

Media Studies

Lesson 3: Creating Digital Video

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Task 1 - Digital Video

Our client, Fab Gadget Ltd., has asked us to create a video for them to advertise their upcoming robotic lawnmower. You have been provided with the video, audio, and image files required to make the video. You have also been provided with a copy of the storyboard to assist you with creating the video. Our client has insisted that their logo is displayed in the bottom left-hand corner of the screen for the entirety of the video. The storyboard for the video is detailed in the follow slides. Follow these steps to create the short video and learn about the video editing software. You will make use of the OpenShot application to create the video.



Task 1 - Creating a website

Assets that are needed to complete this task can be obtained here:

oaknat.uk/comp-digital-video



Task 1 - Digital Video

Project	Robot Mower	Scene	N/A	Pages	3
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Shot	Close-up of grass in wind		Fade in from black
			Garden sounds in background



Task 1 - Digital Video

Shot	Close-up of mower
	

Fade from previous
Sound of manual mower
Garden sounds in background
Voiceover: "You could spend..."



Task 1 - Digital Video

Shot Man mowing grass



Fade from previous

Sound of manual mower

Garden sounds in background

Voiceover continued



Task 1 - Digital Video

Shot	Swinging chair
	

Fade from previous
Garden sounds in background
Voiceover: "But wouldn't you rather..."



Task 1 - Digital Video

Shot	Trees and clouds
	

Fade from previous
Garden sounds in background
Voiceover: "Just sitting back..."



Task 1 - Digital Video

Shot	Cat in the sun
	

Fade from previous
Garden sounds in background
Voiceover: "Basking in the..."



Task 1 - Digital Video

Shot	Mower's eye view
	

Fade from previous
Garden sounds in background
Voiceover: "Well, now you can."



Task 1 - Digital Video

Shot	Robot image montage
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Fade from previous
Three images
Fade between each image
Garden sounds in background
Voiceover: "The new robot..."
Fade to black



Task 1 - Digital Video

Create the video by completing the steps below

Step 1

Open OpenShot on your computer.



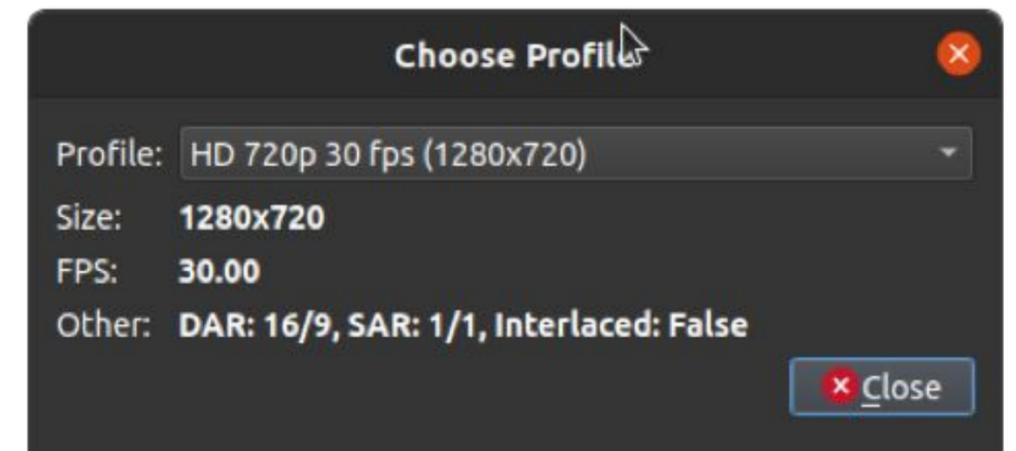
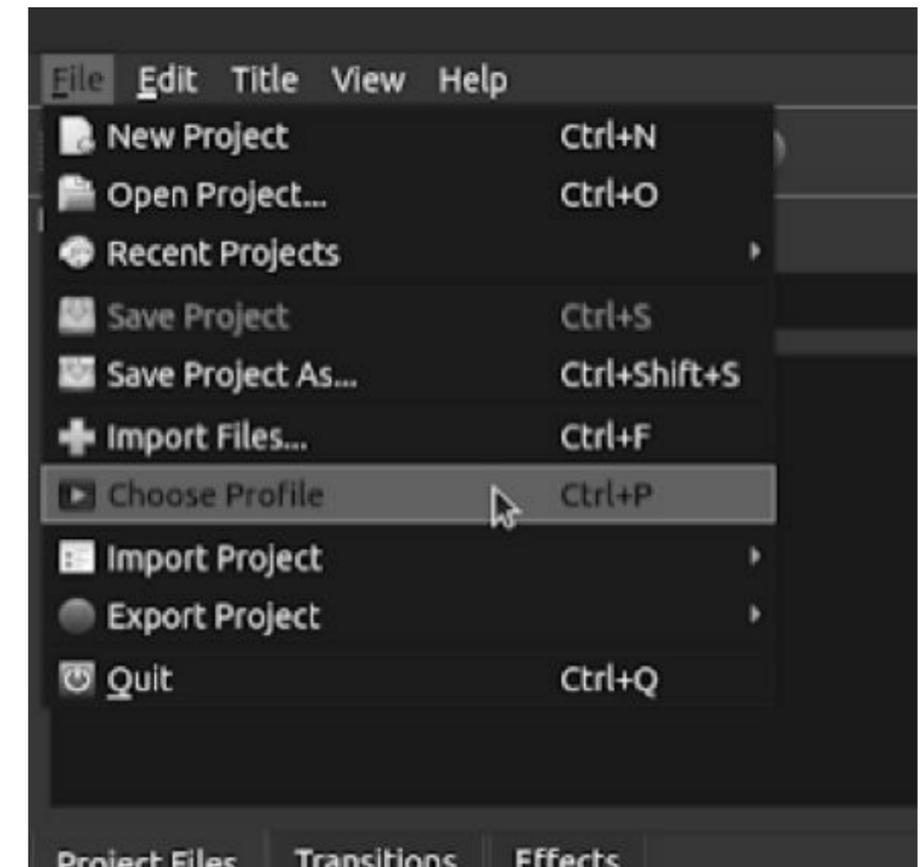
Task 1 - Digital Video

Create the video by completing the steps below

Step 2

Select the **HD 720p Profile**.

- Go to **File > Choose Profile** from the main menu, or press the keyboard shortcut of **Ctrl + P**.
- From the **Profile** drop-down menu, select **HD 720p 30fps (1280×720)** and then click on **Close**.



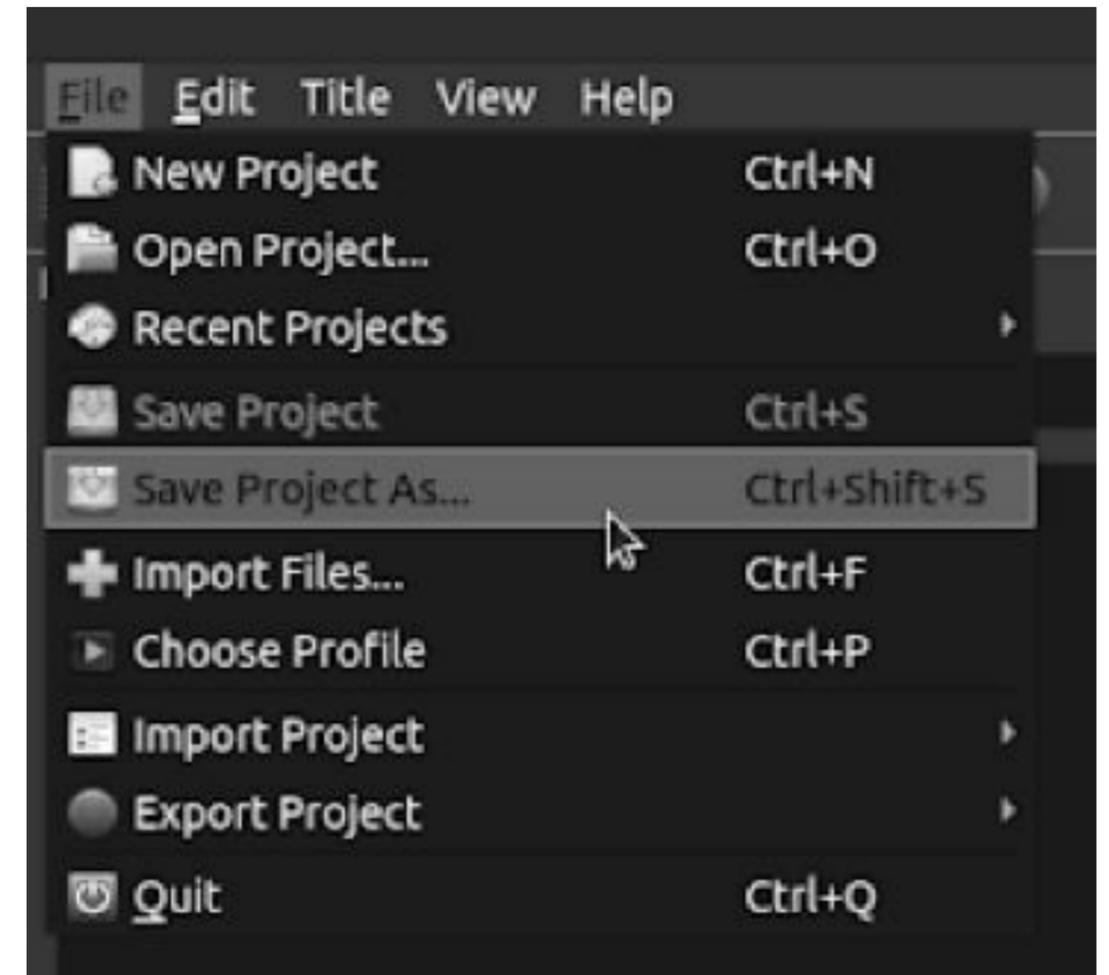
Task 1 - Digital Video

Create the video by completing the steps below

Step 3

Save your project.

- Go to **File > Save Project As...** from the main menu, or press the keyboard shortcut of **Ctrl + Shift + S**.

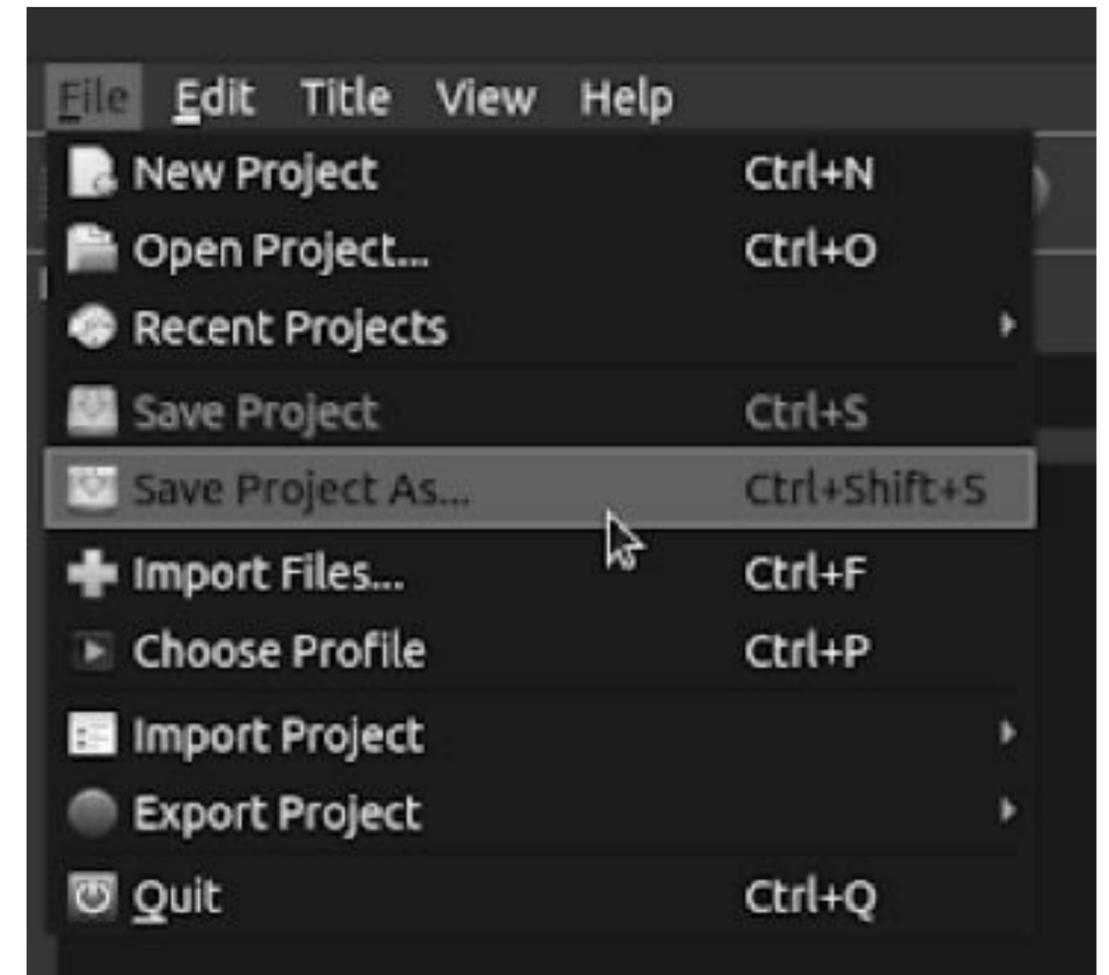


Task 1 - Digital Video

Create the video by completing the steps below

Step 3 - Continued

- Save your project with a sensible name so that you will know what it is when you come to find it later!
- Notice that it saves with a **.osp** file extension; this is the OpenShot file format. OpenShot will also create a folder which will contain the project assets. If you were to back up your project, you would need the file and the folder.



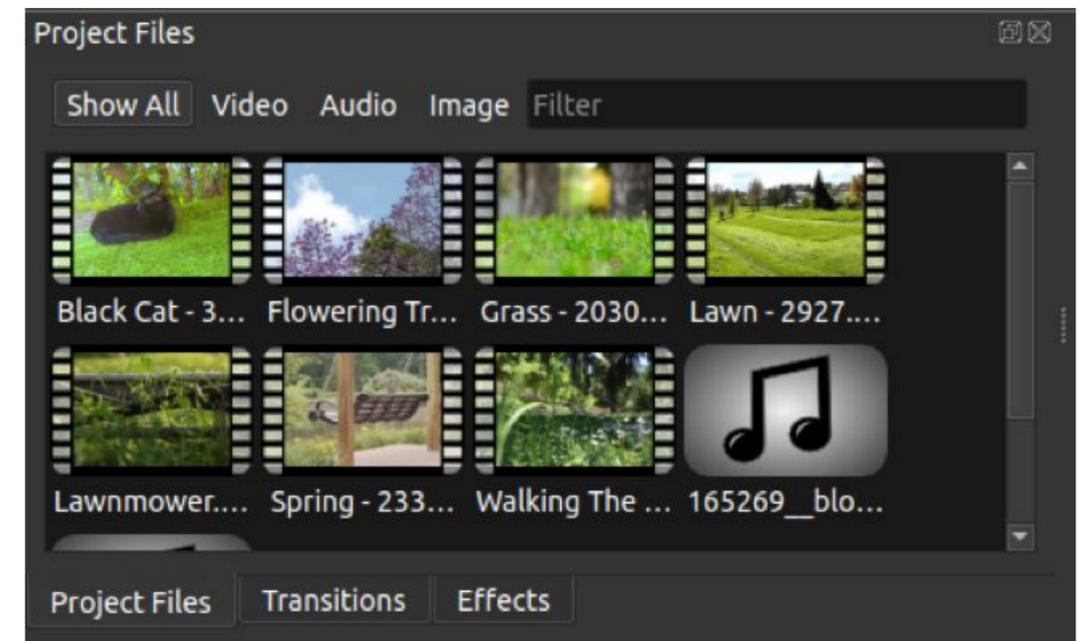
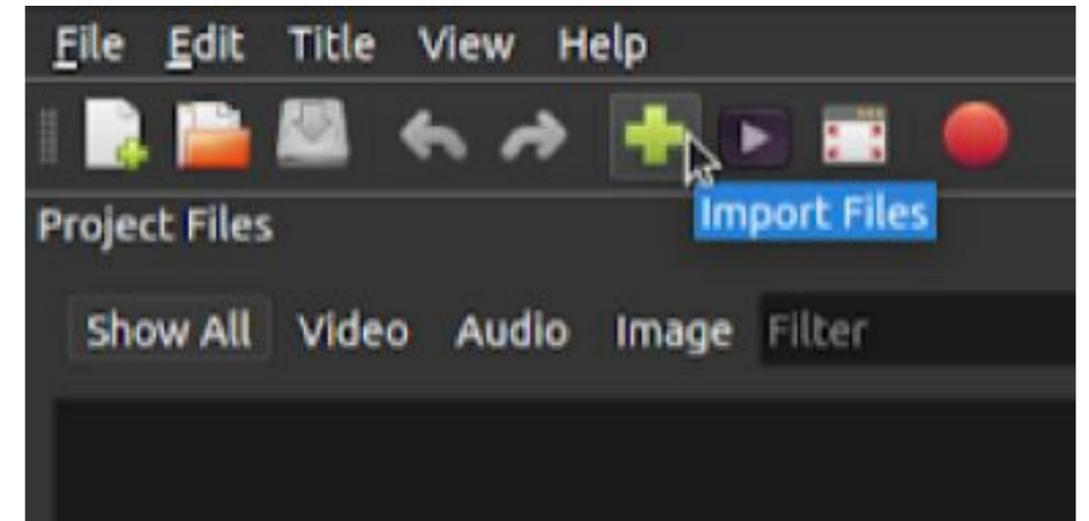
Task 1 - Digital Video

Create the video by completing the steps below

Step 4

Import your project files.

- Click on the green plus icon to open the **Import File...** window.
- Browse to the media objects for this lesson and select all the files and click on **Open** to import them into your project.
- You should now have seven video clips, three image files, and three audio clips visible in your **Project Files**.



Task 1 - Digital Video

Create the video by completing the steps below

Step 5

Import your logo.

- Click on the green plus icon again to import the **Fab Gadget** logo that you created last lesson. Be sure to import the PNG version.



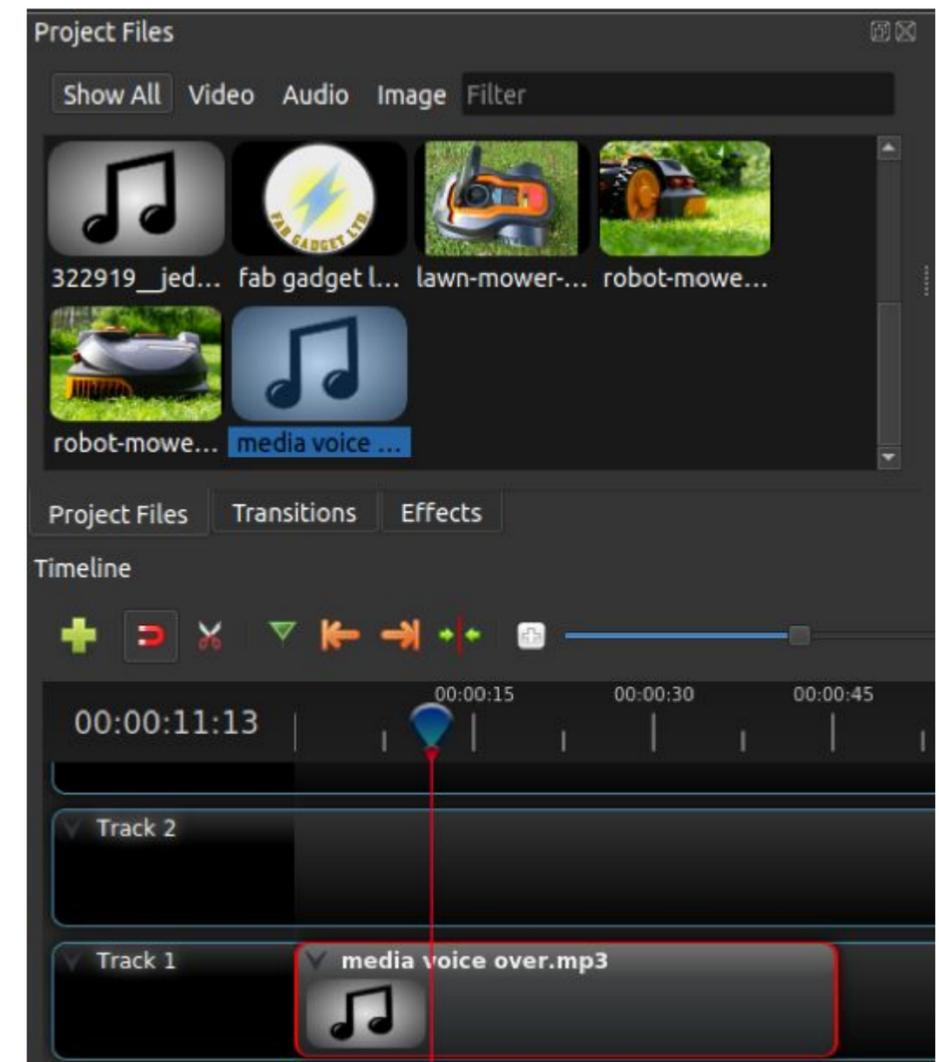
Task 1 - Digital Video

Create the video by completing the steps below

Step 6

Cut the voiceover clip.

- The voiceover has been provided as one single file. You need to cut it into six sections.
- Drag the **media voiceover.mp3** file from your **Project Files** onto **Track 1**.

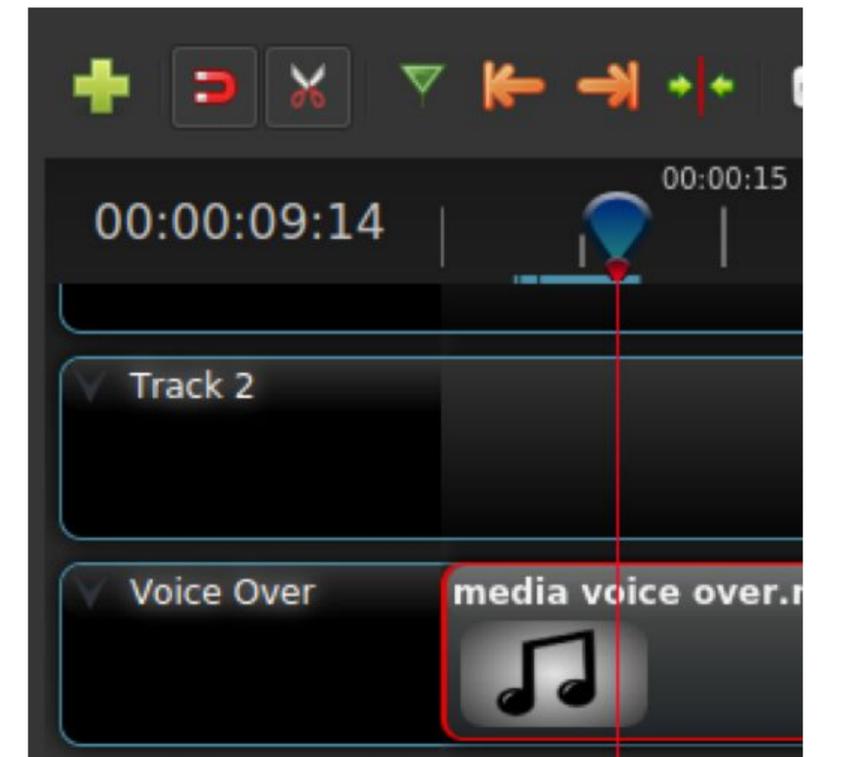
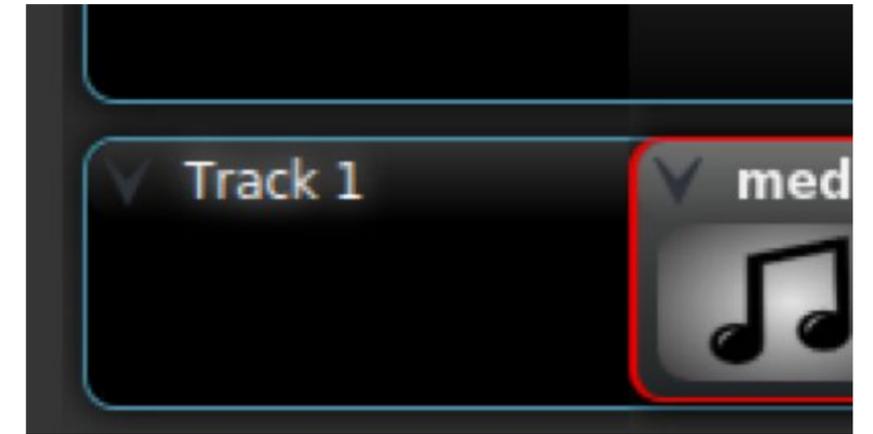


Task 1 - Digital Video

Create the video by completing the steps below

Step 6 - Continued

- Rename the track to **Voiceover** by clicking the **down** arrow next to the track title and selecting **Rename Track**.
- Press the space bar to start playing the track, and when you get to the first break, press the space bar again to pause.
- Select the **Razor Tool** and click on the track at the point where the red playback line is. You should now have two clips on the same track.



Task 1 - Digital Video

Create the video by completing the steps below

Step 6 - Continued

- Repeat Steps 4 and 5 to split the voiceover into the six separate clips.



Task 1 - Digital Video

Create the video by completing the steps below

Step 7

Add the background soundtrack and mower soundtrack.

- Deselect the **Razor Tool**.
- Click the **down** arrow next to your **Voiceover** track and select **Add Track Below**.
Now, rename this new track **Mower Sound**.
- Repeat step 2 to add a track below **Mower Sound** called **Background Sound**.

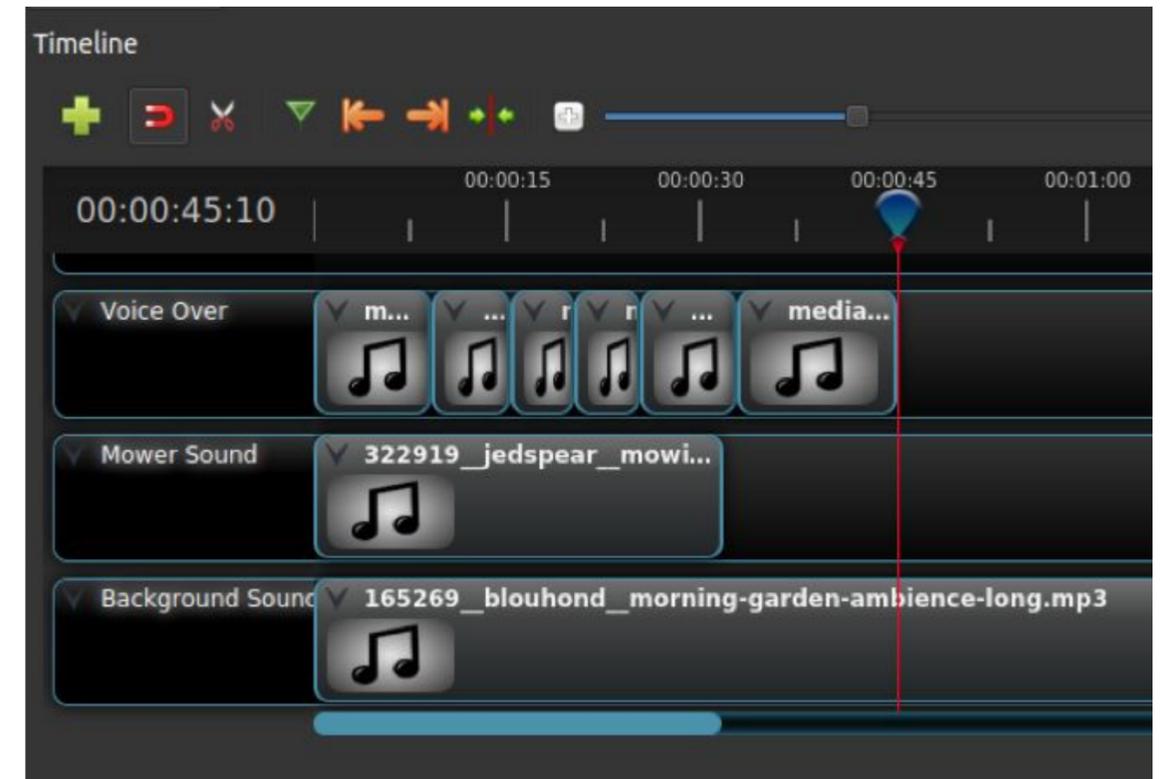


Task 1 - Digital Video

Create the video by completing the steps below

Step 7 - Continued

- Drag the **165269_...** file onto the **Background Sound** track and the **322919_...** file onto the **Mower Sound** track.
- Your timeline should now look like the image on this slide.
- Save your project by pressing **Ctrl + S**.



Task 1 - Digital Video

Create the video by completing the steps below

Step 8

Add the **Close-up of grass in wind** clip.

- Rename the track above **Voiceover** to **Video 1**.
- Drag the **Grass - 20306.mp4** clip onto the **Video 1** track.
- Select all of the voiceover clips, by either left-clicking and dragging a box over the clips, or holding **Ctrl** and left-clicking on each individual track.
- With all the voiceover clips selected, move them across to the right of the timeline.

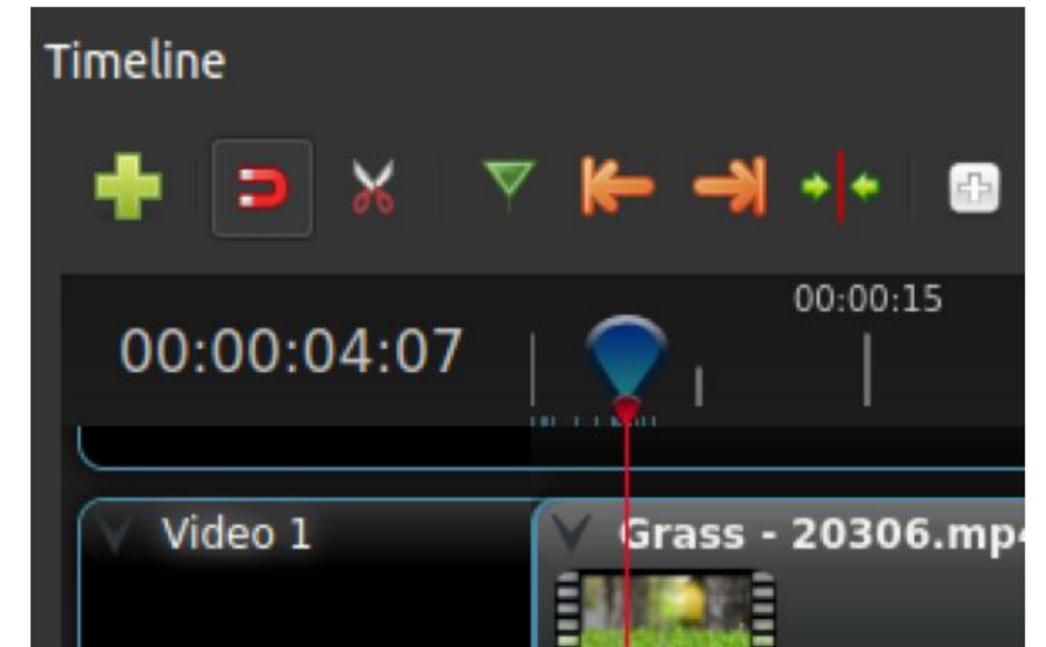


Task 1 - Digital Video

Create the video by completing the steps below

Step 8 - Continued

- Drag the blue playhead back to the start of the timeline.
- Use the cursor keys to adjust the playhead to about 4 seconds, and then use the **Razor Tool** to cut the **Grass...** clip at the position of the playhead.
- Deselect the **Razor Tool** and left-click to select the section of the **Grass...** clip to the right of the playhead. Press the **Delete** key to remove this section of clip from the timeline.



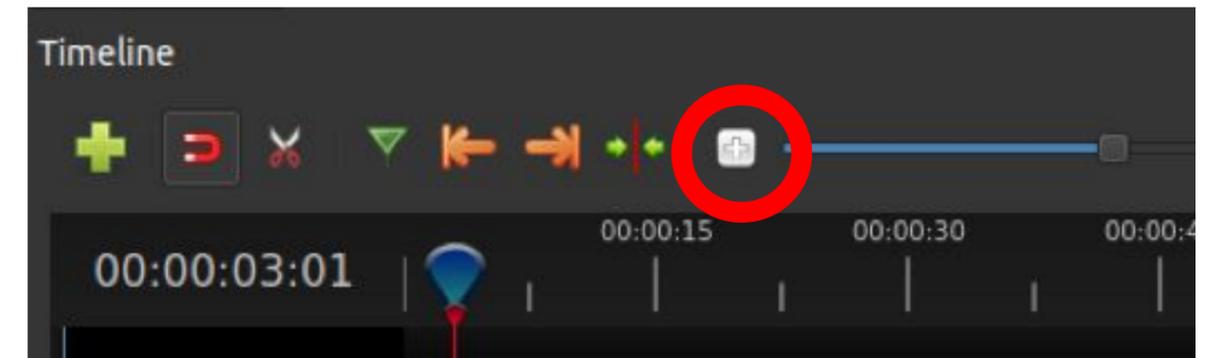
Task 1 - Digital Video

Create the video by completing the steps below

Step 9

Add the **Close-up of mower** clip

- Rename the track above **Video 1** to **Video 2**.
- Drag the **Lawnmower.mp4** clip onto the **Video 2** track.
- Zoom in as far as you can, by clicking on the **Plus** icon in the timeline tools.

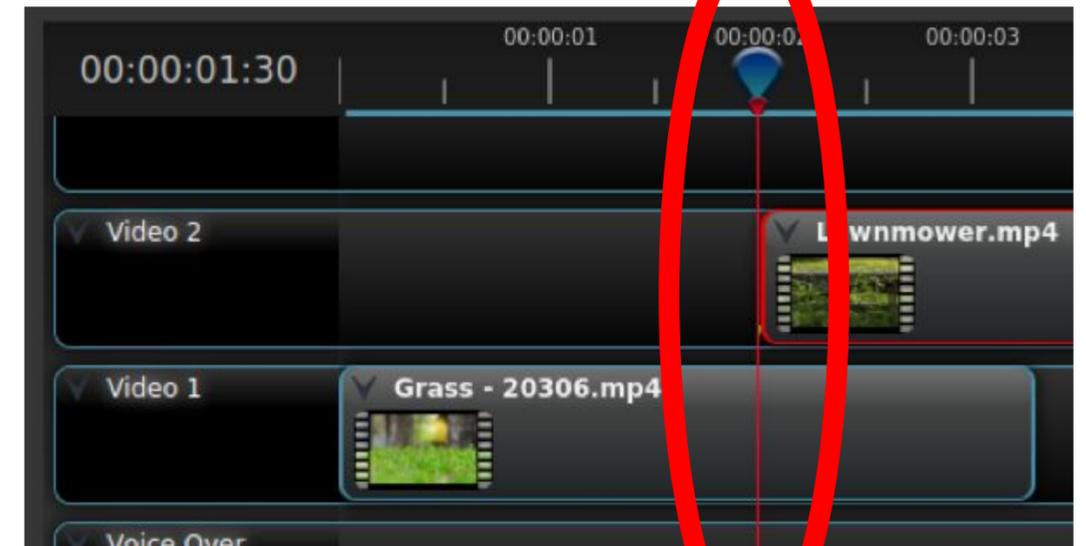


Task 1 - Digital Video

Create the video by completing the steps below

Step 9 - Continued

- Drag the **Lawnmower.mp4** clip so that it overlaps the track below and starts at the two-second mark.
- If you drag the playhead back to the start and press the space bar to preview your edit, you should see that your mower clip appears just as the sound of the mower begins.



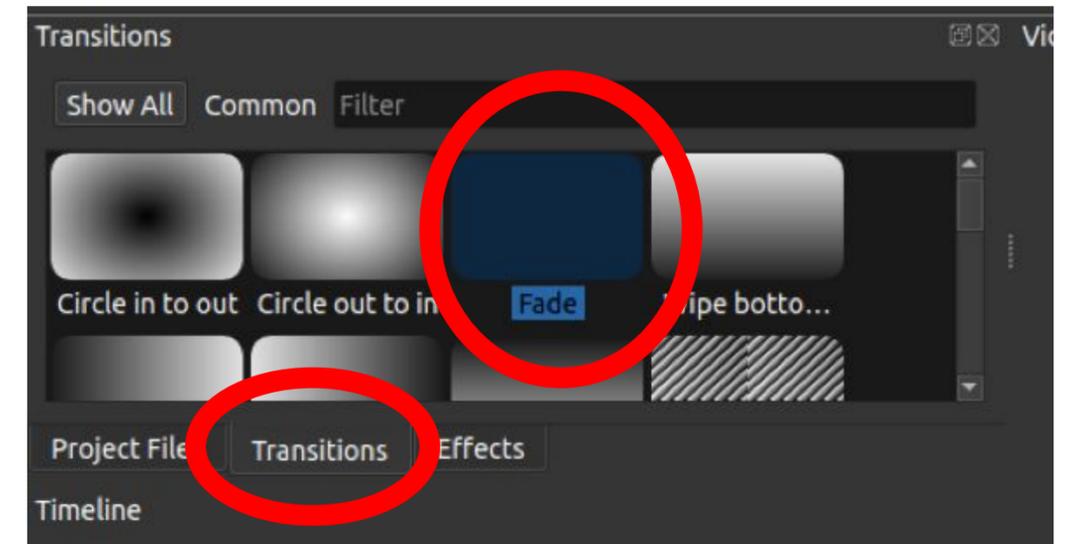
Task 1 - Digital Video

Create the video by completing the steps below

Step 10

Add **Fade** between two video tracks.

- The change between our two video clips is known as a **hard cut**, as it just jumps from one clip to the other, without any transition.
- You are going to add a **fade** so that it blends between the two clips.
- Select the **Transitions** tab, and then select the **Fade** transition.

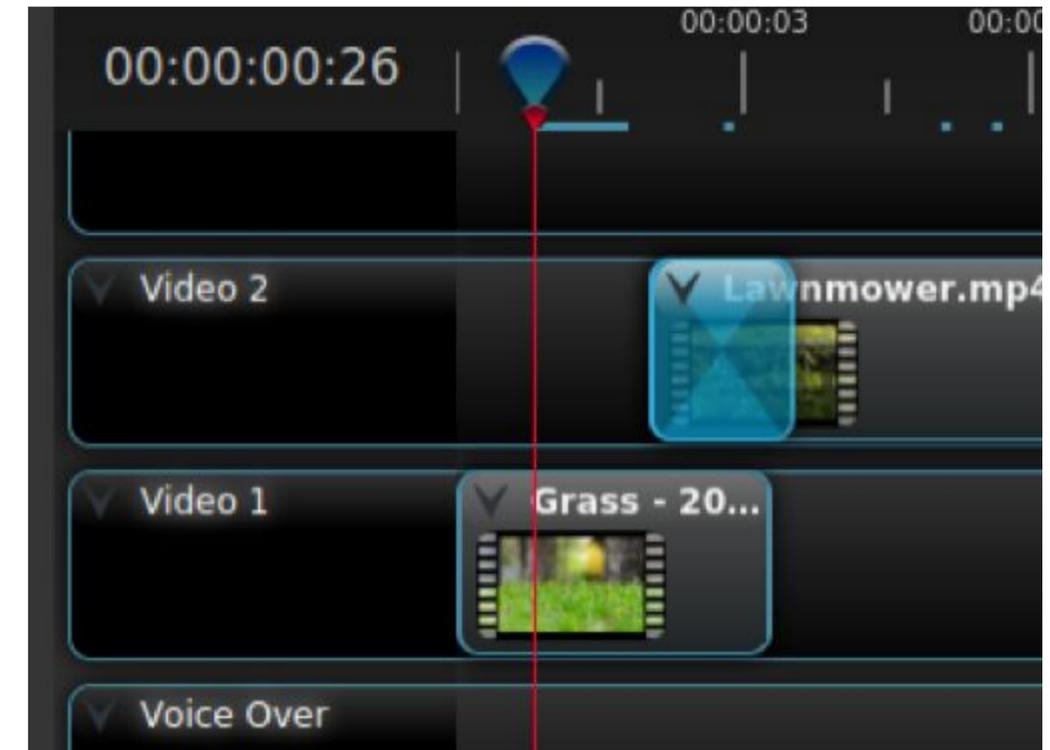


Task 1 - Digital Video

Create the video by completing the steps below

Step 10 - Continued

- Drag the **Fade** onto the **Lawnmower.mp4** clip so that it sits at the start of the clip.
- Click on the **Minus** symbol to zoom out a little on your timeline and then click and drag the right-hand end of the **Fade** to line up with the end of the **Grass - ...** track.
- Drag the playhead back to the start and press the space bar to preview your fade. The mower clip should now ease in from the previous clip.



Task 1 - Digital Video

Create the video by completing the steps below

Step 11

Add the **Man mowing grass** clip.

- Drag the **Lawn - 2927...** clip onto the **Video 1** track, leaving a gap between it and the **Grass - 20...** clip.
- Drag the first section of the **media voiceover** clip back so that it starts just after the fade to the **Lawnmower.mp4** clip ends. Your timeline should look something like this:

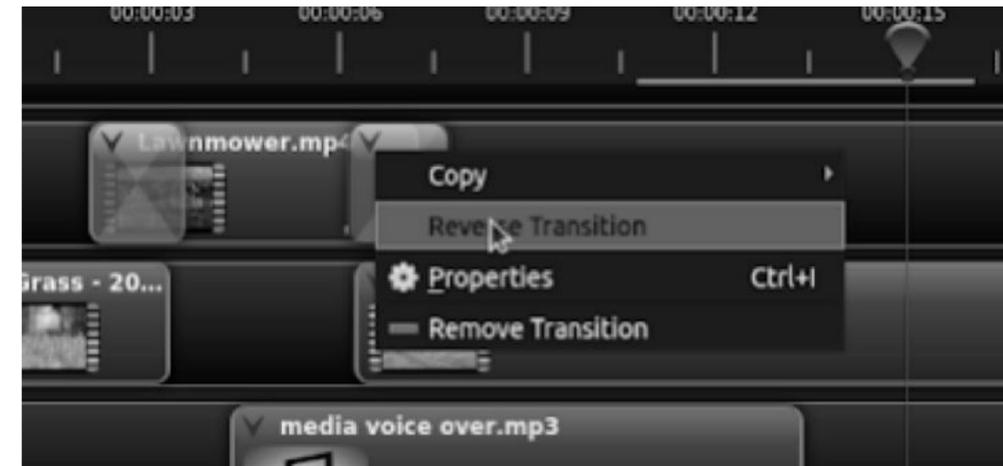


Task 1 - Digital Video

Create the video by completing the steps below

Step 11 - Continued

- Cut the **Lawnmower.mp4** clip after the start of the **Lawn - 2927...** clip, leaving enough room for a fade.
- Delete the second part of the **Lawnmower.mp4** clip from the timeline.
- Drag the **Fade** onto the end of the **Lawnmower.mp4** clip in the same way as you did in step 10.
- Click the **down** arrow on the end Fade and select **Reverse Transition**.



Task 1 - Digital Video

Create the video by completing the steps below

Step 11 - Continued

- Your timeline should now look like this:



Task 1 - Digital Video

Create the video by completing the steps below

Step 11 - Continued

- Select the **Razor Tool** again and cut the **Lawn - 2927.mp4** clip so that it ends about two seconds after the first **media voiceover.mp3** clip finishes. Now, remove the right-hand section of the **Lawn - 2927.mp4** clip.
- Drag the playhead back to the start of your timeline and press the space bar to preview your edit so far.



Task 1 - Digital Video

Create the video by completing the steps below

Step 12

Trim the **Mower Sound** track.

- Align your playhead with the end of the **Lawn - 2927.mp4** track.
- Select the **Razor Tool** and cut the **Mower Sound** track just before the position of the playhead.
- Deselect the **Razor Tool** and right-click on the right-hand piece of the **Mower Sound** clip and choose **Remove Clip**.



Task 1 - Digital Video

Create the video by completing the steps below

Step 13

Add the **Swinging Chair** clip.

- Drag the **Spring - 23353.mp4** clip onto the **Video 2** track so that the start of it overlaps the end of the **Lawn - 2927.mp4** clip.
- Click the **down** arrow on the first Fade and choose **Copy > Transition**.
- Press **Ctrl + V** to paste the transition into the **Video 2** track.
- Drag the transition to the start of the **Spring...** clip and make sure that it extends past the end of the **Lawn...** clip.

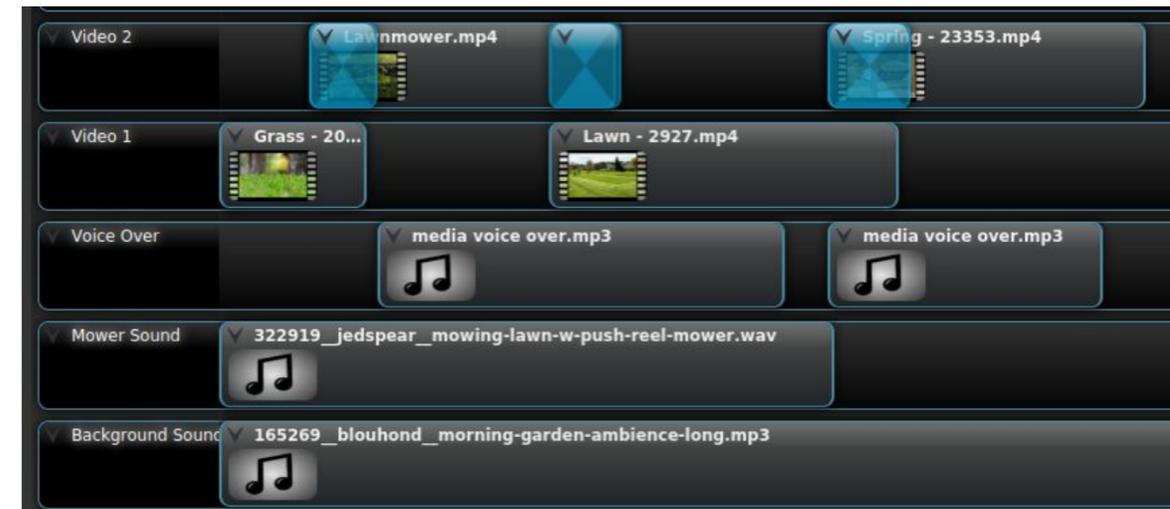


Task 1 - Digital Video

Create the video by completing the steps below

Step 13 - Continued

- Drag the second section of the **media voiceover** clip back so that it lines up with the start of the **Spring...** clip.
- Select the **Razor Tool** and cut the **Spring...** clip about a second after the end of the **media voiceover.mp3** clip.
- Deselect the **Razor Tool**, right-click on the right-hand side of the **Spring...** clip, and choose **Remove Clip**.



Task 1 - Digital Video

Create the video by completing the steps below

Step 14

Add the **Trees and Clouds** clip.

- In the same way as you did for the swinging chair clip, drag the **Flowering Trees...** clip onto the **Video 1** track, lining it up with the end of the **media voiceover** clip.
- Copy the second Fade and paste it onto the end of the **Spring...** clip, adjusting its size if necessary.
- Drag the third section of the **media voiceover.mp3** clip back to align with the end of the Fade that you just pasted.

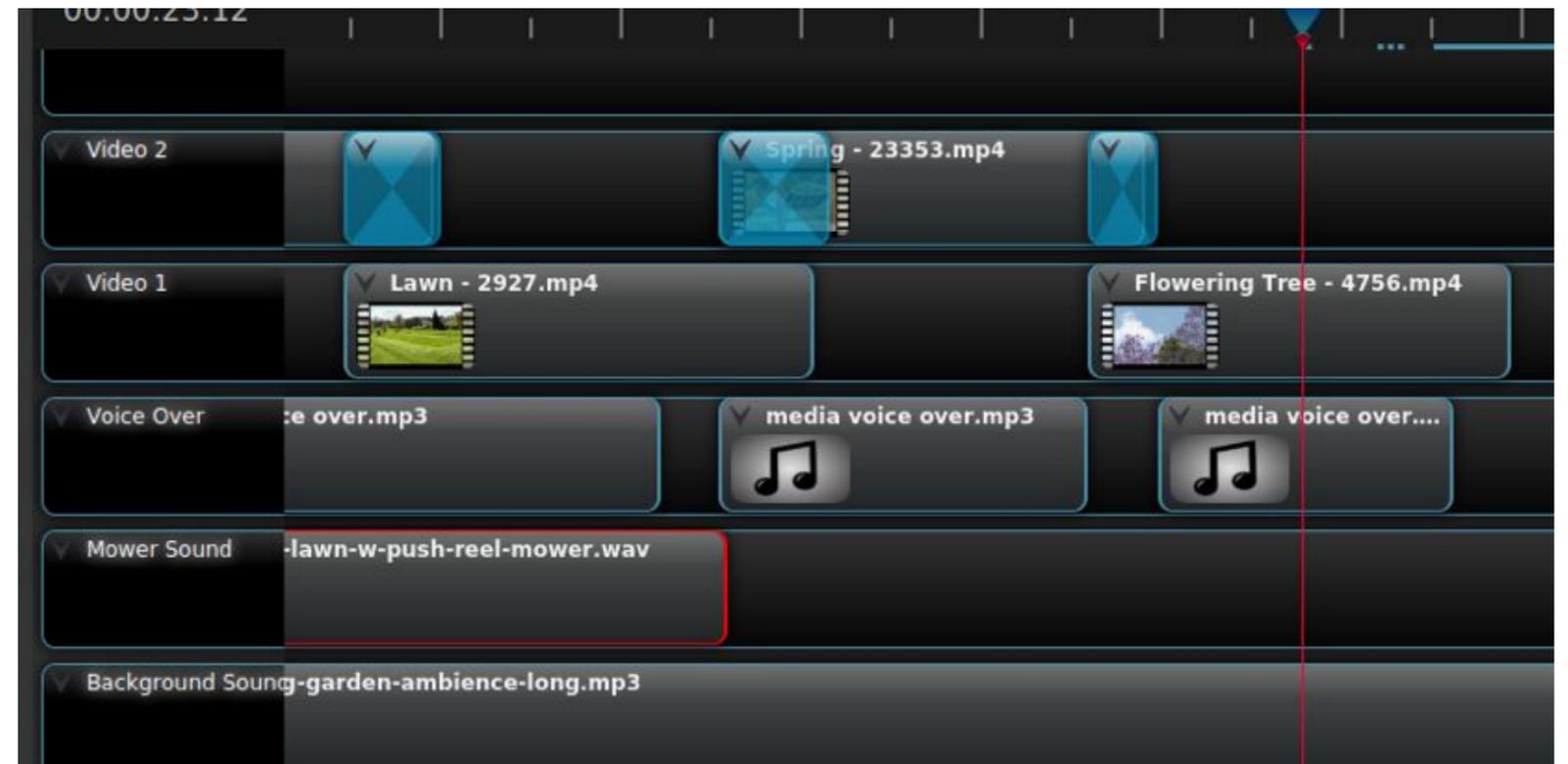


Task 1 - Digital Video

Create the video by completing the steps below

Step 14 - Continued

- Use the **Razor Tool** to cut the **Flowering Trees...** track about a second after the third **media voiceover** clip ends, and then remove the excess clip in the same way as before.



Task 1 - Digital Video

Create the video by completing the steps below

Step 15

Add the **Cat in the sun** clip.

- Drag the **Black Cat...** clip onto the **Video 2** track, lining it up with the end of the **media voiceover** clip.
- Copy the first Fade and paste it on the start of the **Black Cat...** clip, adjusting its length if necessary.
- Drag the fourth section of the **media voiceover** clip back to line up with the end of the Fade that you just pasted.



Task 1 - Digital Video

Create the video by completing the steps below

Step 15 - Continued

- Use the **Razor Tool** to cut the **Black Cat...** clip a second after the **media voiceover** clip ends, then delete the excess of the **Black Cat...** clip.



Task 1 - Digital Video

Create the video by completing the steps below

Step 16

Add the **Mower's Eye View** clip.

- Drag the **Walking The...** clip onto the **Video 1** track, lining it up with the end of the fourth section of the **media voiceover**.
- Copy the second Fade and paste it onto the end of the **Black Cat...** clip, adjusting its size if necessary.
- Drag the fifth section of the **media voiceover** clip back to align with the end of the Fade that you just added.



Task 1 - Digital Video

Create the video by completing the steps below

Step 16 - Continued

- Use the **Razor Tool** to cut the **Walking The...** clip a second after the **media voiceover** clip ends, then delete the excess of the **Walking The...** clip.



Task 1 - Digital Video

Create the video by completing the steps below

Step 17

Add the **Robot Image Montage** section.

- Drag the **lawn-mower...** image onto **Video 2**, lining it up with the end of the fifth section of the **media voiceover** clip.
- Drag the sixth section of the **media voiceover** clip to line up with the end of the **Walking The...** clip.
- Drag the first **robot-mower** image onto the **Video 1** track and the second **robot-mower** image onto the end of the **Video 2** track.



Task 1 - Digital Video

Create the video by completing the steps below

Step 17 - Continued

- Cut all three images on the tracks so that they are each about the same length, overlap each other by about the same amount, and are slightly longer than the sixth section of the **media voiceover** clip.
- Add Fades to the starts and ends of the pictures on the **Video 2** track so that the images fade into each other.



Task 1 - Digital Video

Create the video by completing the steps below

Step 17 - Continued

- Position the playhead at the end of the third image and cut the **Background Sound** clip at this point, discarding the excess part of the clip.



Task 1 - Digital Video

Create the video by completing the steps below

Step 18

Add the **logo**.

- Scroll to the track above **Video 2** and rename it **Logo**.
- Click the **Minus** button at the right-hand end of the timeline to zoom out until you can see all of your project on screen.
- Drag your **PNG logo** file from the **Project Files** onto the start of the **Logo** track.
- Hold your mouse pointer over the right-hand side of the logo clip until your mouse pointer changes to an arrow pointing left and right.



Task 1 - Digital Video

Create the video by completing the steps below

Step 18 - Continued

- Click and drag the logo clip to the right until it covers the entire length of the video timeline.
- Right-click on the logo clip and select **Transform**. You will see eight blue dots appear around the image in your preview window.



Task 1 - Digital Video

Create the video by completing the steps below

Step 18 - Continued

- Use these blue dots to resize and reposition the logo so that it sits neatly in the bottom left-hand corner of the screen. If you hold down **Ctrl** while resizing the image, it will retain its proportions.
- Add a Fade to the end of the logo clip.



Task 1 - Digital Video

Create the video by completing the steps below

Step 19

Adjust **audio** track levels.

- When previewing your video, you might find that some audio clips are too loud.
- Right-click on the clip that you want to adjust and select **Volume > Entire Clip > Level 20%**.
- Preview your video again and adjust the volume again if it is still not right.



Task 1 - Digital Video

Create the video by completing the steps below

Step 19 - Continued

- You could also apply a fade in and out to the background track in this menu.



Task 1 - Digital Video

Create the video by completing the steps below

Step 20

Export your completed video.

- Press **Ctrl + S** to save your project.
- Select **File > Export Project > Export Video** from the main menu.

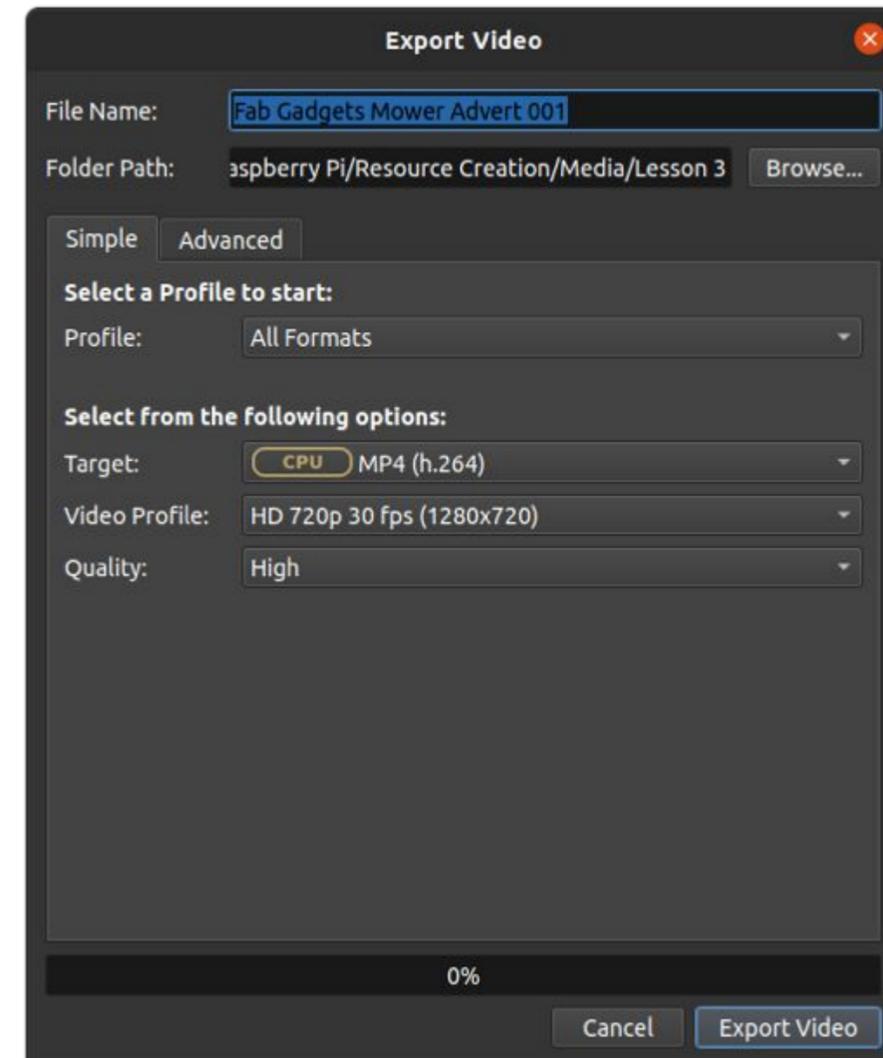


Task 1 - Digital Video

Create the video by completing the steps below

Step 20 - Continued

- Ensure that you have the **HD 720p 30 fps (1280×720)** video profile selected, you have a sensible name for the file, and the folder path is where it should be.



Task 1 - Digital Video

Create the video by completing the steps below

Step 20 - Continued

- Click on **Export Video** to begin the process. Depending on the power of your computer, this might take some time.
- When the process reaches 100%, click on **Done** and then locate the exported MP4 file and play it back with your computer's default video application, eg Windows Media Player, VLC media player, QuickTime.



Task 2 - Missing Words

Complete each sentence in the following slides by filling in the missing word. These are all new terms or key vocabulary that has been introduced in today's lesson. Write down your answers to compare to the correct answers at the end! There are Eleven questions in total.

1. There are a number of standard _____ that are used in video production.
2. A _____ shot is one where the subject is tightly framed and takes up most of the screen.
3. A _____ is sometimes known as a 'wide shot'.
4. A _____ shot can be used to make the subject look weak or vulnerable.



Task 2 - Missing Words

5. To perform a _____ well, you will need to use a camera tripod.
6. The human eye can process, on average, 12 _____ .
7. _____ is always a trade-off between file size and video quality.
8. The encoding information for video or audio data is known as the _____.
9. Separating a video clip into smaller sections is known as _____.
10. The type of transition that you used in your video project is called a _____.
11. The process of saving your video edit to a playable video file is known as _____.



Task 2 - Missing Words - Answers

1.Camera angles

2.Close-up

3.Long shot

4.High-angle

5.Pan shot

6.Frames per second

7.Compression

8.Codec

9.Cutting/Cut

10.Fade

11.Exporting

