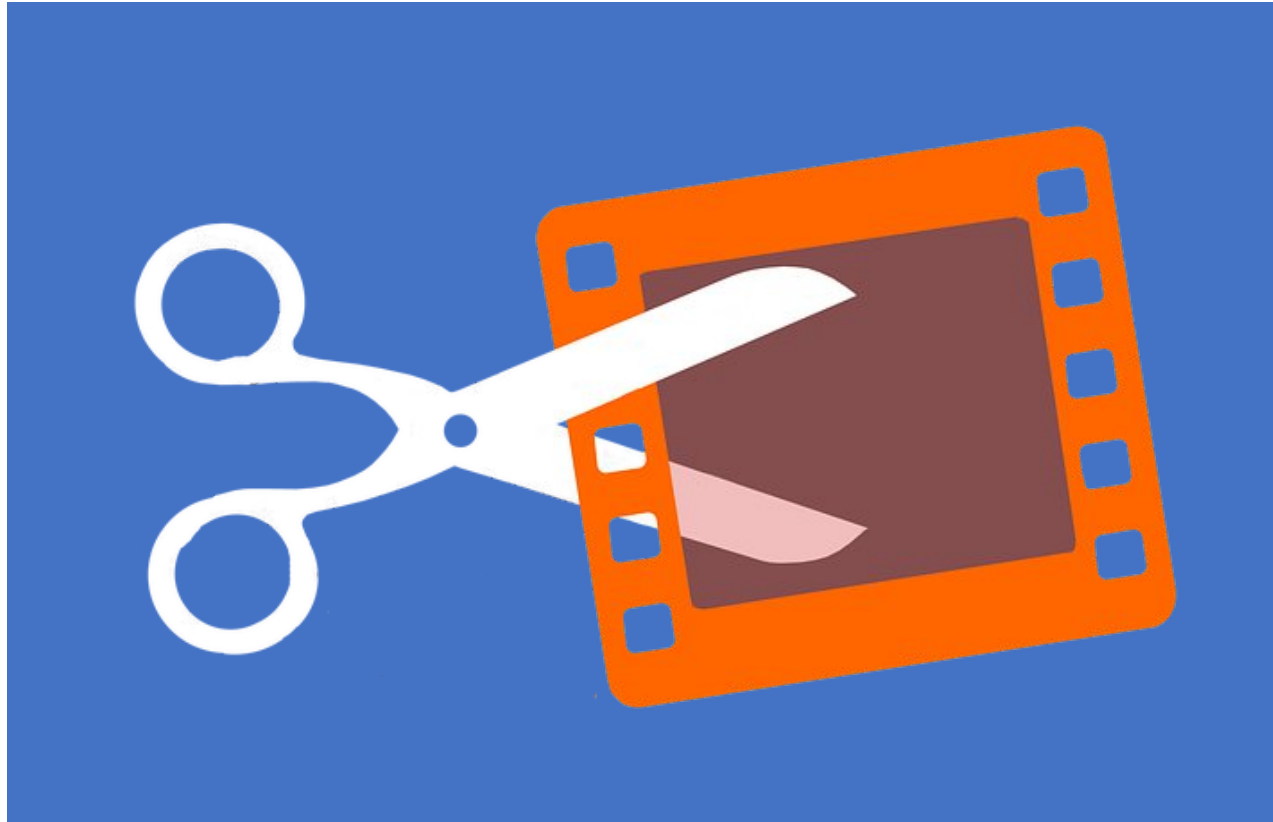


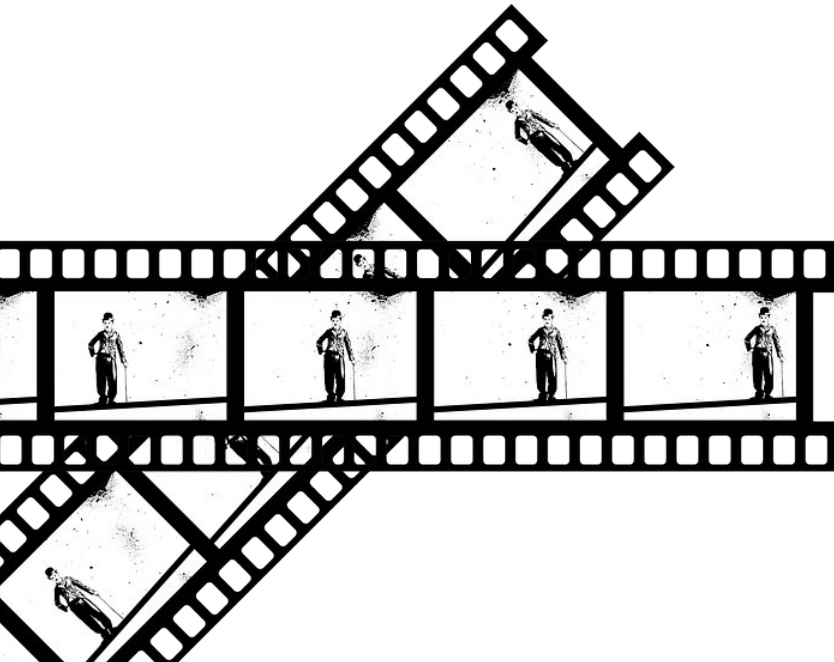


Post-Production Basics

Learning Targets

At the end of this section you have learnt...

... which steps are
important in the
editing process



... some practical
hints for video
editing

... about the usage
of **open content**
and its conditions



... about the principles
of **copyright** and
licenses

Structure

1. Copyright, Licenses and Open Sources
2. Video Editing

How to start?



1. **Research** in order to be informed about your topic.
2. Think about your **target group**. That may influence the form of presentation, the video style and length.
3. **Write the text** for the video and measure the time reading the text.
4. Think of settings and shots for each part of your text. (*script / screenplay*)
5. Gather / record the footage. (*shoot*)
6. Transfer and save the video files at a place where you find it again.
7. **Edit the movie**. Don't forget to save in between.
8. Double-check if everything is fine and **export** the movie.

Copyright

Licenses and Open Sources

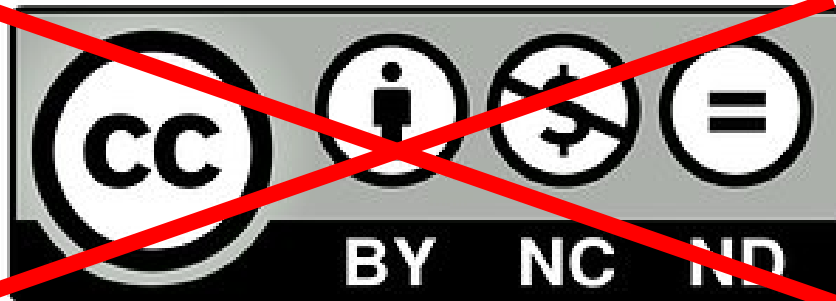
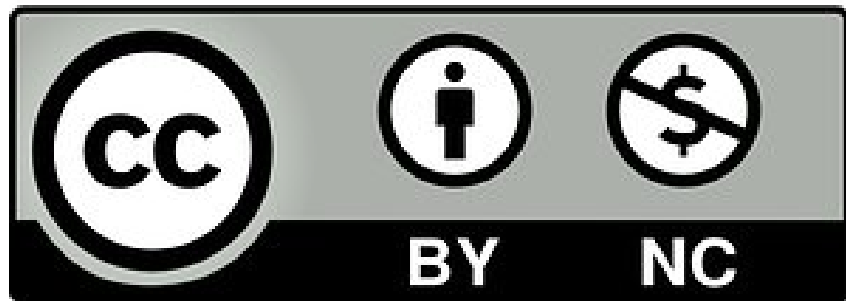
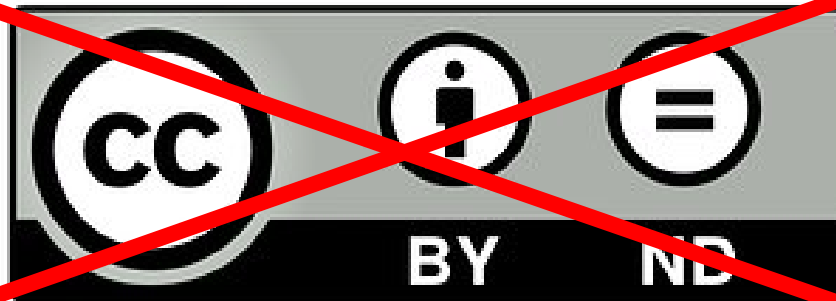
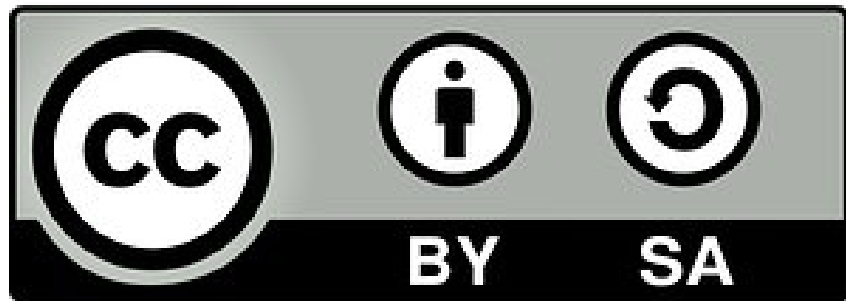
Copyright ©

Texts, images, music, audio and video recordings (...) are intellectual property of their creators

- Create and use your own content
- Ask the creator if you can use his content
- Buy a license
- Use open content with free license (like CC)
- Use public domain content (or equivalent CC0)
- (in Germany: exceptions for academic instruction)



Creative Commons

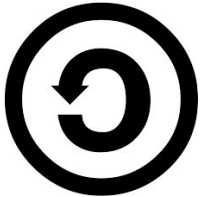


Not useful for video production!

Creative Commons



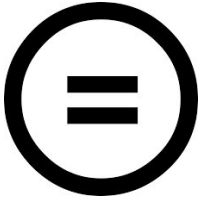
Attribution (BY): Acknowledge and mention the author.



Share alike (SA): Use the same license for the work.



Non-commercial (NC): Only for non-commercial purposes.



No derivatives (ND): Modifications are not allowed. Don't edit the content or change the format.

Creative Commons



All CC licenses require that you mention the

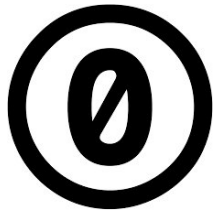
- author
- source of the content (with link)
- license (with link)

Additionally...

Tell if you made changes and what you have changed.

Usage without any conditions

- Public Domain
- In Germany '*gemeinfrei*'



- License without any conditions:
Creative Commons calls it a '*CC0 license*'.
- (You may need to be able to prove that you found the work under this license)

Open Sources

Pictures:

- Flickr*
- piqs.de
- pixabay
- Unsplash

Sounds:

- SoundCloud*
- freesound.org

Videos:

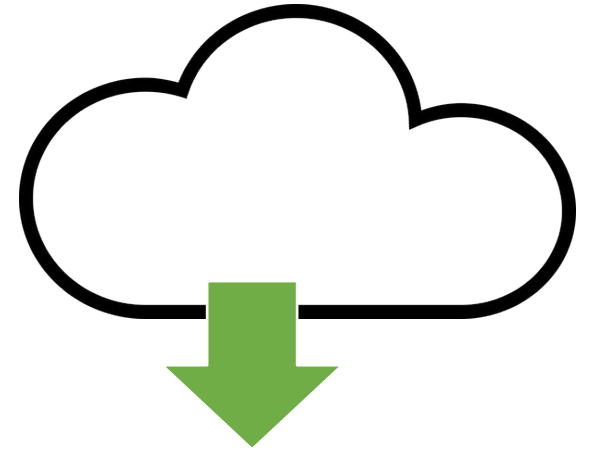
- Pexels
- YouTube*

General:

- Wikipedia
- Wikimedia
- try with Google's* advanced image search

Music:

- filmmusic.io*
- YouTube's music database for creators



**Not all contents on these websites are open and free!*

Exercise



A free [song](#) from the website
'incompetech.com'



A [picture](#) from Wikipedia



A [picture](#) from Flickr

Source references on the next slides!

Examples

A [picture from Flickr](#)

The [license](#) states (i.a.):

- „**Attribution** — You must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.”

The information you need to provide:

- **Title:** Dwarf Goat
- **Author:** Reading Tom (Flickr User)
- **Link to license:** <https://creativecommons.org/licenses/by/2.0/>
- **Changes** (if so): The size of the picture has been reduced. But such a slight change usually does not need to be mentioned.



Title: Dwarf Goat | **Author:** Reading Tom (Flickr User)
License: <https://creativecommons.org/licenses/by/2.0/>

Examples

A [picture](#) from Wikipedia, which I have edited

The [license](#) states (i.a.):

- „**Attribution** — You must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.
- **ShareAlike** — If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original.”

The information you need to provide:

- **Title:** One of Pavlov's dogs
- **Author:** Rklawton (Wikipedia User)
- **Link to license:** <https://creativecommons.org/licenses/by-sa/3.0/>
- **Changes** (if so): The picture has been cropped.



Title: One of Pavlov's dogs | **Author:** Rklawton (Wikipedia User)
Source: https://commons.wikimedia.org/wiki/File:One_of_Pavlov%27s_dogs.jpg
License: <https://creativecommons.org/licenses/by-sa/3.0/>
Changes: The picture has been cropped.

Examples



A free [song](https://incompetech.com) from the website 'incompetech.com'

When you click 'download' you find the license which states:

- „Attribution is required. You must give appropriate credit, provide the name of the song and the artist, a link to the song, a link to the license and indicate if changes were made (...).“

The information you need to provide:

- **Name of song and artist:** Local Forecast - Slower by Kevin MacLeod
- **Link to the song (source):** <https://incompetech.filmmusic.io/song/3988-local-forecast---slower>
- **Link to license:** <https://incompetech.filmmusic.io/standard-license>
- **Changes** (if so): If no changes are made, you can also leave this part.

Video Editing

Basics

Structure of a Movie

Image (video track)

- Frames (single images; e.g. 30 frames per sec.)
- Shots (clips)
- Sequences (scenes)

Sound (audio track)



Video Editing Software

Use a free and simple editing software

- iMovie (*for Apple devices*)
- HitFilm Express —> [PDF handout](#)
- Shotcut

Or, as a professional editor

- an editing software of your trust
- DaVinci Resolve (*free*)



Preparation

File Management

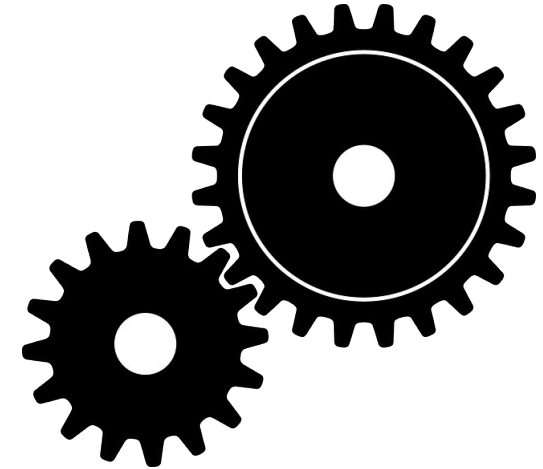
- Create a new folder for the film project
- Transfer/copy the files from the camera
- Save other data you need at that place
- You may already remove footage you don't need
- Start the editing software and save the editing project also at this place
- Save in between in case the software crashes



Post-production

Starting the Editing

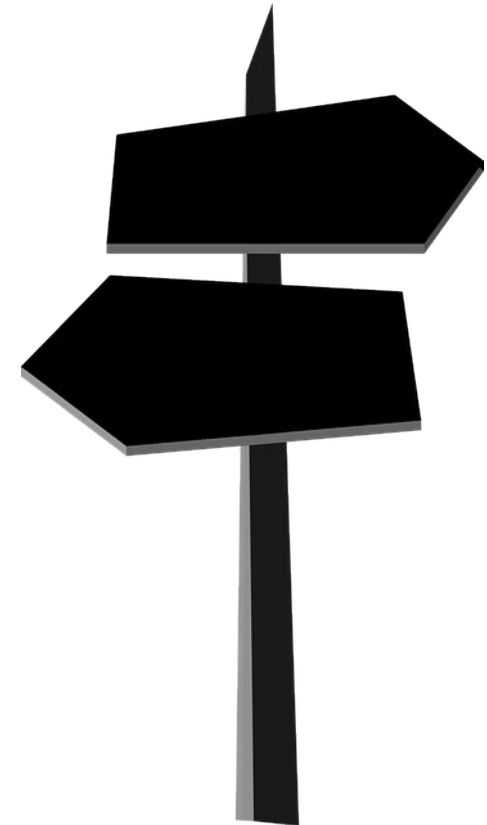
- First you are asked about the properties:
Try too keep the same format as your video files (1080p, 30 fps)
- Import all the files you need
- You can watch your footage in the software
- Drag the files to the timeline
- The editing process in the editing project file does not have impact on your original files



Post-production

Going on Step by Step

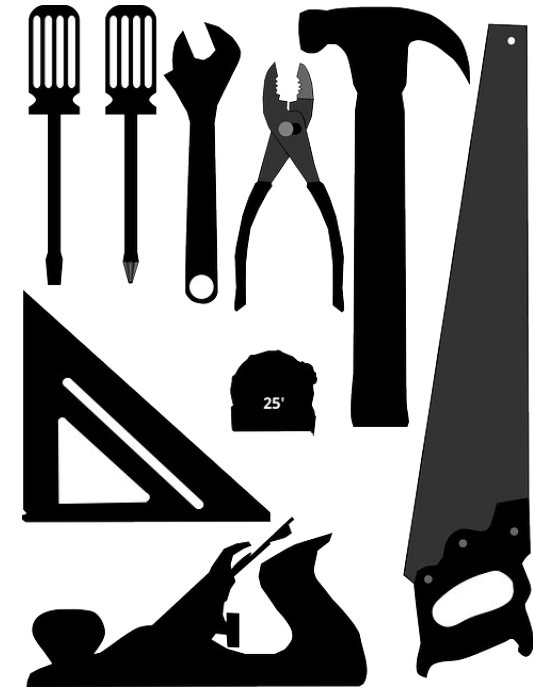
- Sort the footage
- Arrange it on the timeline and trim it
- Add all the voice-over you need
- Add all the pictures you need
- Add music if you want
- Add the titles (text)
- Fine-tuning
- Export the video



Post-production

Editing Possibilities (rough cut)

- In the timeline you can order all the clips
- You can trim the clips
- You can cut clips apart
- You can separate the audio from the video and reallocate them
- You can also add music, pictures and text
- And much more...



Post-production

Fine-tuning (fine cut)

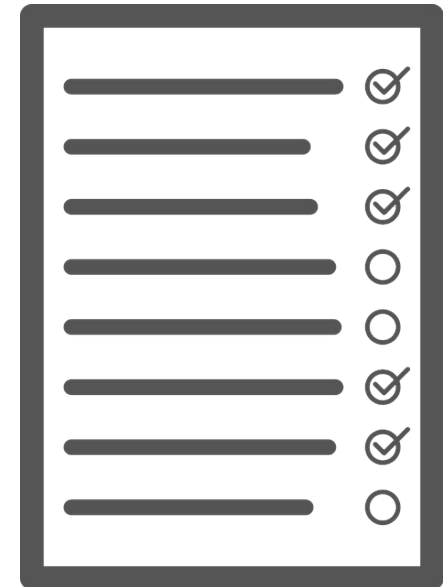
- Match music and pictures
- Regulate the volume
- image correction like image brightness
- sound corrections
- Add effects like fade transitions
- Improve the text layout



Post-production

Hints for a good result

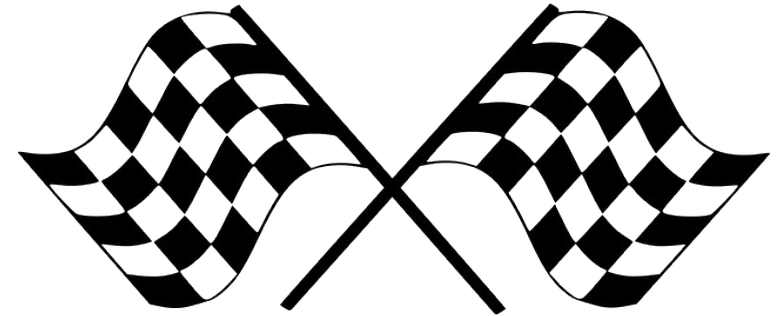
- alternating shots showing different view angles
- fitting interaction of sound and image
- good pacing
- uniform design
- good title and complete end credits
- legally faultless (copyright)

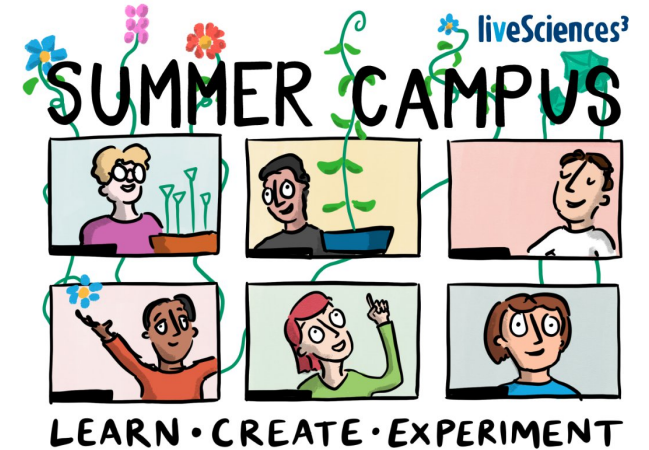


Post-production

Video Export

- Chose an appropriate format:
 - MPEG-4 file (.mp4)
- The format should fit your footage:
 - picture size 1080x1920 (Full HD)
 - 30 frames per second
- Save the video file at a place where you find again
- The rendering process may need a little time





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Last Update: Göttingen, January 2022



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