

Why
video?

Why

video?

A Heavy Load - David Frank

[http://video.nytimes.com/video/2008/04/16/sports/
1194817108758/a-heavy-load.html](http://video.nytimes.com/video/2008/04/16/sports/1194817108758/a-heavy-load.html)

**What was
the story?**

C'mon Son - Darren Durlach

<http://vimeo.com/9825108>

**What
works in
video?**

Hungry - Maisie Crow

[http://www.maisiecrow.com/pages/5/MULTIMEDIA/
MULTIMEDIA/](http://www.maisiecrow.com/pages/5/MULTIMEDIA/MULTIMEDIA/)

Tools

Tools



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Tools



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Tools



1080p HD video

720p HD video

720p at 60 FPS

640x480

EIS

5 MP stills

Macro switch

SD card slot

USB jack

Battery

AUDIO INPUT

Audio Levels

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Tools

Microphones

Stick

Lavalier

Shotgun

Tripod

Memory card

Card reader

Spare battery

Audio

Drives

Everything

Long

*(ambient,
background)*

Medium

*(interview,
conversation)*

Close-up

*(details, nat
pops)*

Video Overrides Audio

Long

(place, time)

Medium

*(interactions,
moments)*

Close-up

*(details,
texture)*

THE

RULES

NO

MOWING

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**10
SECONDS**

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**SHUT
UP!**

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**FILL
THE
FRAME**

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**CONTROL
YOUR
BACKGROUND**

**KNOW
YOUR
STORY**

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3

WORDS

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Software

Mac

iMovie

~~Final Cut Express~~

Final Cut Pro

Final Cut Pro X

Windows

Movie Maker

Premiere

Avid

Codecs

Codecs

avi

Coodees

avi

mov

Coodeecs

avih.264

mov

Coodecs
avih.264
movaic

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Coodeces

avih.264

movaic

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Transcoding

- **Invisible in iMovie** *(and FCP X)*
- **Log & Transfer in FCP**
- **Compressor**
- **MPEG Streamclip**

Editing Tips

- **Audio first**
- **B-roll**
- **If you have an overwhelming desire to do video first and can't control it, see first tip**

Editing Tips

- **Avoid jump cuts**
- **Matched action**
- **Audio drives everything**



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