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CALM
AND
SPIRO
ON

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SHOOT, EDIT & UPLOAD

SHOOTING

Alright how are you doing on your homework? Have you shot your video? Are you in the process of shooting your video? Or, have you been putting it off and haven't started yet?! In the last video I prepped you for being on camera, but here are a few tips to be aware of while shooting.

The first is to take your time. Breathe, relax. You have nothing but time, so let yourself be comfortable.

When you slip up or lose your train of thought – it will happen, it's all good, I do it! – just take a pause and continue or restart, whichever feels right to you. This will get you back on track and will also make it easy for you to edit.

If you find that you are having trouble with your words or are losing focus, take a break. It's important to maintain the energy that you are projecting in your video, so it's OK to take some time away and recharge. Refresh yourself on your message before you come back and you'll be back on point.

Try to channel your energy into your message and avoid energy misuse by swaying or fidgeting. This will also be a big help in editing, as it won't be as jarring cutting back and forth if you are in a different position or sitting or standing a different way.

OK. You've shot your video, yay! Now, it's time to edit. I'm going to show you 2 different programs to edit with that are simple and effective: Perfect Video for your smartphone or tablet and iMovie for your Mac. If you have a PC, I'll have some program suggestions that are pretty well identical to the ones I just mentioned.

Let's get started!

PERFECT VIDEO

CREATE NEW PROJECT

To create a new project, tap the PLUS SIGN in the top right hand corner of the screen. Name the project.

IMPORT FOOTAGE

To import footage, click the FILM ICON at the bottom left of the screen, and select your footage from wherever your media is stored. Once all your footage is selected, click DONE.

TRIMMING YOUR FOOTAGE

To trim your footage, click a video clip to open it and click TRIM on the bottom left-hand side of the screen. Slide the trim markers along the video clip front and back to achieve your desired trim. When finished, click the CHECKMARK in the top right-hand corner.

TRANSITIONS

Perfect Video automatically adds transitions between clips, so just click on the TRANSITION ICON between 2 clips and your options for the transitions and the length appear. Spin the first wheel to choose your transition, and the second wheel to choose the duration of the transition. Click DONE.

TEXT CARD

To create a text card click on the TEXT (T) ICON at the bottom of the screen, and a black box will appear. Click and hold on the marker above the box and drag the text card wherever you want on your timeline. Click on it to open it.

Click the TEXT ICON at the bottom left of the screen to show your options. Click the PLUS SIGN below the text window to write and edit text. Click the CHECKMARK in the top right-hand corner.

To adjust the text size, you can pinch and stretch it with your fingers, and you can change its position by dragging it wherever you want. You can also change the font by clicking the TEXT (T) ICON to the right and scrolling through the fonts available.

Click the FX button to change the style of the text, and adjust the colour by clicking the COLOUR ICON and choosing from the palette. You can also change the colour of the text box by clicking the PAINT ROLLER ICON and playing with the slider.

To adjust the duration of the text card, return to the text card main menu and click DURATION, and adjust the slider to your desired length.

Click DONE to return to the timeline.

SUBTITLES

You can also superimpose text on any of your video clips. Click on the desired video clip and then click the SUBTITLE ICON at the bottom of the screen. This will bring up the same options as the previous text menu, with the same controls. When you're satisfied, click the CHECKMARK in the top right-hand corner.

MUSIC

You can add music to your video by clicking the MUSIC ICON at the bottom of the screen in the timeline and choosing a song from your music library. You can select a song or trim it if you don't want it along the entire length of your video by clicking the scissor icon. Double tap the music track and you open the audio settings, where you can choose whether or not to fade the audio in and out and adjust the audio level balance, making the music or the video audio the dominant sound in your movie.

VOICE OVER

You can add voice over to your video by clicking on the MUSIC ICON in the timeline and canceling the song import. Click the MICROPHONE ICON at the bottom of the screen and the icon will pop up on the preview window, click that and record your voice over directly into the app by speaking into the device or through the microphone on your earbuds. When you are finished click the icon again. Your recording will appear as a green box in the bottom of the screen, which you can slide along to play at any portion of the video clip you choose. Double tap the green box to bring up the same audio settings you have with songs, and you can control the volume, fade your voice over in and out or delete it altogether. Click DONE.

REVIEWING YOUR MOVIE

You can review your movie at anytime by clicking the PLAY BUTTON in the top right hand corner.

EXPORTING/UPLOADING

After reviewing your movie, you can either export the movie as a file on your device or upload it to your social media by clicking the SHARE ICON at the top right of the screen. To save it to your device, click CAMERA and save the video in its highest quality, HD - 1080p.

We'll get in-depth as to uploading to your social media etc. in the next training.

IMOVIE

CREATE NEW PROJECT

Create a new project by clicking NEW and selecting MOVIE.

Choose from the list of themes, but many of them are for photo compilations and fun family projects and are less professional, so your best bet, and the one that gives you the most control, is NO THEME. Click CREATE. Name your movie.

IMPORT MEDIA

Click IMPORT MEDIA, select the footage you want to use and click IMPORT SELECTED, and that will bring that footage into your movie project. If you've imported the footage from a DSLR or other camera, you will find it wherever you saved the footage to your hard drive. If you used your iPhone or iPad to record your video, import it to your computer through *Photos* and import into iMovie through the Photos library option in the upper left side of the screen. Similarly, you can import music through your iTunes library.

OK, let's get started!

ASSEMBLING YOUR CLIPS.

To assemble your video clips in your timeline, you can drop entire clips into your timeline, or you can trim them before you do so.
In the media library (where your selected clips are), left click where you want to start from and that creates your in point. Click left and hold and you can drag out the trim area as far as you want to go. Now, left click and hold, and you can drag this trimmed clip down into your timeline to start editing.
Do this with the rest of your clips. For clarity and ease of editing, try to arrange the rough clips in a linear order, as it is easy to get confused as to what goes where, especially if you have multiple clips.
Adjust the timeline to your liking. You can adjust the display length of your video clip in the timeline by adjusting this slider on the far right hand side of the timeline, and the size of the display by clicking the film icon next to the slider.

At the bottom left of the screen are all the media elements at your disposal in the content library. iMovie has a ton of ready-made transitions and text options that you can just drag and drop. Click on a heading such as TRANSITIONS and they will appear in the window to the left. We'll get into all of that in just a little bit. To get back to your video library so you can see all your original video clips, just click on the event you created with this movie in the library to the right.

4. There are some more elements up in the right corner above the preview window that can adjust your video and audio, and I'll go over them quickly here and you can play around with them later, but right now I want to keep it basic. It can be tempting to do a lot of tweaking on your videos, but I recommend simple or a subtle style, which may take some practice videos to find.

First are the adjustments for your brightness and contrast and basic colour. What is useful for you here is the AUTO fix. Click AUTO and it will automatically adjust your brightness and contrast. If you don't like it or want to return to the original form of your video clip, click RESET. The same goes for any changes made with these tools.
Next is more in depth colour control, where you can adjust saturation and tint. Next is a crop tool, a stabilization tool, which could come in handy for you if you have handheld footage that is a little shaky. There is also a tab for adjusting your volume levels and one for getting rid of background noise, but be wary of this tool as it sacrifices the good audio the stronger you make it. Don't be reliant on this feature – use the tips I gave you to record great audio when you shoot your video. Finally, there is an effects tab that offers a ton of effects you can put on your footage, but much like the themes iMovie offers, they are more plaything than professional look.

EDITING

Left click where you want to make a cut on your video and select SPLIT CLIP. Here is the time to tell you about the editor's best friend - UNDO! If you did something wrong or want to try something else, go to EDIT and select UNDO as many times as you need. You can delete one of these 2 segments of video by clicking it and hitting the DELETE key. Or, you can trim a segment down just as you did in the library after importing, left clicking and holding to drag the trim marker to where you want it.

TRANSITIONS

If you want to put a transition between clips in your video, go to the content library at the bottom left and click TRANSITIONS. You have a ton of choices, and much like the effects, less is more. I stick to cross dissolve or dip to black or white. Just left click and hold, and drag that transition where you want it.

TEXT

If you want to put a title at the front of your video or your name and title when you appear on screen, you'll need to apply text.

Click on TITLES in the content library and that will bring up your wealth of choices. You'll have some that are centre screen and some that are lower thirds, meaning they sit in the left or right-hand corner in the lower third of the screen. Click and hold, and drag it down on top of your clip wherever you want it. Click on it and you can extend it or shorten it by clicking and dragging. Click anywhere on the text in the timeline and you'll see it pop up in the preview window, where you can type out whatever you want. You can also adjust the size and colour of the text here, as well as change the font.

B-ROLL

B-Roll, if you choose to use it, can add visual punch and production value to your videos. B-roll refers to footage that is added overtop of your main video, or A roll. This can be used to highlight what you are talking about, make the video more visually engaging or cover up edits or gaps in your main video. If you have B-Roll video that you wish to add, it's as simple as dragging and dropping. Go up to your video library and click on your b-roll shot and if need be, trim it down, and drag it where you want it on the timeline on top of your main video and voila, your production value just went way up! What you'll have to do, especially if you are talking in your main video, is turn down or mute the volume on your b-roll shot. You can do this a few ways, but the easiest is right in the timeline. Below the picture on your clip is a blue bar that represents your audio. Click there and drag the audio line down as far as you want or all the way down to mute. You can also do this in the audio controls above the preview window by adjusting the slider or clicking the MUTE button.

MUSIC

You can also add music to your video, either in the opening and closing or underneath the entire video. You can either import music by clicking IMPORT MEDIA in the toolbar, or by clicking on your iTunes library in the libraries on the left of the screen. Just as you did with your video clips, you can trim and drag and drop your song into the timeline, and can also adjust its length in the timeline as well.
Now, if the music is underneath your talking, you'll want to adjust the volume, which you can do just as you did with your b-roll clips, adjusting the video line on the clip in the timeline or in the audio control panel above the preview window. To add a fade at the beginning or ending of your song, simply click and hold at the beginning or end of the music clip on the small circle and drag that out as far as you want. It will be symbolized by a dark triangle that stretches out as you extend it, and the time in seconds will also be displayed.

Call To Action

When you've reached the end of the video, what it needs is a call to action to engage the audience. If you have some video you'd like to end on, you can superimpose text over top of it for your ending just as you did at the beginning, or if you'd like text on a background, you can do that easily as well.
To choose your background, go to the content library and click on MAPS & BACKGROUNDS, and you have a ton of options with some fun animated backgrounds and some for a more simplistic approach, such as a plain white background. Click and drag your background onto your timeline at the end of your video, and then put a transition in to smooth it out, so click back to TRANSITIONS choose one and click and drag it over between your last video clip and the background.

OK, now you're ready for your call to action. You can put your logo on top by importing it and dropping it overtop of your background, or have whatever text you want. Your call to action is what you want the viewer to do next, such as visit your website or subscribe to your YouTube channel. Add and adjust your text to your liking just as you did with the text at the beginning, and adjust the length of the text and the background to your liking, add a transition such as CROSS DISSOLVE or FADE TO BLACK at the end of your background and there you go! You're done!

UPLOADING

When you are ready to export or upload your movie, click FILE > SHARE and choose your destination. You can upload directly to your social media and other outlets, but I will go into that in great detail next week. To save it to your computer, choose SHARE> FILE and choose your destination. Good work!

FOR PC

I admit, I have not used a PC in years, but for those of you who are PC Users, there are many options that are very similar to Perfect Video and iMovie.
Windows Movie Maker operates much like iMovie, and comes with your PC. VSDC Free Video Editor has also been recommended to me. There are a ton of free programs out there and a wealth of tutorials on YouTube.

I am so excited to see your work and to get working on spreading your message to the world next week!

I'm Adera, and I dare ya to make your video!