



“Text is today’s Latin. It is through text that we elites communicate. For the masses, however, most information is gathered through other forms of media: TV, film, music, and music video. These forms of ‘writing’ are the vernacular of today. They are the kinds of ‘writing’ that matter most.” (Lawrence Lessig Remix 68)

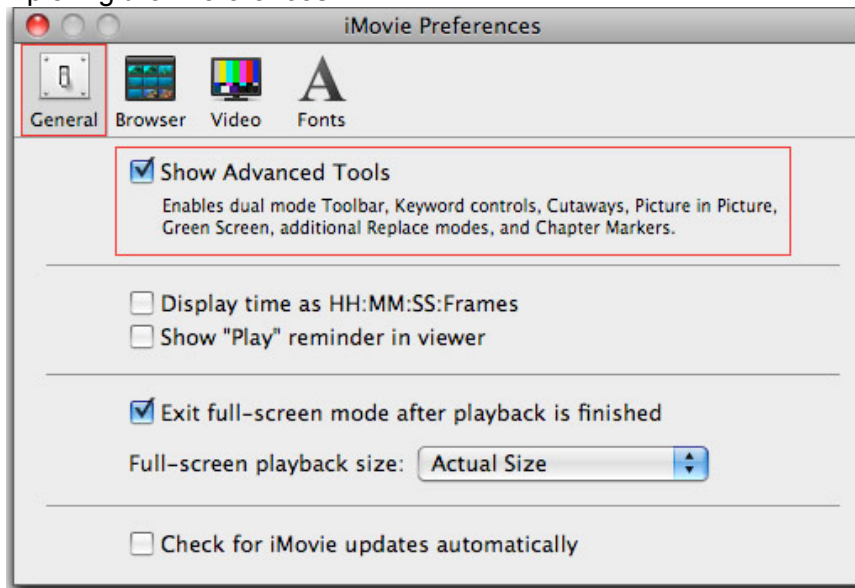
Introduction

iMovie is a relatively simple tool that provides options for students and researchers to explore multimodal composition, discover alternative forms of argumentation, and participate meaningfully in remix culture. Today, we’ll cover what you need to know to create a very basic video commentary: importing video, editing video, adding transitions, adding text, and working with audio. First, let’s get familiar with the iMovie interface.

The iMovie Interface

iMovie offers two different ways to arrange the windows in the Interface. As shown in the interface diagram (attached on next page), you have the Project Library and Edit Project window, and the Event Library and the Event Browser. There is a Switch button in the toolbar on the left side. When you click it, the top left window and the bottom windows switch places.

Exploring the Preferences:



One thing to note about the iMovie interface is that you never need to save your work. iMovie saves the project constantly until you export it. Also, iMovie is a “non-destructive” video editor. This means that the source video is not altered.



1. Project Library - where all movie projects are stored
2. Edit Project window - shows current movie being edited
3. Monitor Window - view clips or your final iMovie project
4. Play Project either full screen or in the monitor window
5. Frame Adjustment - allows you to see thumbnails of clips by amount of frames per thumbnail
6. Take footage directly from your webcam
7. Switch button - Swaps the Events Browser and the Edit Project window from top to bottom
8. Zooms in on thumbnails/clips
9. Events Library - where all the events (groups of clips) on the computer are displayed
- 9.5. Commenting feature – might be useful for peer review

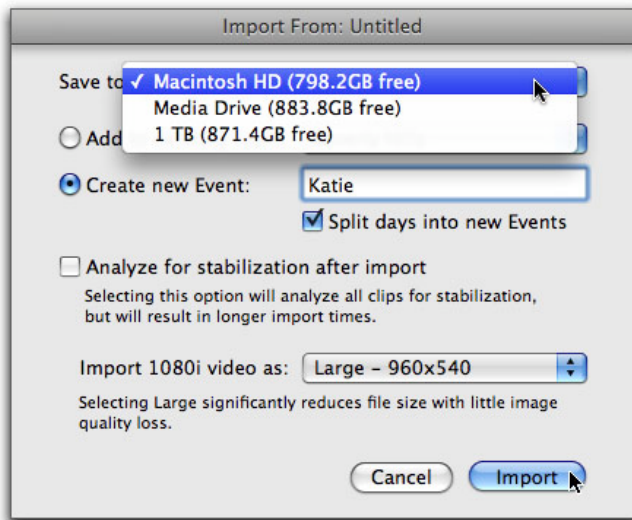
10. Events Browser - shows all events from a particular source that can be edited into the movie. Events are just groupings.
- 11 and 12. Selection arrow and Edit tool
13. Favorites Tab - allows you to select favorite clips, or parts of clips, or just remove clips all together.
- 14 and 14.5. Assign keywords to events and filter by keyword
15. Voiceover tool
16. crop images and video
17. 'Inspector' or HUD (Heads Up Display) - a floating window which provides access to various controls used to build a Project
18. Turns on/off Audio Skimmer
19. Controls for adding music/sounds, still images, text, transitions, and backgrounds (also maps of the world are here!)

Importing Video

The 1080i (or HD size) is normally not needed. “Large – 960x540” should be sufficient for a DVD or playback on the web.

Be sure to work from your computer’s hard drive – not from an external drive. This is why you need to be selective about how much footage you take and pay attention to how large your “events” become.

Import video from an external digital camera:



Take video directly from your computer’s webcam:



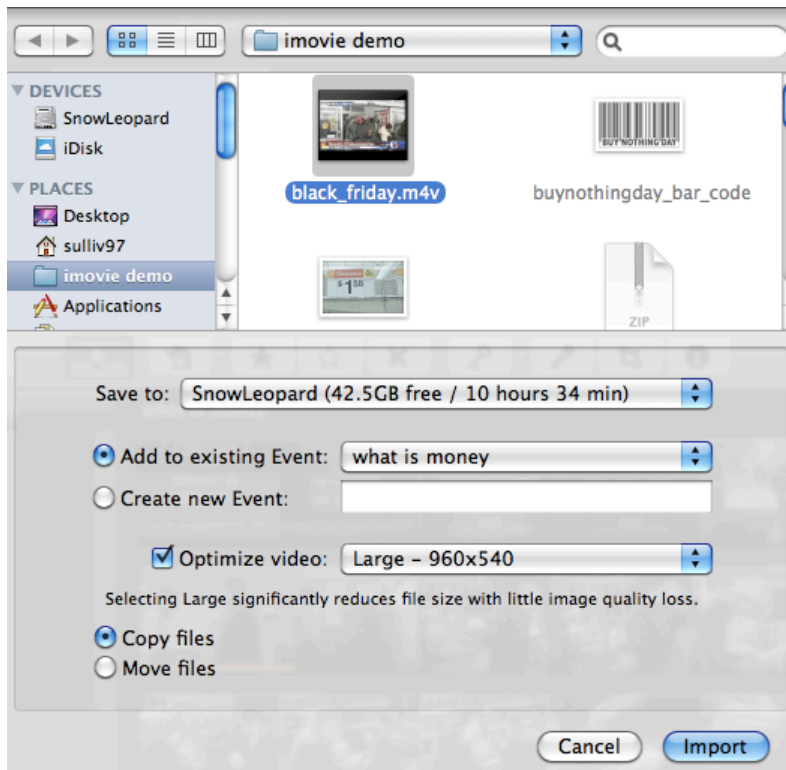
This method is good for recording a lecture or video blog, also known as a “vodcast.”

Go to the link below for the resources to import during this workshop:

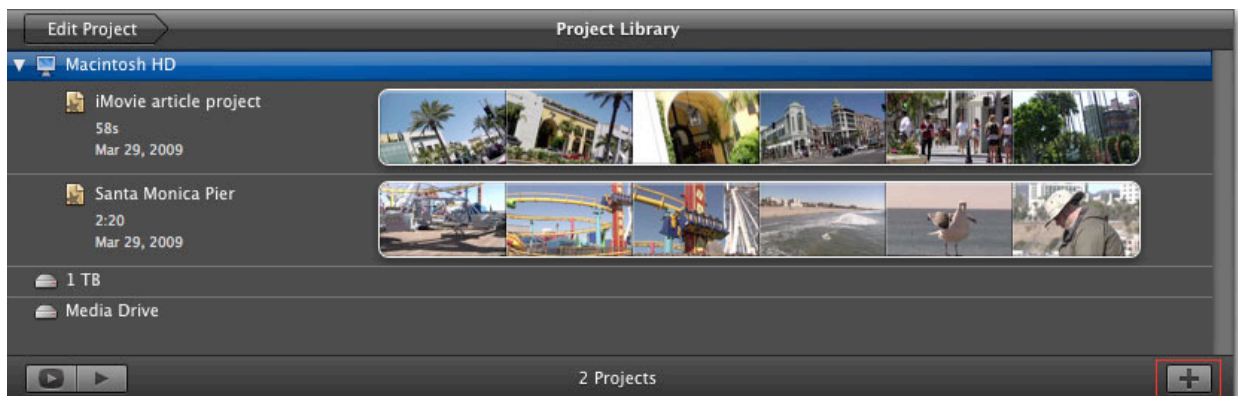
<https://pantherfile.uwm.edu/sulliv97/public/imovie-workshop/>

This zip file will take some time to download. When the file is downloaded and unzipped, import the video file **learning_about_money.m4v** into iMovie.

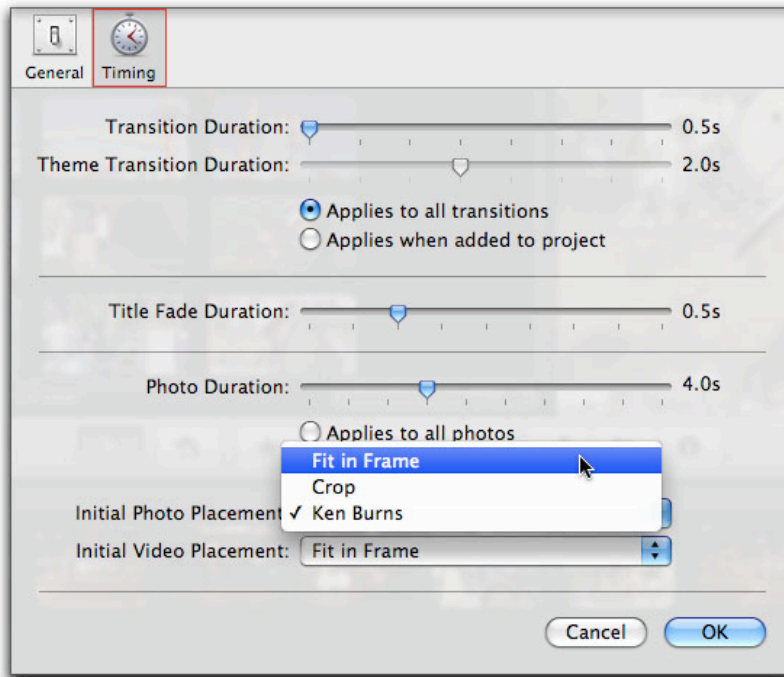
If you have preexisting events, iMovie asks if you want to add to an existing event or create a new event. Use events to group videos of similar times or places—not to group files for the same movie. Events are like books on a shelf, not project folders.



The event will be created with the name you give it. Now you are ready to start a new project, which will become your movie. You can go to **File > New Project**, or click the Plus sign in the Events Library, lower left corner:

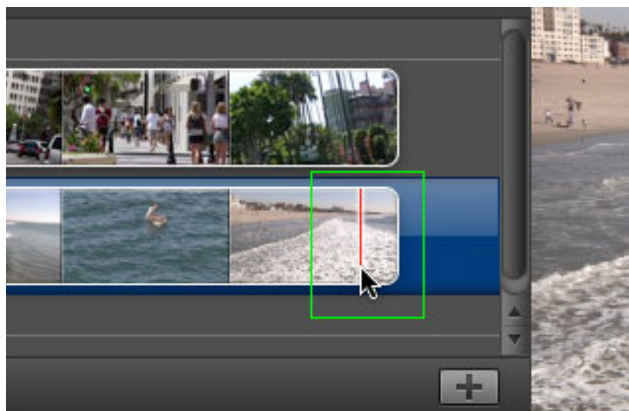


With your new project, you can see the directions that tell you to drag media into the empty boxes. First, check out your Project Properties under the File menu, and note the option to get rid of the Ken Burns effect:

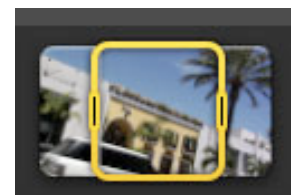


Editing Video

iMovie 09 offers four main ways to shorten video clips. We'll touch on all four ways so you can have an idea of which method suits your purposes in a given situation. First, there are three ways you can quickly preview edits to see if you like them. You can drag or skim your cursor over a clip to see the video play in the Viewer window. When you place the cursor over a clip, a thin vertical red line called a Playhead is displayed. Or, at the bottom left of the Project Library window are two buttons: "Play Project full screen" and "Play Project from beginning." The space bar also pauses the clip.

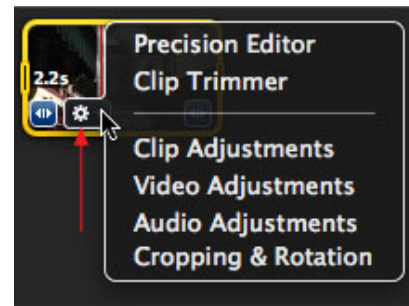


1. Use the yellow selector box either in the Edit Project window or in the Events Browser. Drag the edges of the box in or out with your mouse. Press Delete to delete the selected portion, or **Edit > Trim to Selection (Command-B keys)** to delete what is not in the yellow box.



2. Choose the Edit tool (#12 in the interface diagram). Then, you can select a clip in the Events Browser. The clip is highlighted orange. When you release your mouse, the clip immediately goes into the project with no further action from you. An orange underline marks the place in the event that has been excerpted.

3. The Clip Trimmer is a third way to edit clips. You can only use it in the Project window, not in the Events Browser. When a clip is selected with a yellow box, click the small Gear icon. You will see a pop-up menu. Click **Clip Trimmer**. This option will let you edit a clip frame by frame. You can drag the edges of the yellow box. Or, using the **Option ←** or **Option →** keys, you can have even more precise control. If you do not want to edit the length but only change the frames that appear, you can click both arrow keys to move an entire selection left or right. Hold down the → key and tap the ← key to move the selection left. Hold down the ← key and tap the → key to move the selection right. Remember to click Done when you have your clip ready.



4. The Precision Editor is another way to get precise frame-by-frame edits. It also must be used in the Project window. With a clip selected, choose the Gear icon and then **Precision Editor**. A new interface appears in the Events Browser. Because the Precision editor works best with multiple clips and transitions, let's split a clip and then add a transition.

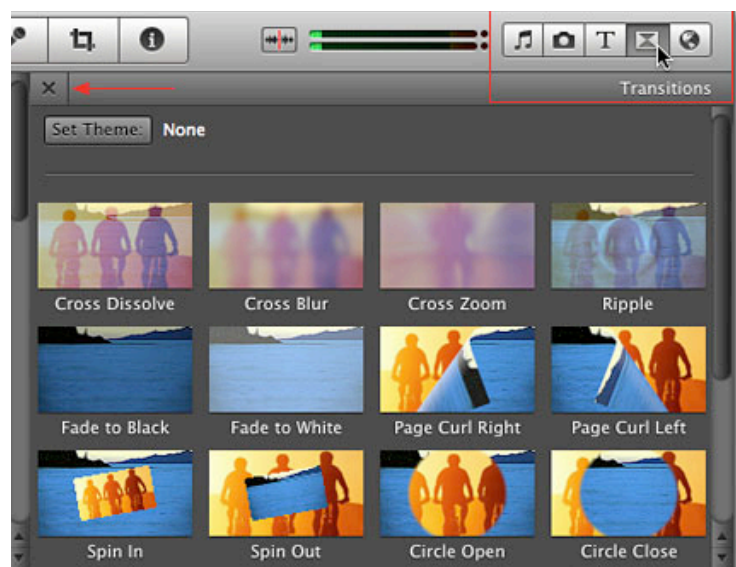
Splitting Clips

To split a clip, use a yellow box to select the portion you want to split off from the larger clip. Right-click on the selection and choose Split Clip. You now have two clips. Even though they are split, for now they will play without any noticeable break. Another convenient way to split a clip is to position the Playhead. Select a clip with a yellow box. Position the Playhead at the point you want the clip split. Press the **Command-Shift-S** keys. You cannot split a clip in the Events Browser.

Adding Transitions

Now that we have a split clip, let's add a transition. Click the Transitions icon to view your options. Drag a transition into your project so that it is between clips. You will see a thick green line appear to indicate where the transition will be dropped.

Once you insert a transition, the default length is about half a second. You can click the Gear icon below the transition to make adjustments. (Or at any point you can click the Inspector icon with anything selected.) Click "Applies to all transitions" to make global changes. You cannot make a transition longer than half the length of the shorter clip on either side of it.



Now we can return to the Precision Editor. In the Precision Editor window, you can see how the transition divides the two clips in a layered “sandwich” view. You can slide the top or bottom clip back and forth. You can also slide the transition and adjust the length of the transition by dragging the edges of the transition box. Click the forward and backward arrows to move from transition to transition when you have multiple transitions in a movie. Remember to click Done to finalize the edits.

Changing the Speed of a Clip

This is a useful feature when you want a clip to be an exact length, but it doesn't matter if the clip gets slower or faster. It can also create humorous slow-motion or frenetic effects. (Note that to speed up and slow down clips, you have to “convert” the entire event. This can be a very long process if the event is over five minutes.) With a clip selected, click the Inspector or the Gear icon. You can set the duration or specify if you want the pace slower or faster. You can also add video effects such as “Aged Film” and “X-Ray.” You do not need to convert a clip to add video effects.

Adding Still Images

You can add a still image from your computer or create a still frame or freeze frame from your video. A **freeze frame** is created in the Project window. Select a clip and move the Playhead to a point you want to freeze. Hold down the control key and click. This will bring up the freeze frame menu. The default duration is four seconds. A freeze frame is like stopping time within your movie. A **still frame**, on the other hand, is created in the Events Browser. Go through the same process that you did with the freeze frame. iMovie will add a still image set at four seconds to the end of your project. You can add your own images, but you need to edit them with an external image-editing application.

Adding Text

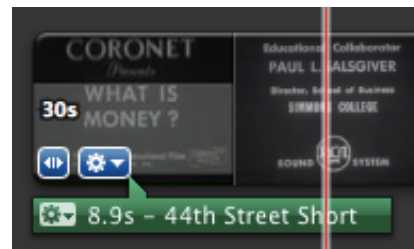
You can add text on top of video, using the video as the background. Or you can add text between, before, or after clips and choose a background. iMovie has text features designed for the credits and for subtitles. Some of the text features are animated. In your Project window, the text displays above the clip in a blue box. The **4s** means 4 seconds. You can type in this blue box, and slide it to reposition text.



Remember that to give yourself more font choices, you need to adjust your iMovie Preferences under the Fonts menu.

Adding and Editing Audio

Unlike text, audio appears as a green box below the clip. You can add audio from an external source or use one of iMovie's many stock files, located under the musical note icon in iMovie Sound Effects and iLife Sound Effects.



If the clip has audio and you want to use different audio, you need to detach the original audio. Select the clip and go to **Edit > Detach Audio**. The audio now appears in a purple box below the video. You can select and delete it. Or, you can delete the video and use the audio for a different clip.

Choose the microphone icon to record a voiceover directly into your movie. You can play the movie as you talk to better coordinate your voiceover.

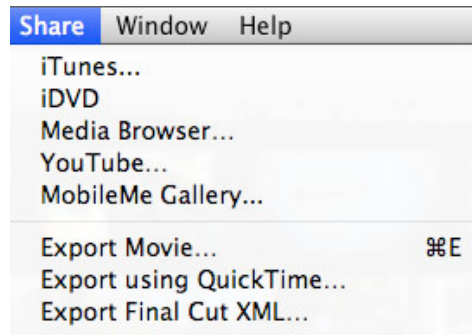
You can edit audio in iMovie, but there are not many options. With an audio clip selected, choose the Gear icon or the Inspector. You can adjust the volume or adjust the fade-in/fade-out. The **Ducking** feature allows you to reduce the volume of any added audio, giving priority to the audio that belongs to the clip. For example, if you have a video of an interview and want subtle audio in the background, use Ducking to create the background music effect. Use a free, open-source program like Audacity to edit audio files for iMovie.

Crediting Sources and Choosing a License

Even though it's a video, it's important to credit all image and audio sources. The credits should be in the actual video—not only in the endnotes apart from the video. You can use Creative Commons (creativecommons.org) to license your video as a combination of the following: share-alike, non-commercial, attribution, no derivatives. You should encourage your students to include the following message at the end of their videos if they remix copyrighted content: “Because this video was created for a college class, it falls under Fair Use Guidelines and within the exemptions to DMCA Section 1201 rules announced by the Library of Congress on July 26, 2010.”

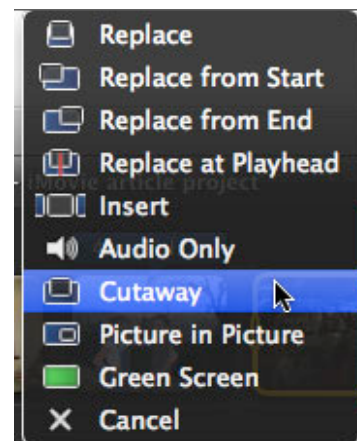
Exporting the Video

You have a few options when you are ready to share your movie. The basic “Export Movie” option is probably the best for everyone. Export using QuickTime gives an array of advanced options. There is an option to send the movie directly to YouTube from iMovie. You can also export the movie to Adobe’s Final Cut application. The export process can take a long time. I have found that the length of time varies depending on how many different events I am integrating, how much audio I have, and (of course) the length of the movie.



Advanced iMovie 09 Features

You can see this menu when you drag video clips or images on top of other clips or images. The Picture in Picture feature allows you to embed an image into the corner of a video clip. The Green Screen feature works with footage of a person talking in front of a green screen. The person can be transposed on top of a different background, just like in weather reports on TV. The feature works well.



iMovie Resources

- **Free Stuff**

For video:

Prelinger Archive, <http://www.archive.org/details/prelinger>

For audio:

FreePlay Music, <http://www.freeplaymusic.com/> (the bomb)

OpSound, <http://opsound.org/>

CCmixter, <http://ccmixter.org>

Free Sound, <http://www.freesound.org/index.php> (no music)

Stock Music for Educators: <http://www.royaltyfreemusic.com/free-music-resources.html>

For images:

Flickr (go to Search > Advanced Search > Creative Commons)

Also

- **Video Sharing**

YouTube, Vimeo, and D2L

- **Possible Assignments, Student Samples, etc.**

“Multimodality in 60” assignment (from Ohio State University, **attached on next page**) – this assignment is harder than it seems

Bill Wolff’s gallery of student videos: <http://www.netvibes.com/wolffcw2010online>

Bill Wolff’s “remix, mashup, and society” assignment:

<http://williamwolff.org/courses/vrmc-spring-2010/vrmc-assignments-s10/vrmcs10-assignment-3-remix/>

iMovie Public Service Announcement (PSA) assignment:

http://public.csusm.edu/diekman/vsar306S04/psa_assignment.html

Using iMovie to Talk about Tragedy: <http://viz.cwrl.utexas.edu/content/using-i-movie-talk-about-tragedy>

Problems assessing multimodal student work:

<http://kairos.technorhetoric.net/10.2/coverweb/sorapure/index.html>

- **Planning a Video**

Blank storyboard PDFs (just Google “blank storyboards”)

Fair Use regulations for educators: <http://www.umuc.edu/library/copy.shtml>

Multimodality in 60

Create a 60-second video text that illustrates the concept of multimodality. Your video text must meet the following requirements:

Your video text must run 60 seconds--no more, no less—including title screen and any credits.

Your video text must take a critical, reflective, and/or interpretive approach to its subject matter.

You must strip your video of all actual audio. You may layer audio in your project as long as you avoid all literal video/audio matching.

You must include a title screen somewhere in your video text. You must also give yourself credit as the video artist/composer somewhere in the video text.

You must secure permissions for all materials used in your project. Also, you must give credit for all materials used in your project.

You will shoot footage with a partner. You may then create your video text collaboratively or individually. The choice is yours.

From Ohio State University