Welcome!

Classroom Wi-Fi is available
See your desk for login information

About me

- My name is Winston Sih.

- I'm a broadcast journalist/producer turned freelancer

- I have a passion for technology, and you'll often find me on the road

- Check out more of my work at WinstonSih.com & MasterTravellr.com

Introductions

What's your name?

Share a project you'll be applying your new skills to

What are you looking to learn from this workshop?

Today's schedule

10 a.m.

Workshop: Your workspace, import, organizing, editing essentials

11:30 a.m. — BREAK

11:45 a.m.

Workshop: Audio, transitions, graphics, effects, & elevation

12:30 p.m.

Workshop: Troubleshooting, publishing, distribution, SEO

1 p.m. — Wrap up, Q&A, and FEEDBACK

·CAMP TECH·
INTRO TO
VIDEO PRODUCTION

FYI, resources for today's class can be found here:

https://camptech.ca/video-editing

Let's get started!

Your common questions

1. Promotional videos for my business

2. Best practices for social media

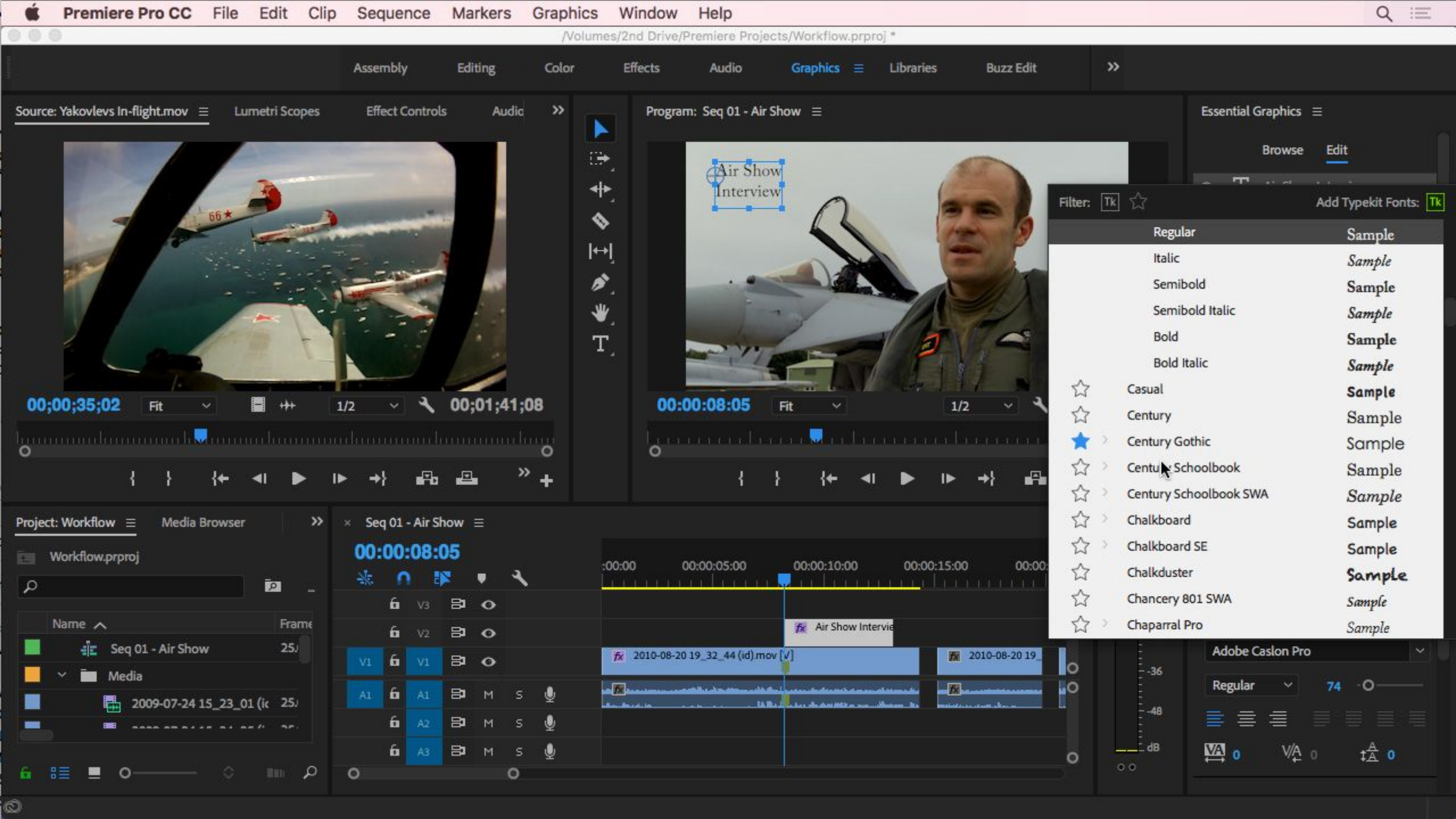3. Tips and tricks for editing and sharing

4. Setting up a shooting plan

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Preparing for the day

- Laptop with Adobe Premiere Pro CC is installed

- Headphones

- Smartphone

- Smartphone cable to sync video to your laptop

Video editors

- Adobe Premiere Pro CC
- iMovie
- Final Cut Pro
- Sony Vegas Pro
- Pinnacle Studio Pro

/Volumes/2nd Drive/Premiere Projects/Workflow.prproj *

Assembly   Editing   Color   Effects   Audio   Graphics ≡   Libraries   Buzz Edit   »

Source: Yakovlevs In-flight.mov ≡   Lumetri Scopes   Effect Controls   Audio   »

Program: Seq 01 - Air Show ≡

Essential Graphics ≡

Browse   Edit

Air Show Interview

Filter: Tk ☆   Add Typekit Fonts: Tk

Regular	Sample
Italic	Sample
Semibold	Sample
Semibold Italic	Sample
Bold	Sample
Bold Italic	Sample
Casual	Sample
Century	Sample
Century Gothic	Sample
Century Schoolbook	Sample
Century Schoolbook SWA	Sample
Chalkboard	Sample
Chalkboard SE	Sample
Chalkduster	Sample
Chancery 801 SWA	Sample
Chaparral Pro	Sample

00:00:35;02   Fit   1/2   00;01;41;08

00:00:08;05   Fit   1/2

Project: Workflow ≡   Media Browser   »

Seq 01 - Air Show ≡

00:00:08:05

Workflow.prproj

:00:00   00:00:05:00   00:00:10:00   00:00:15:00   00:0

Name   Frame

Seq 01 - Air Show   25.

Media

2009-07-24 15_23_01 (i   25.

V3

V2

V1   V1   Air Show Intervie   2010-08-20 19_32_44 (id).mov [v]   2010-08-20 19

A1   A1

A2

A3

Adobe Caslon Pro

Regular   74

-36

-48

dB

VA 0   VA 0   0

Why Adobe Premiere Pro CC?

- It has a responsive design with an interface that's user friendly, productive, and efficient

- It works well with other Adobe products (i.e. Photoshop, InDesign, Motion)

- Simultaneous editing support means multiple people can work on the same project

- Platform, OS, and format agnostic

- As you get more experienced, you can dive into virtual reality…

Let's dive into
Adobe Premiere Pro CC

Import your content

- Grab your footage

- Import (or ingesting) your video

- Look around

- Create project

- Bring in source video

- Assemble clips

Know your workspace

1. How to navigate your media browser

2. Know your timeline

3. Tracks are your friend--think Photoshop!

4. Effects and transitions

5. Colour and audio settings

Preferences ▶
Sync Settings ▶

General...   ⌘,
Appearance...
Audio...
Audio Hardware...
Auto Save...
Capture...
Control Surface...
Device Control...
Label Colors...
Label Defaults...
Media...
Memory...
Playback...
Sync Settings...
Titler...
Trim...

Keyboard Shortcuts...   ⌥⌘K

Services ▶

Hide Premiere Pro   ⌘H
Hide Others   ⌥⌘H
Show All

Quit Premiere Pro   ⌘Q

rce: (no clips)   ▾   Effect Controls   Audio Track Mixer: Book binding

Program: Book binding ▤

Proje
5803A9CF-93F8-447   30.00 f
75074924-5FFF-475E   30.00 f
Audio 3_9.wav   44100
82FD8DF8-AE39-4F9   44100
F058CAFA-516C-44C   30.00 f
F064203D-9113-4AC   30.00 fps   00:00:0

00;00;00;00   00;00;00;00

00:00:00:00   Fit ▾   1/2 ▾ 🔧 00:04:48

Media Browser ▤ Info   Effects   Marke   × Book binding ▤

00:00:00:00

Favorites   :00:00   00:01:00:00   00:02:00:00   00:03:00:00   00:04:00:00   00:05:00:00   00:06
Local Drives
  Franz Josef   V1
  MobileBackups
Network Drives
                                   A1 Audio 1

                                   A2

                                   A3

                                   Master   0.0

Keyboard Shortcuts

Keyboard Layout Preset: Adobe Premiere Pro Default

(Save As...) (Copy To Clipboard) (Delete)

Commands: Application

Adobe Premiere ... F1	F2	F3	F4	Capture... F5	Batch Capture... F6	F7	F8	F9	F10	F11	F12

| Maximize or Re... ` | Select Camer... 1 | Select Camer... 2 | Select Camer... 3 | Select Camer... 4 | Select Camer... 5 | Select Camer... 6 | Select Camer... 7 | Select Camer... 8 | Select Camer... 9 | Multi-Camer... 0 | Zoom Out - | Zoom In = | Delete | | Go to Seque... Home | Page Up |

Tab | Ripple Trim P... Q | Ripple Trim N... W | Extend Selecte... E | Rate Stretch... R | Trim Edit T | Slip Tool Y | Slide Tool U | Mark In I | Mark Out O | Pen Tool P | Decrease Clip Vo... [| Increase Clip Vo...] | Zoom to Seque... \ | | Clear Forward Delete | Go to Seque... End | Page Down |

Caps Lock | Track Select ... A | Snap S | Select Clip at ... D | Match Frame F | Audio Gain... G | Hand Tool H | Shuttle Left J | Shuttle Stop K | Shuttle Right L | Lift ; | Extract ' | Render Effects in Work Area Return |

Shift | Zoom Tool Z | Mark Clip X | Razor Tool C | Selection Tool V | Ripple Edit Tool B | Rolling Edit Tool N | Add Marker M | Insert , | Overwrit e . | Mark Selection / | Shift | | Go to Previou... Up |

Ctrl | Option | Cmd | Play-Stop Toggle Space | | | | | Cmd | Option | Ctrl | | Step Back 1 ... Left | Go to Next Down | Step Forwar... Right |

🔍 play ✕

Command	Shortcut
Play Audio In to Out	
Play In to Out	Opt+K
Play In to Out with Preroll/Postroll	Shift+Space
Play Video In to Out	
Play from Playhead to Audio Out Point	
Play from Playhead to Out Point	Ctrl+Space
Play from Playhead to Video Out Point	
Play-Stop Toggle	Space
Ripple Trim Next Edit To Playhead	W
Ripple Trim Previous Edit To Playhead	Q

Key: L (multiple commands assigned)

Modifiers	Command
None	Line Tool ✕ Shuttle Right ✕
Cmd	Loop, Loop During Audio-Only Playback, Loop, Loop, Link, Loop
Ctrl	
Opt	
Shift	Shuttle Slow Right
Cmd+Ctrl	
Cmd+Opt	
Cmd+Shift	Left
Ctrl+Shift	
Opt+Ctrl	

Undo

Helpful keyboard shortcuts

1. Expand and minimize your timeline tracks: Shift+=/ –. Ctrl+=/ – (Cmd+=/ –)
2. The backslash key (\) will show you everything
3. I and O for in and out points
4. Ctrl+K (Cmd+K) cuts the clip in two
5. C is the razor tool, also helpful in splicing clips
6. F is helpful for matching frames

Basic edits

1. In and out points

2. Drag into timeline

3. Add effects

4. Edit audio

5. Create transitions

6. Overlay titles and graphics

7. Exporting your clips

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Break: 15 minutes

Workshop: Elevating your video

1. How to add audio

2. Selecting graphics

3. Transitioning between clips

4. Enhancing with effects

Premiere Pro tricks

1. Watch everything closely

2. You can find templates online

3. Hide clips in your project panel to remove clutter

4. Divide long clips for easier organisation

5. Find and fix the right sound effects to fit the mood of your edit

6. Practice, practice, practice!

Publishing and distribution

Publishing and distribution

- Determine how you want to distribute your video
- Most often, you'll want to export your video as H.264

1. Make sure the Timeline panel is active
2. Choose File > Export > Media or press Control+M (Windows) or Command+M (macOS)
3. In the Export Settings dialog box, choose Format: H.264 and Preset: Match Source – High Bitrate.
4. Choose filename and location, click the blue filename to open the Save As dialog box.
5. When you're happy with your settings, click Export. The new video file will be created, ready to share with the world.

Resources, tools, and tricks of the trade

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Tools of the trade (plug-ins) and resources

- Great slow motion: [TWIXTOR PRO](#)

- Great lower thirds: [BORIS FX GRAFFITI](#)

- Great colour consistency: [RED GIANT MAGIC BULLET LOOKS](#)

- Great audio stabilizer: [RED GIANT MAGIC BULLET DENOISER III](#)

- [Fiverr](#) is an excellent freelance resource from video titles, to animations, lower thirds, intro videos, music, voiceovers, and more!

- [Canva](#) has some great animation resources if you want to try doing things on your own!

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How to troubleshoot

5 common issues and how to troubleshoot

1. Size mismatches
2. Footage not dragging
3. Media offline
4. Can't use Warp Stabilizer
5. Un-nest clips

Credit: https://nofilmschool.com/2018/01/how-fix-5-common-and-very-frustrating-editing-problems-premiere-pro

Things to consider

- Do you want closed captioning? Account for that in your video editing.

- Video SEO and titling

- Thumbnails: Something you might want to make in Photoshop or a free plugin like [TubeBuddy](#)

- Where are you uploading the video—YouTube isn't your only option!

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Q&A and feedback

FYI, resources for today's class can be found here:

https://camptech.ca/video-editing

Thank you!

Have questions? Reach out to: info@camptech.ca