

# FREE MEDIA WORKSHOPS

October 17th through November 3rd

Center for Media Production

DVD Authoring  
Audio Recording  
Canon Rebel Basics  
HD Video Recording  
Video Online Publishing  
Video Production Basics  
Adobe Photoshop Basics

60 minute  
sessions

**DROP IN**  
**NO REGISTRATION**

Evening Sessions Monday - Thursday, 7pm



**HD Video Recording *Elena Plesco, Oct 20<sup>th</sup> and Oct 27<sup>th</sup> at 7pm, Digital Video Lab***

Participants in this session will learn how to record true high definition video, using the Canon Vixia tapeless camcorder model. Attendees will learn to properly set the menu options for the Vixia, will record footage and then set up a Final Cut Pro project to successfully Log and Transfer their footage to a computer for editing.

*Outline of Workshop*

1. Canon Vixia
  - a. Power On, Charge Battery Packs
  - b. Programmed AE, AWB, Image Effect Off, Digital Effect Off, Standard Play, Simultaneous Recording Off
  - c. Menu Settings – AV/Headphones, Initialize
  
2. Final Cut Pro
  - a. Easy Setup
  - b. New Project
  - c. Save Project As
  - d. Create Bins, Set Default Bin
  - e. System Settings
  
3. Log and Transfer
  - a. Insert SD card in card slot on right side of computer
  - b. Final Cut Pro > File > Log and Transfer
  - c. Mark individual clips, add metadata, add clip to Queue
  - d. Or select all (CMD-A) and Add Selection to Queue
  - e. Eject SD card and replace in camcorder

**DVD Authoring *Tiffany Liu Oct 18<sup>th</sup> and Nov 1<sup>st</sup> at 7:30pm, Video Conferencing Room***

The DVD authoring session will demonstrate how to burn a DVD video disc in iDVD by exporting and/or sharing directly from iMovie, Final Cut Express and Final Cut Pro 7.

*Outline of Workshop*

1. DVD Video Disc vs DVD Data Disc
2. Widescreen HD (High Definition) or SD (Standard Definition)
3. iMovie
  - a. Share > iDVD > Preparing Project
  - b. iDVD > Project > Switch to Widescreen or Standard
  - c. Select Theme
  - d. Edit DVD title, movie title, background audio, buttons, drop zones
  - e. iDVD Preview
  - f. Insert blank DVD-R, File > Burn DVD
4. Final Cut Express QuickTime Export
  - a. File > Export > QuickTime Movie
  - b. iDVD > Project > Switch to Widescreen or Standard
  - c. Select Theme
  - d. Drag and Drop QuickTime movie onto iDVD interface
  - e. Edit DVD title, movie title, background audio, buttons, drop zones
  - f. iDVD Preview
  - g. Insert blank DVD-R, File > Burn DVD
5. Final Cut Pro 7 QuickTime Export
  - a. File > Export > QuickTime Movie
  - b. iDVD > Project > Switch to Widescreen or Standard
  - c. Select Theme
  - d. Drag and Drop QuickTime movie onto iDVD interface
  - e. Edit DVD title, movie title, background audio, buttons, drop zones
  - f. iDVD Preview
  - g. Insert blank DVD-R, File > Burn DVD
6. Final Cut Pro 7 Share
  - a. File > Share > DVD > Create DVD
  - b. Select Output Device, Template, Title, Background
  - c. Click Export, Exporting Output Files, Insert blank DVD-R

**Zoom H4N Digital Audio Recording *Maggie Kraus, Oct 19<sup>th</sup> at 7pm, Digital Video Lab***

Session attendees will be introduced to the basic functions of the Zoom H4n digital audio recorder. Participants will be guided through the steps of checking audio settings, recording with the built in microphones, connecting an instrument via 1/4" cable and/or using an external microphone via the XLR input, and uploading recorded files to a computer.

*Outline of Workshop*

1. Contents of the case
  - a. Zoom H4n, high quality audio recorder
  - b. AC Adapter
  - c. USB connector cable
  - d. Microphone handheld attachment
  - e. Windscreen
2. Uses of the Zoom H4
  - a. Live interviews
  - b. Discussion panels
  - c. Live music
  - d. Instrument cables
  - e. Other audio in a fairly controlled environment
3. Basic tools
  - a. Toggle Wheel
  - b. Menu as Back Button
  - c. Start/Stop
4. Pre-recording setup
  - a. Determine microphone range (90 vs 120)
  - b. Check recording levels
  - c. MP3 vs WAV
  - d. Determine use of windscreen
  - e. Microphones to check live sound level
  - f. Distance between talent and microphones
  - g. Location, Acoustics
  - h. Initial Record Mode
5. Recording with built-in mics
  - a. Testing, location/talent beforehand
  - b. Avoid clipping
6. Recording with 1/4" cable
  - a. Input selection 1 & 2
  - b. Check levels through headphones
  - c. Avoid Clipping
  - d. Check instrument settings if applicable
  - e. Test recording beforehand
7. Playback
  - a. Headphones
  - b. Volume control
  - c. Rename files
  - d. Assign folders

8. Uploading files
  - a. Menu > USB > Storage
  - b. Locate files
  - c. Drag and drop
  - d. Wipe SD card after use

**Adobe Photoshop *Shanila Sattar, Oct 24<sup>th</sup> at 7pm, Digital Video Lab***

Getting started with Adobe Photoshop introduces the beginner to the basic functions of Photoshop, including the interface, tools, cutting and pasting, and layers. Participants will learn to resize an image, convert an image to a different file format and create a web album using Adobe Bridge.

*Outline of Workshop*

1. Adobe Photoshop
  - a. Interface
  - b. Tools
  - c. Layers
  - d. Cutting and Pasting
2. Image Resize, Save As
  - a. Resolution for print and web
  - b. Convert file to jpg, gif, png, tiff
3. Adobe Bridge
  - a. Create folder of images
  - b. Launch Adobe Bridge > Output > Web Gallery
  - c. Drag and drop folder image onto interface.
  - d. Assign Gallery name, location, FTP (if desired) and Save

**Shooting Digital Video *Avery Dutcher, Oct 25<sup>th</sup> at 7pm, Video Conferencing Room***

Participants in this session will learn how to set up a camcorder, tripod and wireless microphone system to record digital video. Camera positions, angles, movements will be reviewed as well as zooming techniques and frame composition.

*Outline of Workshop*

1. Canon Vixia
  - a. Power On, Charge Battery Packs
  - b. Programmed AE, AWB, Image Effect Off, Digital Effect Off, Standard Play, Simultaneous Recording Off
  - c. Menu Settings – AV/Headphones, Initialize
2. Tripod and Wireless Mic System
  - a. Attach Canon to tripod, review tension knobs
  - b. Connect wireless mic receiver and headphones to Canon
  - c. Test audio reception from microphone transmitter
3. Camera Positions, Angles, Movements
  - a. Five Camera Positions
  - b. Three Camera Angles
  - c. Pan, Tilt, Dolly, Truck Shot
4. Zooming Techniques
  - a. Optical Zoom
  - b. Digital Zoom
5. Frame Composition
  - a. Rule of Thirds
  - b. Head Room/ Nose Room
  - c. Eye for Detail
  - d. Title Safe Area

**Publish To Video Sharing Sites *June Lukuyu, Oct 17<sup>th</sup> and Nov 3<sup>rd</sup> at 7pm, Digital Video Lab***

Participants in Digital Media for the Web will learn how to compress and export files from their Final Cut Express, Final Cut Pro 7 and iMovie projects for upload to popular video sharing sites including YouTube, Vimeo, and the Smith College streaming server.

*Outline of Workshop*

1. iMovie > Share > YouTube, Facebook, Vimeo
  - a. Add Account, fill in fields for password, category, title, description, tags
  - b. Select size for published movie
  - c. Select or deselect 'Make this movie personal.'
  - d. Click Next
  - e. Click Publish
2. iMovie Export for Smith College Streaming Server
  - a. iMovie > Share > Export Using QuickTime
  - b. Movie to MPEG4
  - c. Click Options button
  - d. Set File Format, video format, data rate, image size, frame rate, keyframe
  - e. Set audio format, data rate, channels, output sample rate, encoding quality
  - f. Deliver mp4 file to CMP senior staff for upload to Smith College streaming server
3. Final Cut Express for Smith College Streaming Server or Video Sharing Sites
  - a. File > Export > Using QuickTime Conversion
  - b. Movie to MPEG4
  - c. Click Options button
  - d. Set File Format, video format, data rate, image size, frame rate, keyframe
  - e. Set audio format, data rate, channels, output sample rate, encoding quality
  - f. Upload to Video Sharing site or deliver mp4 file to CMP senior staff for upload to Smith College streaming server
4. Final Cut Pro 7 for Smith College Streaming Server or Video Sharing Sites
  - a. File > Export > Using QuickTime Conversion
  - b. Movie to MPEG4
  - c. Click Options button
  - d. Set File Format, video format, data rate, image size, frame rate, keyframe
  - e. Set audio format, data rate, channels, output sample rate, encoding quality
  - f. Upload to Video Sharing site or deliver mp4 file to CMP senior staff for upload to Smith College streaming server
5. Final Cut Pro 7 for YouTube
  - a. Select clips or sequence
  - b. File > Share > YouTube, Publish to YouTube
  - c. Fill in fields for username, password, category, title, description, tags
  - d. Click Export



**Audio Recording and Music Composition in GarageBand *Maggie Kraus, Oct 26<sup>th</sup> at 7pm, DVL***

In this workshop participants will learn to record, compose and edit audio using GarageBand. Participants will learn to record live audio from Rode microphones or from direct-connect instruments, using a 1/4" input on a mixer. Also covered will be a review of Software Instruments, track editing, and basic mixing (panning, reverb, other effects).

*Outline of Workshop*

1. Audio Booth equipment and software
  - a. Mac Desktop computer
  - b. Duet interface
  - c. Audio mixer
  - d. Rode microphones
  
2. System Preferences
  - a. System preferences > Sound
  - b. Input = Duet Firewire
  - c. Output = Built-in output (headphones)
  
3. Launching GarageBand
  - a. Allow use of Duet as audio device
  - b. Select 'New Project'
  - c. Designate project settings
  - d. Metronome settings
  - e. Title project and save to personal drive
  - f. GarageBand > Preferences > Audio/MIDI
  - g. Checking levels, avoiding clipping
  
4. Recording
  - a. Test record beforehand
  - b. Watching audio waves for volume control
  
5. Playback
  - a. Headphone playback to check levels
  - b. Listen for distracting noises, etc.
  
6. Editing
  - a. Using Reverb, Track pre-sets, equalizers
  - b. Panning for effect/clarity
  - c. Volume control over duration of track
  
6. Exporting Files
  - a. Share > Export project to disc
  - b. Compress using MP3 encoder
  - c. Share > Send song to iTunes

**Canon Rebel *Kelly Jennings, Nov 2<sup>nd</sup> at 8pm, Digital Video Lab***

In this workshop, participants will learn about the extensive capabilities of a Canon Rebel digital SLR and receive basic training on how to operate the camera. Important elements of photography will be addressed, and participants will leave with a basic understanding of how to use the shutter speed, aperture, and ISO speed to their advantage. Transfer of images to an Apple computer will also be covered, as well as a few basic editing techniques in iPhoto.

*Outline of Workshop*

1. Getting to know the camera
  - a. Body: What are all these buttons and wheels?
    - i. Mode wheel, shutter speed/aperture wheel, shutter button, on-off switch
    - ii. External flash mount, built-in flash, focus light, viewfinder w/adjustment wheel
    - iii. LED display, menu and function buttons, etc.
    - iv. Battery, SD card, USB/AV/etc. jacks, tripod mount
  - b. Lens
    - i. Lens cap - try not to lose it
    - ii. AF-MF switch (and AF-MF ring on XTi)
    - iii. Zoom and focus rings - what is 'wide angle', and what do the mm measurement mean?
    - iv. How to detach/reattach and switch lenses
2. Shooting
  - a. Modes
    - i. Presets: No flash, night, action, close-up, landscape, portrait
    - ii. Auto: pros and cons (versus manual)
    - iii. Tv/Av - have control over one variable
    - iv. Manual
  - b. Shooting in Manual Mode
    - i. Light meter
    - ii. Shutter speed
    - iii. Aperture
    - iv. ISO speed
  - c. Taking nice pictures
    - i. Rule of Thirds
    - ii. Framing
    - iii. Other Pro Tips
3. Mechanics
  - a. Image size
  - b. Review mode and deleting images, formatting SD card
  - c. Transferring to Mac
  - d. iPhoto
    - i. Opening images in iPhoto
    - ii. Creating an album
    - iii. Basic editing: levels, saturation, hue/tint
    - iv. Exporting edited images