

# SDG12 MM7 Media Communication 1

## Introduction to Pre- and Post-Video Production



### Media Communication 1: Introduction to Pre- and Post-Video Production

### Implementation

### Lesson 8: Basic Editing

Subjects: Climate Action and Sustainable Development, Design, English, Enterprise, Science

#### Lesson Title and Summary: Basic Editing

In this lesson, learners will make their final preparations to turn their ideas into reality. Learners are introduced to digital editing and begin to transfer their footage.

Learners will learn the basics of all they need to know for creating a basic sequence with audio, transitions and titles

Vocabulary: Audio, Editing, Effects, Media Assets, Titles Transitions

#### In this lesson, the learner will:

- collaborate and share ideas, both written and orally
- think about key elements of their shoot e.g. camera, lighting, audio,
- make their final shoot preparations

#### Materials

- Internet access
- Worksheet: Step-by-Step editing
- Learners' original storyboard
- Paper, Pens, pencils or markers

4 QUALITY EDUCATION



13 CLIMATE ACTION



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



# Media Communication 1: Video

## Lesson 8 Basic Editing



### ACTIVITY INSTRUCTIONS

*This lesson can be run over a number of sessions depending on the engagement of the learners, equipment available and whether they are using a video editing software or are working on their phones to create an Instagram reel / Tik Tok video.*

*If not using their phones' editing facilities, learners should select one of the video editing platforms from the media box - we have created the lesson, worksheets and support using ClipChamp - see media box.*

*Whatever software is being used make sure it sign up / access has been completed. Many programmes have educational accounts e.g. Canva or are browser based like ClipChamp.*

*Contact your school's technology officer in advance to check if there's already a software used by the school or if not, to ensure access / permissions for your proposed software is given the school's firewall or internet security.*

#### Activity 1 How to use Clipchamp (10mins)

1. Watch the Video: How To Use Clipchamp Video Editor | For Beginners (2023) [9:23 mins]

#### Activity 2 - Editing your Film / Video Project - timing dependent on class timetable

1. Learners can look at other platforms Canva, Openshot Da Vinci Resolve - start with a simple option so that focus is on the editing not learning the software.
2. For this lesson we are using Clipchamp - this is browser based and linked to email so learners' can sign up direct from school computers and being Microsoft they can use their school emails and you can always check in with the school or
3. Using the Worksheet: Step-by-Step Editing with their story board, learners can begin the editing process.
4. If there is a deadline. or set number of classes for completing their video projects ensure the last class allows enough time to export their final film in the format required - see step 5 on the WORKSHEET: Step-by-Step editing.

### REFLECTIVE EXERCISE: 3-2-1

- Three things they feel they have learnt from the exercise
- Two things they found most interesting and would like to explore more
- One – their opinion they have about the site / exercises

# Media Communication 1: Video

## Lesson 8 Basic Editing



### EXTENSION / REDUCTION ACTIVITIES:

Reduction: For a shorter class, complete activity 1 and time activity 2 to align to the class time available. Learners can work on their project for a number of sessions

Extension: For a longer / additional class, learners can work in groups and select other video editing software and undertake a simple review - see media box for links to software. They can consider

- function: is it easy to learn and use, does it have enough tools? If not what's missing?
- accessibility: is it intuitive, clear text and visuals, is the help function easy to understand?
- look and feel: do they like it, does the interface make them want to use it?

### MULTI-MEDIA BOX: (materials, online links, extra resources, case studies etc)

Clipchamp Video tutorial [9:23 mins] <https://www.youtube.com/watch?v=mIMeB8xZt2o>

How to use Microsoft's FREE Video Editor - Clipchamp Beginners Tutorial [30:53]  
[https://www.youtube.com/watch?v=Kf\\_14bvASxY](https://www.youtube.com/watch?v=Kf_14bvASxY)

Other Video Production platforms downloads

Canva Free video-making tools. Paid service also available <https://www.canva.com/create/videos/>

Open Shot <https://www.openshot.org/> easy to use, quick to learn, and surprisingly powerful video editor

Da Vinci Resolve <https://www.blackmagicdesign.com/products/davinciresolve/> Industry standard but does give a free download on this link.

Animaker <https://www.animaker.com> - a platform for beginners, non-designers & professionals to create animation and live-action videos

Animoto <https://animoto.com> - create and share drag and drop video making platform

### Local Trip / Expertise / Additional Work and Assessments

Learners can research opportunities to share their film e.g. local and national film festivals or why not host their own screening night; Competitions e.g. SEAI, EcoUnesco, Young Environmental Projects as well as platforms e.g. School Social Media, Youtube, Vimeo.

Linked Learning: Use Media Modules as assignment options for Civic, Social & Political Education, Sustainability, Visual Art, Media & Communication or consolidating GAISCE community project

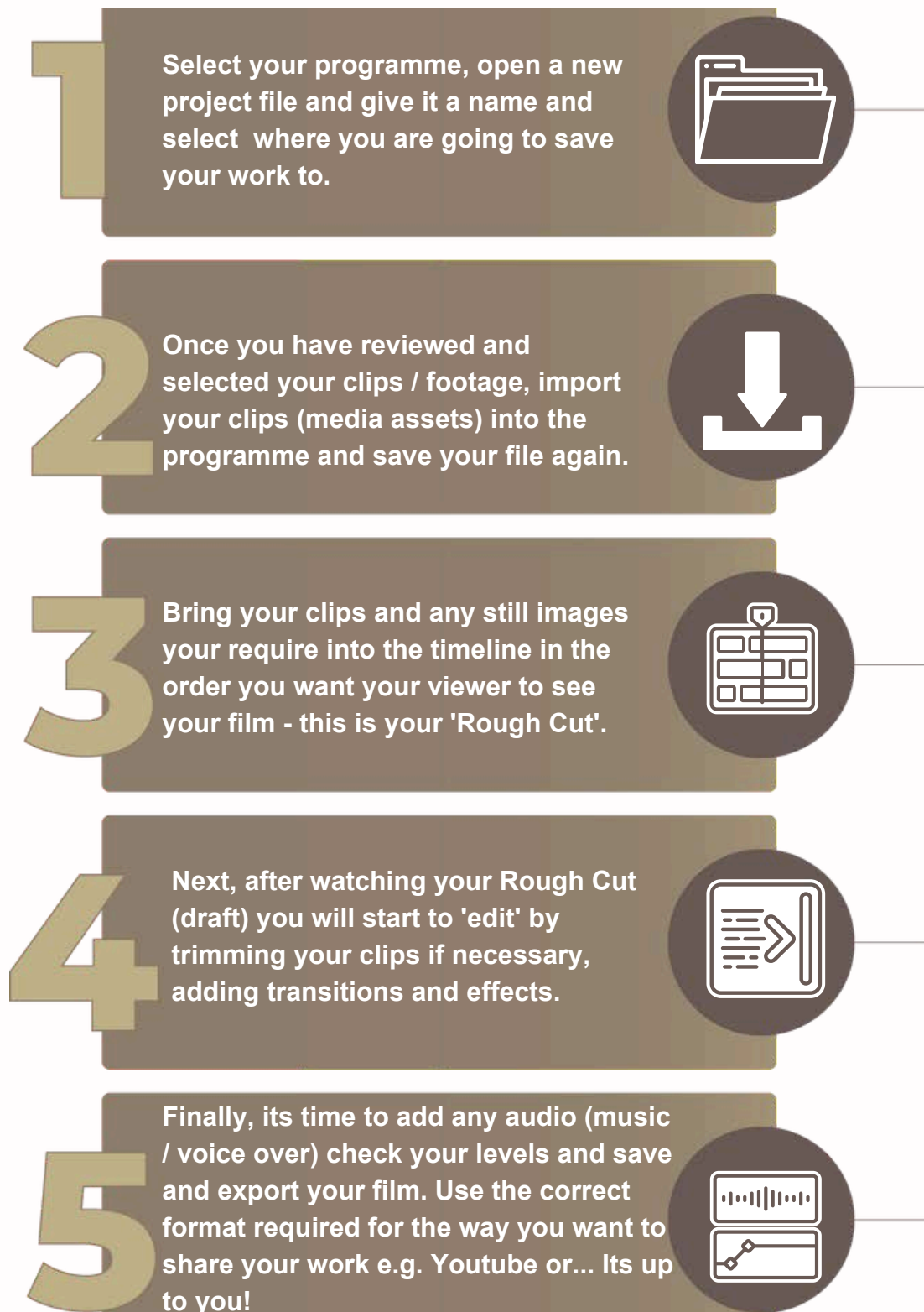


The images in this worksheet are illustrated using Clipchamp a browser based software owned by Microsoft, so it is accessible through most school's computers. You do not have to use Clipchamp, there are many video editing software programmes and the process and steps to edit are all similar.

## **DON'T FORGET**

**Remember to use your storyboard and shot list to help you create your rough cut - the first draft of your video / film sequence!**

### Step-by-Step Editing Overview



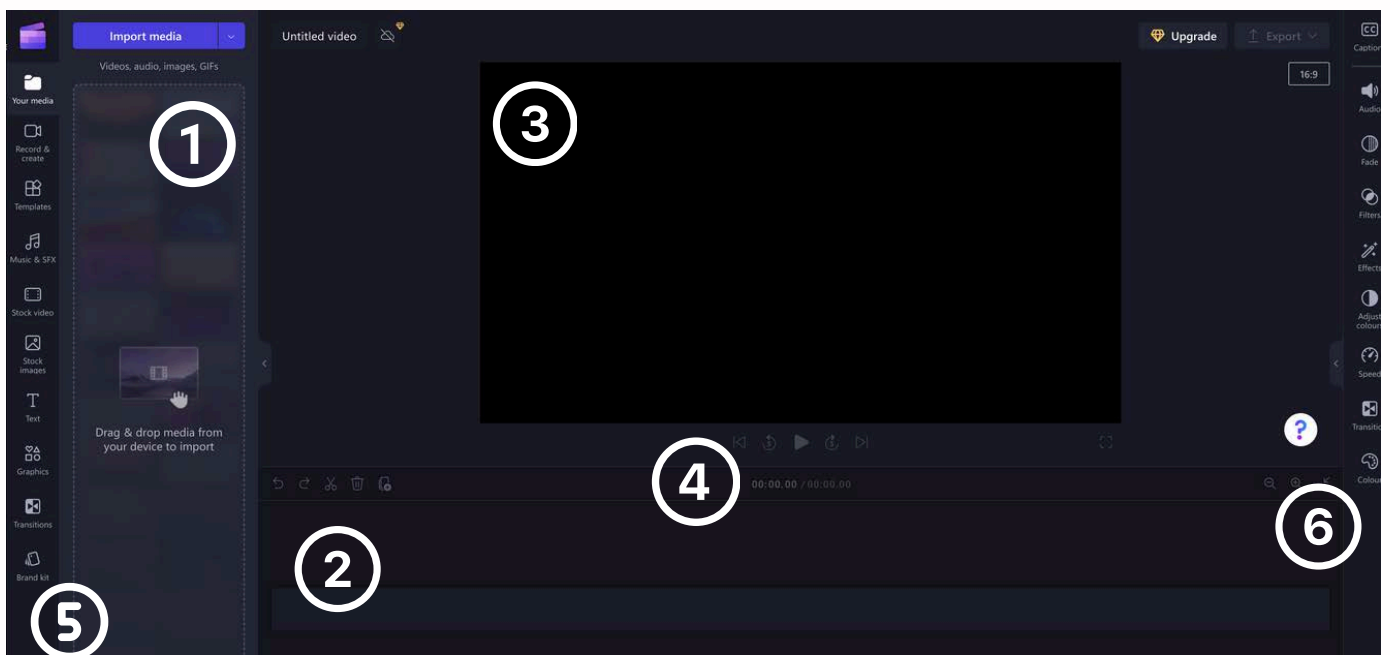
# MM7 MC1 LESSON 8 BASIC EDITING WORKSHEET

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



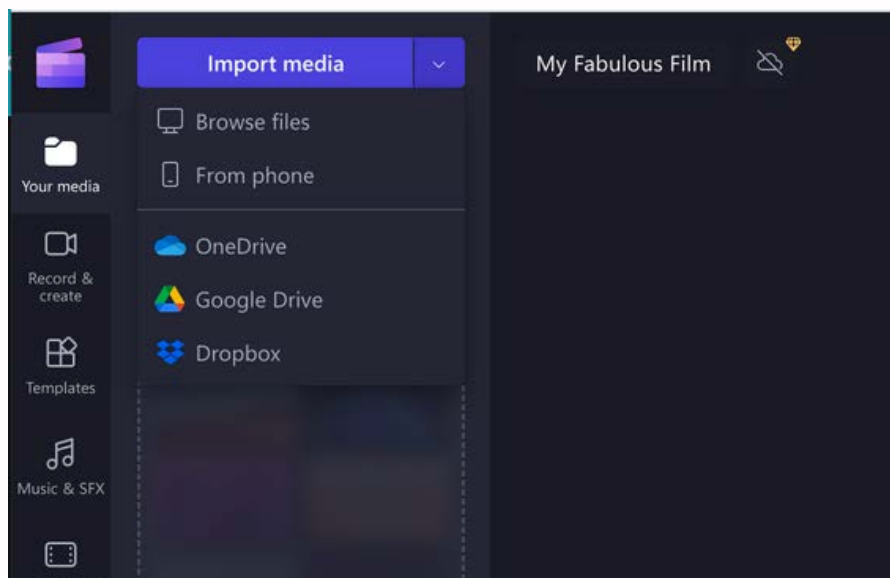
This is the main screen in Clipchamp - you can see the various working areas

- 1.Import Media - audio, images and gifs also known as media assets.
- 2.Timeline - where you will drag your assets too.
- 3.Media Viewer - where you will see your assets if you click or over over them in the timeline.
- 4.Media Viewer Controls.
- 5.Pre existing media and tools bar e.g. stock footage, images, music.
- 6.Audio and effects tool bar that you can use to edit your media assets (image, audio, transitions).



Step 1: As Clipchamp is browser based learners can jump to step 2 as their films are held in the cloud and linked to their email account.

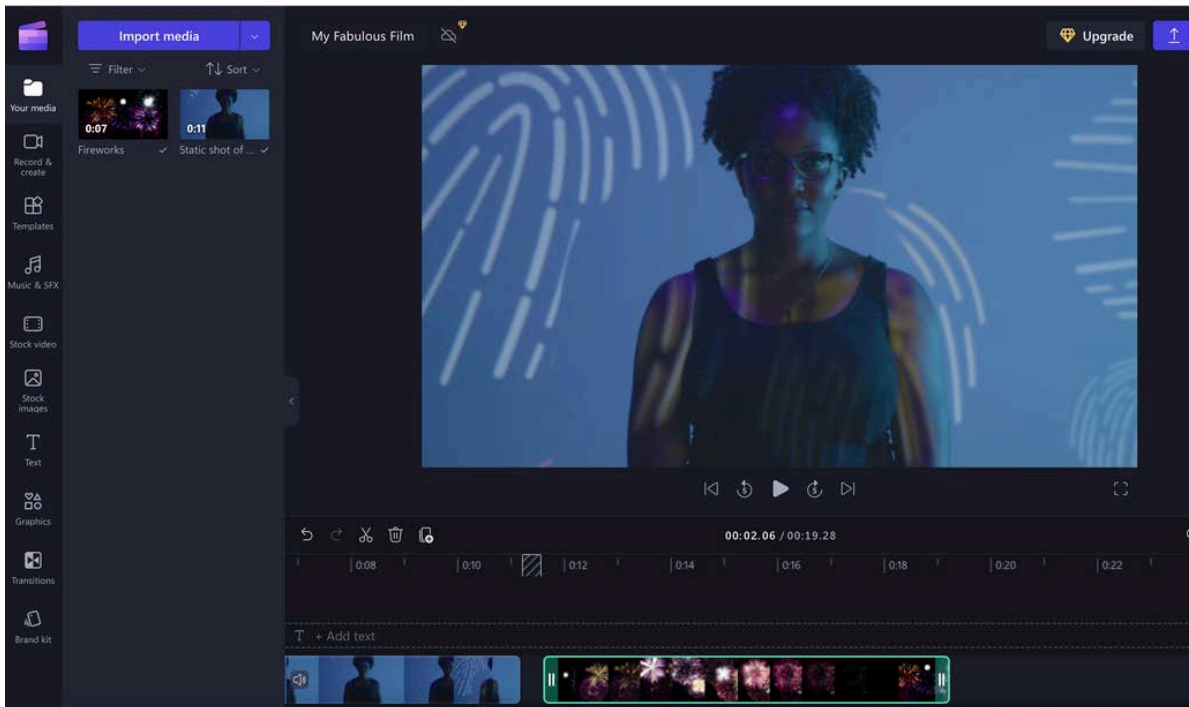
Step2: Once you have reviewed and selected your clips / footage, import your clips (media assets) into the programme by clicking on import media and selecting the media clips.







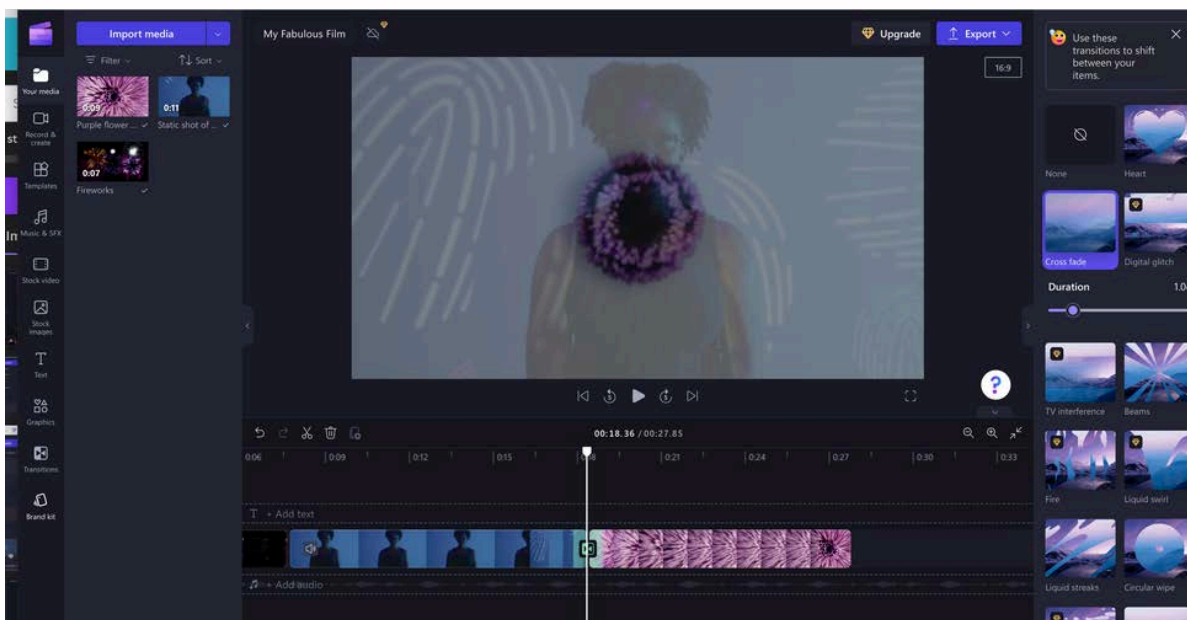
Step 3: Bring your clips and any still images you require into the timeline by dragging and dropping in the order you want your viewer to see your film - this is your 'Rough Cut'



Step 4: Next, after watching your Rough Cut (draft) you will start to 'edit' by trimming your clips if necessary, adding transitions and effects.

Here's where you might trim down your clips to exactly the length you want by dragging the end of the clip to increase or reduce the length. You will probably want to add transitions, between clips. Most transitions should be simple e.g. straight cuts, fading in and out or dissolves e.g. the one in the image is a simple cross-fade controlled by setting the length of time fade in and out.

Remember less is more - too many flashy transitions can be a distraction and it's the same with effects.

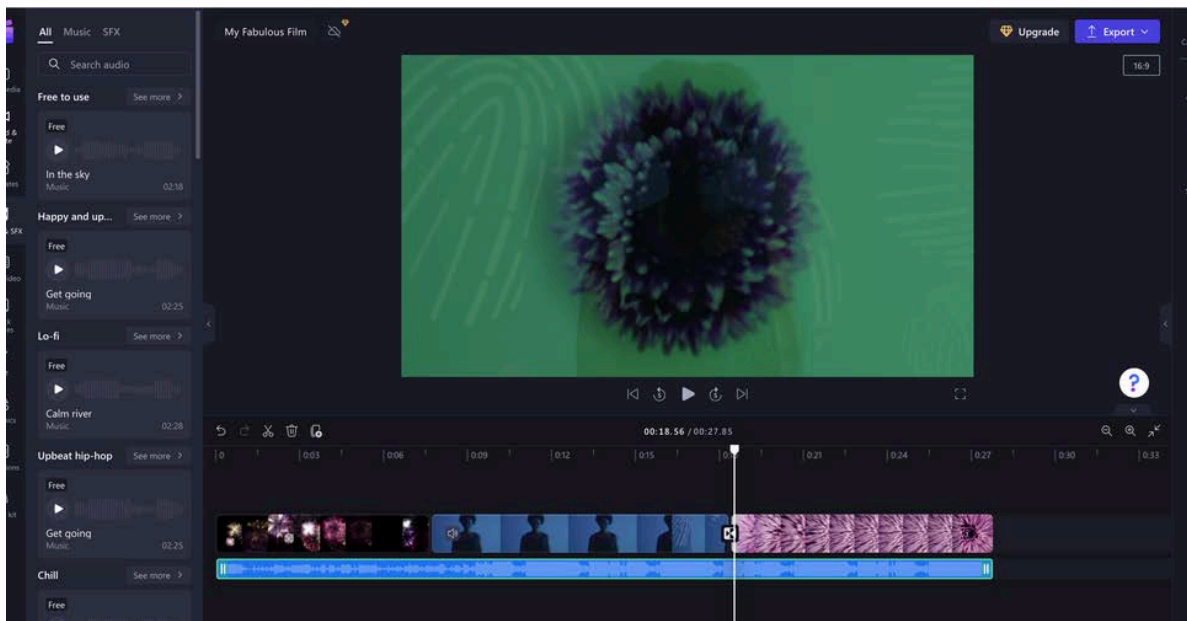


# MM7 MC1 LESSON 8 BASIC EDITING WORKSHEET

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

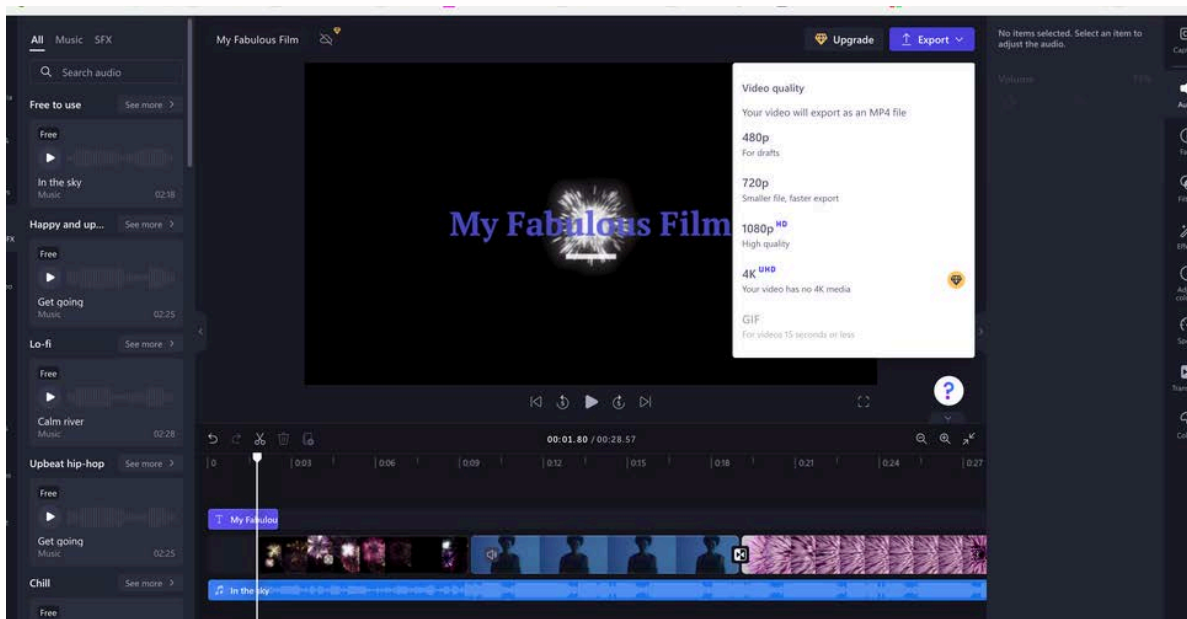


Step 5: Finally, you want to add your music or voice over any titles or credits - this will include your crew, actors and anyone who helped make the film.



Remember, anything like transitions, effects, audio are all to help your story and enhance your film. You could slow down your footage to highlight a great action shot or change colours e.g. this effect over the cross-fade.

Remember, also if you are using other people's images, footage or audio you must have the permission to use it. Copyright theft is a serious offence and can be very costly. There are plenty of stock image / video sites with free or pay-to-use content, but why not take the time and create your own? Be creative!



Finally, it's time to export your film. Click on the export button on the top right hand corner and select the quality and format you need. You can check this with any advice on platforms that you want to share it on. Now it's time to enjoy the red carpet parties!

**That's a wrap!**