

The Craft of Video Editing
Summer 2011 Media Academy for Professionals
Journalism & Media Studies Centre
The University of Hong Kong



Instructor: Rob McBride
E-mail: rob@robmcbride.com

Schedule: May 23-27, 2011: 10am-6pm
Venue: Digital Media Lab, Eliot Hall, HKU

Course Description:

We will start off with the basics of Final Cut Pro, and the basic principles of editing. FCP has quickly become the editing software of choice in the broadcast field, from basic news gathering to more advanced programming and documentary making. So whichever field the students go into (from factual TV to corporate/advertising and even feature film making) they will probably come across FCP or derivative systems that work in a similar fashion. Its user-friendly nature, and relative cheapness, also makes it a favourite choice for video journalists just starting out.

As well as spending the whole course working with FCP and the Mac laptops that support it, we will be instructing the students on the basic principles that govern the rules of editing, which basically haven't changed from one editing system to the next.

Exercises:

In terms of exercises, we will start by cutting a standard news story, to become familiar with the system and its tools. Depending on the student numbers, we will also be using another news story exercise to give students an intensive one-on-one session of one hour each, which seems to work best in trying to get students up to speed with FCP. We will schedule these extra one-hour sessions before or after regular course hours, during the five days of the course.

After basic news cutting, we will then be looking at cutting examples of longer form TV features, from walk-and-talk business type television, to music segments, and utilizing some of the more creative tools that FCP has to offer, including layering, dissolves and effects. We will also be showing and practicing with some of the specialized tools such as multi-camera switching options.

As time permits, we will also be editing more creative and impactful promotional and advocacy type films.

With all of the above exercises, emphasis will be placed on the importance of sound mixing, using more channels as the projects become more sophisticated.

Finally, we will spend time looking at the technical skills which an editor needs to master, in order to become competent at final finishing work from colour correction, to simple title and caption tools, plus consideration of various playout compression settings needed for delivery of projects on different forms of media from DVD to FTP.