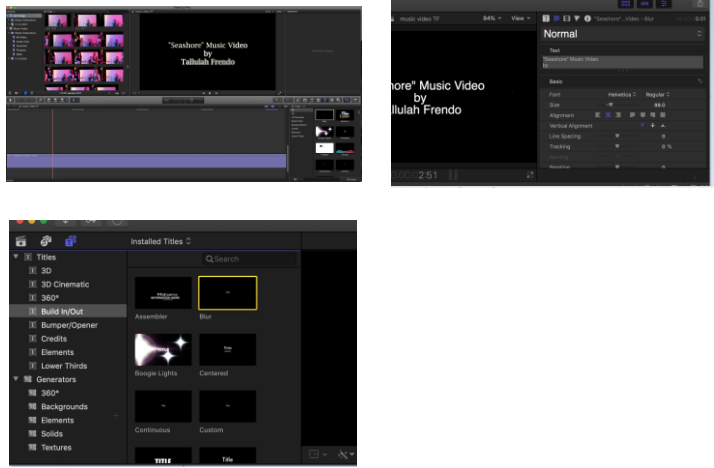
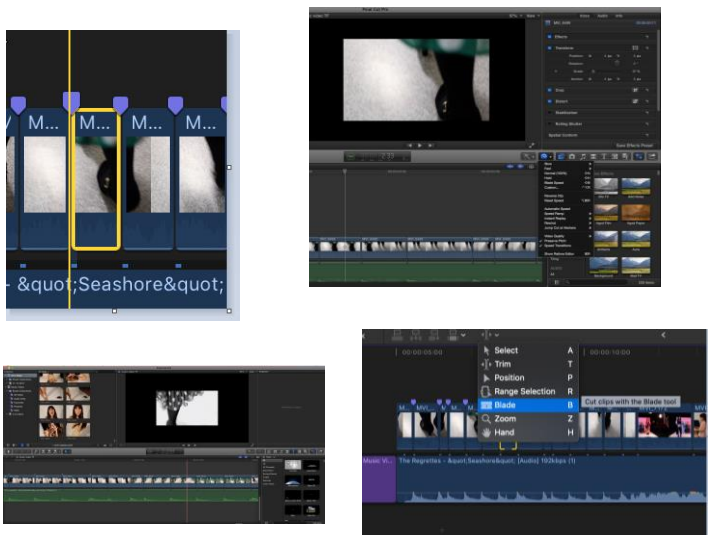
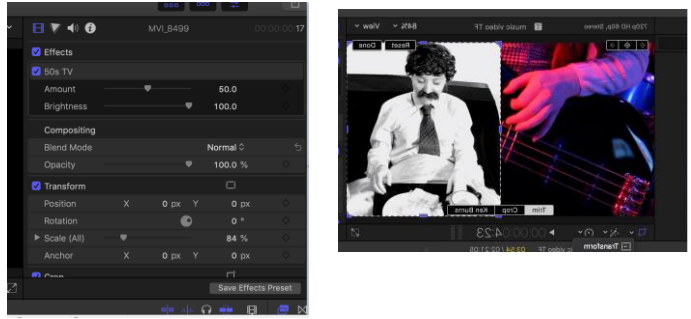
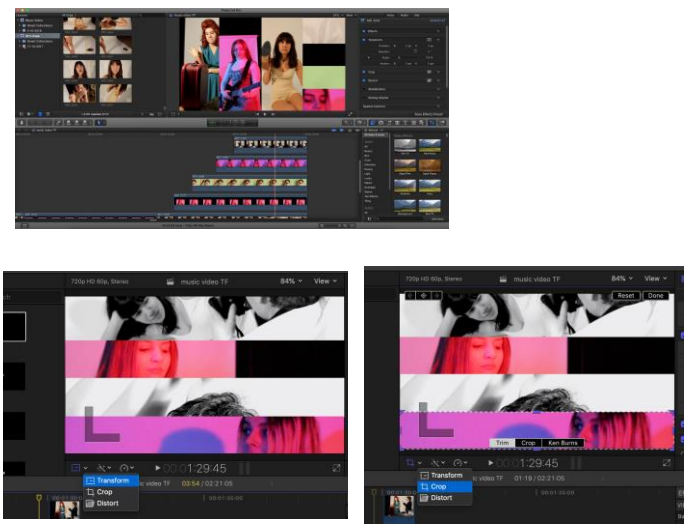
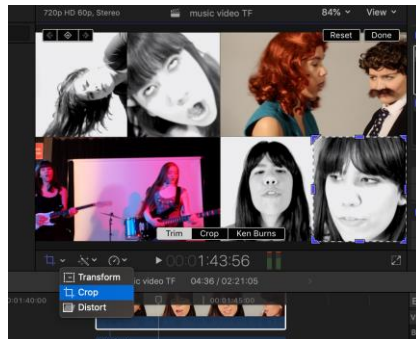


Screen Shot	Description of Action	Justification
	<p><b>TITLE</b></p> <ul style="list-style-type: none"> <li>- I clicked on title and generators in final cut I selected the in and out option and the blur title option. I then clicked on the text tool to write the titles. The font size I chose was 99.0 and the font style I chose as Helvetica regular as I felt that this reflected the style of my video best.</li> <li>- For the ending of my video I placed a blank blur title before the end card appeared</li> </ul>	<ul style="list-style-type: none"> <li>- I liked how it took a while to focus and fade</li> <li>- I kept it white because it is a simplistic style</li> <li>- At end I used a blank title as I wanted black before the title to allow the audience to take in the video</li> <li>- I chose a large front size to make the titles easily readable.</li> </ul>
	<p><b>INTRO AND OUTRO</b></p> <ul style="list-style-type: none"> <li>- I used the blade tool to blade each clip on the beat</li> <li>- I then clicked on effect transform scale to adjust the scale each time. For example, at the beginning of my video the scale got larger, 75% then 85% and at the end of my video I reversed the scale</li> <li>- I added a slow-motion effect by clicking on Speed and choosing 50% by clicking on add slow motion.</li> <li>- I clicked on video effect, looks and added a 50sTV effect</li> </ul>	<ul style="list-style-type: none"> <li>- I wanted the opening shot to capture the audience's attention so I used several effects on one clip</li> <li>- The shot of the skirt was appropriate to establish what the song was about as it's based on feminism</li> <li>- The increasing of the scale was used to symbolise the woman's power increasing</li> <li>- On the last beat it takes up the full screen to show that the intro is done and the lyrics are about to start</li> <li>- I then used the exact same style at the end shot, however the scale got smaller each time to symbolise that the end of the video was approaching</li> </ul>

## Unit 21: Editing Techniques

### Assignment 2: Log

 <p>The screenshot shows the Final Cut Pro interface. On the left, the 'Effects' panel is open, showing the '50s TV' effect selected. The 'Amount' is set to 50.0, 'Brightness' to 100.0, and 'Opacity' to 100.0%. The 'Transform' panel shows the clip is scaled to 84%. On the right, a video preview window shows a split-screen effect: the left side is a black and white clip of a man in a suit, and the right side is a color clip of a hand playing a guitar.</p>	<h4><u>SPLITSCREEN 1</u></h4> <ul style="list-style-type: none"><li>- First I overplayed each clip and used the trim toll to ensure that the start and end of each clip matched up</li><li>- I then clicked on the Crop tool to crop the clips</li><li>- Then Transform was used to resize the clips place them where I wanted them on the screen and to make sure that the audience could see the part of the clip that I felt was most appropriate</li><li>- I then clicked on video effects and 50s TV effect and added the effect on the clip that was in the past</li></ul>	<ul style="list-style-type: none"><li>- It was to symbolise how the story and the band are connected</li><li>- It mixed the past with the present</li><li>- To show that I was able to achieve this skill using Final Cut Pro</li><li>- To symbolize and introduce the relevance of b both the past and present</li><li>- 50s TV effect represents the past.</li></ul>
 <p>The top screenshot shows a multi-clip split-screen effect in the video preview window, with several clips of people in a room. The bottom two screenshots are zoomed-in views of the effect. The left one shows a horizontal split between a black and white clip and a color clip. The right one shows a vertical split between a black and white clip and a color clip. Both zoomed-in views show the 'Transform' and 'Crop' tools being used on the clips.</p>	<h4><u>SPLITSCREEN 2</u></h4> <ul style="list-style-type: none"><li>- First I overplayed each clip and used the trim toll to ensure that the start and end of each clip matched up</li><li>- I then clicked on the Crop tool to crop the clips</li><li>- Then Transform was used to resize the clips place them where I wanted them on the screen and to make sure that the audience could see the part of the clip that I felt was most appropriate</li><li>- This spilt screen was more creative as it uses multiple splits horizontally and vertically.</li><li>- I then clicked on video effects, looks and added a 50's TV effect onto the appropriate clips.</li></ul>	<ul style="list-style-type: none"><li>- This helped with the fast pace of the music video</li><li>- It switched on the beat from horizontal to vertical</li><li>- I used equal amounts of story and band to show a contrast between past and present</li><li>- I used clips with a range of colour palettes to add visual pleasure for the audience</li><li>- In this split screen mixed vertical and horizontal clips to show that I was capable of achieving a verity of different split screens</li><li>- 50's TV effects represented the clips that were set in the past.</li></ul>



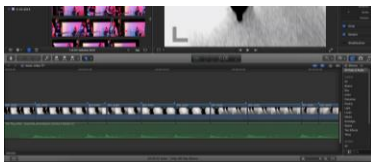
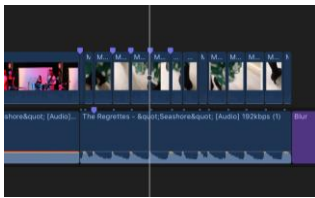

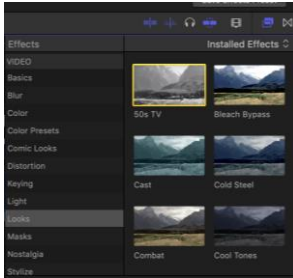

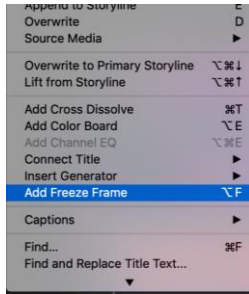
### SPLITSCREEN 3

- First I overlaid each clip and used the trim tool to ensure that the start and end of each clip matched up
- I then clicked on the Crop tool to crop the clips
- Then Transform was used to resize the clips place them where I wanted them on the screen and to make sure that the audience could see the part of the clip that I felt was most appropriate
- I also needed to change the scale/size of the clips in order to ensure that all the different sections of the split screen could fit nicely on the screen
- I then clicked on video effects, looks and added a 50's TV effect onto the appropriate clips.

- I chose a diagonal black and white effect to show the past running through the future
- The fact that I chose to have multiple sections emphasises
- This particular line in the song, like a turning point for the power of women, in both past and present
- In this split screen I used multiple different sections to show that I am capable of achieving a verity of different split screen styles and to make my music video appear more creative. Also this line of the song is powerful, meaning that having multiple section would have a greater impact on the audience
- In this slip screen I chose to have one of the clip that were set in the past shown in colour. This was to show how the views of the past are slowly being dominated by the views of the present

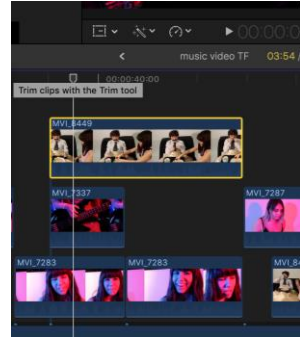
Unit 21: Editing Techniques

Assignment 2: Log

 	<p><b><u>MARKERS</u></b></p> <ul style="list-style-type: none"><li>- Press M on the beat in order for a blue marker to appear</li><li>- I recognised where the beat was by understanding where the highest point of the audio clip was</li></ul>	<ul style="list-style-type: none"><li>- This was important because I wanted the sound and the audio to match up, to ensure that the music video appeared natural</li><li>- The marking on the beat made it easier to match up miming with the audio</li></ul>
 	<p><b><u>BLACK &amp; WHITE</u></b></p> <ul style="list-style-type: none"><li>- I chose Effects to the right of the timeline</li><li>- I then dragged the effect that I wanted, "50s TV", on to each clip</li></ul>	<ul style="list-style-type: none"><li>- This was to show that some of the clips were set in the past and to allow the audience to differentiate between past and present</li><li>- It is clear that these clips were in the past because the male figure is dominating the woman, for example in the bed scene the woman brings the male toast and he pats her on the head</li></ul>
 	<p><b><u>FREEZE FRAME</u></b></p> <ul style="list-style-type: none"><li>- I firstly moved the Playhead to the frame of the clip that I wanted to freeze</li><li>- Then I clicked on Edit &gt; Add Freeze Frame</li><li>- I then adjusted the freeze frame until I was happy</li></ul>	<ul style="list-style-type: none"><li>- I chose a section where there were no lyrics so that the audience could fully focus on the movement of the clips</li><li>- It brings us fully into the present and also the clips I chose match with the beat, again making it appear natural</li><li>- It was an effect that I had never achieved before because I wanted to expand my abilities</li></ul>

## Unit 21: Editing Techniques

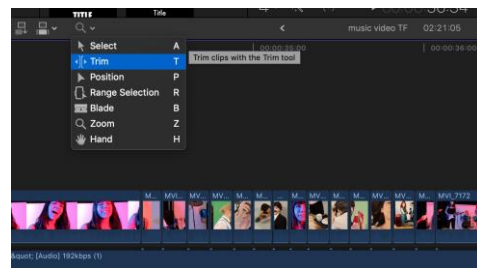
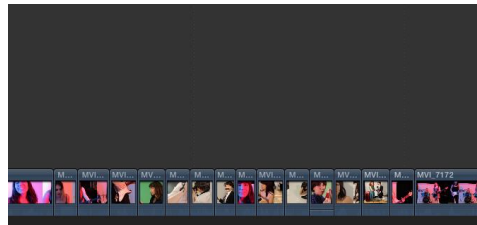
### Assignment 2: Log



#### **OVERLAP CLIPS**

- Put clips on top of each other on the timeline

- This is to keep the fast pace of the video and to allow there not to be gaps between clips
- Overlapping clips also allowed cross-cutting in the video to show a connection between two locations
- The use of cross-cutting also makes the music video appear as though it is telling a story
- It also allows for cutaways and cut-ins



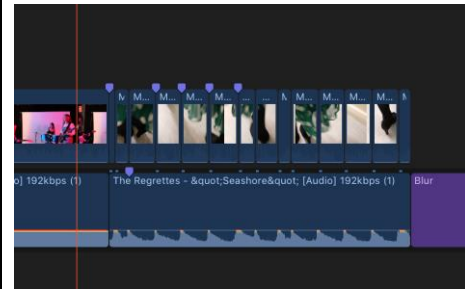
#### **FAST EDIT**

- I counted the beats in that section and chose small sections of clips that I felt were appropriate
- I used the trim tool to ensure that the clips were kept at a short length.
- When selecting the clips, I needed to ensure that they were not too similar to avoid the edit becoming repetitive and boring.

- It keeps the fast pace of the music video
- The fact that each clip changed on the beat gives the impression that the band is controlling what the audience see
- This kept the audience interested
- There was a mixture of past and present, again showing that they connect
- Some of the clips are in black and white and some are in colour to emphasise past and present

Unit 21: Editing Techniques

Assignment 2: Log



**SOUND EDIT**

- I copied the audio from the beginning and pasted it at the end
- I then faded the original end of the previous clip
- I moved the pasted clip until the beat matched up
- I did this because I wanted to have an identical clip of what was at the beginning to keep symmetry
- I chose to copy the audio from the beginning because I found it was most appropriate for the style of clip