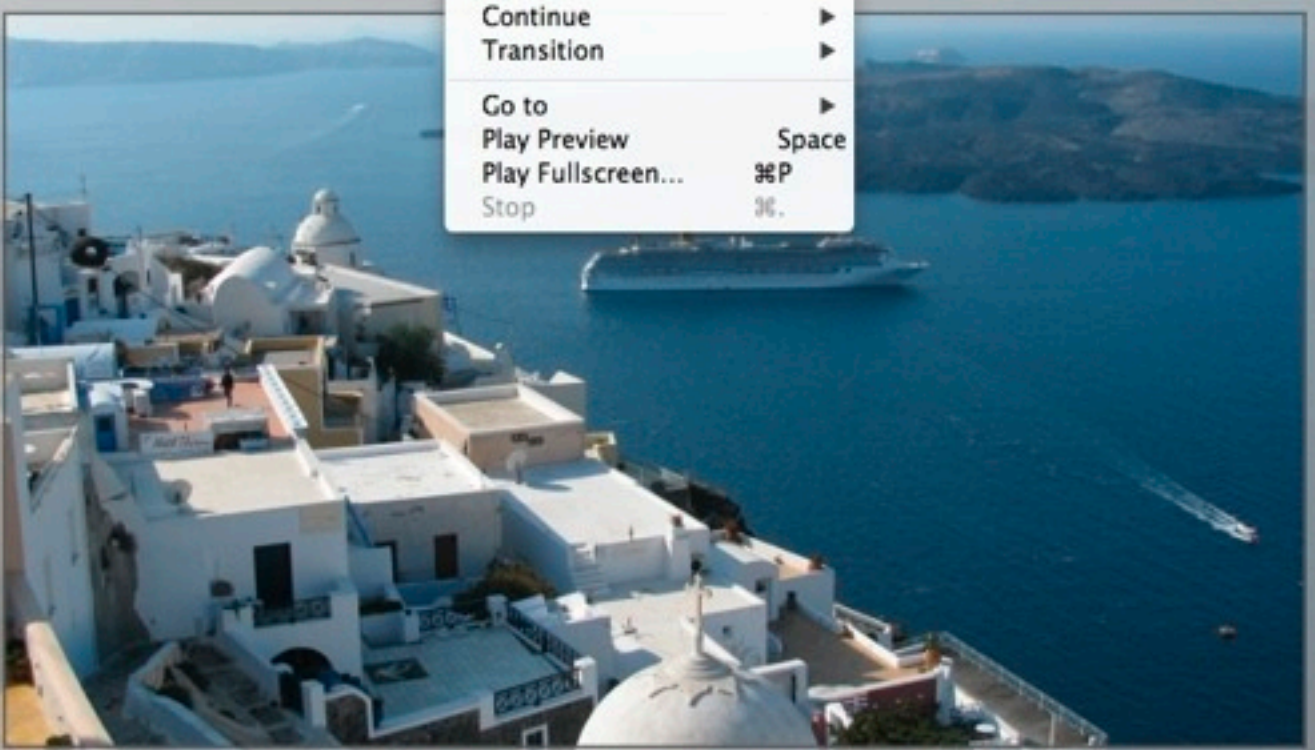
Images    Movies    Audio    Options

|      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| 3.4s | 3.4s | 3.5s | 3.5s | 3.5s | 3.5s | 3.5s | 3.5s | 3.5s | 3.5s | 3.5s | 3.4s | 3.4s | 3.4s | 3.4s | 3.4s | 3.4s | 3.4s | 3.5s |
| S1   | S2   | S3   | S4   | S5   | S6   | S7   | S8   | S9   | S10  | S11  | S12  | S13  | S14  | S15  | S16  | S17  | S18  | S19  |

- Settings... ⌘;
- Instant Slideshow... ⌘\*
- Insert ▶
- Layer ▶
- Chapter ▶
- Match ▶
- Audio ▶
- Animation ▶
- Zoom ▶
- Continue ▶
- Transition ▶
- Go to ▶
- Play Preview Space
- Play Fullscreen... ⌘P
- Stop ⌘.

Slide Durations To Audio  
Audio Length to Slides

Finish



**Slide**

Animation:  Enabled

Duration:

Continue:

Notes:

---

**Transition**

Type:

Duration:

---

**Image**

File: IMG\_5549.JPG

Border:

Color:

Visibility:

Animation:

---

▶ Movie

▶ Title

▶ Audio

Zoom: 31% Rotation: 0.0°

Storyboard Timeline Blank Slide Add Title

◀ ▶ ↺ ↻

Images Movies Audio Options

|      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| 3.4s | 3.4s | 3.5s | 3.5s | 3.5s | 3.5s | 3.5s | 3.5s | 3.5s | 3.5s | 3.5s | 3.4s | 3.4s | 3.4s | 3.4s | 3.4s | 3.4s | 3.4s | 3.5s |
| 51   | 52   | 53   | 54   | 55   | 56   | 57   | 58   | 59   | 60   | 61   | 62   | 63   | 64   | 65   | 66   | 67   | 68   | 69   |

- Settings... ⌘;
- Instant Slideshow... ⌘\*
- Insert ▶
- Layer ▶
- Chapter ▶
- Match ▶
- Audio ▶
- Animation** ▶
  - ✓ Enabled ⌘K
  - Reverse ⌘R
  - Randomize
  - Zoom In ^⌘I
  - Zoom Out ^⌘O
  - Pan ^⌘P
- Go to ▶
- Play Preview Space
- Play Fullscreen... ⌘P
- Stop ⌘.



Finish

**Slide**

Animation:  Enabled

Duration:

Continue:

Notes:

---

**Transition**

Type:

Duration:

---

**Image**

File: IMG\_5549.JPG

Border:

Color:

Visibility:

Animation:

---

▶ Movie

▶ Title

▶ Audio

Zoom:     Rotation:

Storyboard    Timeline    Blank Slide    Add Title

◀ ▶ ↺ ↻

Images    Movies    Audio    Options

|      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |      |
|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| 3.4s | 3.4s | 3.5s | 3.5s | 3.5s | 3.5s | 3.5s | 3.5s | 3.5s | 3.5s | 3.5s | 3.4s | 3.4s | 3.4s | 3.4s | 3.4s | 3.4s | 3.4s | 3.5s |
| 51   | 52   | 53   | 54   | 55   | 56   | 57   | 58   | 59   | 60   | 61   | 62   | 63   | 64   | 65   | 66   | 67   | 68   | 69   |



Start

Finish



**Transition**

Type: ✘ Dissolve

Duration: 1.2s

---

**Image**

File: IMG\_5549-scaled-1.JPG ⚙

Border: 1pt

Color: Normal ⚙

Visibility: ⚙

Animation: ⚙

**Slide**

Animation:  Enabled

Duration: 3.5s

Continue: After Duration

Notes:

**Transition**

Type: ✘ Dissolve

Duration: 1.2s

---

**Image**

File: IMG\_5549-scaled-1.JPG ⚙

Border: 1pt

Color: Normal ⚙

Visibility: ⚙

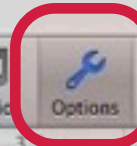
Animation: ⚙

- ▶ Movie
- ▶ Title
- ▶ Audio



Zoom: 100% Rotation: 0.0°

Navigation icons: Previous, Play, Next, Stop



Storyboard controls: Storyboard, Timeline, Blank Slide, Add Title

Storyboard thumbnails: 31 slides with durations (3.4s, 3.5s) and image previews.

Start Finish

Slide

Animation:  Enabled

Duration:  3.5s

Continue: After Duration

Notes:

Position

Dissolve

Duration:  1.2s

Image

File: IMG\_5549-scaled-1.JPG

Border:  1pt

Color: Normal

Visibility:

Animation:

Movie

Title

Audio

Zoom: 100% Rotation: 0.0°

Storyboard Timeline Blank Slide Add Title

Images Movies Audio Options

4s 02:56.3 3.5s 02:59.8 3.5s 03:03.3 3.5s 03:06.8 3.5s 03:10.3 3.5s 03:13.8 3.5s 03:17.3 3.5s 03:20.8 3.5s 03:24.3 3.5s 03:27.8 3.4s 03:31.2 3.4s 03:34.6 3.4s 03:37.10 3.4s 03:41.4 3.4s 03:44.8 3.4s 03:48.2

53 54 55 56 57 58 59 60 61 62 63 64 65 66 67

Audio Waveform Visible

Drag Edit Points

Audio Markers

Start

Finish



- TRADITIONAL
  - Cut
  - Fade
  - Dissolve
- 2D EFFECTS
  - Linear Wipe
  - Circular Wipe
  - Angular Wipe
  - Slide
  - Push
  - Twirl
- 3D EFFECTS
  - Flip
  - Blinds
  - Cube
  - Shuffle
  - Topple
  - Thumb Through
- FUN EFFECTS
  - Zoom
  - Aperture
  - Flash
  - Pixelate
  - Broken TV
  - ? Random

Slide

Animation:  Enabled

Duration:

Continue: After Duration

Notes:

- TRADITIONAL
  - Cut
  - Fade
  - Dissolve
- 2D EFFECTS
  - Linear Wipe
  - Circular Wipe
  - Angular Wipe
  - Slide
  - Push
  - Twirl
- 3D EFFECTS
  - Flip
  - Blinds
  - Cube
  - Shuffle
  - Topple
  - Thumb Through
- FUN EFFECTS
  - Zoom
  - Aperture
  - Flash
  - Pixelate
  - Broken TV
  - ? Random

Storyboard Timeline Blank Slide Add Title

02:56.3 3.5s 02:59.8 3.5s 03:03.3 3.5s 03:06.8 3.5s 03:10.3 3.5s 03:13.8 3.5s 03:17.3 3.5s 03:20.8 3.5s

53 54 55 56 57 58 59 60

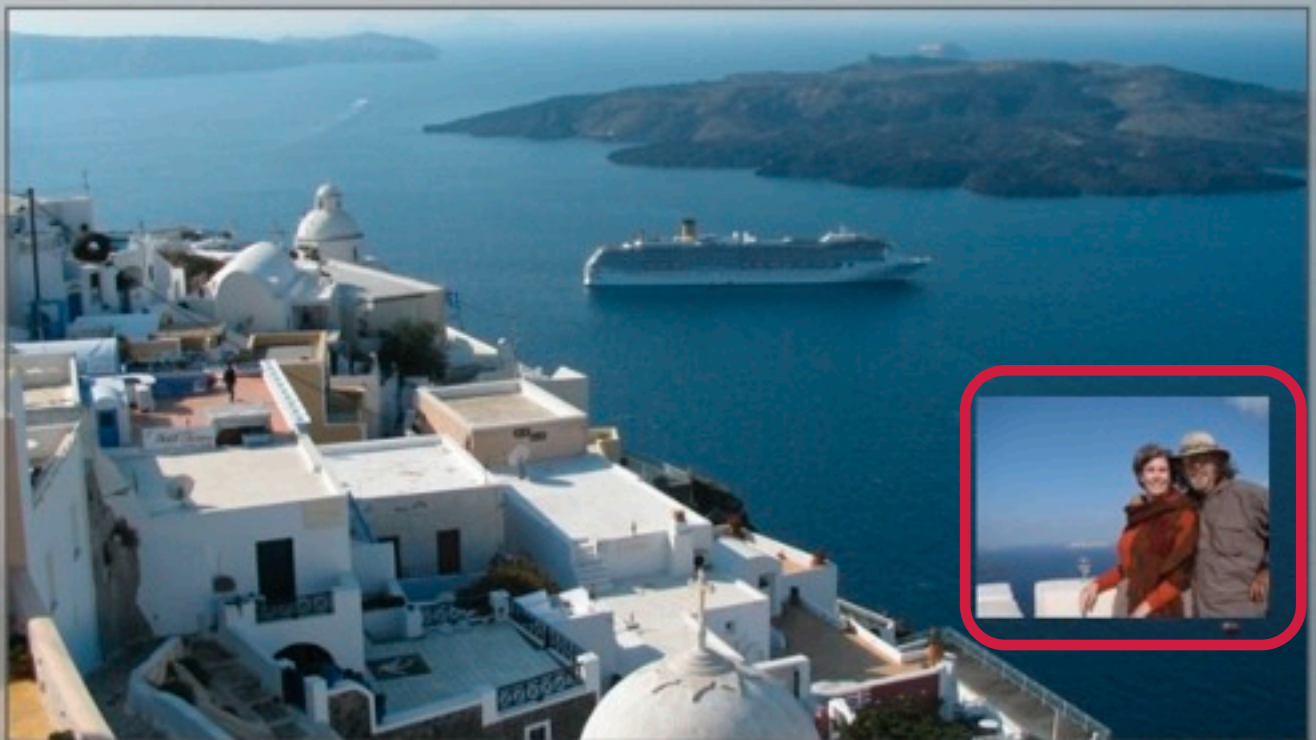
Zoom: 100% Rotation: 0.0°

3.4s 03:31.2 3.4s 03:34.6 3.4s 03:37.10 3.4s 03:41.4 3.4s

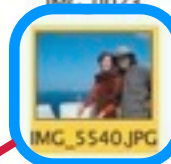
63 64 65 66

Start

Finish



- MacMania 8 Mediterranean
    - Genoa
    - Etna
    - Pompeii
    - Cyprus
    - Egypt
    - Turkey
    - Olympia
    - Santorini
    - Venice
  - MacMania 4 California
  - Arizona
- |               |              |
|---------------|--------------|
| IMG_0066      | IMG_5536.JPG |
| IMG_5537.JPG  | IMG_5538.JPG |
| IMG_0071      | IMG_0072     |
| IMG_5539.JPG  | IMG_5540.JPG |
| Wine and "... | IMG_5542.JPG |
| IMG_5543.JPG  | IMG_5544.JPG |



Zoom: 26% Rotation: 0.0°

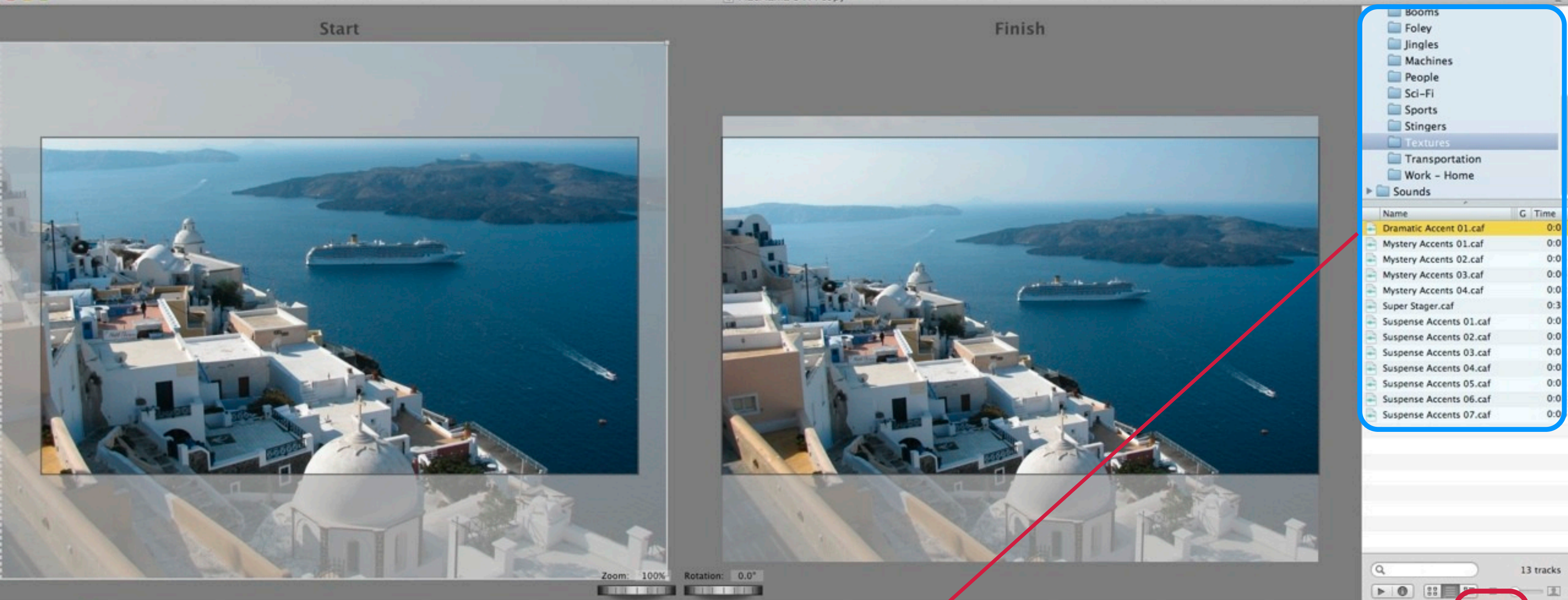
Storyboard Timeline Blank Slide Add Title

◀ ▶ ↺ ↻

Images Movies Audio Options

03:03.4 03:06.9 03:10.4 03:13.9 03:17.4 03:20.9 03:24.3 03:27.8 03:31.2 03:34.6 03:38.0 03:41.4





- Booms
- Foley
- Jingles
- Machines
- People
- Sci-Fi
- Sports
- Stingers
- Textures
- Transportation
- Work - Home
- Sounds

| Name                    | G | Time |
|-------------------------|---|------|
| Dramatic Accent 01.caf  |   | 0:0  |
| Mystery Accents 01.caf  |   | 0:0  |
| Mystery Accents 02.caf  |   | 0:0  |
| Mystery Accents 03.caf  |   | 0:0  |
| Mystery Accents 04.caf  |   | 0:0  |
| Super Stager.caf        |   | 0:3  |
| Suspense Accents 01.caf |   | 0:0  |
| Suspense Accents 02.caf |   | 0:0  |
| Suspense Accents 03.caf |   | 0:0  |
| Suspense Accents 04.caf |   | 0:0  |
| Suspense Accents 05.caf |   | 0:0  |
| Suspense Accents 06.caf |   | 0:0  |
| Suspense Accents 07.caf |   | 0:0  |

Storyboard Timeline Blank Slide Add Title

3.3 3.5s 03:06.8 3.5s 03:10.3 3.5s 03:13.8 3.5s 03:17.3 3.5s 03:20.8 3.5s 03:24.3 3.5s 03:27.8 3.4s 03:31.2 3.4s 03:34.6 3.4s 03:37.10 3.4s 03:41.4 3.4s 03:44.8 3.4s 03:48.2 3.4s 03:51.6 3.5s 03:55

55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70


Images Moving Audio Options

Dramatic Accent 01



Start


Finish

**▼ Audio**

File: Dramatic Accent 01.caf 

Options:  Audio Loops  
 Linked to Slides  
 Locked Timing

Range:  

Volume:  100%

Ducking:  Lower others by 50%

► Fadein:  Automatic

► Fadeout:  Automatic

► Slide


► Transition

► Image



► Movie


► Title

**▼ Audio**

File: Dramatic Accent 01.caf 

Options:  Audio Loops  
 Linked to Slides  
 Locked Timing

Range:  

Volume:  100%

Ducking:  Lower others by 50%

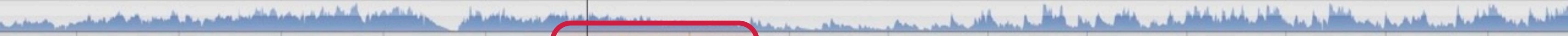
► Fadein:  Automatic

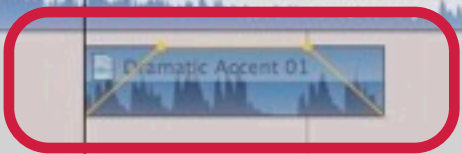
► Fadeout:  Automatic

Storyboard Timeline Blank Slide Add Title

3.3 3.5s 03:06.8 3.5s 03:10.3 3.5s 03:13.8 3.5s 03:17.3 3.5s 03:20.8 3.5s 03:24.3 3.5s 03:27.8 3.4s 03:31.2 3.4s 03:34.6 3.4s 03:37.10 3.4s 03:41.4 3.4s 03:44.8 3.4s 03:48.2 3.4s 03:51.6 3.5s 03:55.1

55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70





- Standalone Player...
- YouTube...
- iPhone...
- iPad...
- AppleTV...
- DVD...
- QuickTime...



Zoom: 100% Rotation: 0.0°

**Slide**

Animation:  Enabled

Duration:

Continue:

Notes:

---

**Transition**

Type:

Duration:

---

**Image**

File: IMG\_5549-scaled-1.JPG

Border:

Color:

Visibility:

Animation:

---

▶ Movie

▶ Title

▶ Audio

Storyboard Timeline Blank Slide Add Title

Navigation: Previous, Play, Next, Stop

Images Movies Audio Options

03:03.3 3.5s 03:06.8 3.5s 03:10.3 3.5s 03:13.8 3.5s 03:17.3 3.5s 03:20.8 3.5s 03:24.3 3.5s 03:27.8 3.4s 03:31.2 3.4s 03:34.6 3.4s 03:37.10 3.4s 03:41.4 3.4s 03:44.8 3.4s 03:48.2 3.4s 03:51.6 3.5s 03:55.1

55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70

Dramatic Accent 01

Start

iPad - Select Options

Step 1 of 4

Device: iPad 3

Resolution: HD 1080p

Options:  Send to iTunes

Size: 1920x1080 Pixels  
 Duration: 5min 37s  
 Estimated File Size: 329.2MB



1 of 98

Cancel Go Back Continue

Slide

Animation:  Enabled  
 Duration: 3.5s  
 Continue: After Duration

Notes

Transition

Type: Dissolve  
 Duration: 1.2s

Image

File: IMG\_5549-scaled-1.JPG  
 Border: 1pt  
 Color: Normal  
 Visibility: [Slider]  
 Animation: [Slider]

Movie  
 Title  
 Audio

Zoom: 100% Rotation: 0.0°

Storyboard Timeline Blank Slide Add Title

Images Movies Audio Options

03:06.8 03:10.3 03:13.8 03:17.3 03:20.8 03:24.3 03:27.8 03:31.2 03:34.6 03:37.10 03:41.4 03:44.8 03:48.2 03:51.6 03:55.1

55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70

Dramatic Accent 01



# PhotoMagico 4

- Timeline view \*
- Visible audio waveform \*
- Sync slides to beat \*
- Fit slides to music length
- Multiple audio tracks
- Animated titles
- Mix movies & stills
- Drag edit points \*
- Layer images \*
- Auto scale pano & portrait
- Rotation on images
- Lots of export options

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