



iMovie: Getting Creative

Workshop Handout

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Additional Resources: www.setravisioN.com

iMovie

iMovie is part of the iLive software bundle that comes preinstalled on all new Apple Macintosh computers. Unlike professional video editing software, it doesn't require the user to know much about the need to set up a designated space for captured movies, manipulate complex menus for proper settings or general confusion with where your files are. In iMovie, one just needs to remind oneself where they saved the original project.

Summary: iMovie is a great product for the beginning editor. The intuitive interface easily allows one to import/capture footage in multiple formats, crop, transition and add effects and titles to video or multimedia, and later export/share in multiple formats.

Brief Editing Glossary & Abbreviations

- **DV-NTSC 48khz** (*Digital Video – North American Broadcast Standard*): Digital Video (DV) tapes are essentially data tapes that replace the traditional analog standard. Video is recorded on DV at the rate of 30 fps (frames per second). Audio is recorded at 48khz (kilohertz). This format will occupy 3.4MB/sec on your hard drive.
- **720 x 480**: Size specification for video in pixels. If one desires to integrate still images in iMovie: 720pixels x 480pixels is the size dimension and 72dpi (dots per inch) is the resolution to keep in mind when integrating/importing images.
- **Quicktime Movie Format: MOV (.mov)**: The extension for the standard format for video on the Mac.
- **Audio Video Interleave: AVI (.avi)**: This extension is associated with the standard format for video on a PC and is short for Audio Video Interleave.
- **Audio Interchange Format: AIF (.aif)**: This extension is the standard audio format for the Mac.
- **Waveform Audio Format: WAV (.wav)**: This extension is the standard audio format for the PC.

Recommended Specifications for an External Editing Hard Drive

Captured and/or exported video files in the DV-NTSC 48khz format will occupy a great deal of space on a hard drive. To be exact, this figure is approximately 3.4MB/sec. This means that about 1min. of video would approximately take up 209MB and by the 5min. mark it would occupy well over 1GB. It is therefore, recommended here to work with video files on an external drive. Employing an external drive will ensure that you do not experience undesirable results, such as dropped frames or out of sync audio. As an added bonus, your project will also become mobile.

RECOMMENDED BRANDS	<ul style="list-style-type: none"> • Seagate • Medea • Western Digital • Lacie • i-omega • Maxtor (Not Recommended)
HARD DRIVE SPEED	Minimum 7200RPM (Rotations per Minute)
PERIPHERALS	<ul style="list-style-type: none"> • Firewire 400 (IEEE1394) • Most hard drives will offer all the specifications above but will only be available with either USB 2.0 and/or Firewire 800 connectivity. Although, both Firewire 800 and USB 2.0 are more or less, respectively, faster than the recommended Firewire 400 they might be deemed useless. In the case of Firewire 800 connectivity, the user needs to make sure that their desktop/laptop has a Firewire 800 port. A USB 2.0 connectivity may result in dropped frames if unknowingly connected to a USB 1.0 port on a desktop/laptop.

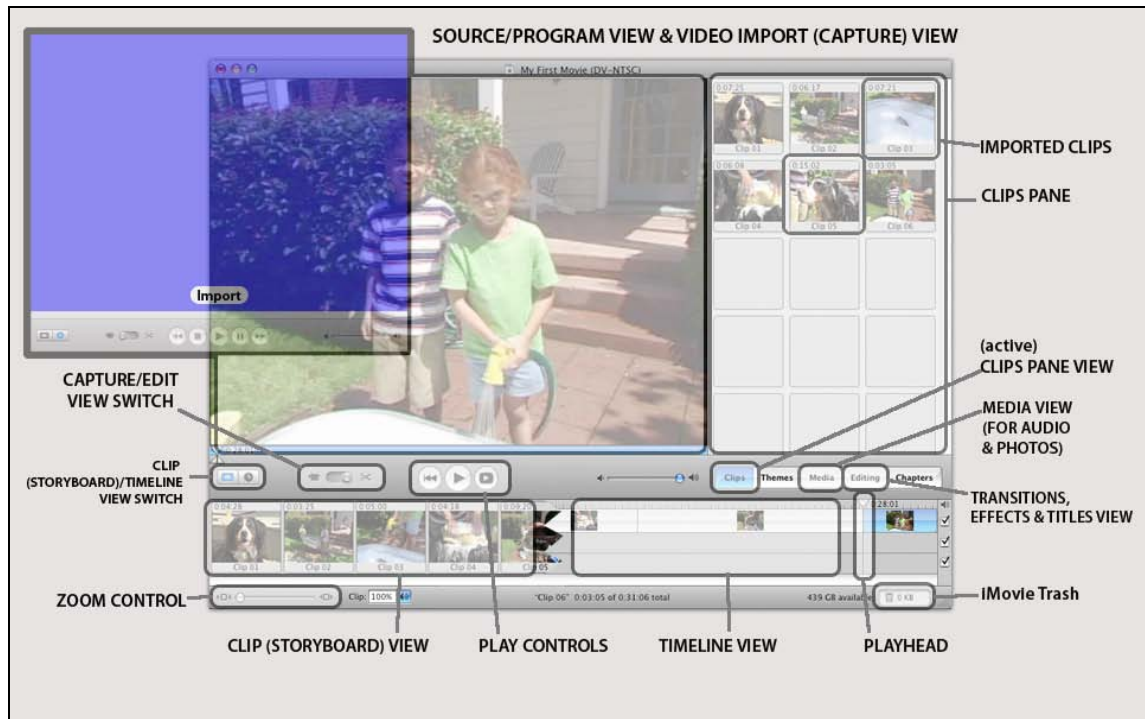
Mirrored or Striped?

Mirrored and Striped are terms referring to how data will be written to hard drives with RAID technology. A hard drive that employs RAID (Redundant Array of Independent Disks) technology is essentially two or more hard drives that are wired together that act as one drive.

° RAID drives configured as **Mirrored** will essentially write data to one drive while simultaneously backing it up to another. This configuration is recommended for safety because if one drive fails and burns, your data will be backed up for recovery. Although this is a safe way of working, your hard drive capacity will be reduced by half. For example, a 500GB hard drive will store 250GB.

° RAID drives configured as **Striped** will treat both drives as one drive while data is written to both. This configuration is recommended for those who wish to utilize the full capacity of the hard drive (500GB hard drive will store 500GB).

iMovie Interface Diagram



Clockwise from Top

- **SOURCE/PROGRAM VIEW & VIDEO IMPORT (CAPTURE) VIEW:** This area of the interface will act as a Source View when clips are selected on the Clips Pane or Timeline. When no clip is selected and you click play, this window will act as Program view. When CAPTURE/EDIT VIEW SWITCH is set on Camera icon, this window also acts as a capture window to IMPORT clips to CLIPS PANE.
- **IMPORTED CLIPS:** Anytime you import video files from the hard drive or camera, they will be placed in this location in the CLIPS PANE. When still images are imported, they will also appear here. Please note that images have the 'Ken Burns Effect' automatically added by default and will appear as video files (more on that later on).
- **CLIPS PANE:** Contains all imported/captured movies as well as images.
- **MEDIA VIEW (FOR AUDIO AND PHOTOS):** Click on this tab to view controls relating to Audio and Photo effects placed on the timeline.
- **EDITING TAB (FOR TRANSITIONS, EFFECTS & TITLES):** This tab contains controls to manipulate transitions between clips, filter effects added to video and titles.
- **iMovie Trash:** Anytime an effect on video, clip on timeline or clips pane is deleted, it is NOT deleted permanently. iMovie has its own Trash that floats with the project. To delete assets permanently, click on this icon to permanently delete unused video and/or effects to reduce file size on hard drive.
- **TIMELINE VIEW:** This view allows the user to crop and edit clips when the CLIP(STORYBOARD)/TIMELINE SWITCH is set to TIMELINE VIEW.
- **PLAY CONTROLS:** These controls allow you to go to the beginning of the timeline, play the timeline or view the timeline in Full Screen respectively from the left.

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- **CLIP (STORYBOARD) VIEW:** This view allows the user to see the timeline in the form of clips that are arranged back to back and is helpful for storyboarding for a rough cut. The timeline is displayed this way when the CLIP(STORYBOARD)/TIMELINE SWITCH is set to CLIP (STORYBOARD).
- **ZOOM CONTROL:** This lever alternates to zoom in and zoom out of the timeline.
- **CLIP (STORYBOARD)/TIMELINE VIEW SWITCH:** This switch will allow the user to alternate between viewing the timeline in either CLIP VIEW or TIMELINE VIEW.
- **CAPTURE (IMPORT)/EDIT VIEW SWITCH:** This switch allows the user to alternate between importing footage from the (attached) camera or to trim clips from CLIPS PANE or the timeline.

EDITING CHRONOLOGY

Editing can consume an ample amount of time and there are many options to exercise while working within the software. Below is a brief outline of the suggested chronology to keep in mind when using any editing software. These have been summarized in 8 steps:

1. **SCRIPTING:** To avoid hassles in over loading your hard drive and to keep focus on your production, it is recommended that you script and develop a storyboard, before filming your footage. A quick way to script is to write down a controlled paragraph that contains 6 statements. The first statement should be an introductory sentence that introduces the subject and/or yourself that is to be presented. The second statement should be a Thesis statement that expresses your opinion on the matter. The third, fourth and fifth statements should express pros and cons that will further emphasize your thesis statement. The sixth statement should be a Conclusive sentence that revisits your thesis statement and further emphasizes your reasons for your claim, given statements 3, 4 and 5.
2. **ACQUIRE FOOTAGE/MULTIMEDIA:** This step entails acquiring as much video footage and multimedia as possible, in relation to your script in step 1.
3. **LOGGING FOOTAGE/MULTIMEDIA:** Logging entails sorting your acquired footage and multimedia and cross comparing it to your script to analyze which ones fit best in getting your point across in your program.
4. **SET PREFERENCES FOR FORMAT AND SAVING PROJECT:** In iMovie, this step is initially done after double clicking the software icon and depressing the triangle for 'Video Format' in the where to save dialog box.
5. **IMPORT/CAPTURE MEDIA:** Importing and Capturing is the step that entails referring to your Logging notes in step 3 to selectively capture/import media from their recorded timecodes.
6. **EDIT:** This is the fun part when one explores how to arrange the envisioned footage in the script on the timeline. This step also involves making decisions on where to add transitions, effects, titles and fine tuning audio.
7. **RENDER:** Rendering is the process that iMovie goes through in materializing your desired effects, such as transitions, filter and titles into new movie files and multimedia. Thank fully, iMovie does this in the background as you progress with your project.
8. **EXPORT:** This final step involves a multitude of options such as sending your program back to the camera, exporting a high quality version of your program as one movie file for DVD burning/authoring, sharing on the web, e-mail and/or burning a low resolution video on a CD.

Setting up iMovie Editing Format and Saving

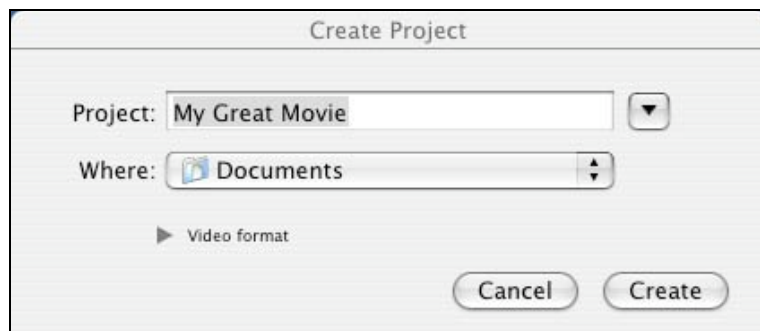
Please refer to the section on Editing Chronology in the previous page before going further. Most video editing software will require a complex setup in settings and preferences and a keen working mind in distinguishing capture folders from render folders and project files. This is thankfully not the case with iMovie. In iMovie, the user simply needs to remember where they saved their project.

- Double-click iMovie from the Applications folder or single click its shortcut on the dock.

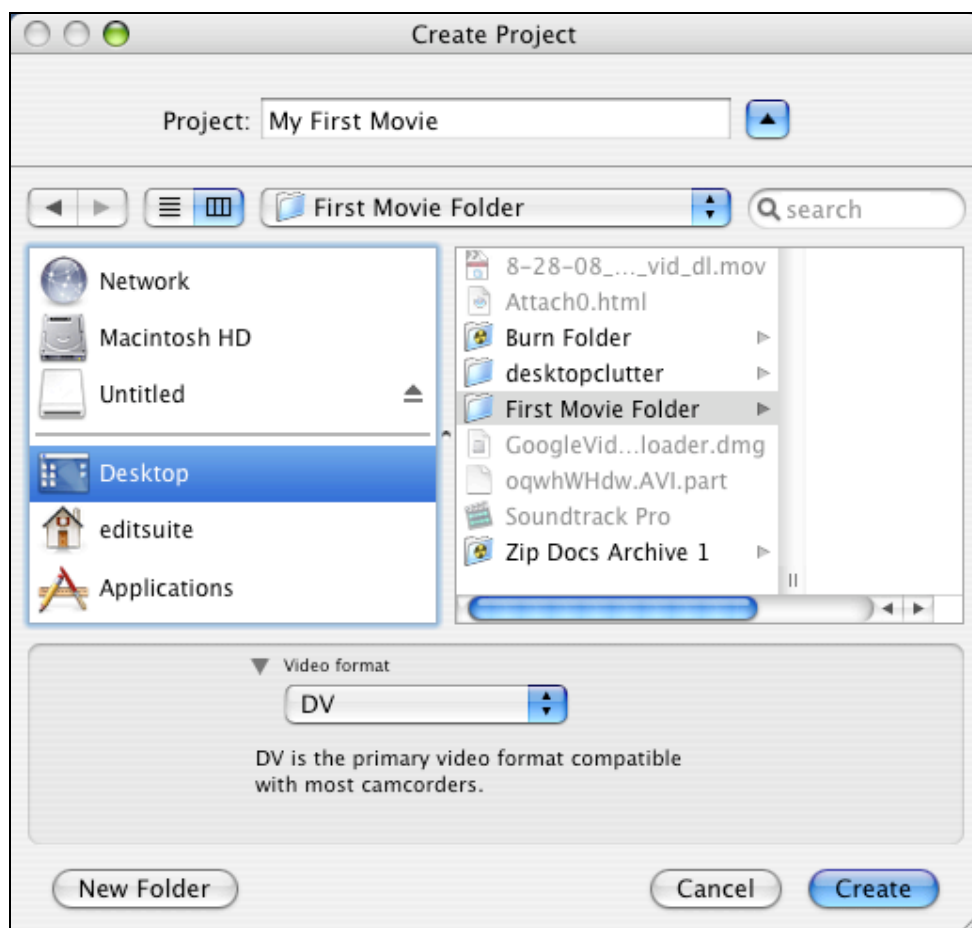


- Click on 'Create a New Project to continue.

- The resulting dialog box looks like the one below. First, click the triangle across Project name to expand the dialog box. Next click on the triangle next to 'Video Format' to select desired format from the drop down menu.



- Your dialog box should now look like the one below, allowing you to easily browse to select your desired location of where to save your project.



- In the 'Project' box on the top rename your project to 'My First Movie' and click Create..
- For the purpose of this workshop, select DV from the drop down menu for Video format.
- When done, click on Create on the bottom right to save project.

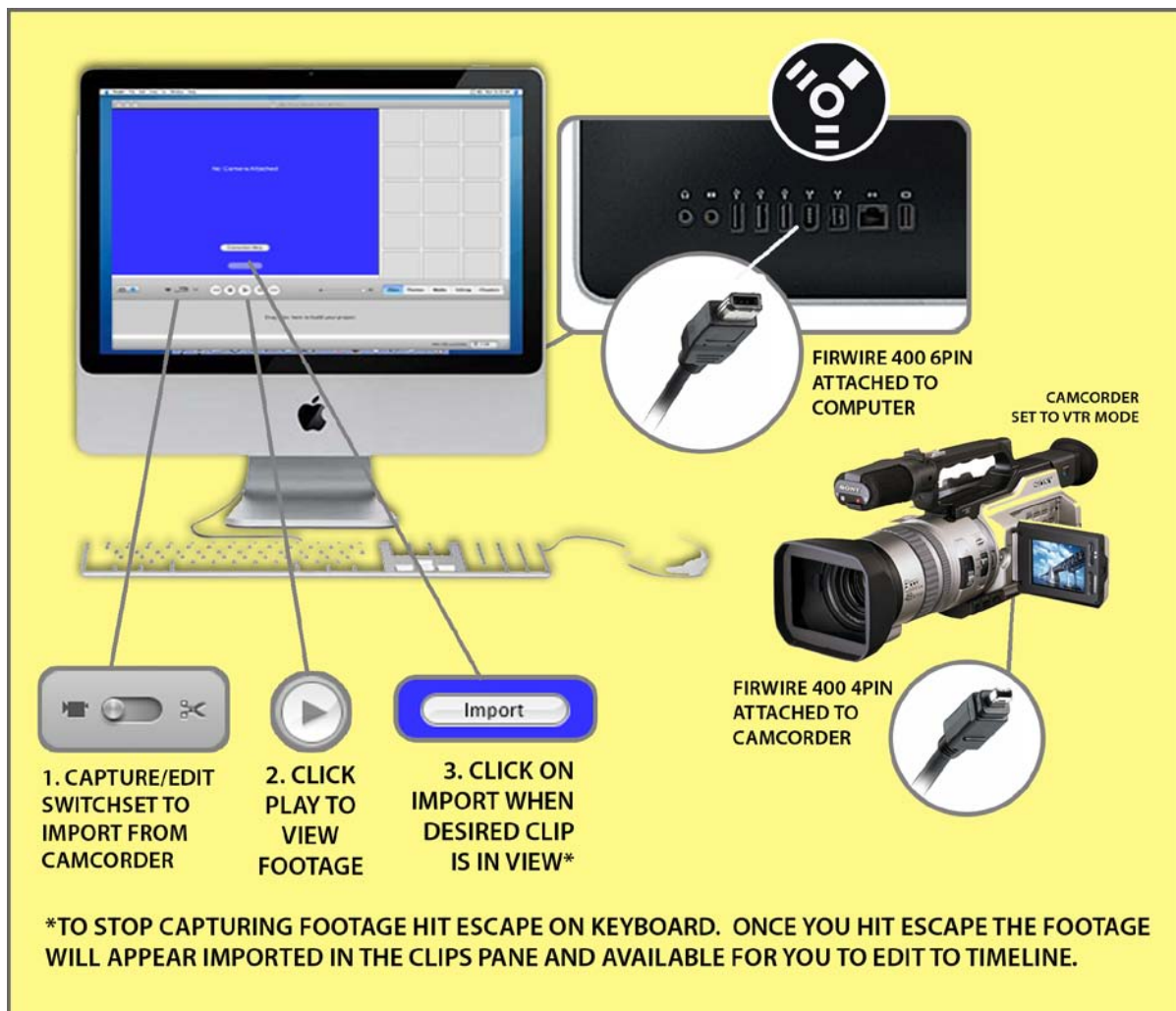
Importing Multimedia in iMovie

In order to work with files in iMovie, they need to be imported within the project in order for them to be available for you to integrate. This is how they will appear in your project:

- Video files that are imported (captured) from a DV camcorder will appear in the CLIPS PANE.
- Video files imported from your hard drive will also appear in the CLIPS PANE.
- When you import a still image from your hard drive, iMovie will, by default, convert it to a video file, automatically apply the Ken Burns' Effect and it will appear in the CLIPS PANE along with footage from your camcorder and imported video clips from the hard drive.
- When you import an audio file for background or narrations it appear on the timeline.

Importing Video Clips from a DV Camcorder (CAPTURE)

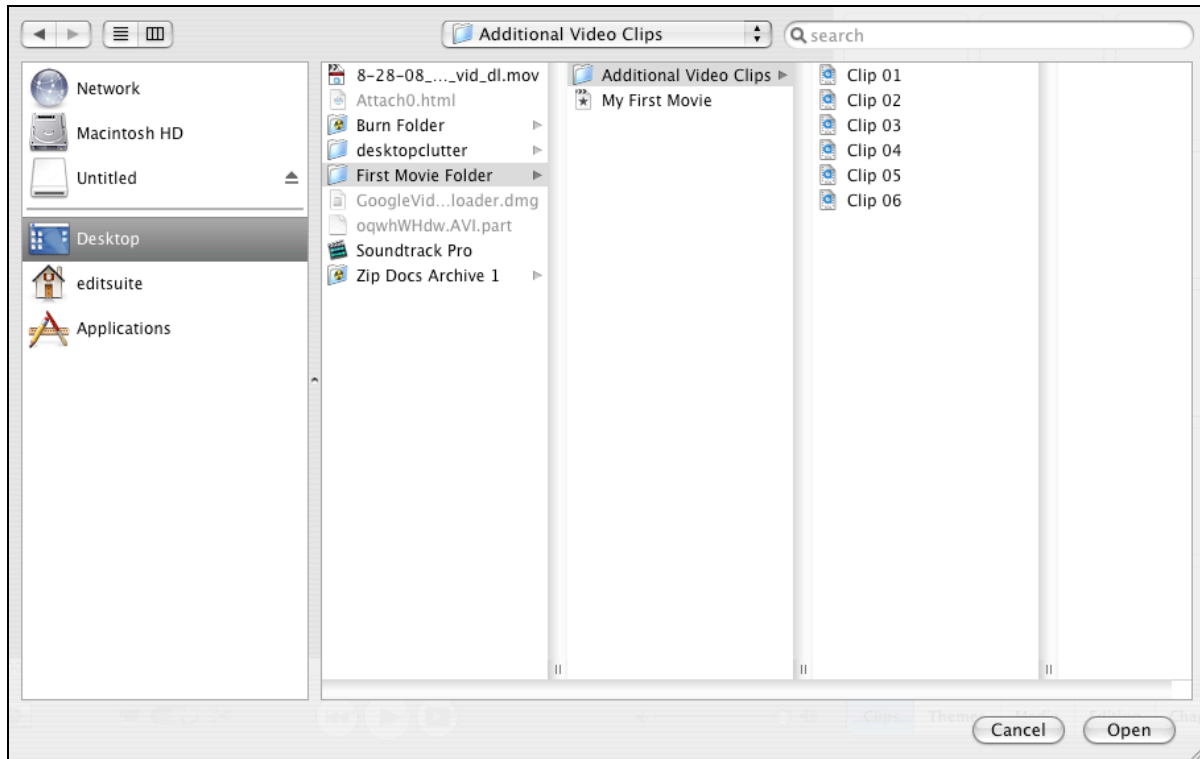
In its attempt to keep things less complicated in a user friendly interface, iMovie does not distinguish between importing from a hard drive versus capturing from an attached DV camcorder. Follow the instructions in the diagram below to import (capture) desired video clips from a DV camcorder.



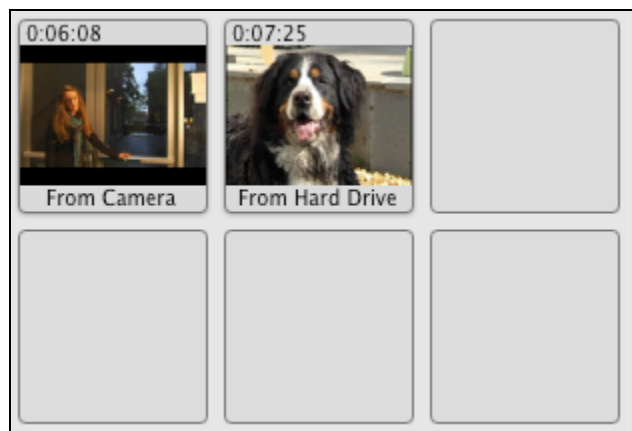
Importing Video Clips from the Hard Drive

First, make sure that any additional video clips to be integrated within your project are within the same video format as when you initially set up the project (DV-NTSC 48khz 720x480).

- From the File Menu, select File > Import.



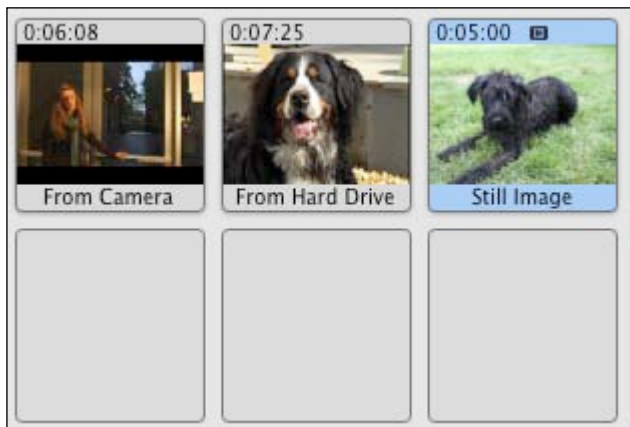
- Browse to locate desired video clips.
- Click Open on the bottom right.
- Your clips should now be available in the CLIPS PANE along with video clips imported from your camcorder.



Importing Still Images

When integrating a still image, it is important to remember that its size dimensions should match the pixel dimensions of your project. For the DV-NTSC video format, these dimensions should be 720pixels in width and 480pixels in height. The resolution of the image should be set to 72dpi (dots per inch).

- From the File Menu, select File > Import.
- Browse to locate the desired image on your hard drive.
- Click on Open in the bottom right of the Import dialog window.
- Your imported image should now be available in the CLIPS PANE.

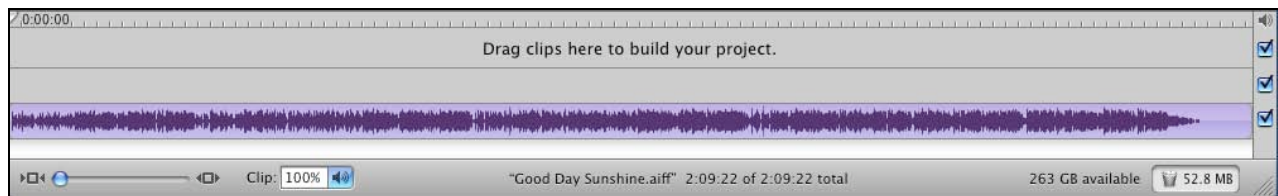


Please note here that when you import a still image, iMovie will add a Ken Burns' Effect by default. This action, therefore converts your still image to an animated movie file with a default duration of 5 seconds. To manipulate this effect, or remove it all together, please refer to the section on Editing Still Images on Page 14.

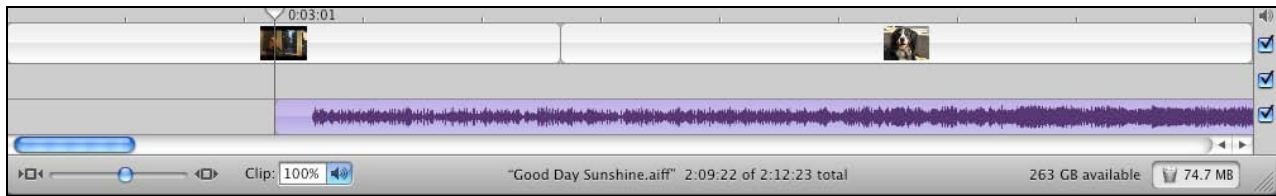
Importing Audio Files

Unlike, video clips or still images, audio files that are imported will not appear on the CLIPS PANE, but rather on the timeline in the following manner:

- From the File Menu, select File > Import.
- Browse to locate the file and click Open.



If you don't have any video clips on the timeline, the audio file will be placed at the beginning of the timeline by default.



If you have video clips placed on the timeline, the audio file will appear wherever the Playhead is located on the timeline.


Editing Video & Audio in iMovie

At this point, it's assumed that you have already imported some video clips, from the camera or hard drive, still images and or background audio. If you haven't done so, please refer to the previous section on Importing Multimedia. Editing in iMovie may at times appear very confusing, when in fact it's quite simple. One simply needs to remind oneself that the top left monitor has several uses:

- When capturing footage from a camcorder to import footage to the clips pane, the monitor becomes a capture window with rewind, play, stop and forward controls to selectively view footage on your DV tape.
- When a clip is selected individually in either the clips pane or timeline it acts as a SOURCE view.
- When no clips are selected in either the clips pane or timeline, it acts as a PROGRAM view.
- In iMovie, audio will not appear in waveform representation on the monitor and is directly cropped on the timeline.

Storyboarding to Create a Rough Cut

A nice feature in iMovie is the ability to easily create a rough cut of your program when the CLIP (STORYBOARD)/TIMELINE VIEW is set to CLIP VIEW. When you click and drag clips from the CLIPS PANE to the timeline, however, they appear on the timeline and disappear from the CLIPS PANE. This is not a good way to edit because if you decide later on that you don't like the result of your edit on the timeline, you have to import the clip from the camera or hard drive once again to start over. Thankfully, iMovie allows its users to create what is called a sub clip on the timeline. This action allows to drag the clip to the timeline while simultaneously keeping the original clip on the CLIPS PANE, in the event that you need to replace your edited clip on the timeline with the original one from the clips pane.

- Make sure that the CLIP/TIMELINE VIEW is set to clip view. 
- To make a sub clip, press and hold the ALT/OPTION key as you drag clips from the CLIPS PANE to the timeline.
- Your timeline should now look like the figure on next page.



- Please note that the monitor in the figure above is referencing Clip 6 and acting as a SOURCE VIEW for it, since it is selected on the timeline. Clicking the PLAY button here will constantly loop Clip 6.
- To watch your whole rough cut together, click on a grey area of the timeline to deselect Clip 6 and hit play. If you do not like the sequence the way it appeared back to back, click and hold any problematic clip and place it in the desired location to rearrange your rough cut. Once satisfied, switch to timeline view to fine tune your program.
- To delete a clip from the timeline, select it and hit Delete on the keyboard.

Cropping Video Clips & Audio Files on the Timeline

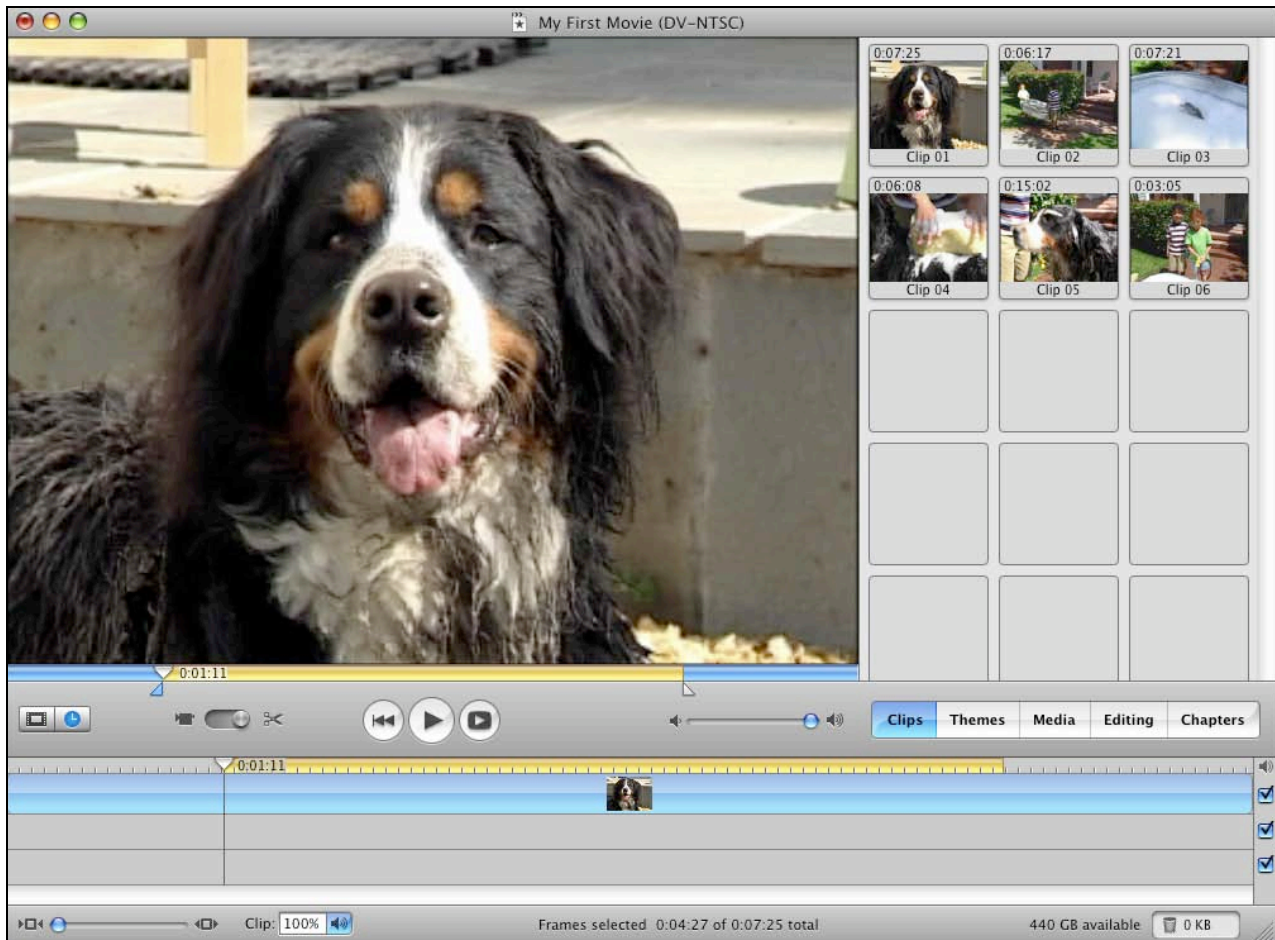
Before we move on with this step, please understand that iMovie allows you to crop clips on the CLIPS PANE when they are selected. This is not recommended because if you decide that you don't like your editing result, you would have to import the clip once again. At this time, it is highly suggested that you do all editing directly on the timeline and in TIMELINE VIEW. This is because, later on when you import background/narrative audio, it will not be represented graphically when the timeline is set to CLIP VIEW which can be very confusing. iMovie allows to crop a clip on the monitor, or directly on the timeline.

If you haven't already done so, switch the CLIP/TIMELINE VIEW to TIMELINE VIEW.




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- First a few shortcuts: The SPACEBAR on the keyboard acts as PLAY/STOP and the left and right arrow keys allow you to go back and forth frame by frame for precise cropping.
- To crop a clip in the monitor, click on the first clip on the timeline to reference it.
- Make an IN POINT (start point) by dragging the triangle to the LEFT, below the monitor.
- To make an OUT POINT (end point) for the clip, click and drag the little triangle to the RIGHT, below the monitor.



The yellow area on the monitor and timeline represent what will stay. Video playing on the blue area of the monitor will be cropped. Once, you've achieved the desired outcome, go to the Edit Menu and select Crop.

- To crop a video clip on the timeline, select the clip to reference it in the monitor.
- On the timeline, the PLAYHEAD is used to locate the in/out points.
- Click and drag the PLAYHEAD in the timeline on the selected clip.
- Locate a desired IN point and fine tune it with the arrow keys on the keyboard.
- Move your mouse to the beginning of the clip.
- Your cursor will now switch from an arrow to this icon: for IN point.
- When you see this, click and hold and drag the mouse toward the IN point you selected with the PLAYHEAD.
- When you come close to the PLAYHEAD, they will snap.
- Let go of the mouse and the clip is cropped to start playing where you chose it to start.

- Next, repeat the same step above to locate an OUT point with the PLAYHEAD on the selected clip.
- Now move your mouse to the edge of the end of the selected clip.
- Your cursor will now switch from an arrow to this icon:  for OUT point.
- When you see this, click and hold and the mouse toward the OUT point you selected with the PLAYHEAD.
- When you snap to the PLAYHEAD, let go. The clip will now stop playing where you chose it to end.
- Now practice this method to trim the remaining video clips on the timeline.

Please note here, that this latter method of cropping clips on the timeline is the only method available in iMovie for cropping an IN and OUT point for imported audio files. The only exception of course, is that when you select an audio file on the timeline, you will not see the clip, referenced in the monitor, but rather *hear* it.

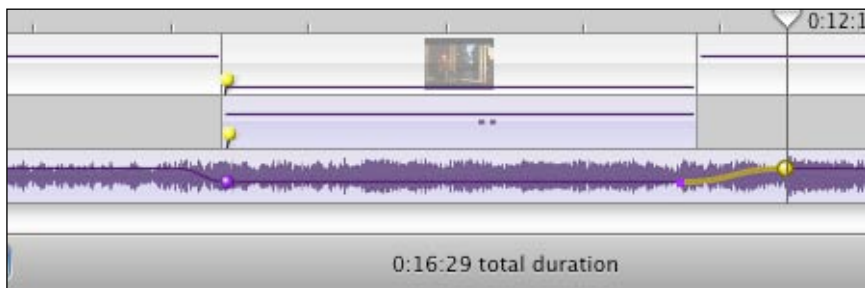
i CAUTION: WHY CAN'T YOU SEE IN & OUT POINT ICONS ON THE TIMELINE?

iMovie prevents you from accidentally adjusting audio levels on the timeline. Because of this, the icons for IN & OUT will not appear if 'Show Clip Volume' in the View Menu has a check mark next to it. If this is the case, go to View Menu and select 'Show Clip Volume' to remove the check mark.

Adjusting Audio Levels & Mixing

As you import background/narrative audio files to the timeline, they get placed and begin wherever the PLAYHEAD is located while in TIMELINE VIEW. You will notice that there is a secondary track directly below the video clips. This secondary track is for the purpose of extracting audio from video clips to adjust their audio levels and/or to mix them with the background audio in adjusting levels.

- First, make sure that Show Clip Volume has a check mark next to it in the View Menu. Please refer to CAUTION above.
- If you have background audio on the timeline imported you will see a distinct purple line going across its mid section.
- To extract audio from a video clip, select it on the timeline.
- From the Advanced Menu, select Extract Audio.
- The audio portion of the video should now extract itself directly below it.
- Handles allow you to adjust volume. To make a handle, click on the purple line.
- In the diagram below, background music has been adjusted to go down while volume on the extracted audio remains at normal level using 4 handles. This type of level adjust will allow background music to play while attention is directed to what is being said in the video clip.

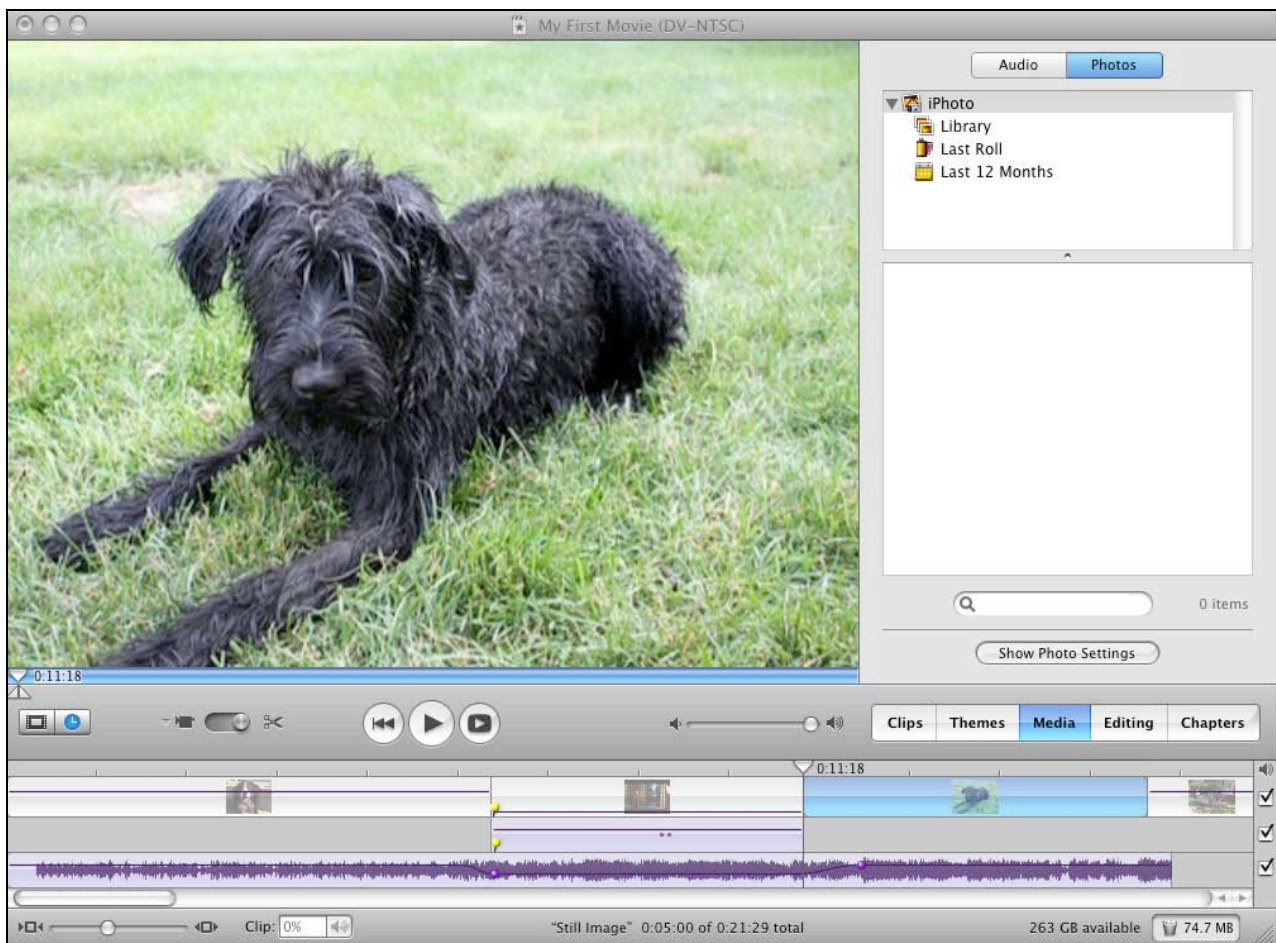


Handles appear purple when not selected and yellow when selected.

Working with Still Images

Kenneth Lauren Burns is the renowned producer and director of WGBH who brought life to still archival images by panning, tilting and or zooming in and out them with the use of a camcorder. The developers at Apple have decided to pay him a great homage in, not only naming a digital effect that simulates his style, Ken Burns, but making it the default filter effect that gets added to all still images imported within iMovie. You can keep this effect and manipulate it further, or remove it all together to keep the still image static.

- Press and hold the ALT/OPTION key as you click and hold the still image from the CLIPS PANE and drag it to the timeline in the desired location.
- Switch to the Media tab.
- Within the Media tab, click on Photos.



- Click on Show Photo Settings (now appearing above the Media tab).

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- You should now see the Ken Burns Effect.



The first lever, identified by a zoomed out image on the extreme left and a zoomed in image on the extreme right, controls the level of zoom.

The second lever, identified by the hare and tortoise controls the duration of the clip on the timeline. (5sec. as shown).

The check mark determines if the effect is applied or not according to the duration and zoom set.

The Start and End levers control how the effect begins and ends according to the zoom levels. For example, to zoom into an image and highlight a face on the left in 5 seconds:

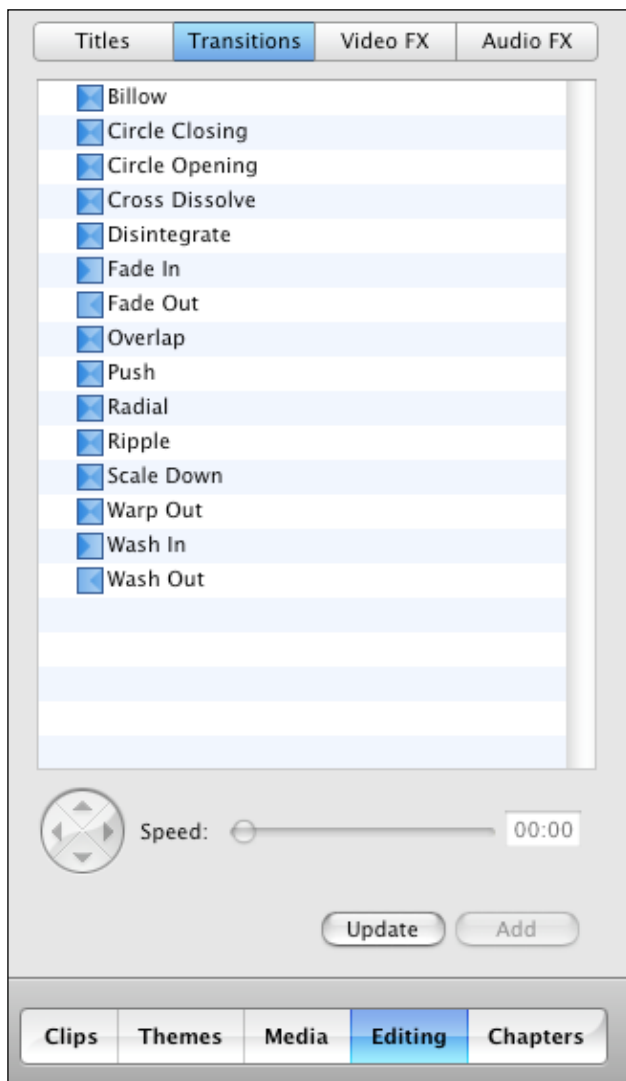
- Make sure to set the Start/End lever to Start.
- Adjust the zoom level to the left to start zoomed out.
- Adjust the duration lever to display 5:00 for 5 seconds and zero frames.
- Next, set the Start/End lever to End.
- Adjust the zoom level to the desired zoom.
- On the monitor, click and hold the image and drag it to the right until the face on the left is centered.
- Now, hit the Preview Play control to Preview the effect.
- If satisfied, click on Apply.
- To remove the effect all together, adjust both zoom and duration levels to achieve the desired effect. Now click in the check box to remove the check mark.
- Preview and click Apply.

Adding Transitions, Video & Audio Filters

Transitions along with video and audio filters can be very exciting, however, aside from dramatically increasing the size of your project, they can distract your potential audience and make them lose interest in your programming. If employed properly, they can enhance your program and add level of professionalism. Traditionally, transitions are used to signify the end of a segment, passage of time or change of location. Filters should only be employed if need be, to stress and evoke emotion. With this said, let us have some fun.

Adding Transitions

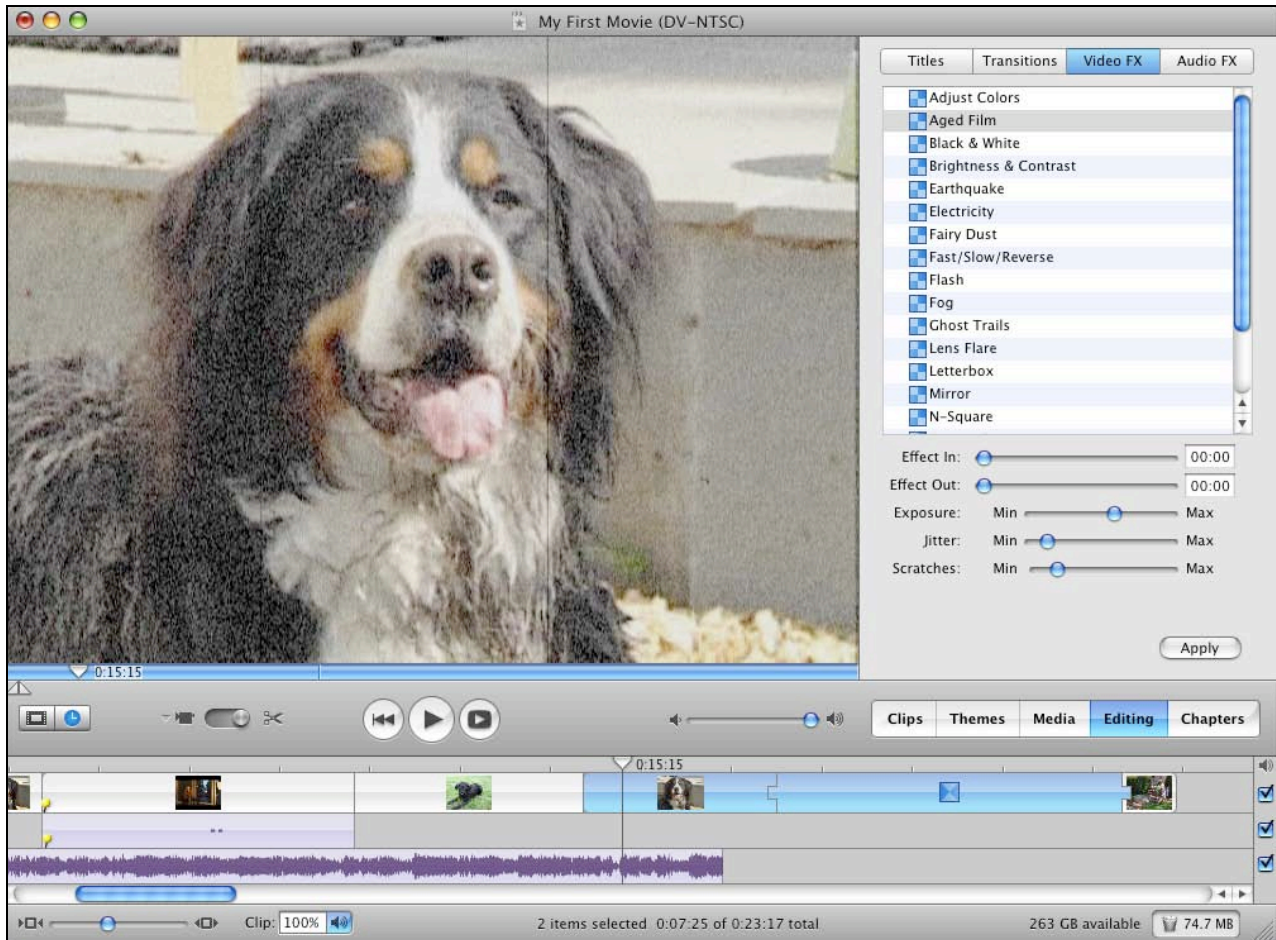
In the same location of the Clips and Media tabs, click on the Editing tab. Here you will find Titles, Transitions, Video FX and Audio FX. Click on the Transitions tab.



- To preview transitions, place the PLAYHEAD and snap it to the crack where two clips meet.
- Alternate between the different transitions to preview what they look like.
- The Speed lever controls the duration of the transition.
- When you achieve the desired result, click and hold the transition and place it at the crack where the clips meet on the timeline.
- To delete a transition, select on the timeline and hit Delete on the keyboard.

Adding Video FX

Click on the Video FX tab to view available video filters. Select the desired clip on the timeline and click on one of the many effects on the list.



In the figure above, selecting the Aged Film filter will loop a preview of how the effect looks like on the selected clip on the timeline.

Please note the adjustment controls.

Each filter will have a different way to control it.

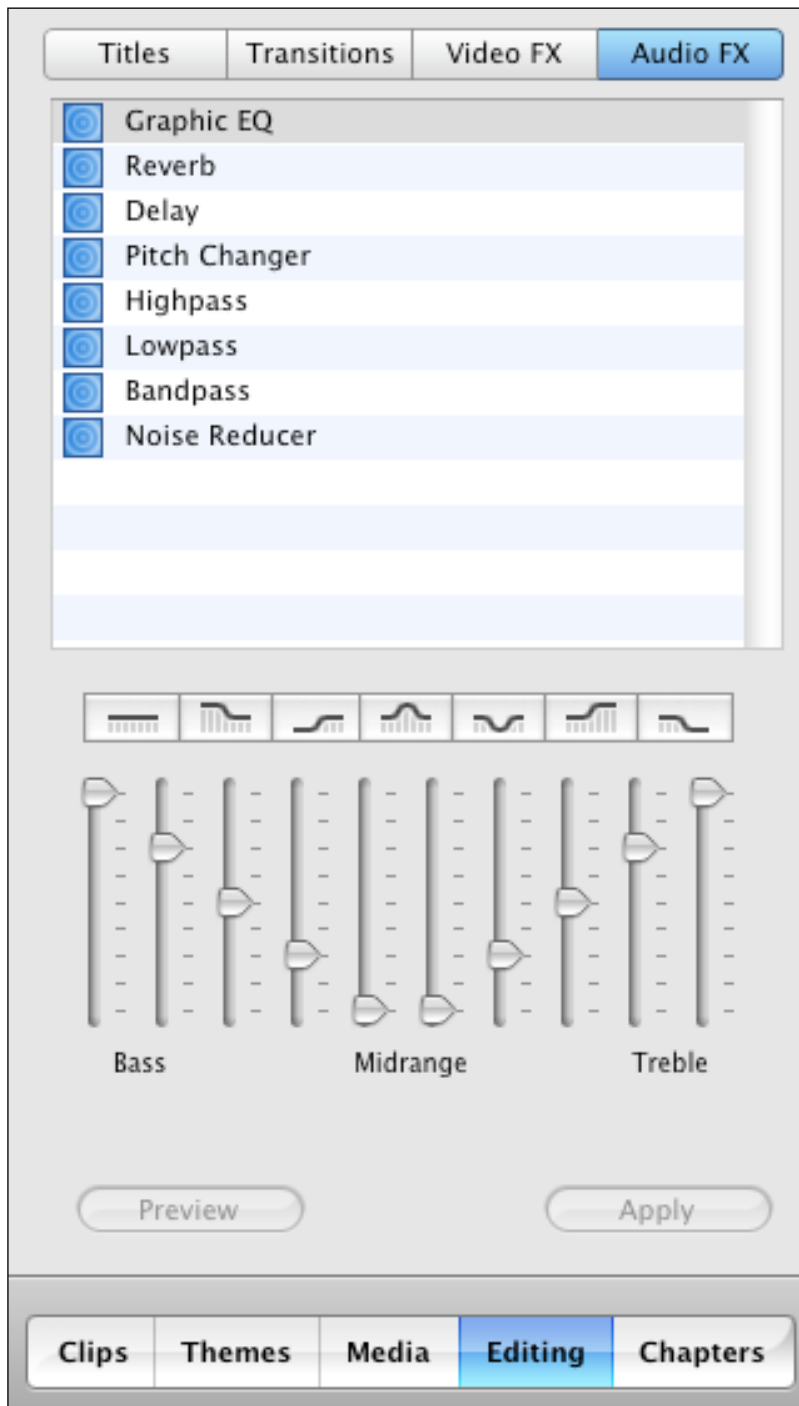
In the given example you can adjust controls for Exposure, Jitter and Scratches to customize your desired look for the Aged Film filter.

When satisfied, click on the Apply.

To remove a filter, select the clip on the timeline that it is applied to and hit Delete once on the keyboard.

Adding Audio FX

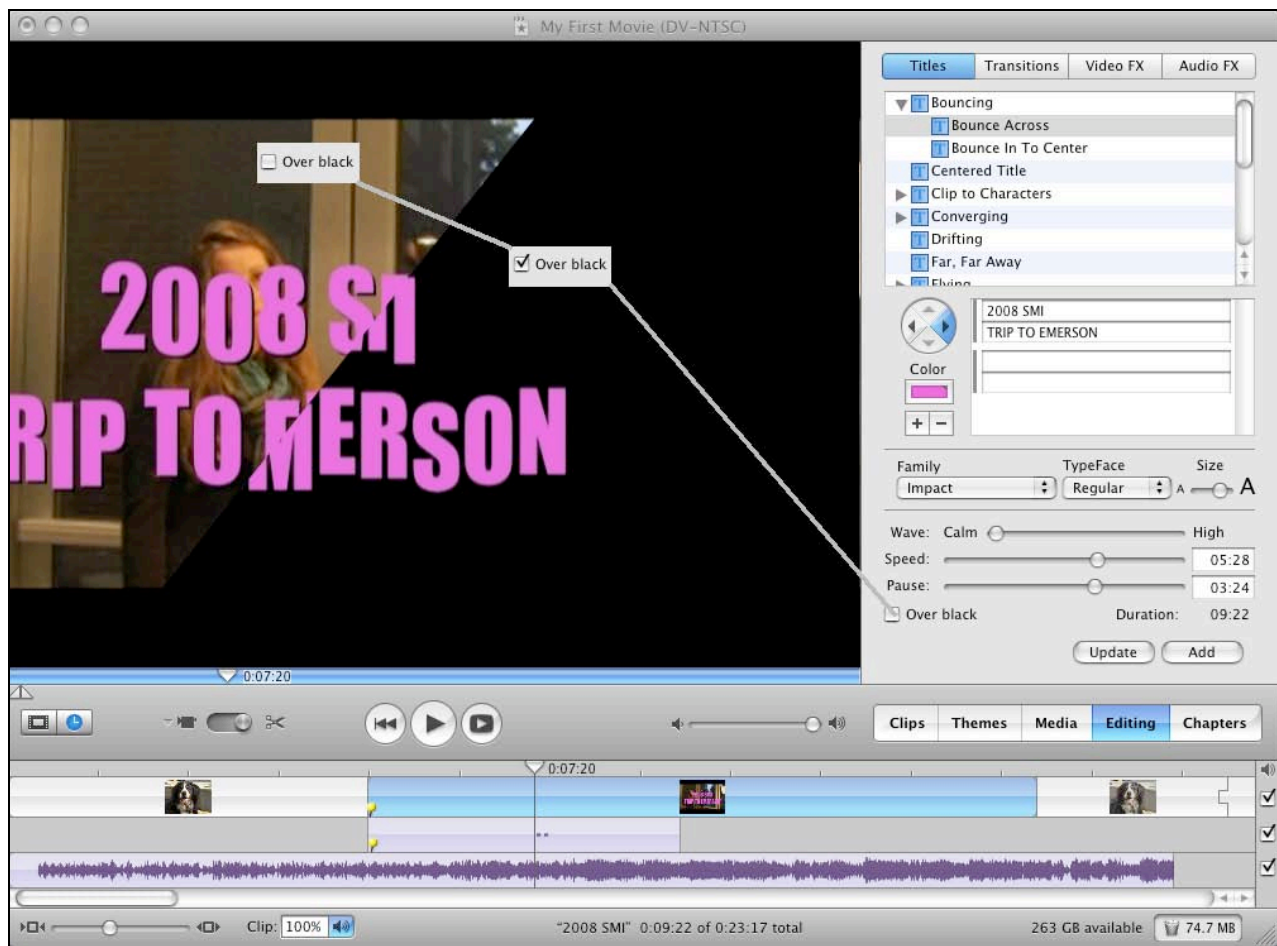
It worthwhile noting here, an attempt to correct audio noise, hum or high midtones on an ill recorded footage can be a nightmare. The audio effects in iMovie are not meant for the purpose of correction, but rather, enhancement.



- Select the desired video clip or audio file on the timeline.
- Graphic EQ (equalizer) offers you levers for adjust Bass, Midtones and Treble.
- This filter also includes presets that you could sample.
- Click Preview to hear a sample of the end result.
- Once satisfied, click Apply.
- To delete an audio filter, hit Delete on the keyboard once.

Adding Titles

iMovie offers many styles of titles that you can integrate within your project. In the Editing tab, select the Titles tab. Titles on the timeline will begin where the PLAYHEAD is located. Their duration is controlled within the Titles tab. Traditionally, opening titles are static and centered, lower thirds identify documented subjects on the bottom left and scrolling titles credit the production team in the end.



- Place the PLAYHEAD in the desired location on the timeline that you wish the title to begin.
- In the Titles control, a checkmark on Over Black checkbox means you will see the titles over black.
- Removing the checkmark on Over Black will show the video underneath (ideal for lower thirds).
- Pending on the type of title that you select, you have the options to control Font, Typeface and Size.
- The Pause lever controls how fast the titles come on screen and fade out (in the above example, how long it takes for the title to bounce).
- The Speed lever controls how long the title pauses on screen and not the other way around.
- The sum of both Speed and Pause make the duration of the title on the timeline.
- Once you have manipulated your desired result, click on Update.
- To delete a title, select its reference on the timeline and hit Delete on the keyboard once.

The iMovie Trash

It is important to distinguish the iMovie trash bin from the Trash Bin located on the dock. The iMovie Trash bin is located on the bottom right corner of the project window. This trash bin contains everything you have deleted within the project. This means that anytime you delete a clip or files that have been rendered with special effects or undesired titles are never permanently deleted. As your iMovie Trash size grows, so does your project file size on the hard drive. To Empty this trash, click on the trash bin on the bottom right and click Empty Trash. If you choose to restore any deleted items while working, you also have the option to do so.

Exporting in Multiple Formats

When you go to Share > Share. This last and final step will give you options to:

- Send your footage back to the camera for backing up on a DV tape.
- Export a Full Resolution Quicktime movie to your hard drive for to burn a DVD in MPEG2.
- A bridge to Apple's iDVD for authoring a DVD with menus.
- Compress your project in MP4 for uploading to an iPod.
- Compress your project for embedding it on a website.
- Compress your project for a small e-mail friendly version.



