



Video: Shoot and Edit Like a Pro

Started Aug 17, 2016

[ENROLL](#)



The **Video: Shoot and Edit Like a Pro Course** is divided into individual learning modules that guide you through creating a quality video from setting up your iPhone or iPad to record the best quality video and how to use equipment such as tripods and microphones effectively to editing your footage into a finished product with Apple's iMovie software. iMovie requires iOS 9 or higher.

Each learning module will take approximately 10 to 15 minutes to complete and is followed by a short quiz to help you review the concepts presented.

NOTE: This online course requires a computer, a reliable high-speed Internet connection, and basic computer skills. The course should work with all current web browsers, but Firefox is recommended.

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Video

Learn to shoot and edit like a pro.

Course Introduction

With the invention of the smartphone, we walk around with everything we need to create amazing videos. Whether you're creating promotional videos for online marketing or educational videos for your clients, it's never been easier to create incredible videos. Today's products shoot great video without much setup, and an incredible number of accessories are available to make your video more professional.

If you're thinking about how to take your mobile video projects to the next level, you may not know exactly where to start. That's where we come in. Let us help you get started with this guide to creating quality mobile videos.

Course Resources

We want the Video course to be a positive learning experience for each of our users. Below, you will find resources to help you along your videography journey. Access each of these pages to answer questions you may have about the Canvas platform or the course content.

- [Instructor information](#)
- [Course FAQ \(Frequently Asked Questions\)](#)
- [Email request for additional help](#)

Course Modules

[Pre-Survey / Module 1: Learning the Basics](#)

[Module 2: Transferring Video & Starting a Project](#)

[Module 3: Editing Your Project](#)

[Module 4: Where to Find Music for Your Project](#)

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Module 1:1 10 Tips and Tricks for Better Video Recording

Learning Objectives

Mobile devices and cameras are everywhere. Nearly everyone has one. This brief course will help you learn to shoot like a pro and edit with confidence. Alabama Extension has created this course to guide you through the process.

In this module, you will learn the following:

- ten tips for better video recording
- how to set up your mobile device for the best quality video
- how to use natural lighting
- color balance, exposure, and screen settings
- how to frame your shot

In this segment, you will learn easy ways to improve the quality of the video that you record on your phone or other mobile device. Instructor Bridget Brown shows ten ways to enhance your video's quality.



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Quiz Instructions

Check what you learned from 10 Tips and Tricks for Better Video Recording. Answer the following short quiz. Once you complete the quiz, you can move to Module 1:2 Setting up the Microphone.



Question 1

5 pts

What are the standard components for recording on a mobile device?

- tablet or phone, microphone, tripod, camera mount
- tablet or phone, color television, clapper board
- tablet or phone, phone book, calling card
- tablet or phone, film, spotlights



Question 2

5 pts

When setting up your mobile device to record video, what setting should you use?

- 640i
- 780p
- 1080p
- 300 dpi

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Congratulations!

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Kimberly Graham
David McCormick
Tyler Weldon

Additional Resources

- [Production Checklist](#)
- [Music Resource](#) [↗]

For Extension Staff Only

- [Video Standards for Extension Professionals](#) [↗]

About Extension

The Alabama Cooperative Extension System provides educational outreach to the citizens of Alabama on behalf of the state's two land grant universities: Alabama A&M University and Auburn University.

The system employs more than 800 faculty, professional educators, and staff members operating in offices in every one of Alabama's 67 counties and in nine urban centers covering the major regions of the state. In conjunction with the Alabama Agricultural Experiment Station, the system also staffs six Research and Extension Centers located in the state's principal geographic regions.



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Video

Shoot and edit like a pro

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ALABAMA A&M & AUBURN UNIVERSITIES

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Promotional Card

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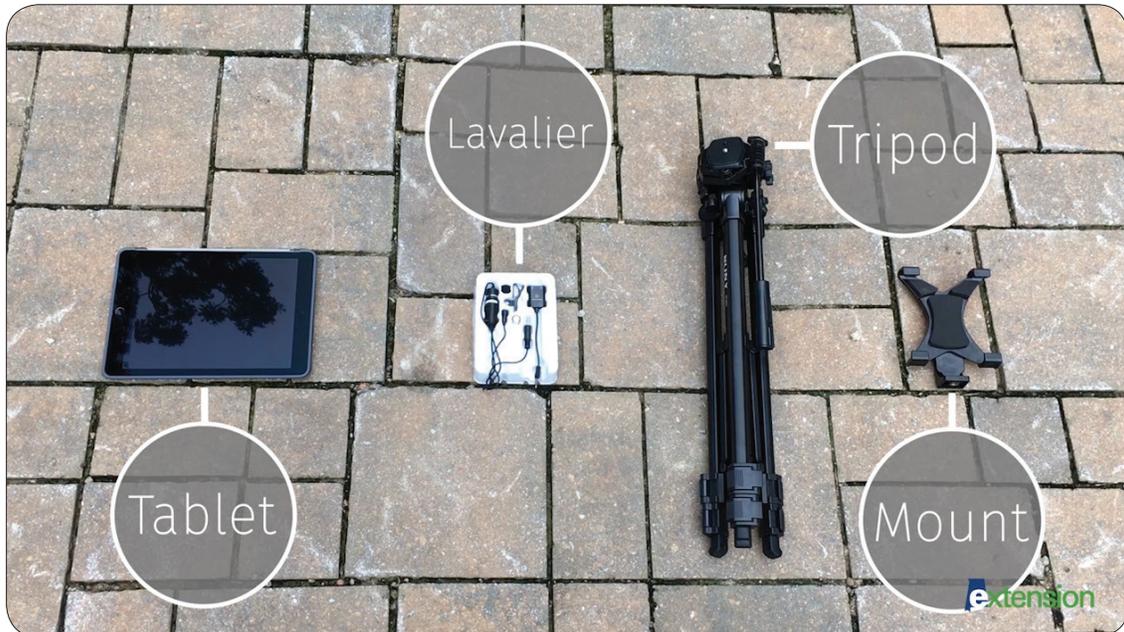
Videos From Online Course May Be Viewed At:

https://www.youtube.com/playlist?list=PLkNoAm0tt__-UGf-SAG8wKHdg3i-pkf4Q

Publications and Additional Resources

10 Tips & Tricks for Better Video Recording

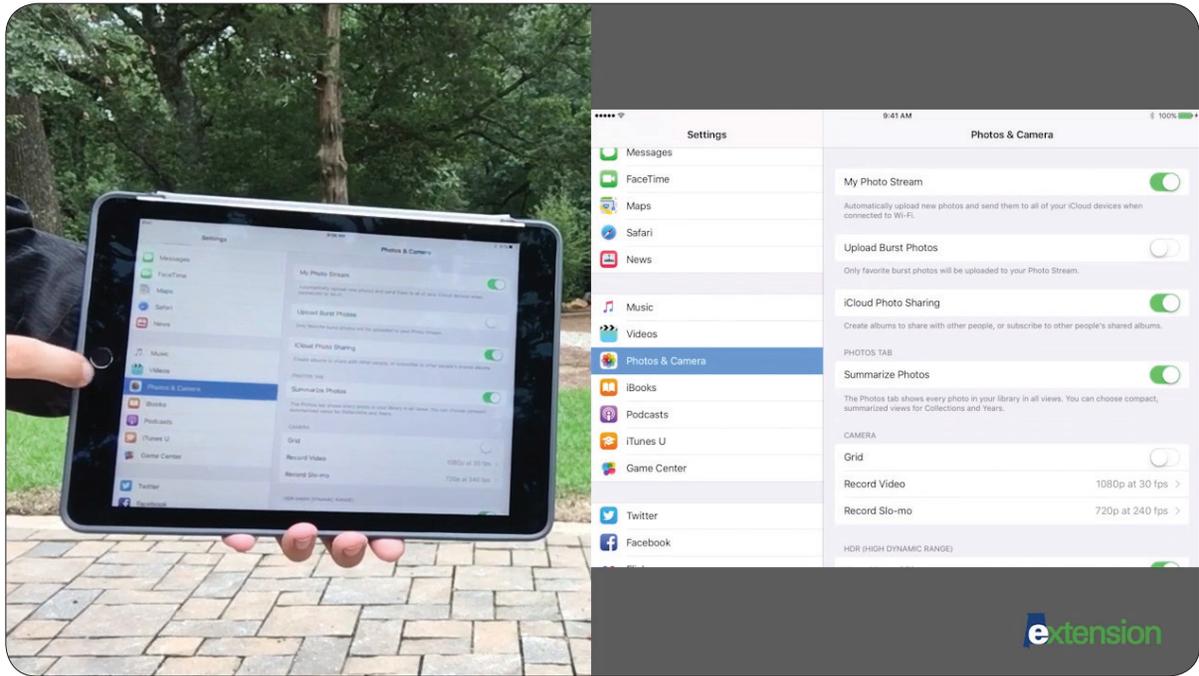
Mobile devices and cameras are everywhere. Nearly everyone has one. The following tips will help you shoot better video on your phone or other mobile device; set up your device for the best quality video; use natural lighting; learn about color balance, exposure, and screen settings; and learn to frame shots.



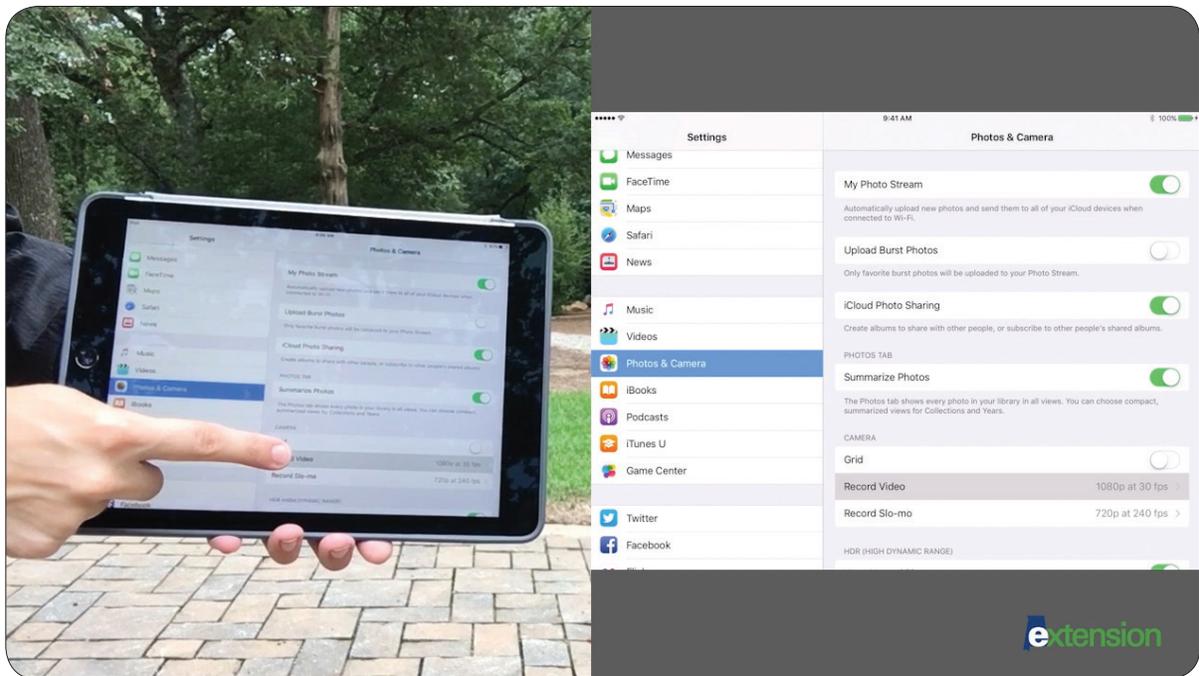
You will need a tablet or mobile device, a lavalier microphone, a tripod, and a mount compatible with your video device.



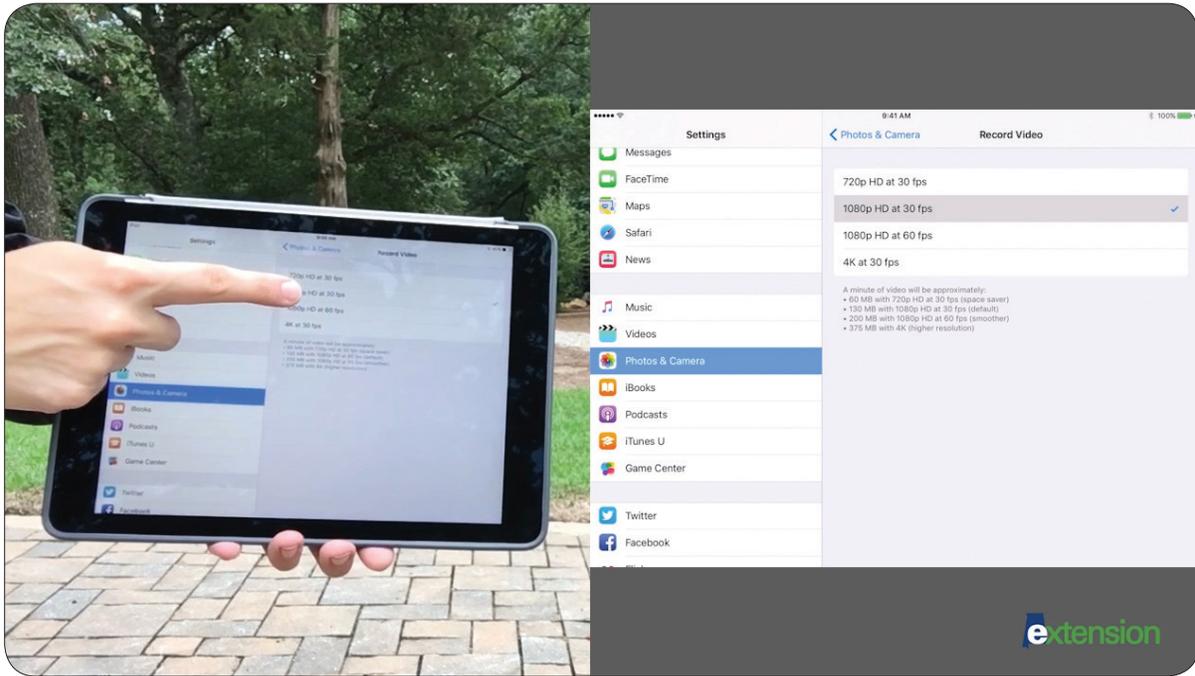
TIP 1: LEARN CAMERA SETTINGS. Go to Settings.



Scroll down and select Photos & Camera.



Choose Record Video.



Choose 1080p at 30fps.



TIP 2: USE A TRIPOD. Stabilize your camera with a tripod to prevent shakiness.



TIP 3: CLEAN YOUR LENS. Begin by blowing or brushing away any large pieces of dirt and finish by wiping with a lens cloth.



TIP 4: USE GOOD LIGHTING. Tablets and smartphones require a lot of light for good video, so shooting outside is ideal.



If shooting inside, avoid having windows behind your subject.



Close shades or use large windows to help naturally light your subject.



TIP 5: SET YOUR EXPOSURE/FOCUS. Select your Camera app.



Select Video.



Tap your screen where you want to set the focus and exposure.



If your subject is still too light or dark, you can manually adjust the exposure by holding your finger on the sun to the right of the yellow square and sliding your finger up and down.



If you move your camera while filming, the exposure will adjust as the light changes in your frame. To prevent this, hold your finger on your screen until AE/AF LOCK appears at the top of the screen. Now your exposure and focus will not change as you move your camera.



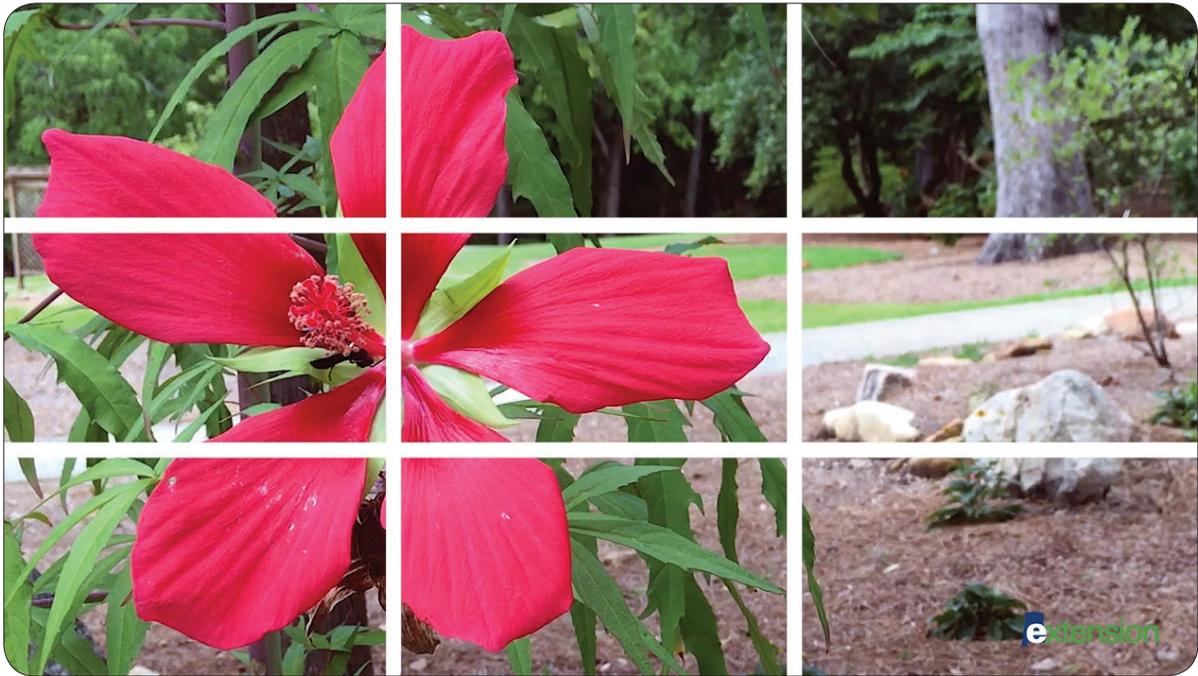
TIP 6: DON'T USE CAMERA'S ZOOM. Tablets and smartphones have a digital zoom, but using this option will lower your video's resolution. If you want a closer shot of your subject, physically move your tripod forward.



TIP 7: USE DEPTH OF FIELD. When framing your shots, avoid placing your subject directly in front of its background or on the same plane as other objects.



Instead, distance your subject from its background for a shallower depth of field. The result is a more dynamic look.



TIP 8: USE THE RULE OF THIRDS. When looking in your viewfinder, imagine your frame being divided into thirds both vertically and horizontally. By placing your point of interest in these intersections or along the lines, you will create a more appealing composition.



TIP 9: USE A LAVALIER MICROPHONE. Always use a lavalier microphone to get the best quality audio. Eliminate unwanted background noise by turning off fans, music, and phones before recording.



TIP 10: FRAME FOR INTERVIEWS. For interviews, give your subject a little bit of headroom and have the shot end around their midsection. Direct your subject's eyeline so he or she is looking slightly toward the center of the frame to balance your shot.



Adjust your tripod to be level with your subject's face.



Bridget Brown, *Extension Producer/Director*

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Setting Up the Microphone



lavalier microphone with 1/8" mini plug



smartphone/tablet adapter



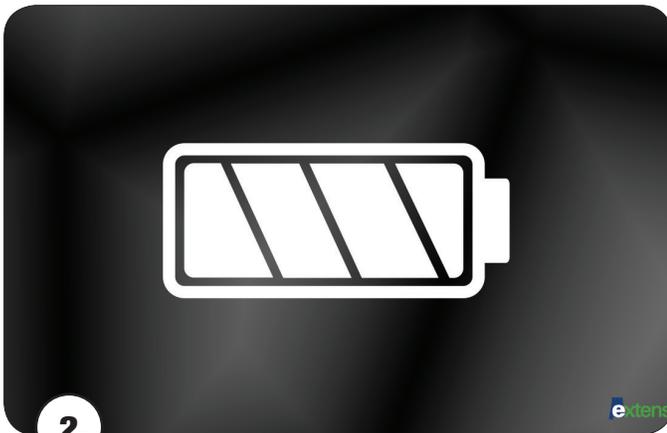
windscreen



tie clip

- 1.** You will need a lavalier microphone with 1/8" mini plug, a smartphone or tablet adapter, a windscreen, and a tie clip.

TIP: Clear, easily understood audio is an important element in the creation of a quality finished video.



2.

To begin, check to see if your microphone is powered by batteries. For best results, use new batteries each time.



3.

Plug the microphone into the microphone input on the smartphone/tablet adapter.



4.

Plug the adapter into your camera's headphone jack.



5.

Use the windscreen provided in your kit to eliminate wind, heavy breathing, and background noise.



6.

Attach the tie clip near the microphone and pin to your interviewee.



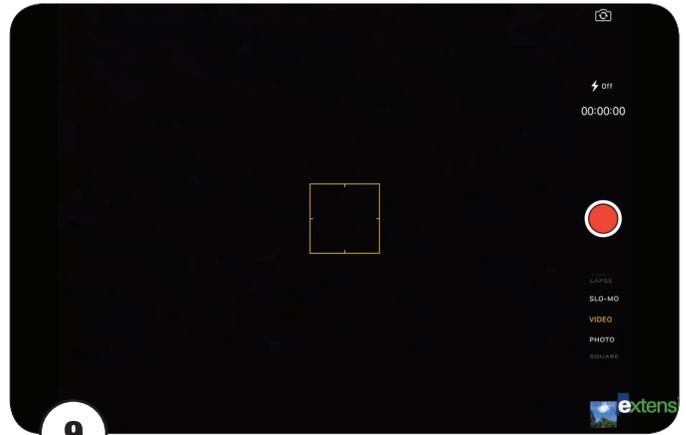
7.

Plug headphones into the headphone input of the adapter.



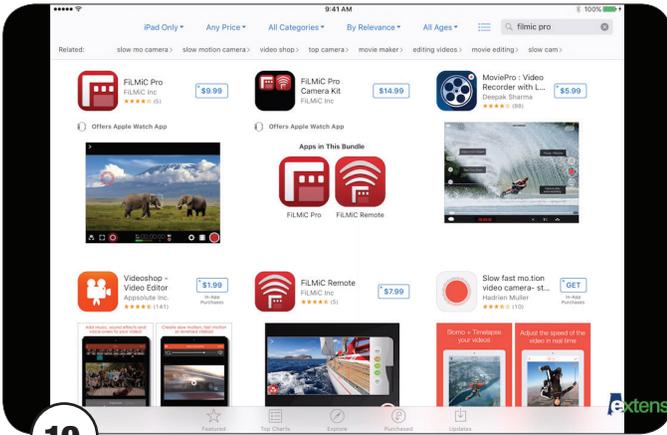
8.

Monitor your audio through the headphones throughout the entire shoot.



9.

The Camera app does not let you monitor your audio while recording.



10.

If you would like to do this, you will have to download a third-party app.

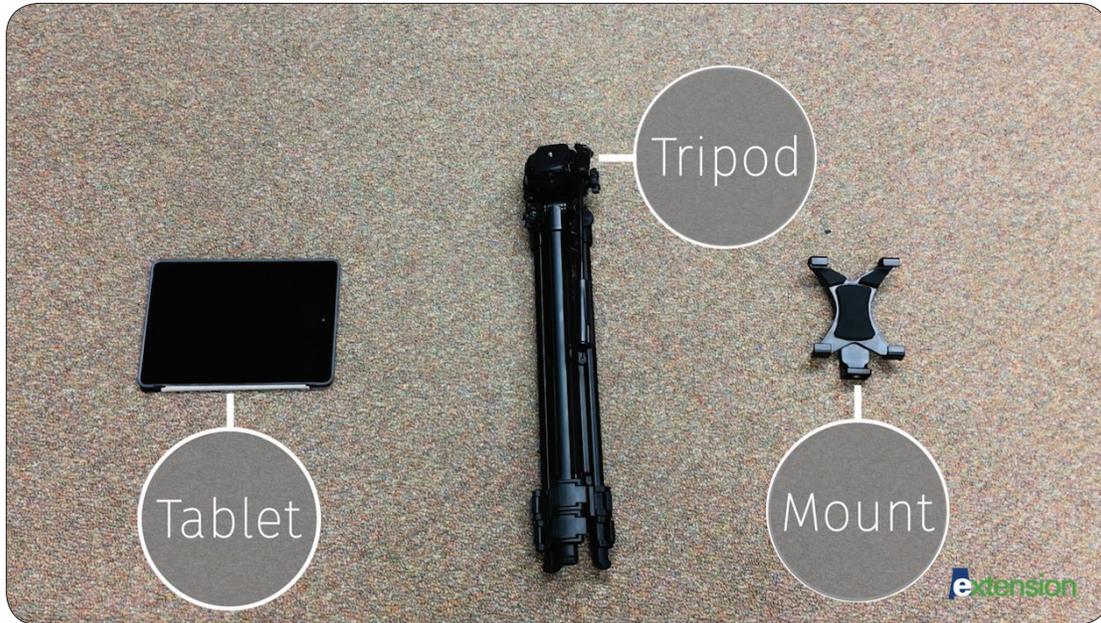


11.

If you are using the Camera app, make sure to record a test audio before filming and listen to your audio between each take.

Setting Up the Tripod

TIP: Have you ever watched a video that looked as if the picture were running downhill? Have you seen a video that looks as if it were shot during an earthquake because it's so shaky? Both are distracting to viewers. Using a tripod allows you to capture video that is level and stable. Learn how to set up a tripod correctly.



You will need a tablet or mobile device, a tripod, and a mount.



Begin by pulling tripod legs away from each other.



Unlock and extend each tripod leg to desired length.



To attach your device to the mount, turn the knob on the back counterclockwise to unlock.



Turn the mount right side up. Make sure the threaded hole that will connect to the tripod is facing you.



Hold both the bottom and the top of the mount, and pull in opposite directions.



Place your iPad horizontally in mount. Gently push the bottom and top of the mount toward each other until the iPad fits snugly.



Carefully flip the iPad, and mount it upside down. Turn the knob clockwise to lock in place.



If using an iPhone, simply stretch the clamp and insert phone horizontally.



Remove tripod plate by pulling lever counterclockwise.



Slide plate toward the lever and lift up.



Attach the mount by placing the plate's screw into the bottom of the mount and tightening with the plate's knob.



To reattach the plate to tripod, pull the lever counterclockwise.



Slide plate away from the lever and push down.



Release lever and push closed.



Make sure your device is horizontal.



Make sure your camera is level before filming. Adjust your tripod legs so the bubble in the tripod's bubble level is centered.

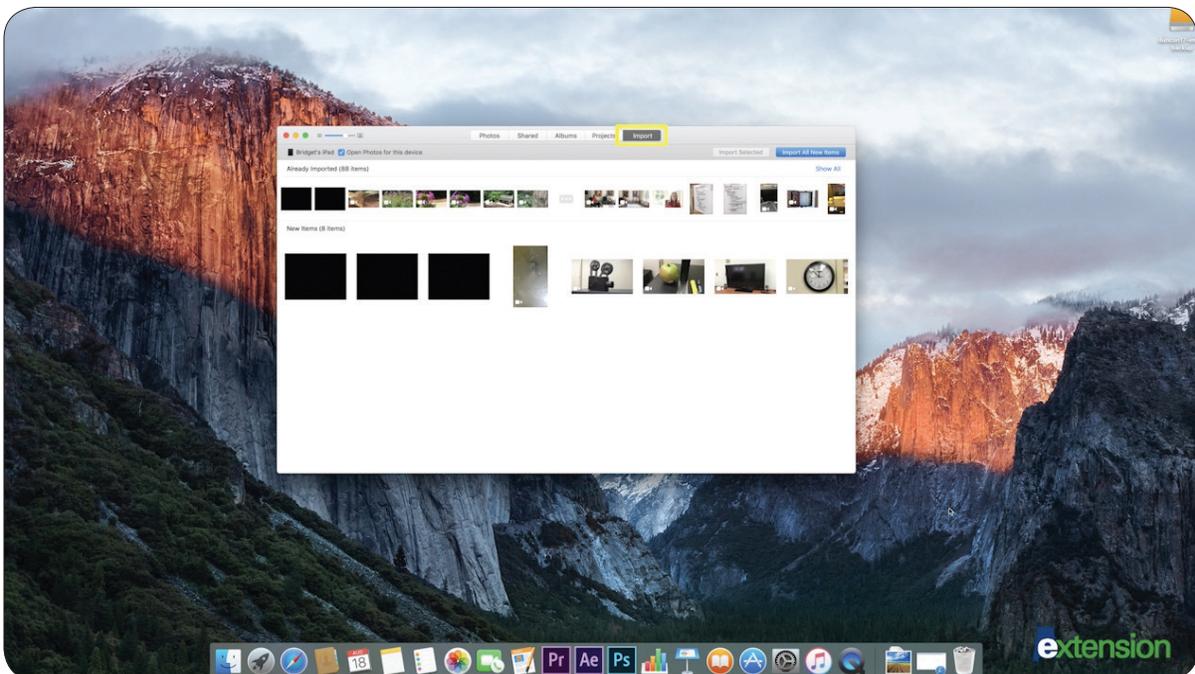
Bridget Brown, *Extension Producer/Director*

Transferring Video & Starting an iMovie Project

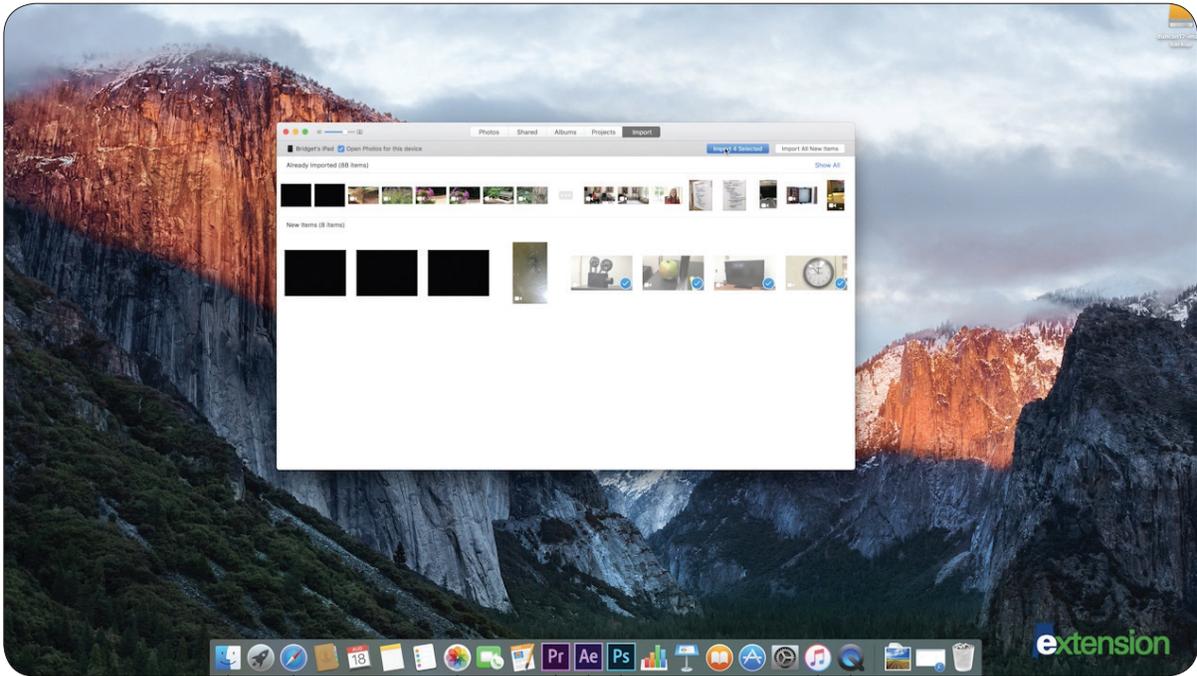
TIP: To edit your video project, you must transfer videos from your phone or other mobile device to the device on which you will edit. You can then start a new project in iMovie.



To transfer your files from an iPhone or iPad to computer, connect the devices with a Lightning to USB cable. This is the same cable you use to charge your device.



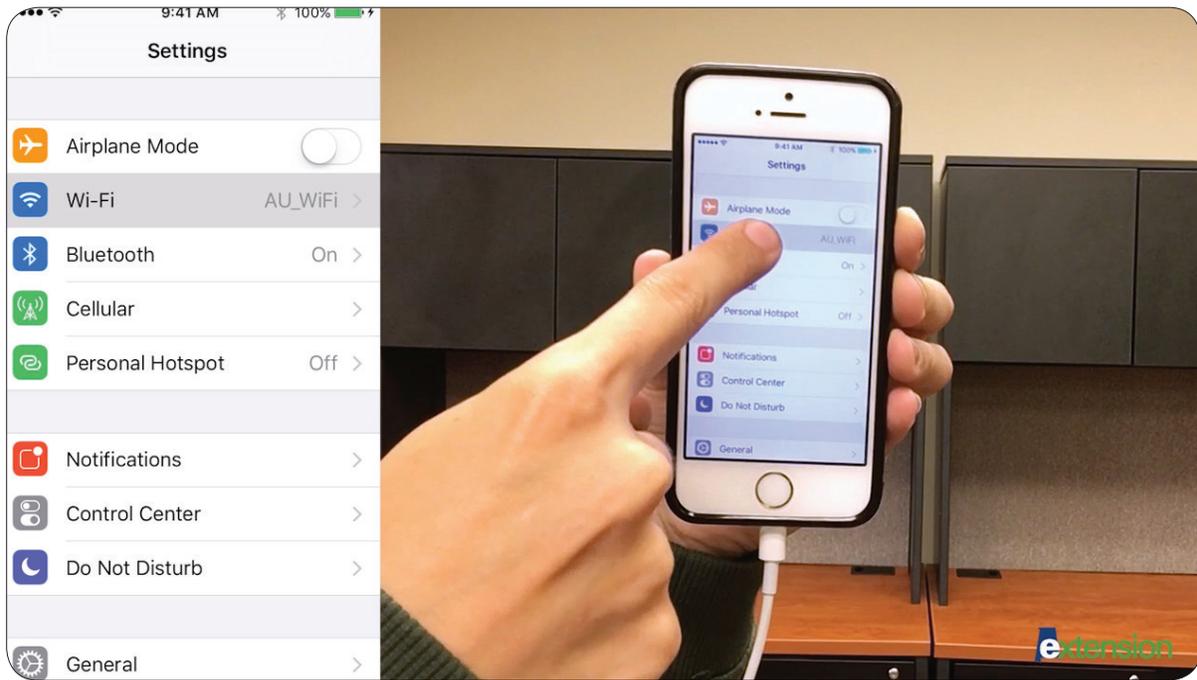
Once connected, the Photos App will automatically open. Make sure your Import tab is selected.



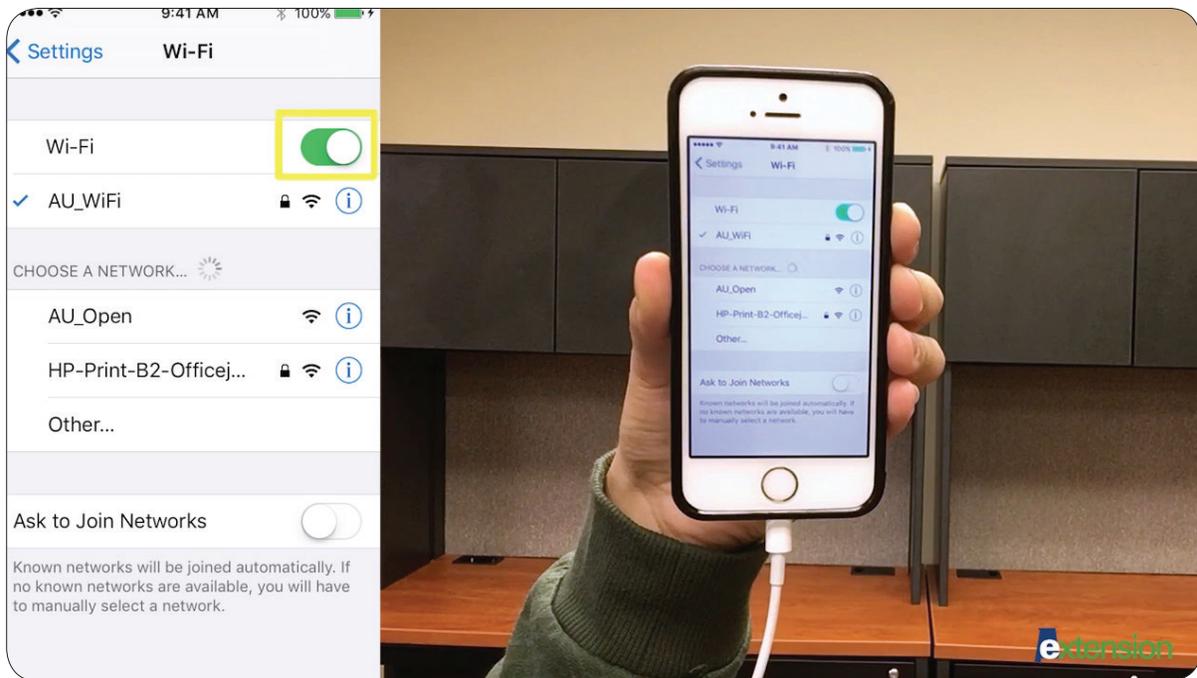
Select the clips you want to transfer. Click Import Selected at the top right corner of the window.



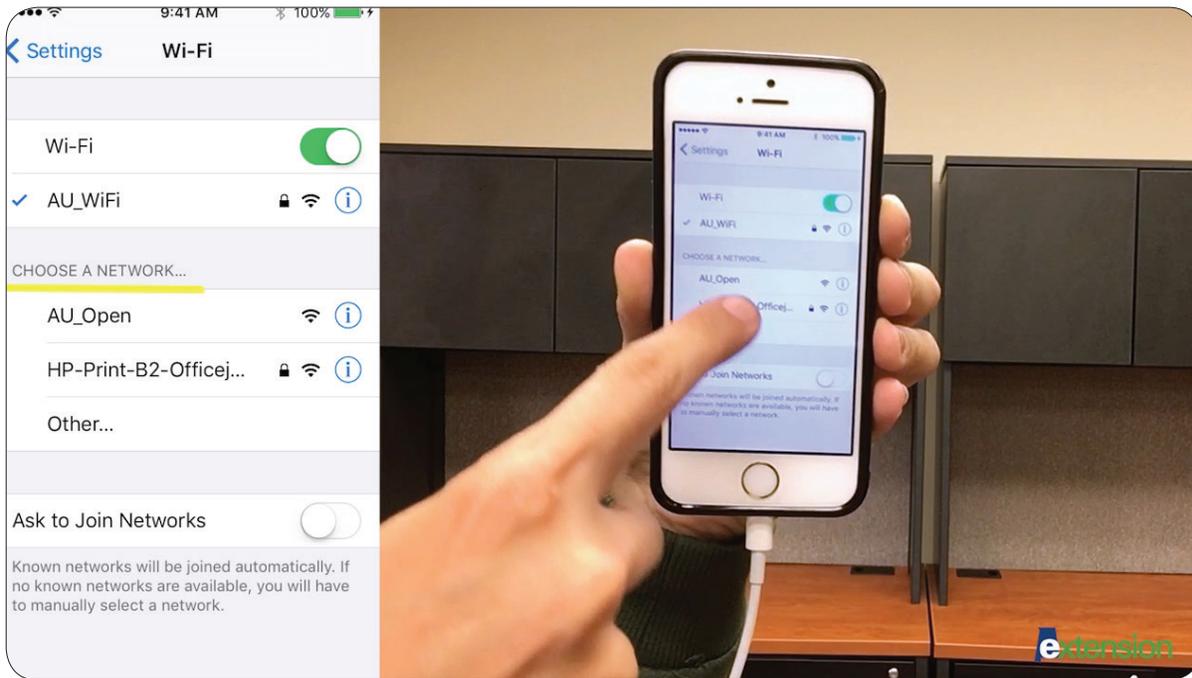
To transfer your files from an iPhone to iPad, first connect both devices to a Wi-Fi network. To do this, go to Settings.



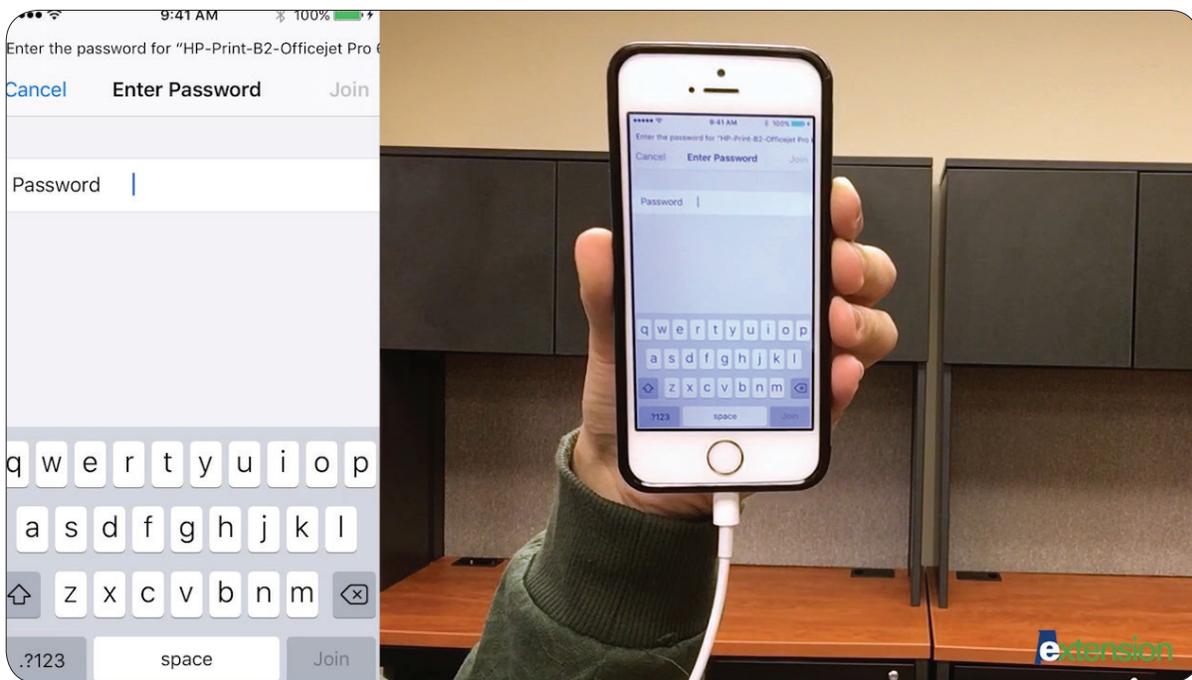
Select Wi-Fi.



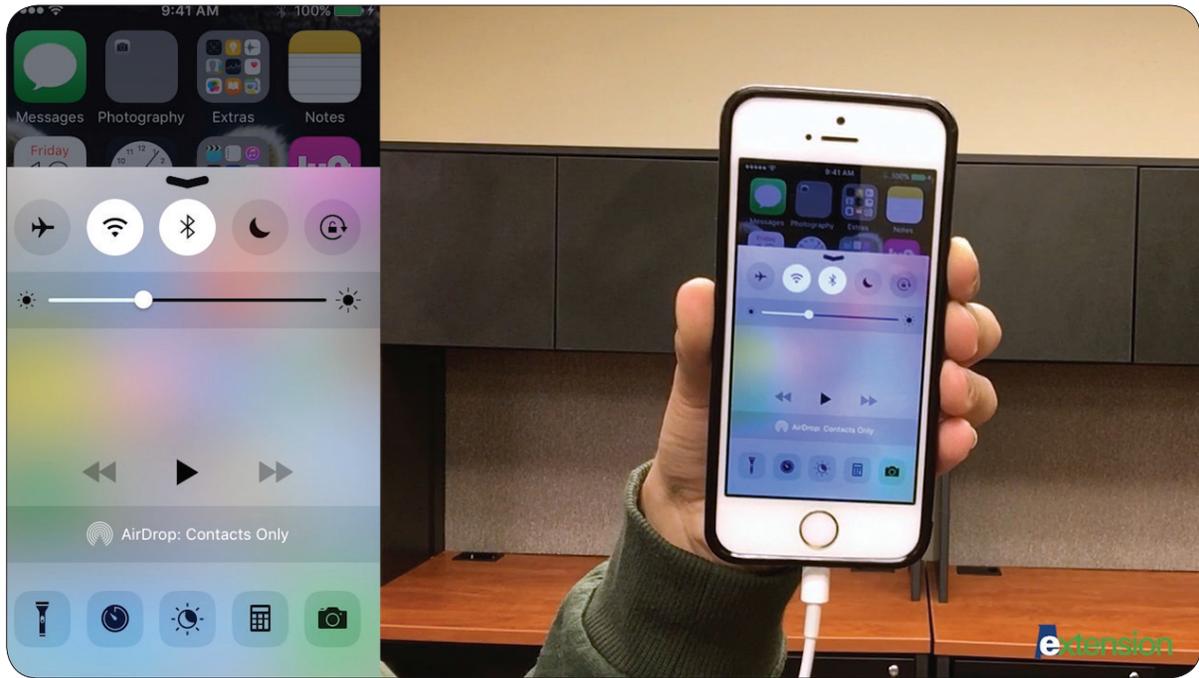
Make sure the Wi-Fi button is ON.



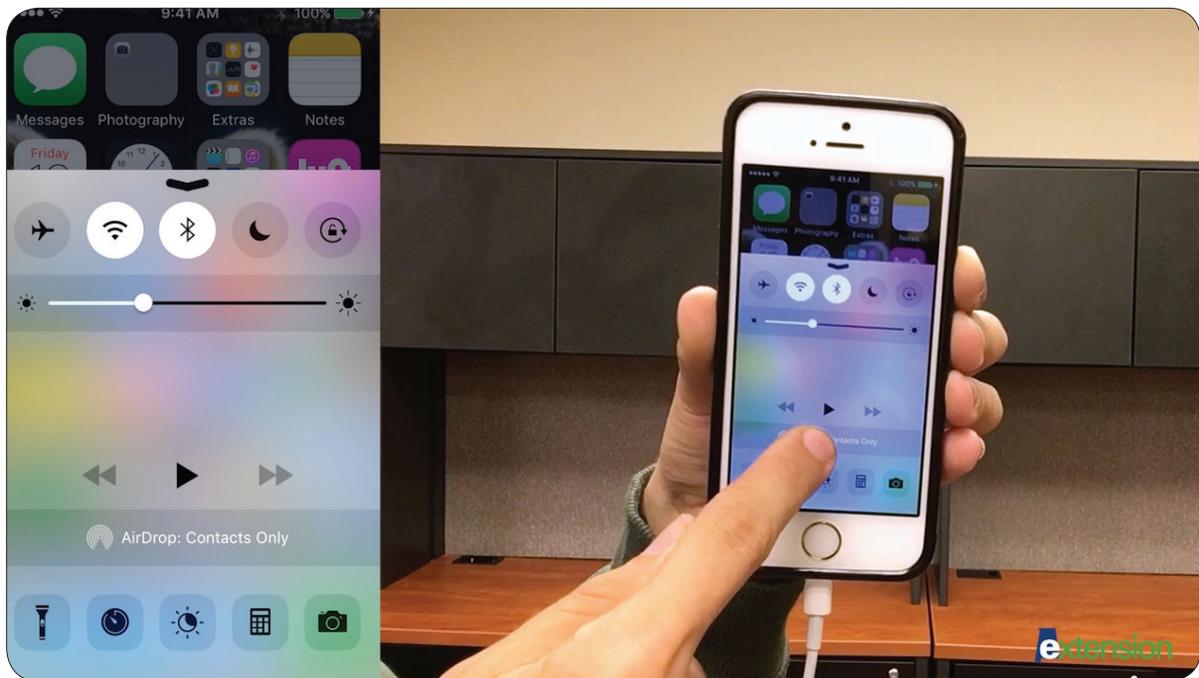
If no network or the wrong network is connected, select Choose a Network.



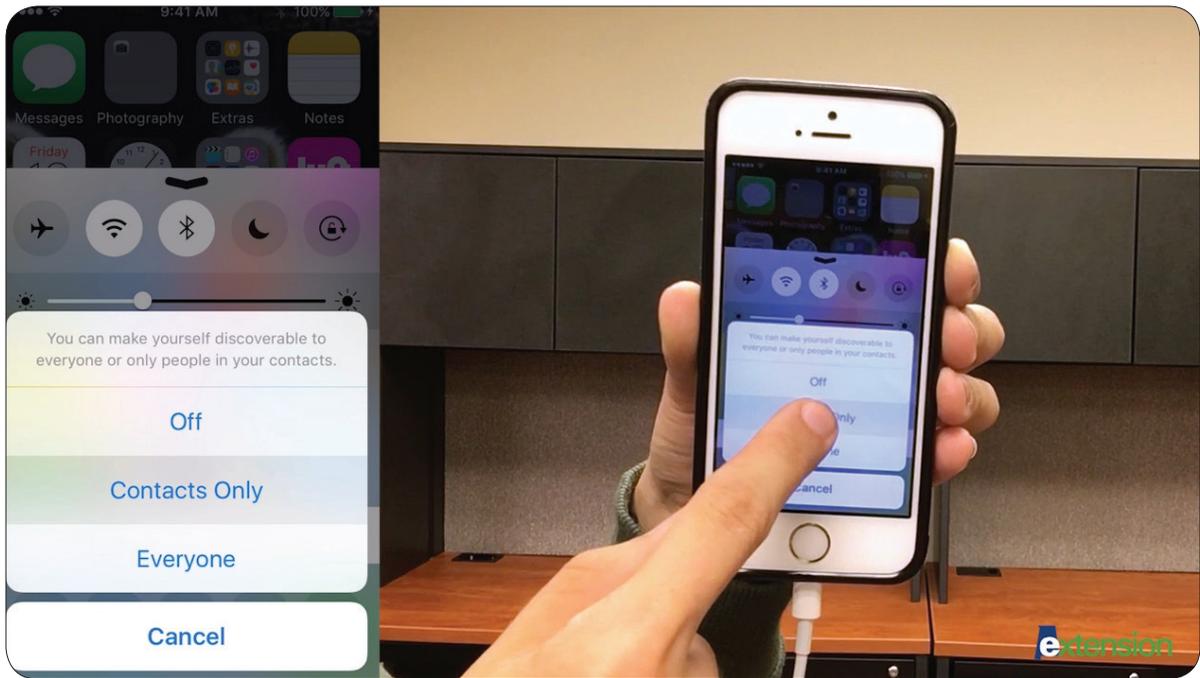
Enter username and/or password, if prompted.



Access your control center by swiping up from the bottom of your screen.



Select AirDrop.

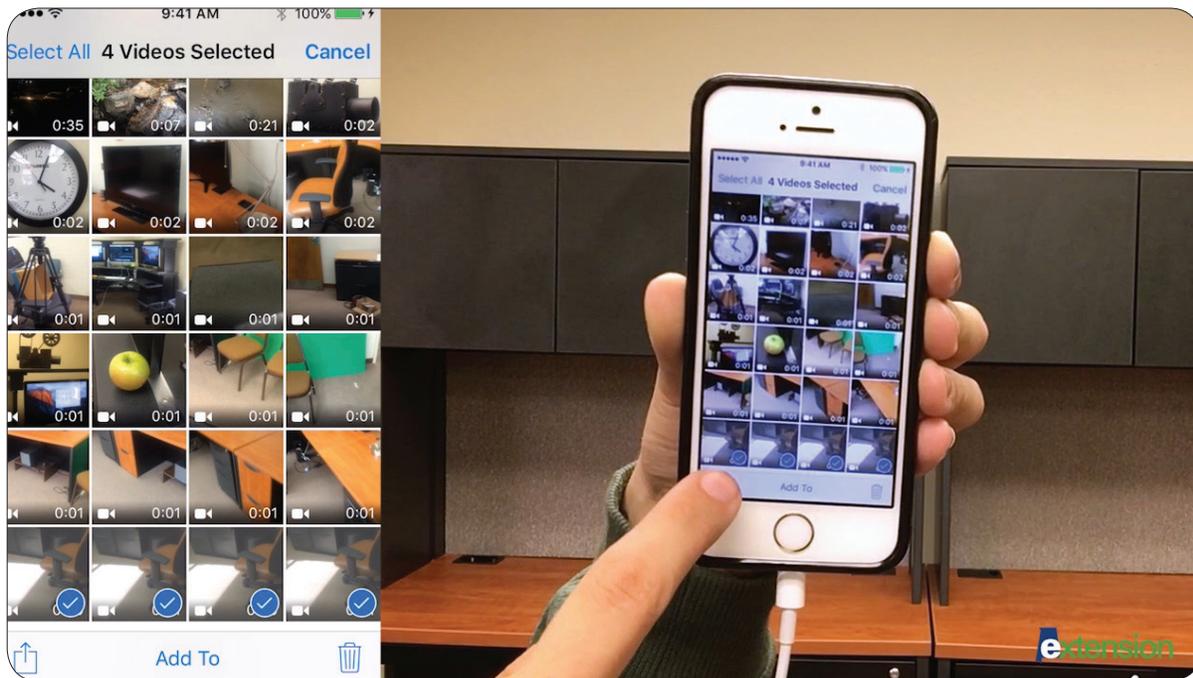


Choose Contacts Only.

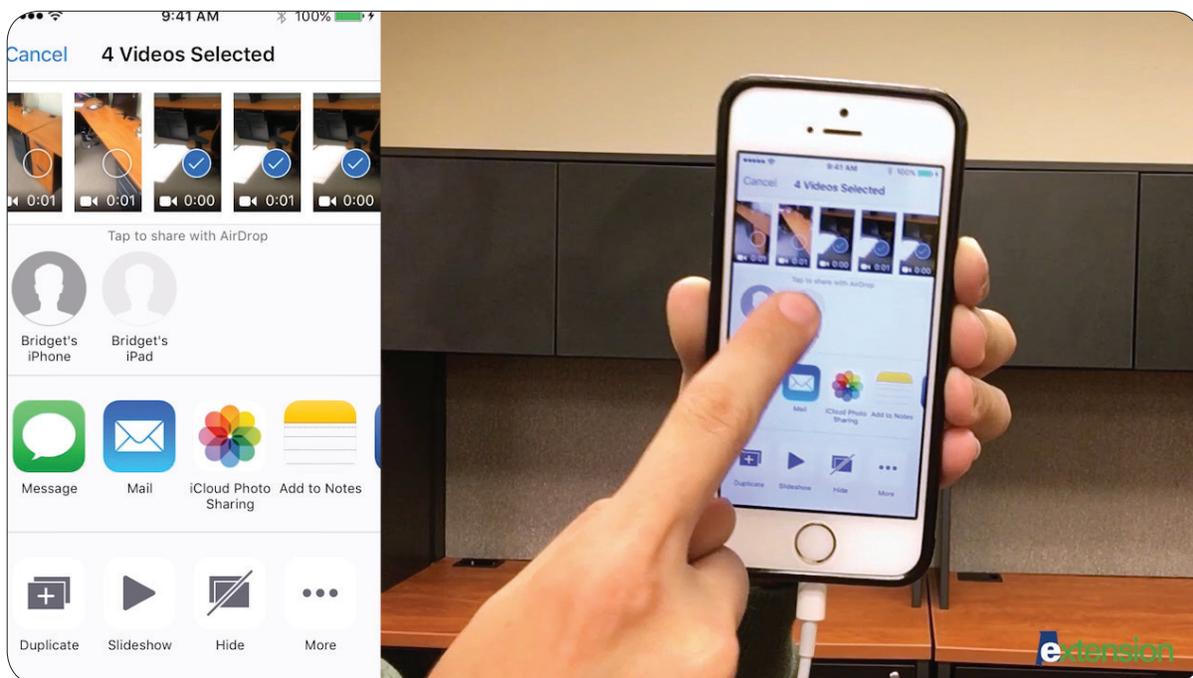
(Complete these on both the device you are transferring to and the device you are transferring from.)



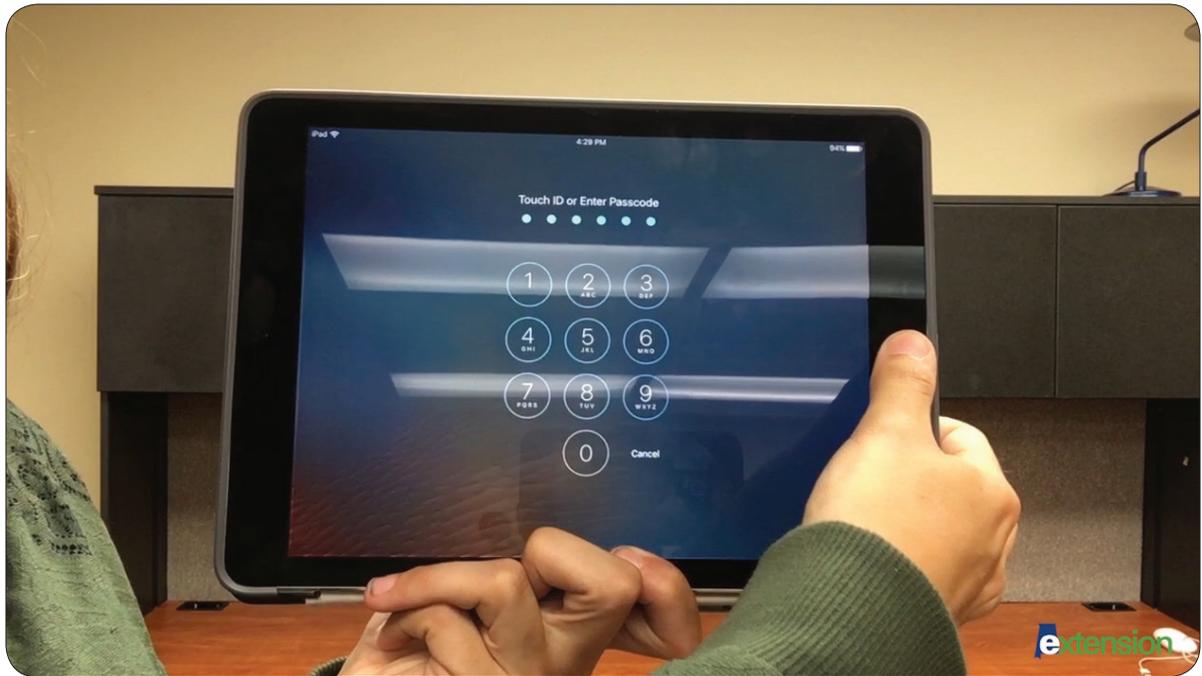
Open the Photos App.



Tap on each video you want to transfer. When finished, tap the icon on the lower right corner of your screen.



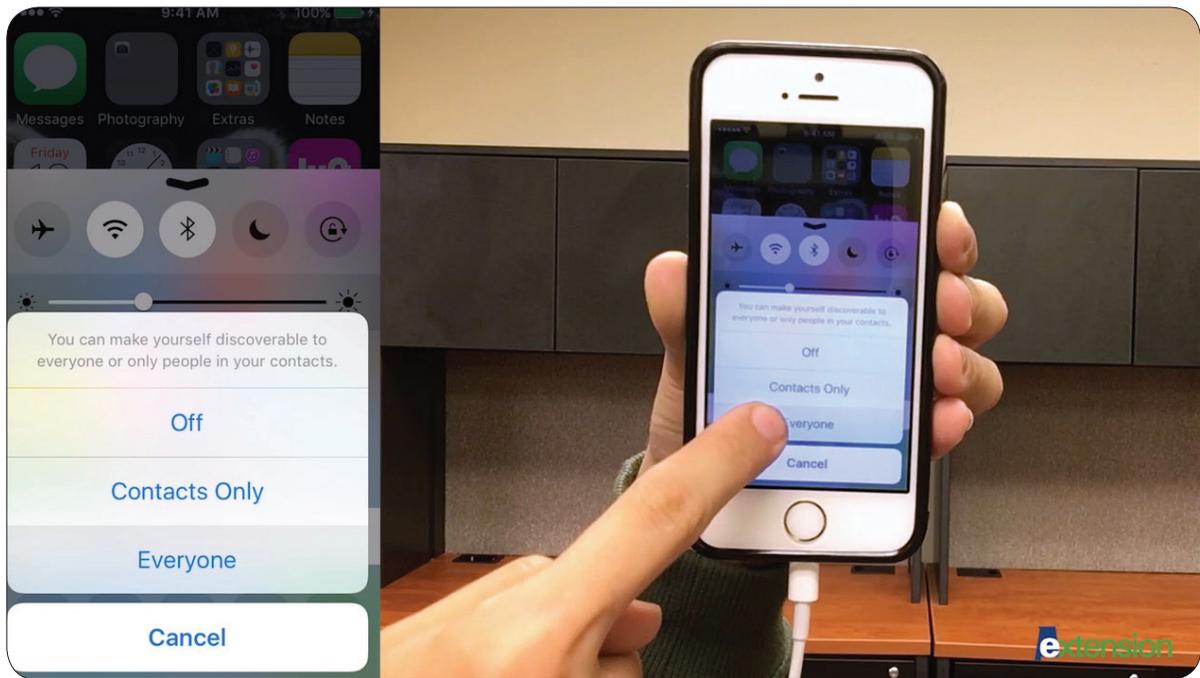
Wait a moment and then the device you are transferring your photos to will appear. Select the device and your transfer will begin.



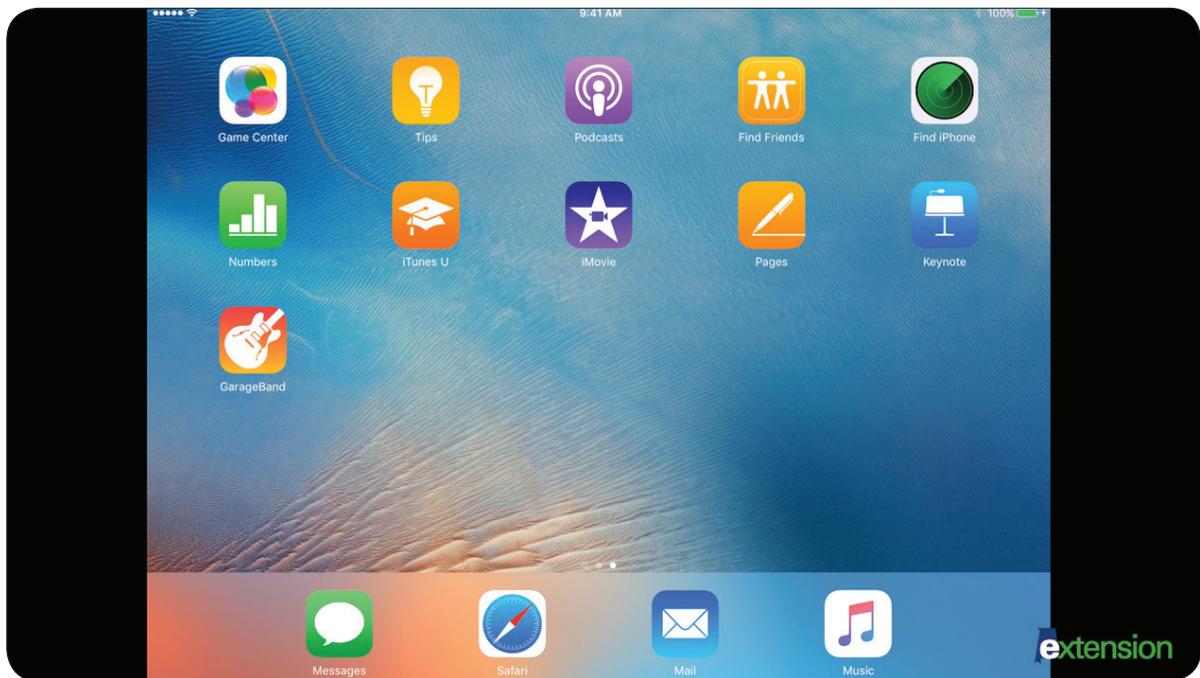
If you don't see your device, make sure the iPad you are transferring to is unlocked.



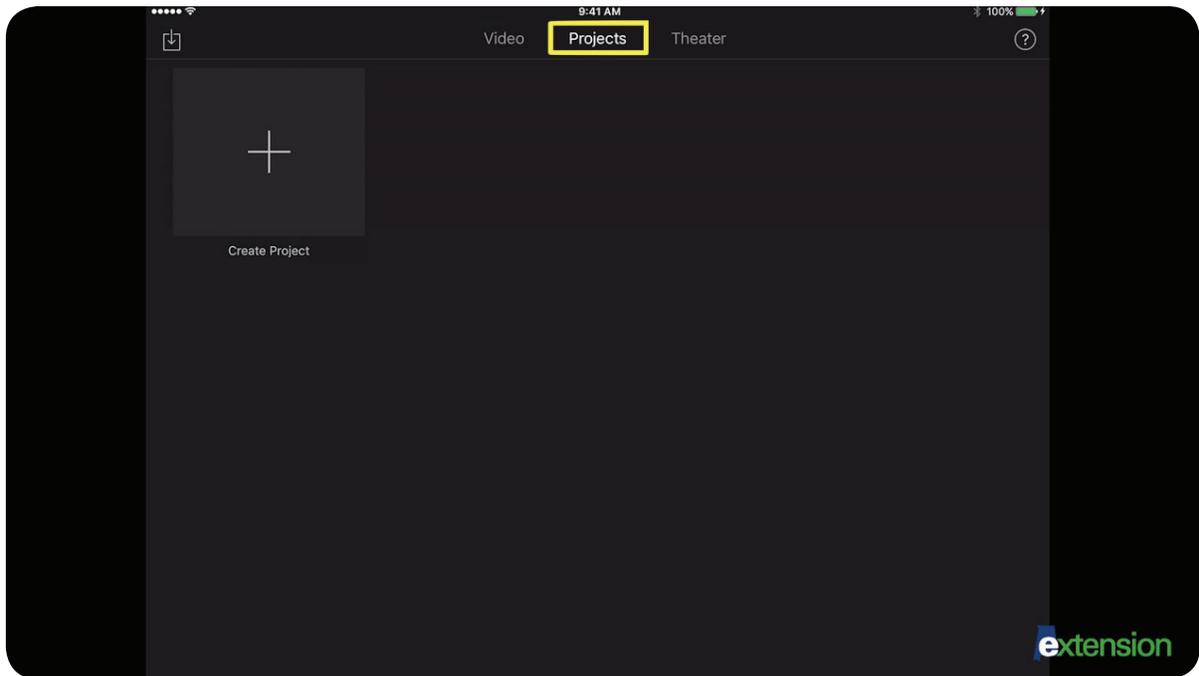
If you still don't see your device, reopen the control center and select AirDrop.



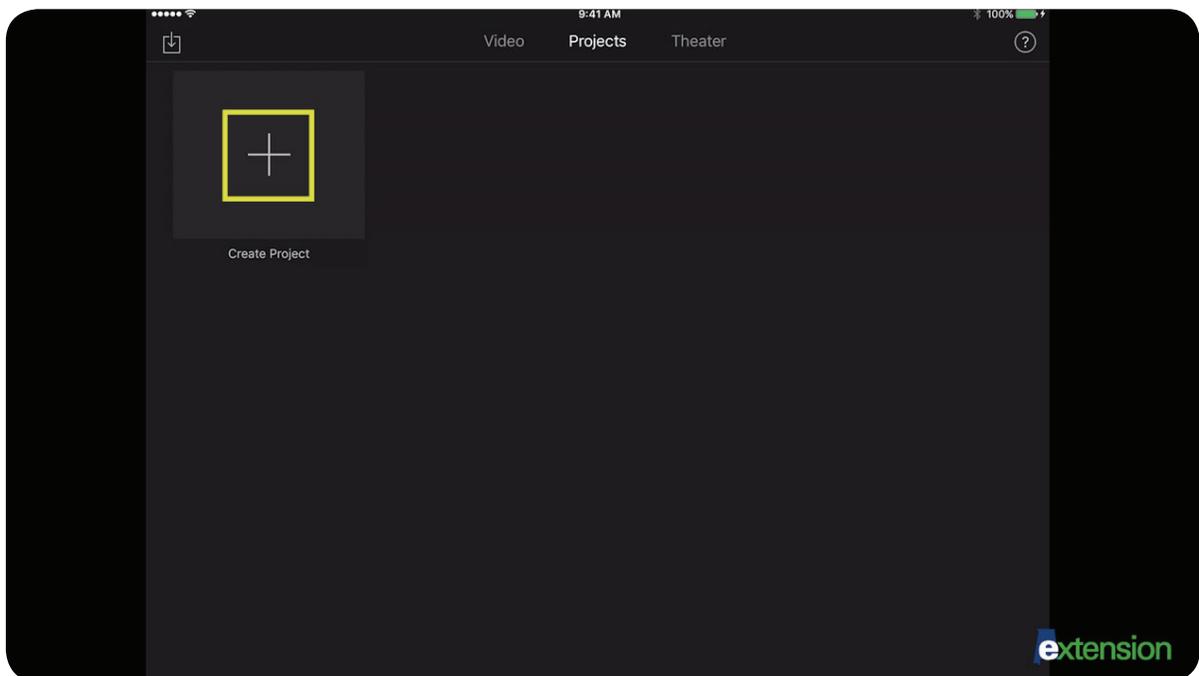
Choose Everyone.



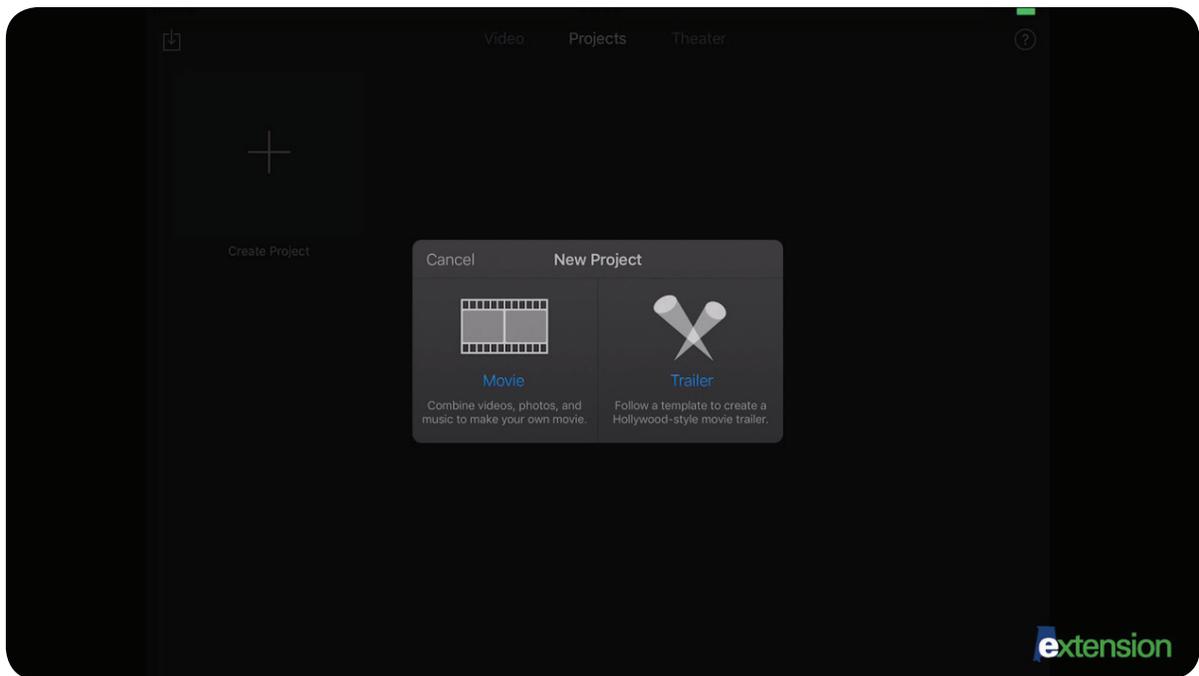
To start a project, begin by selecting the iMovie App.



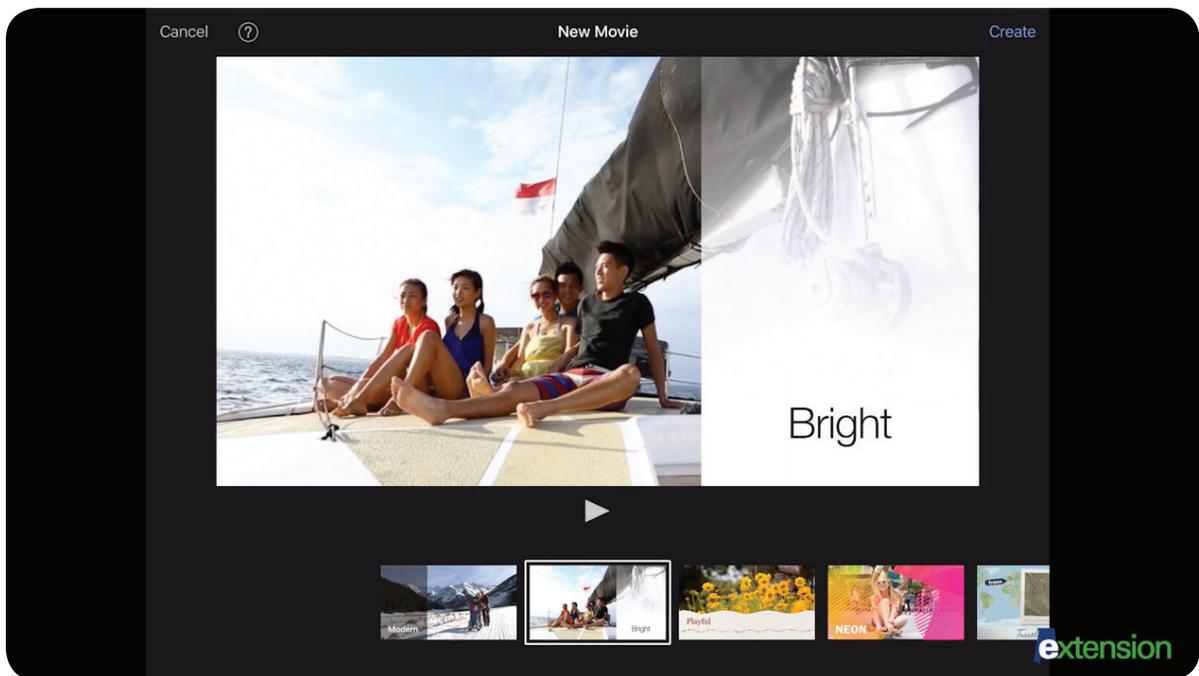
At the top of your screen, select Projects.



Tap on the plus sign above Create Project.



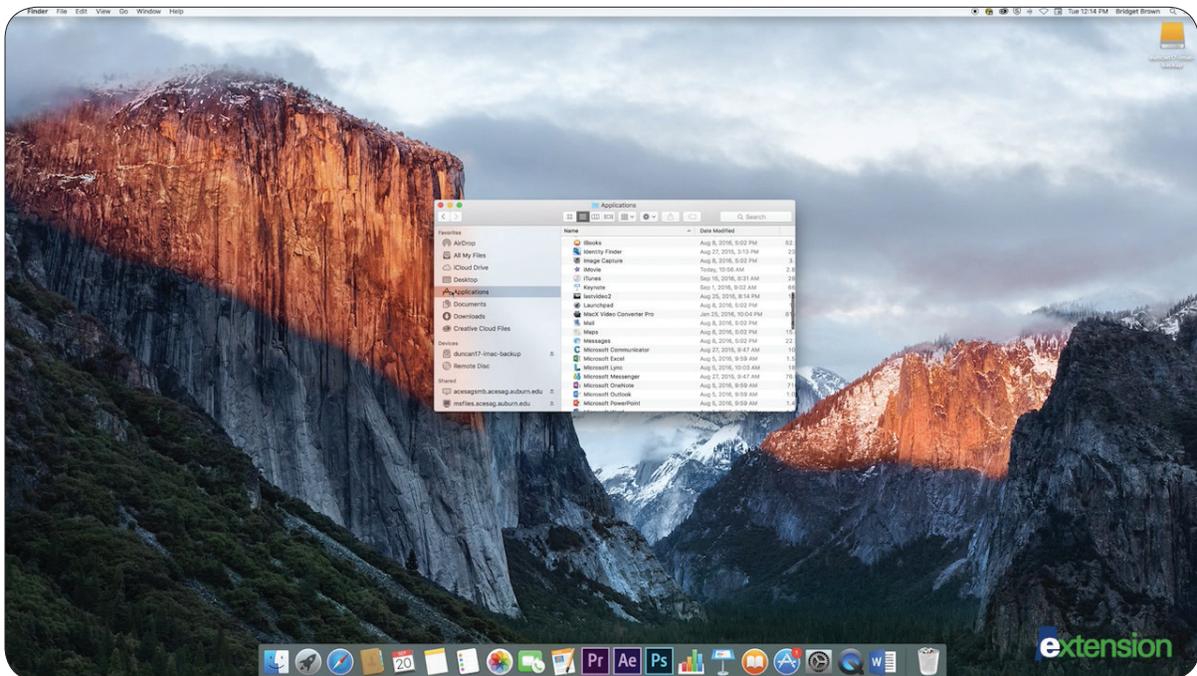
You are now shown two options, Movie and Trailer. Choose Movie.



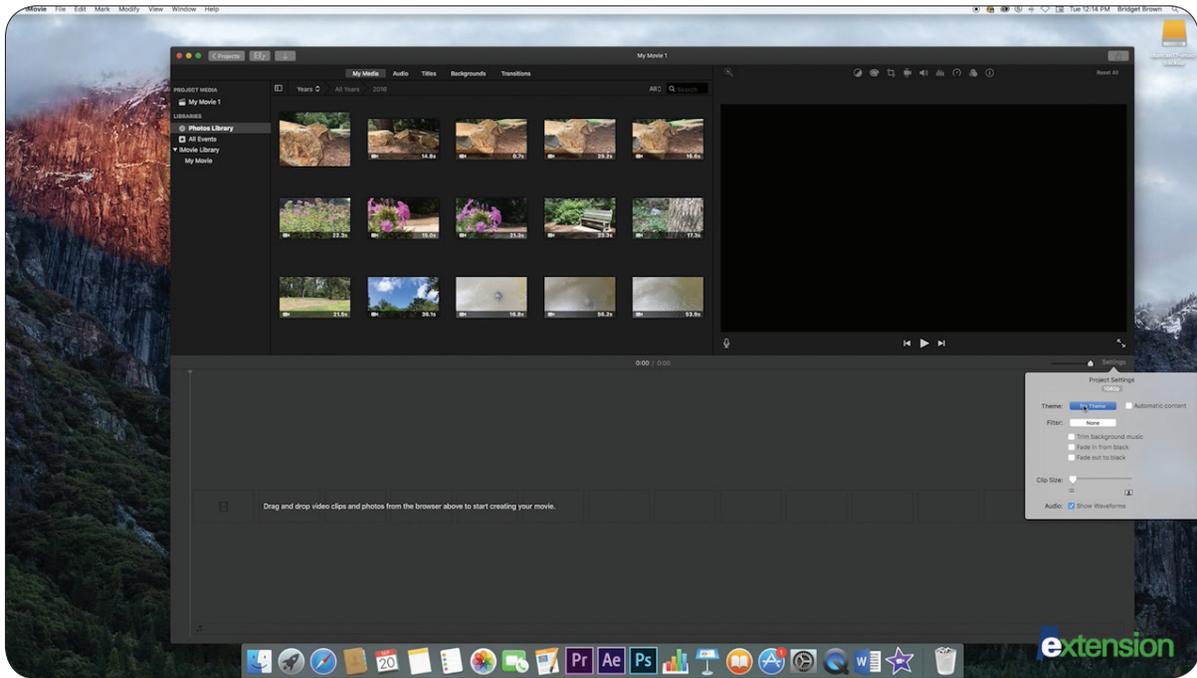
Now it's time to select a theme. Currently, Extension supports only Bright, Modern, or Simple. When you have chosen your theme, select Create at the top right corner. You are now ready to begin editing.



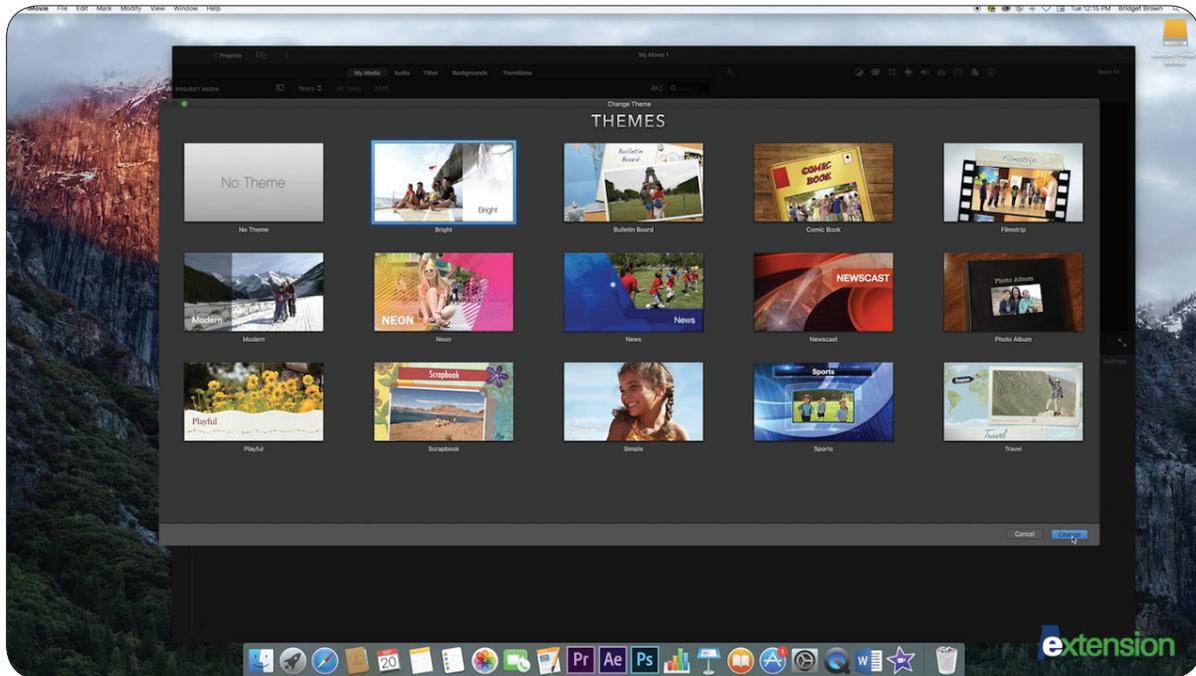
To create a project from your computer, open your Finder.



Choose Applications.



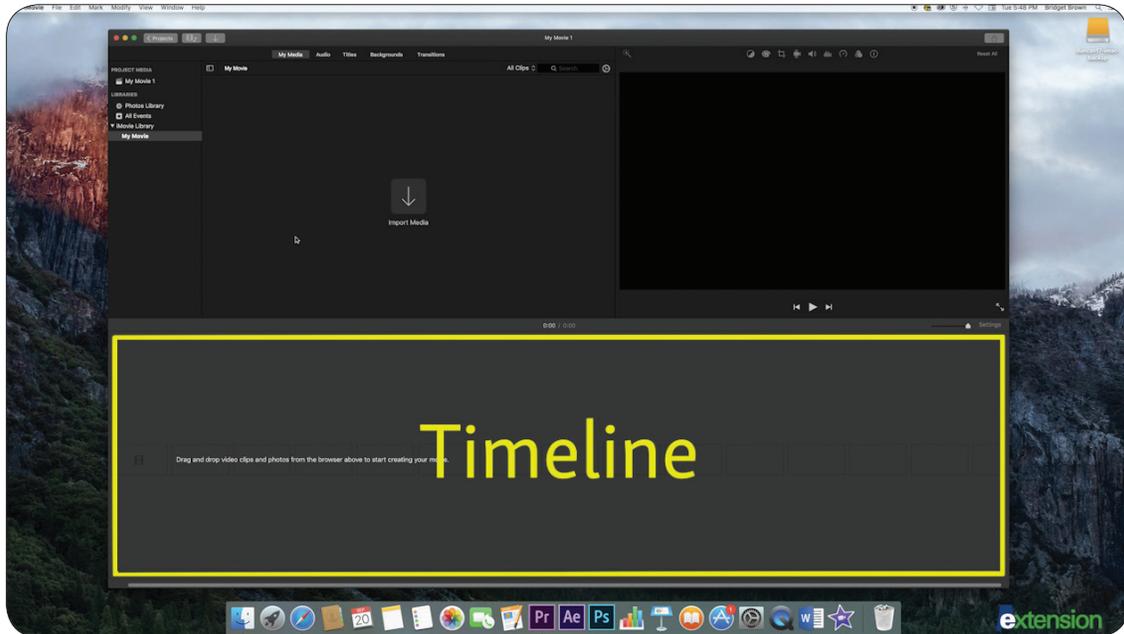
To select a theme for your movie, click Settings at the center right of your window. Select the button next to Theme.



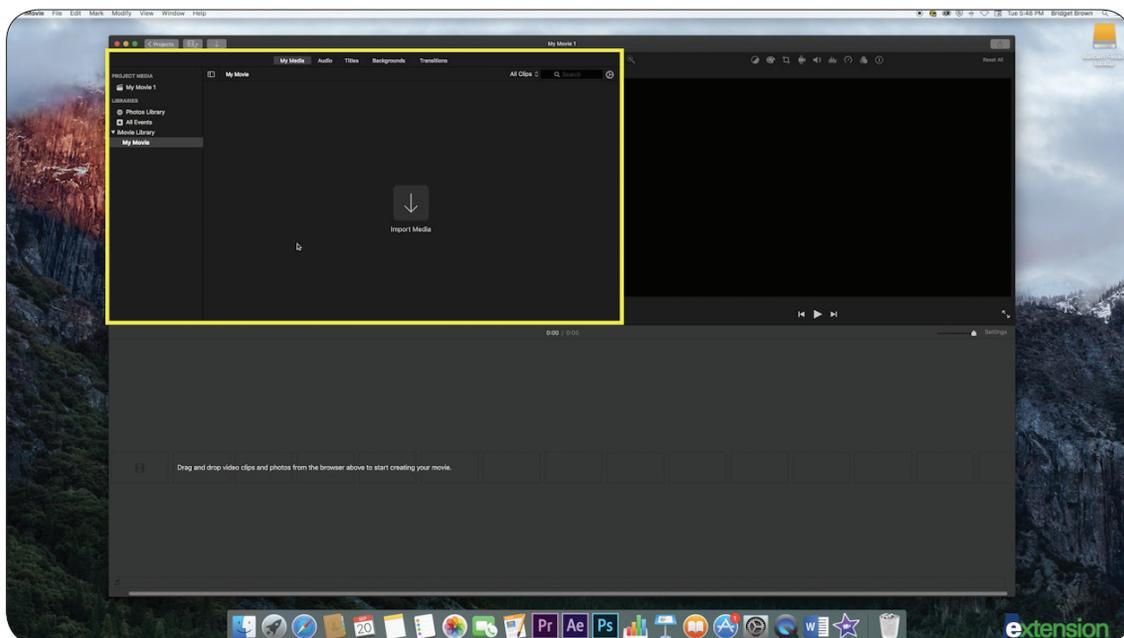
When you have chosen a theme, click Change. You are now ready to begin editing.

Editing Video on a Computer

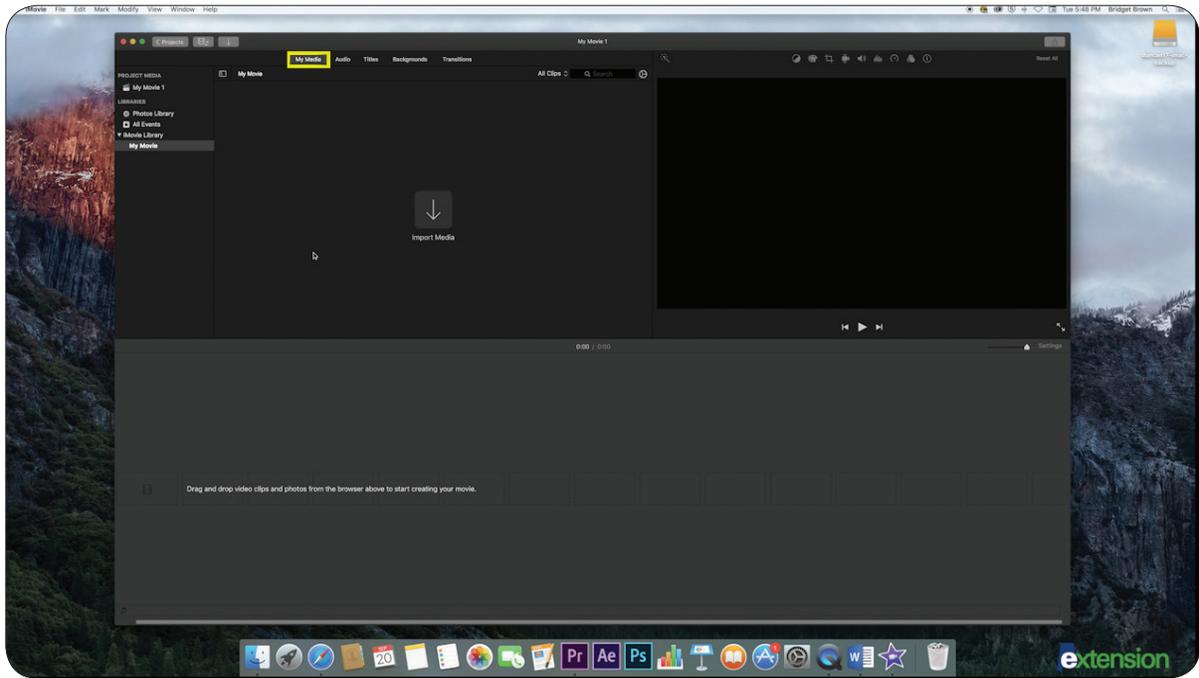
Tip: You can use your Apple desktop or laptop computer to edit video. Learn to add video to a timeline and trim clips, change volume and edit audio independently from your video, and add titles.



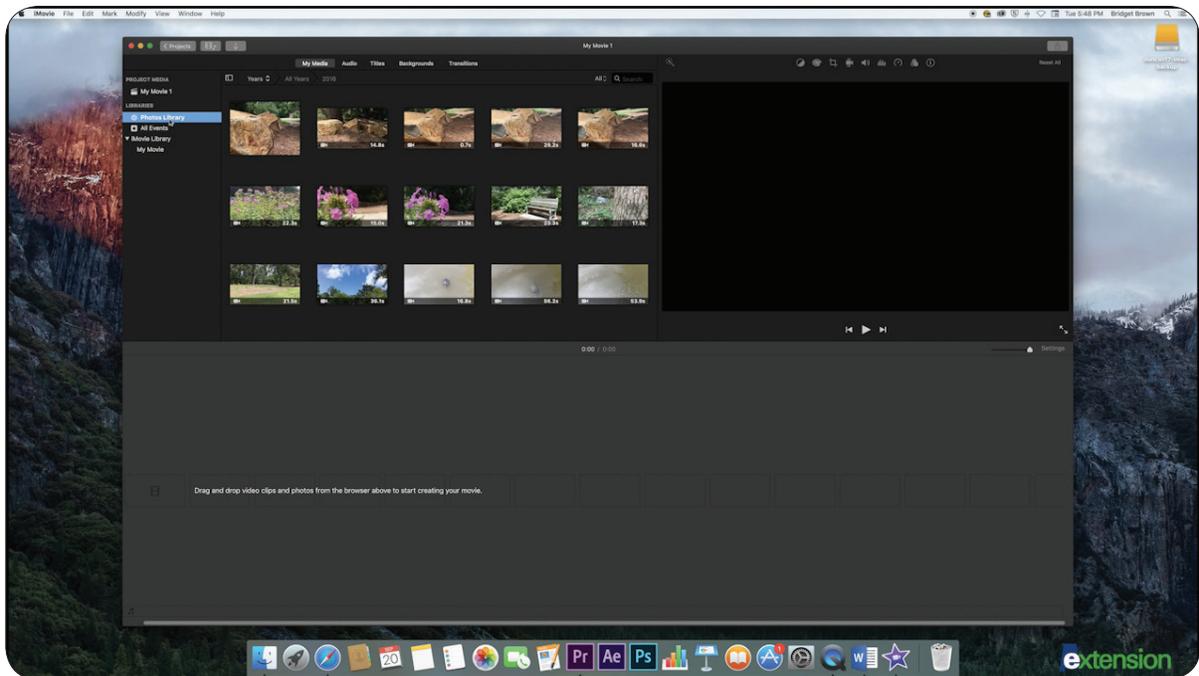
First, add clips to your timeline.



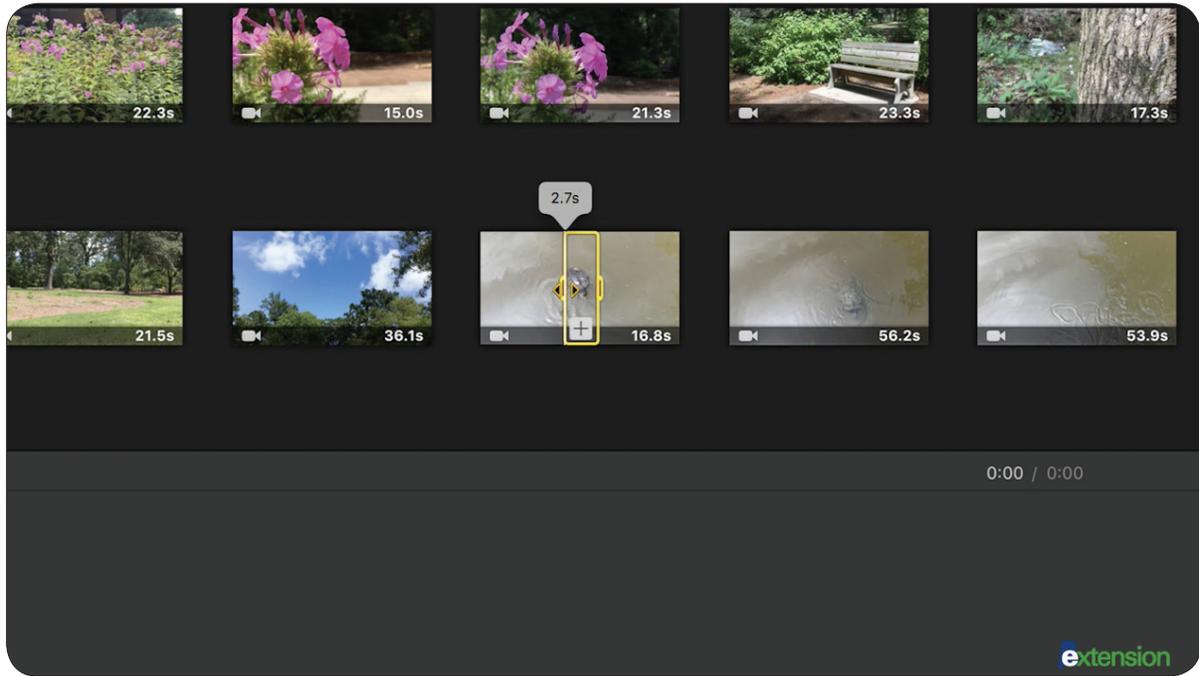
Find your media panel.



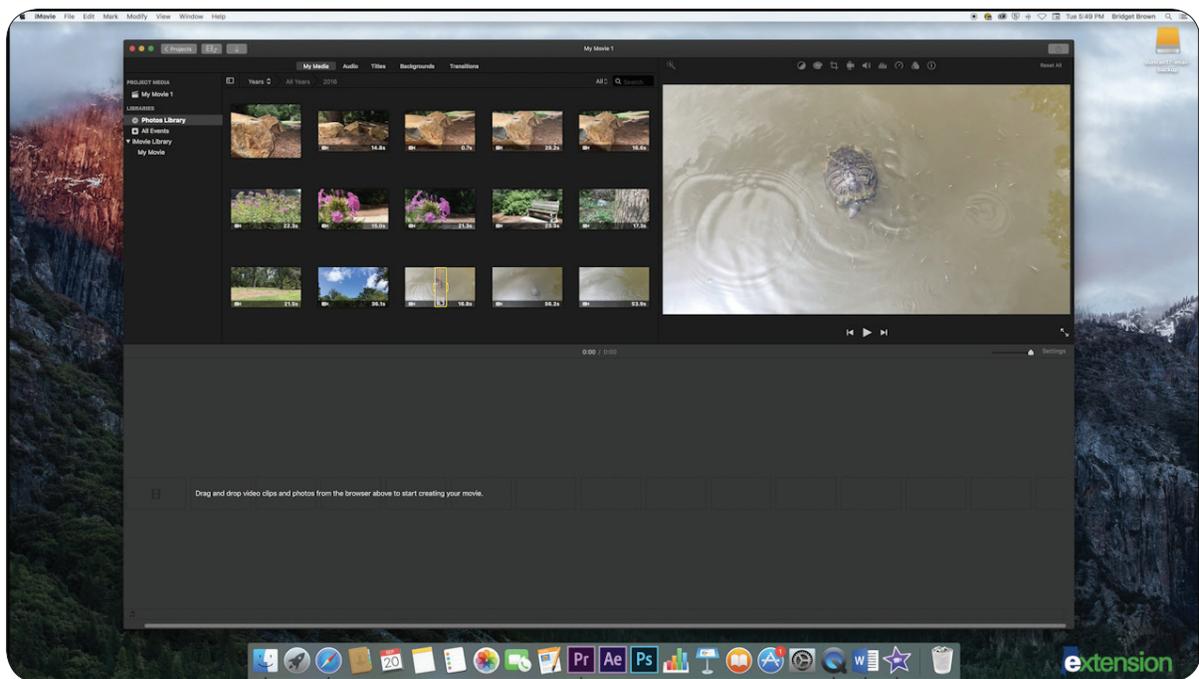
Make sure the My Media tab is selected.



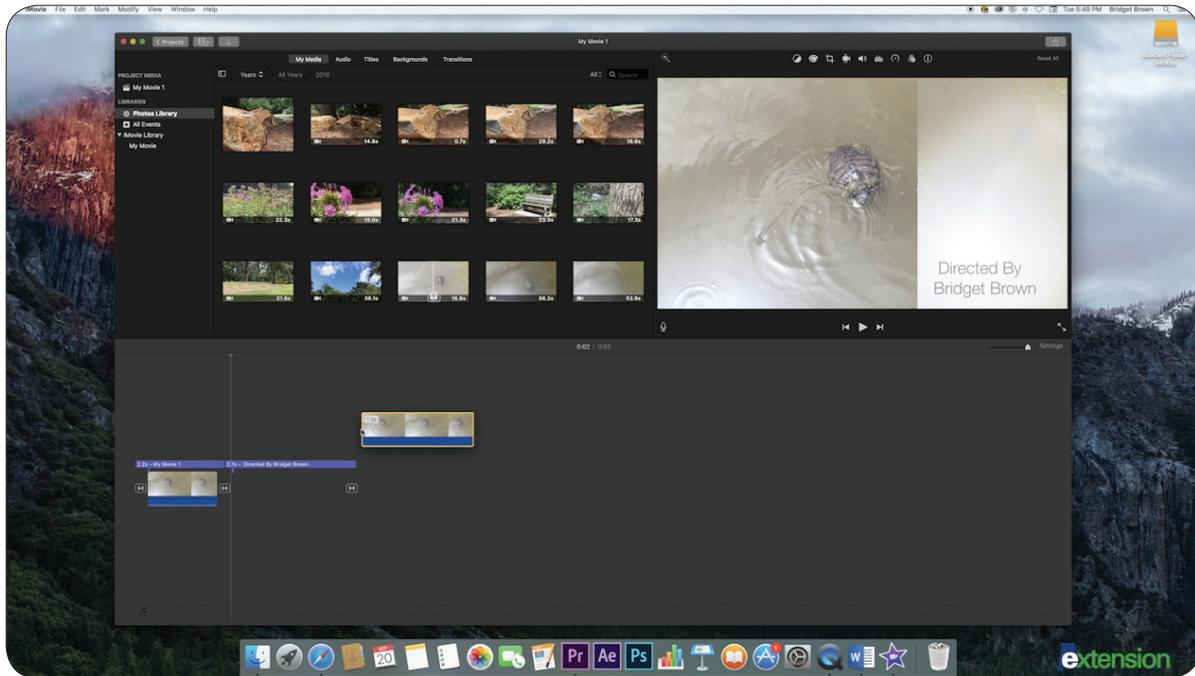
Then select Photos Library.



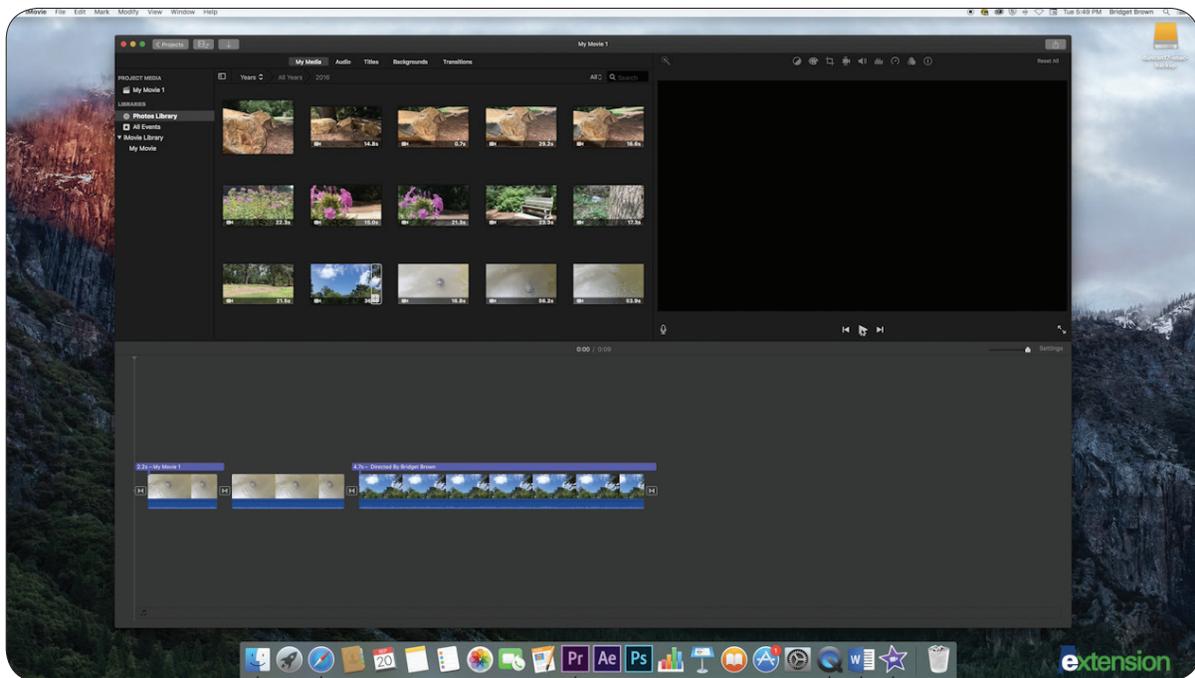
Click on the clip you want to add to your timeline. When you hover your mouse over the tabs on either the left or right of the box, arrows will appear. Click and drag the arrows to the portion of the clip that you want to use.



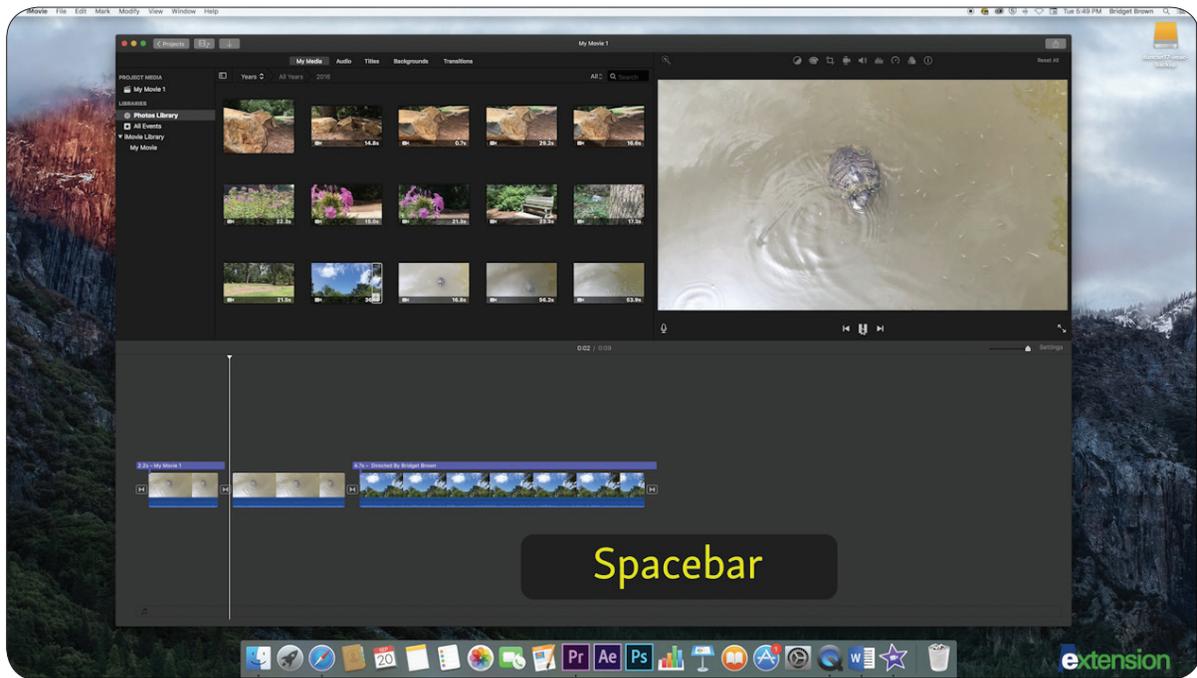
When satisfied, click the small square with the plus sign on the clip to add it to your timeline.



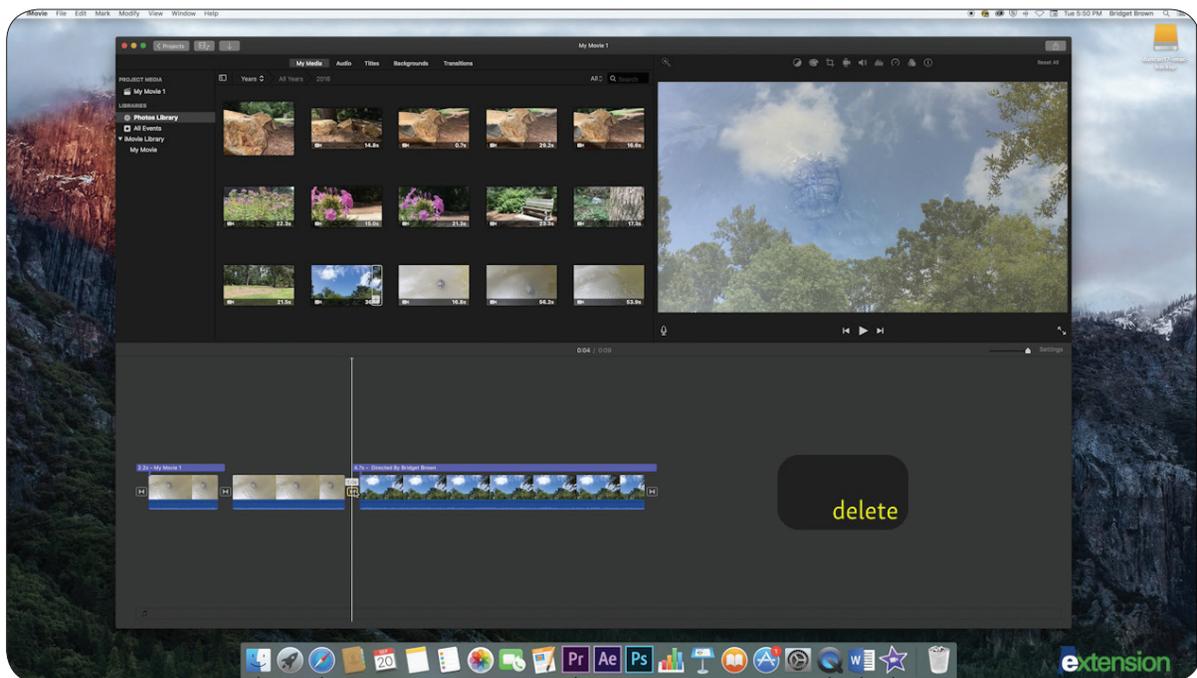
You can also grab the clip and drag it to your timeline. Repeat these steps for each clip you want to add.



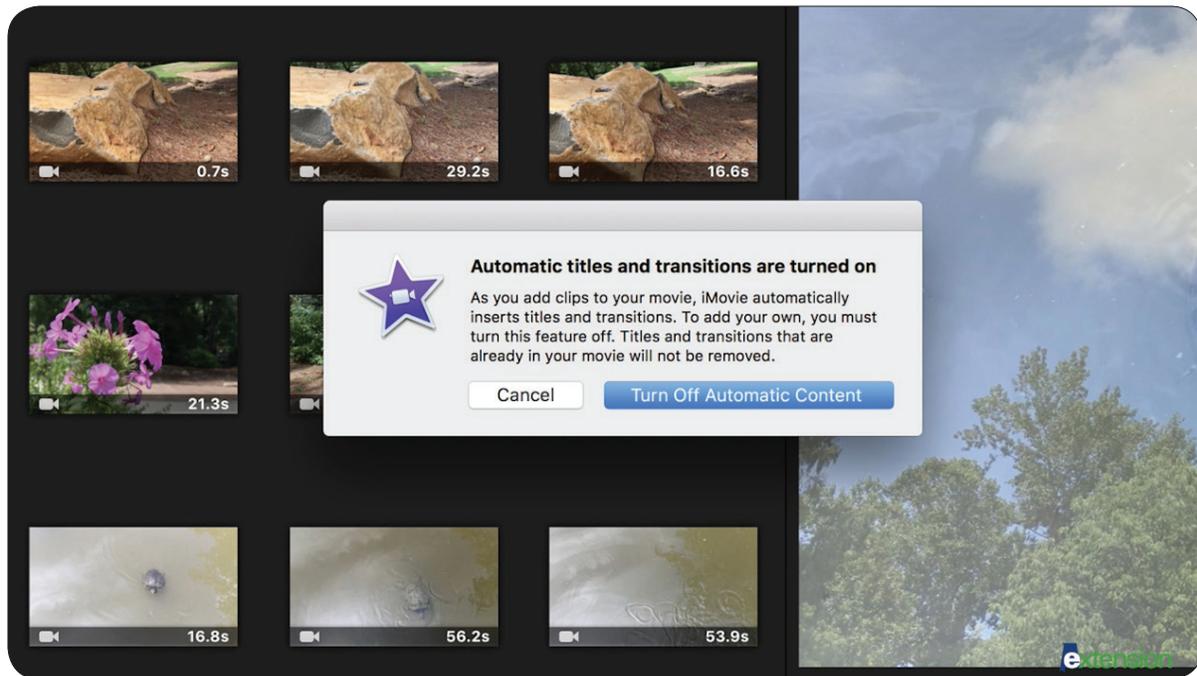
When you have added your clips, you can view your video by moving the play head to the beginning of your timeline and then pressing Play in your viewing panel.



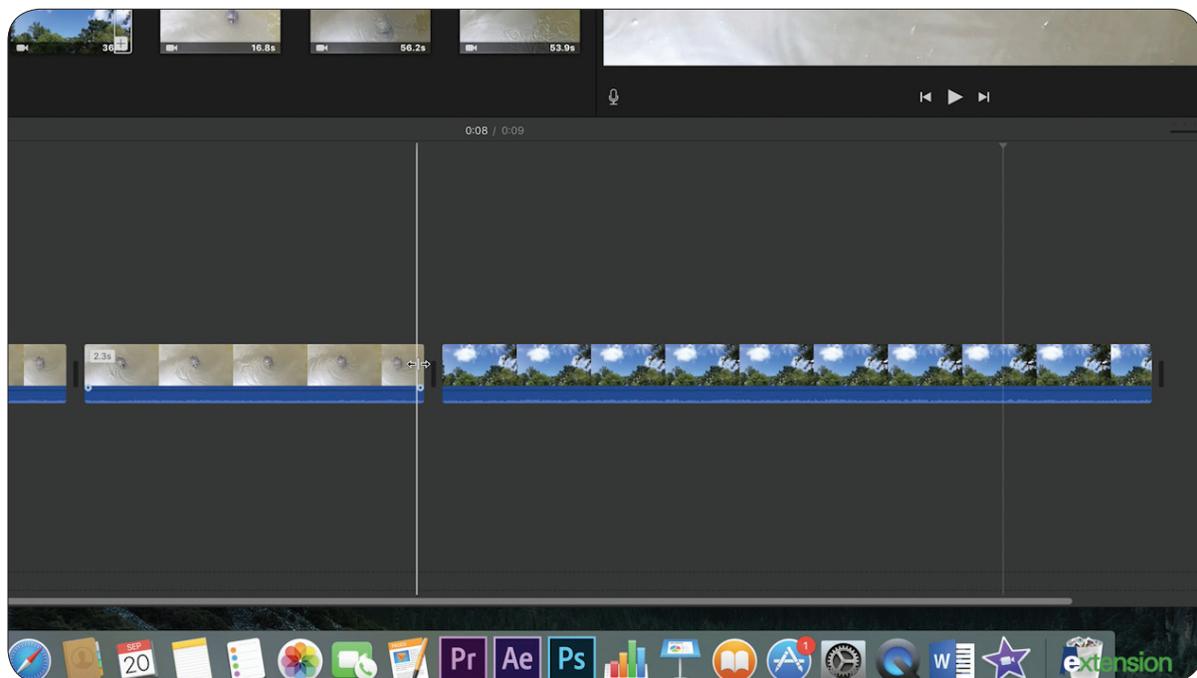
You can also press the spacebar on your keyboard to start and stop your video. Note that iMovie has automatically added transitions between each of the clips and has added titles to your movie. Transitions should only be used for a specific purpose. For example, to show before and after or to emphasize the passing of time. Otherwise, transitions are unnecessary.



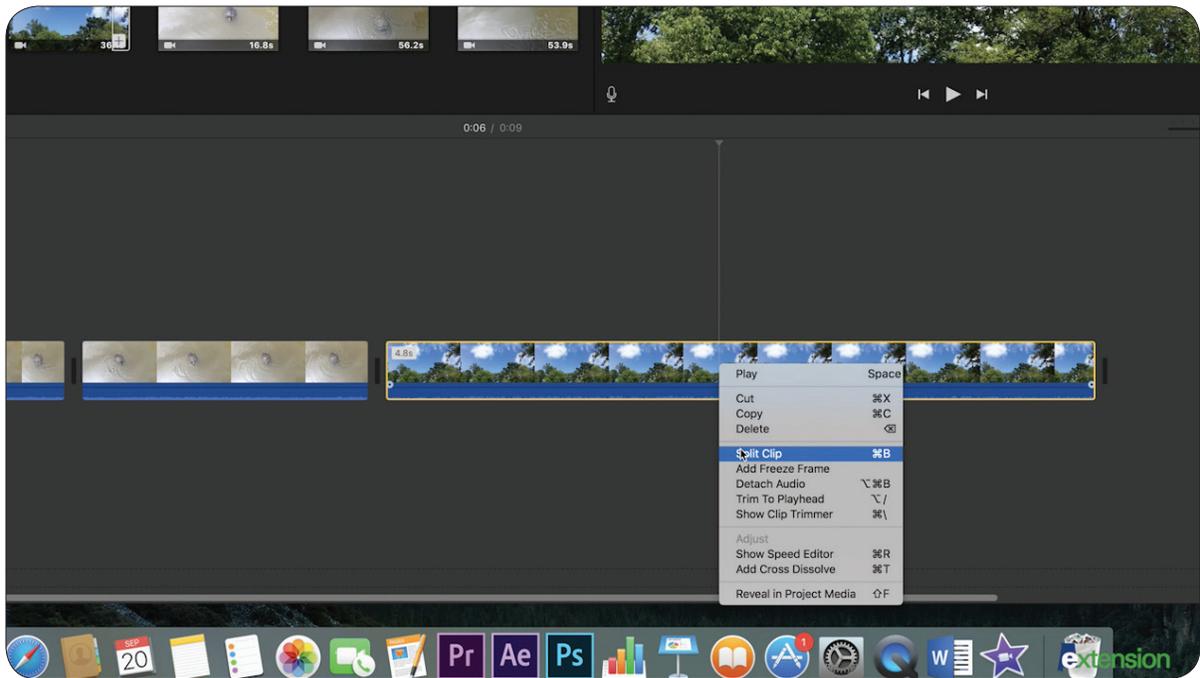
To remove the transitions, select the small square between each clip and press the delete or backspace key on your keyboard.



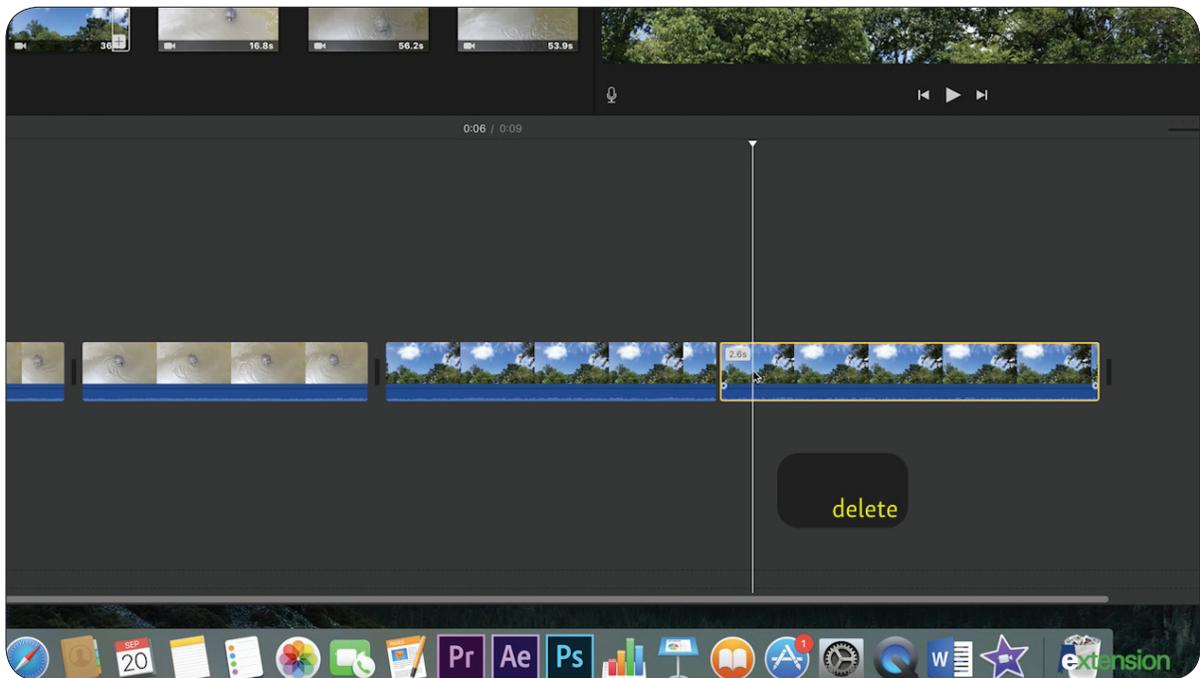
The first time you do this, iMovie will tell you that automatic titles and transitions are turned on. Choose Turn Off Automatic Content. You may now delete each of the transitions and title that iMovie has added.



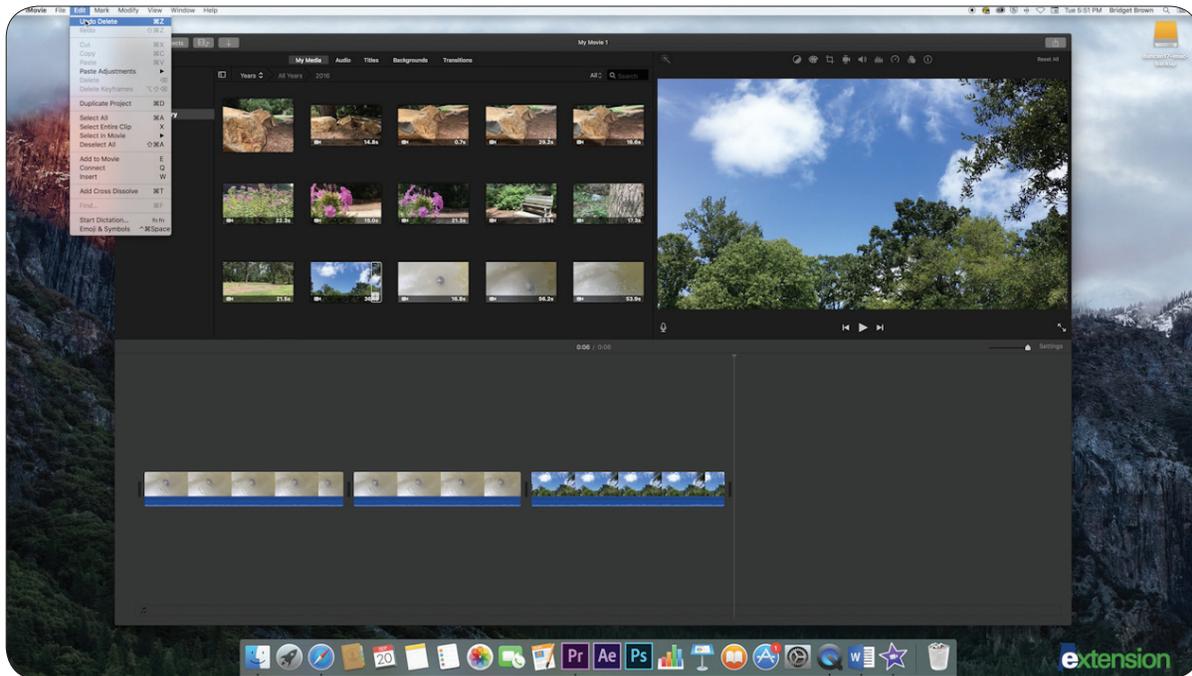
After viewing the clips in your timeline, you may decide to make changes. Move your mouse over the beginning or end of the clip you want to edit. Arrows will appear. Click and drag your mouse to lengthen or shorten your clip.



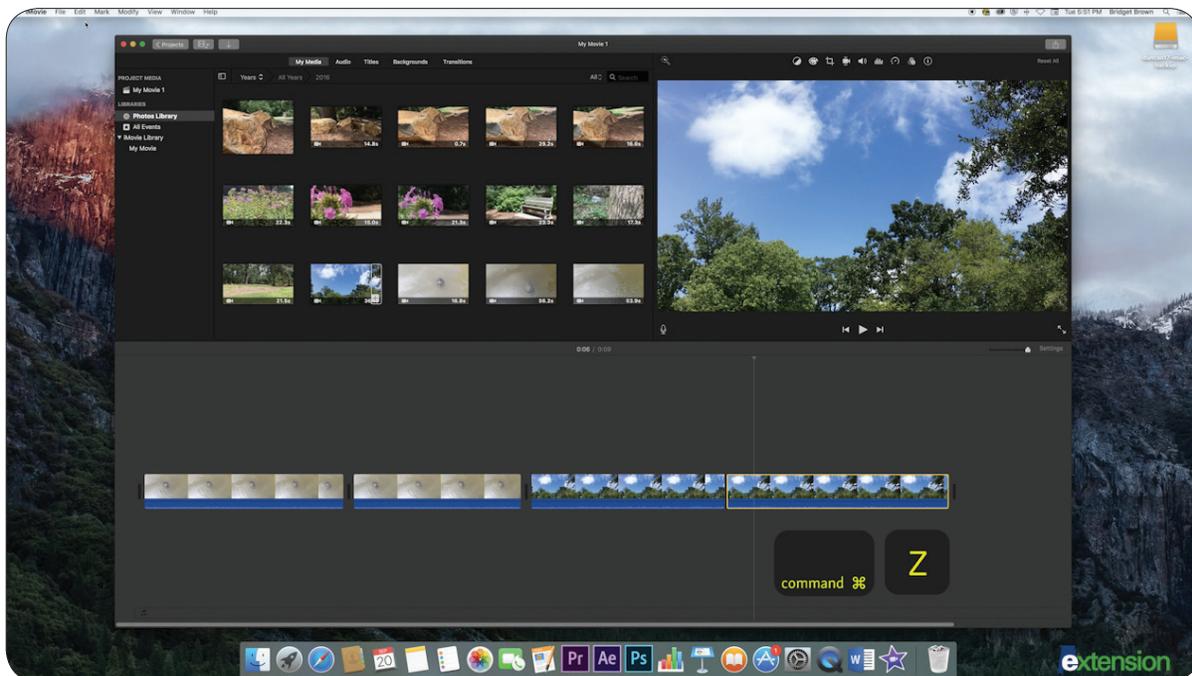
You can split a clip by moving the play head to where you want to cut it, right-clicking on the clip, then choosing Split Clip.



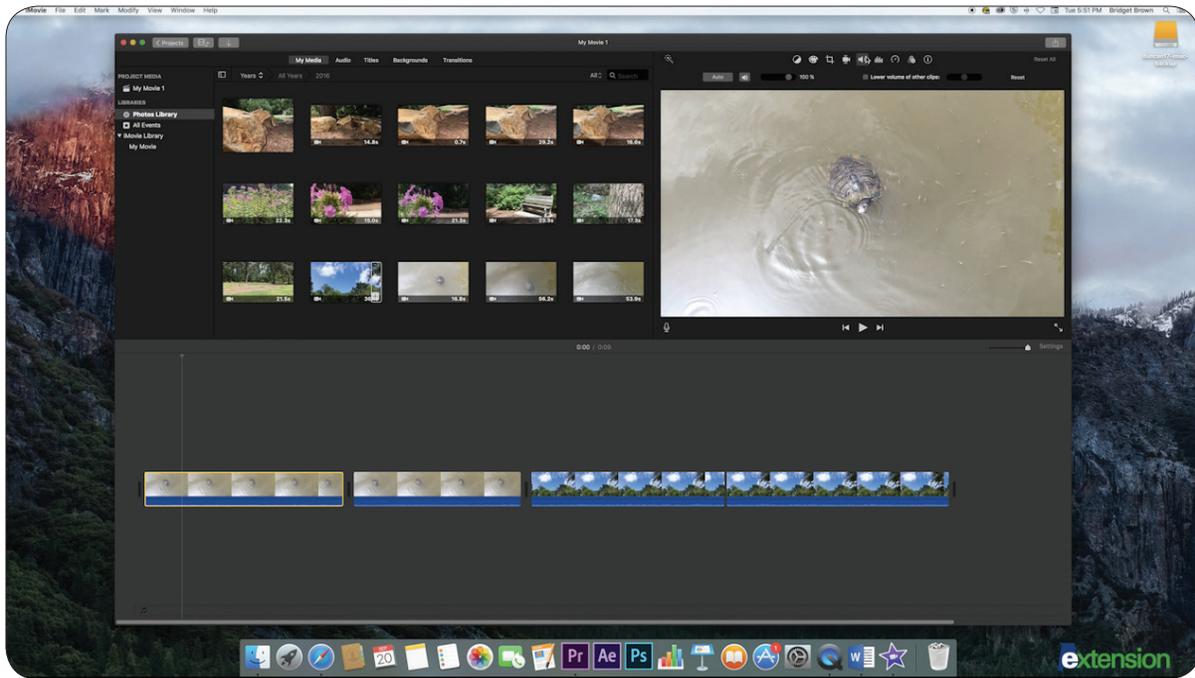
To delete a clip, select the clip and press Delete or the backspace key.



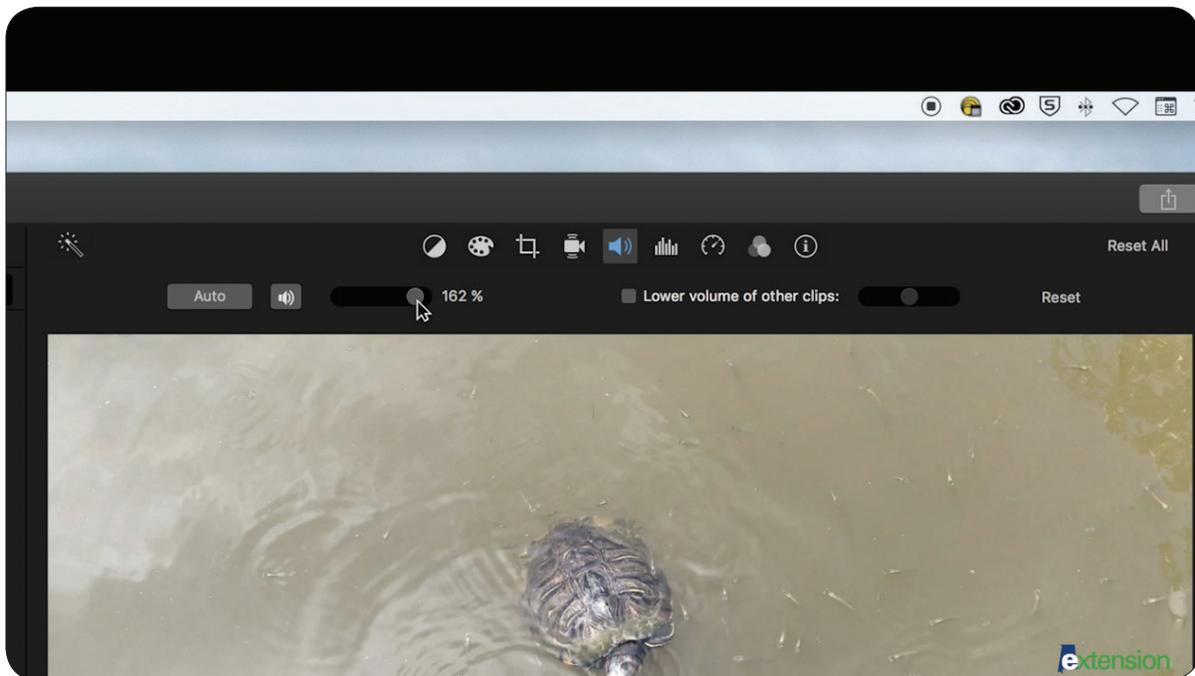
To undo an edit, go to Edit and choose Undo in the top left corner of your screen.



You can also press Command-Z on your keyboard.



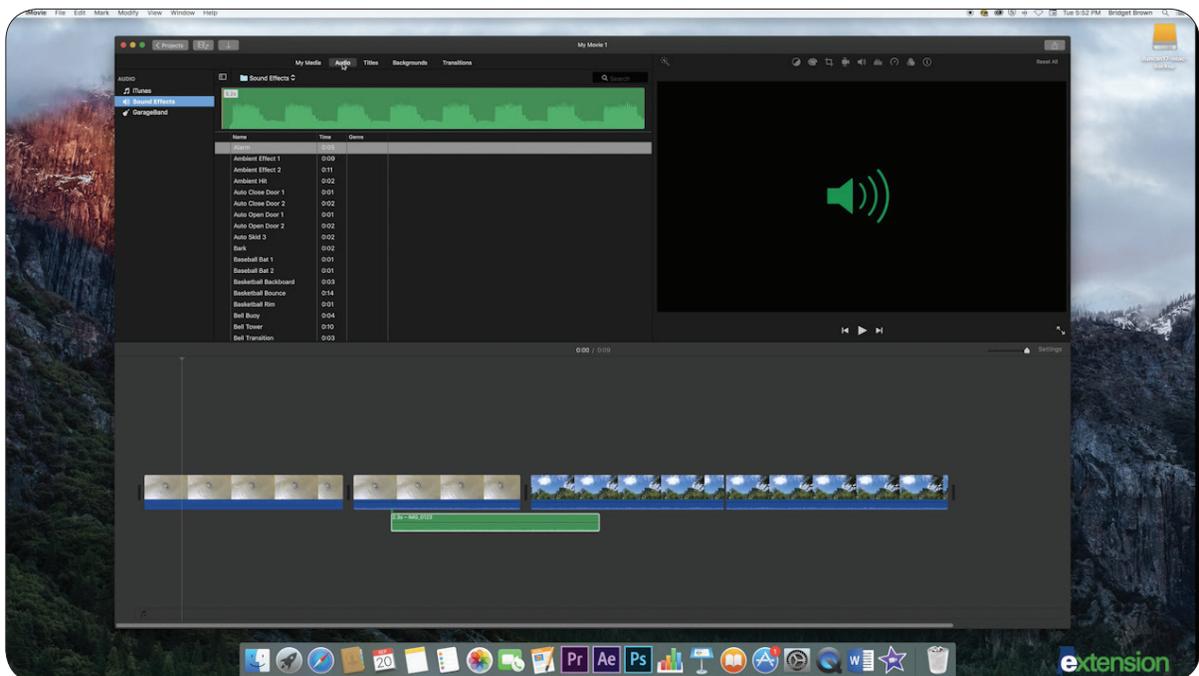
To edit your audio, select a clip and choose the volume icon above your viewing panel.



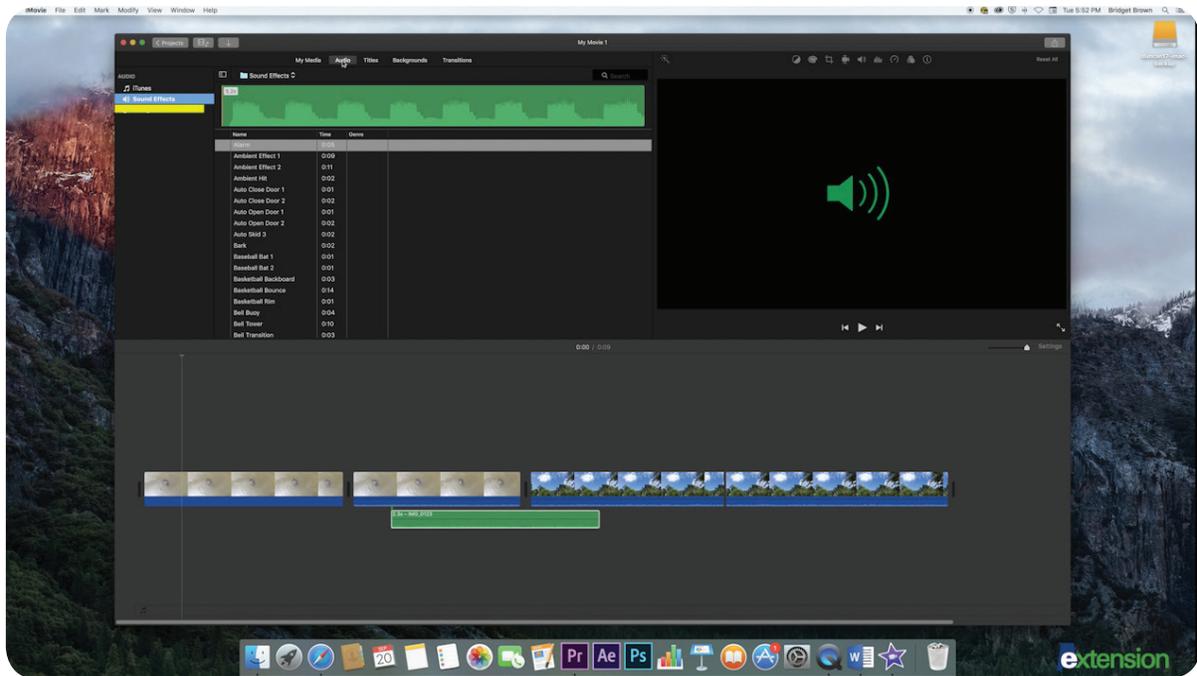
Slide the circle to the left to lower the volume and to the right to raise it.



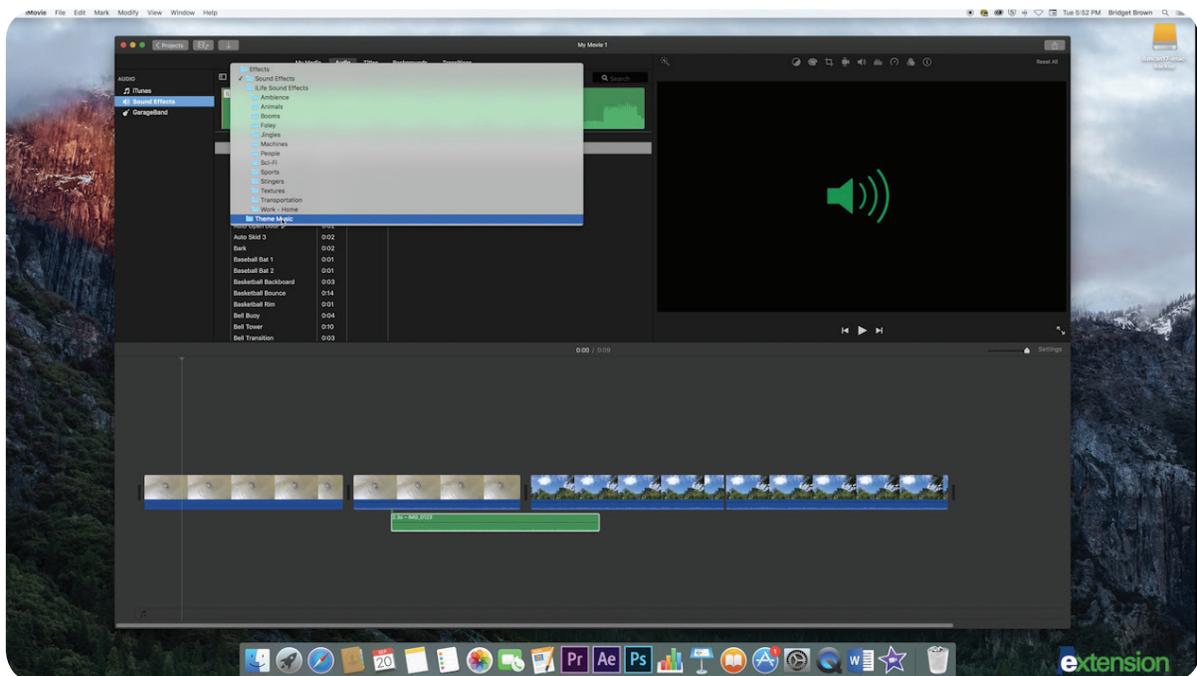
If you right-click on a clip and choose Detach Audio, your audio will separate from the video and you can edit the audio independently.



To add music or sound effects, select Audio in your media panel.



Choose Sound Effects under Audio.



To add music, select the folder at the top of your screen and choose Theme Music. This audio is provided by iMovie and is free to use. When adding music or audio that you didn't record, it is crucial that you have gotten permission to use it. Several legal consequences can occur if you use copyrighted music without permission.



To add titles to your video, click Titles in the media panel.



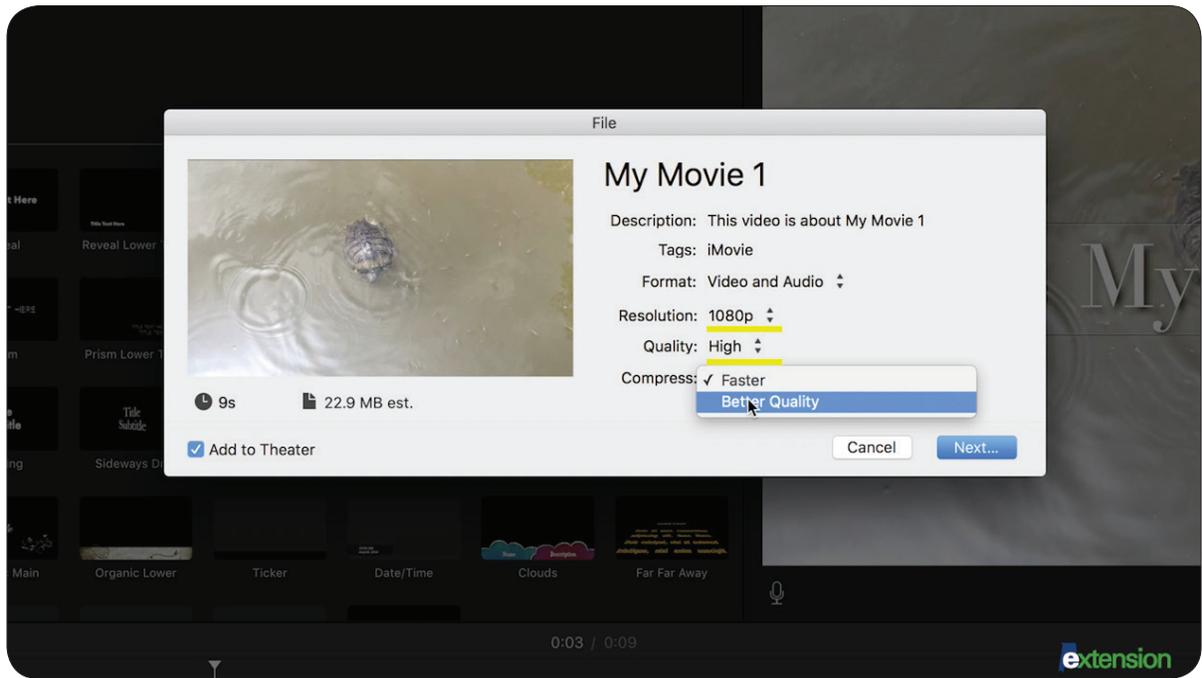
Click and drag the title of your choice to where you want it on your timeline.



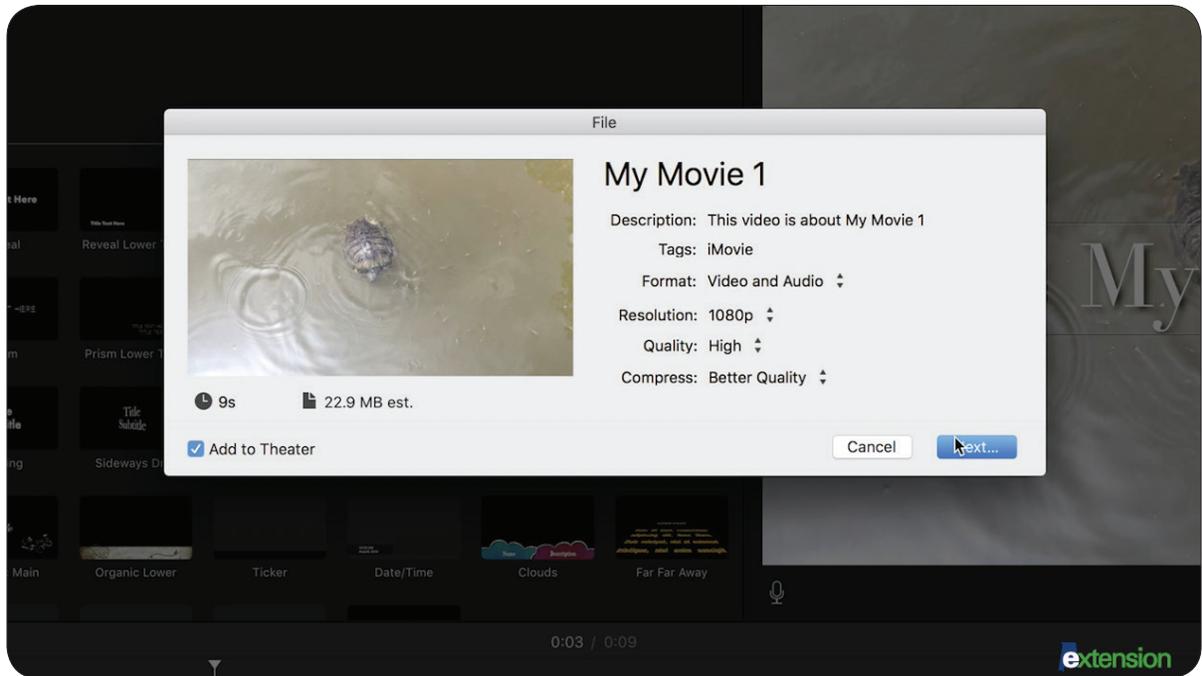
Double-click on the title to highlight and add your text. Titles should be at least three seconds. Final movies should be no longer than three minutes.



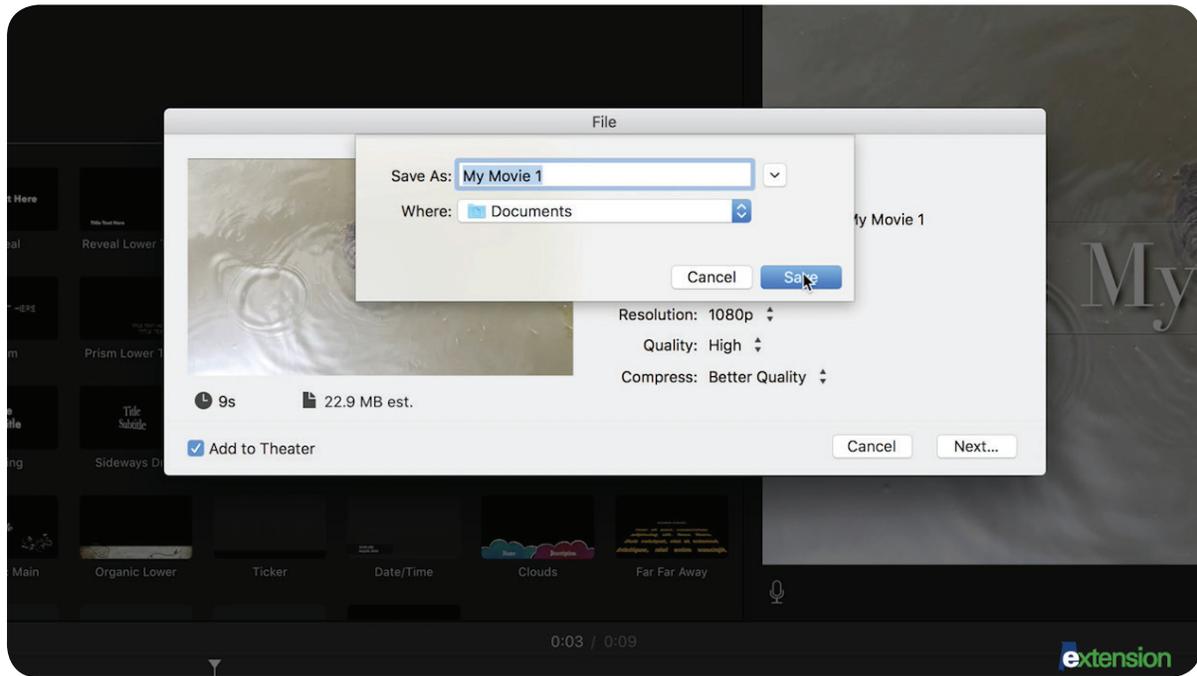
When you are ready to export your movie, select the button with the square and upward pointing arrow at the top right corner of your window. Choose File.



Make sure the resolution is set to 1080p, the quality is set to High, and compress is set to Better Quality.



Click Next.



Name your final project and choose where you want to save it. Click Save and your movie will export and appear in the folder where you saved it.



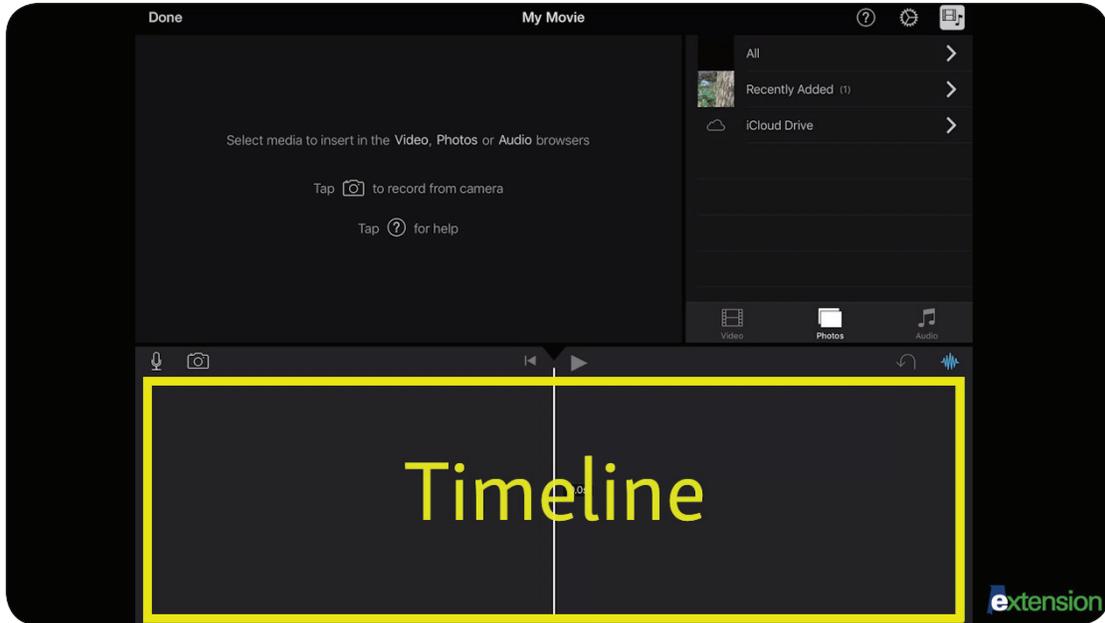
Bridget Brown, *Extension Producer/Director*

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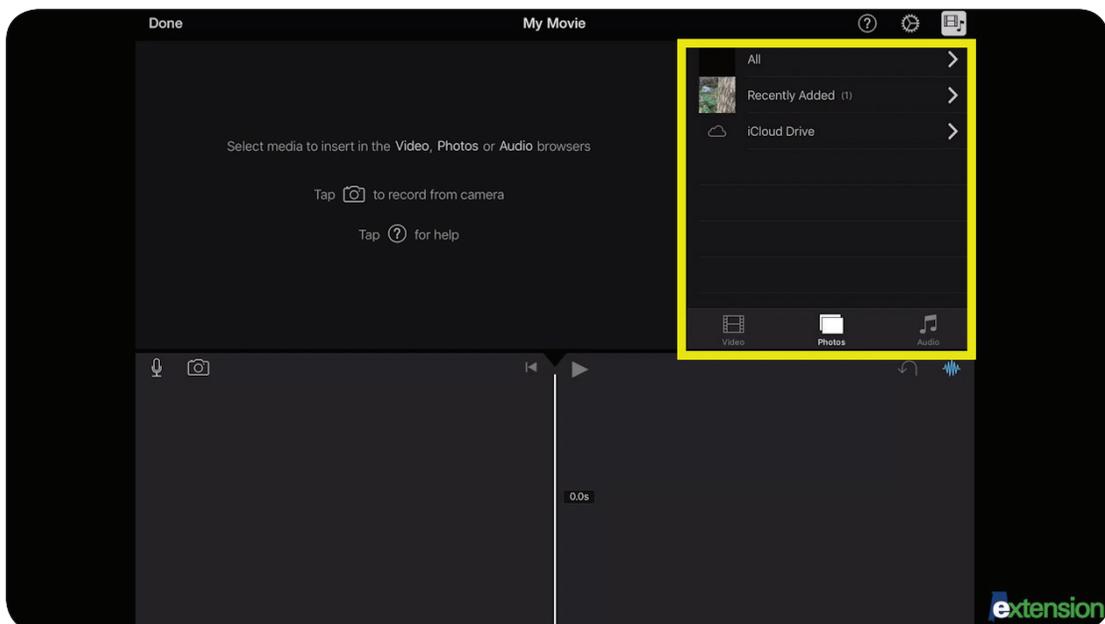
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Editing Video on an iPad or iPhone

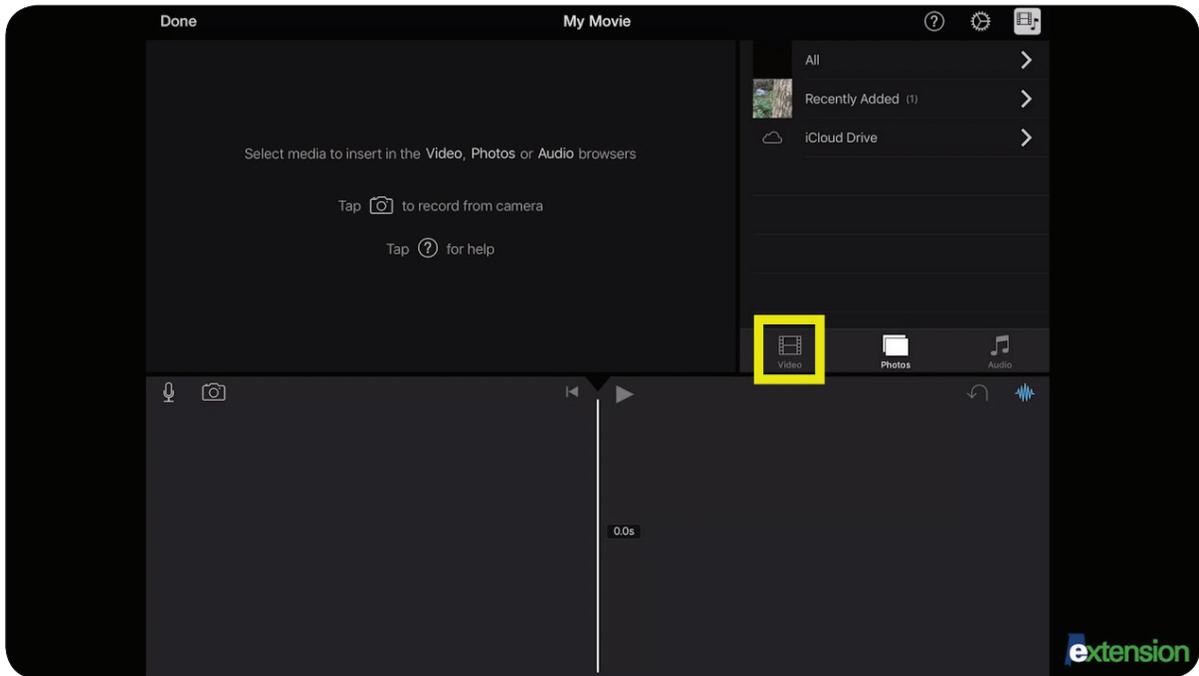
TIP: You can edit your video using your iPhone or iPad. Following are ways to add video to a timeline and trim clips; change volume and edit audio independently from your video; and add titles to your video.



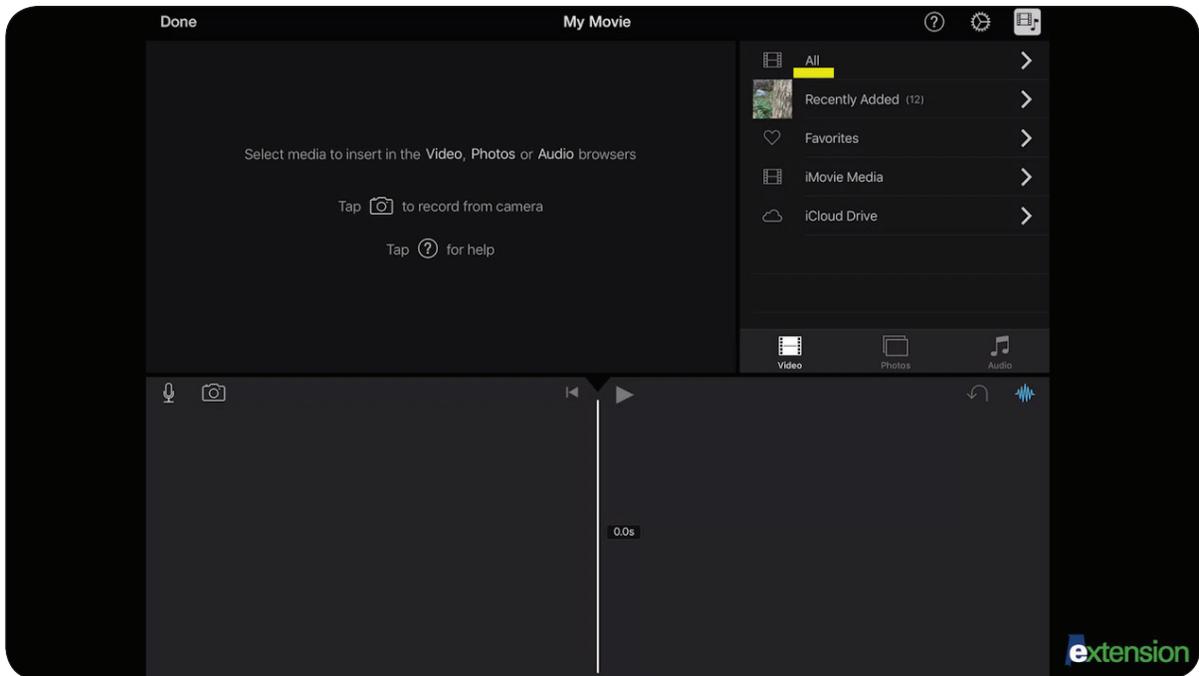
Begin by adding clips to your timeline.



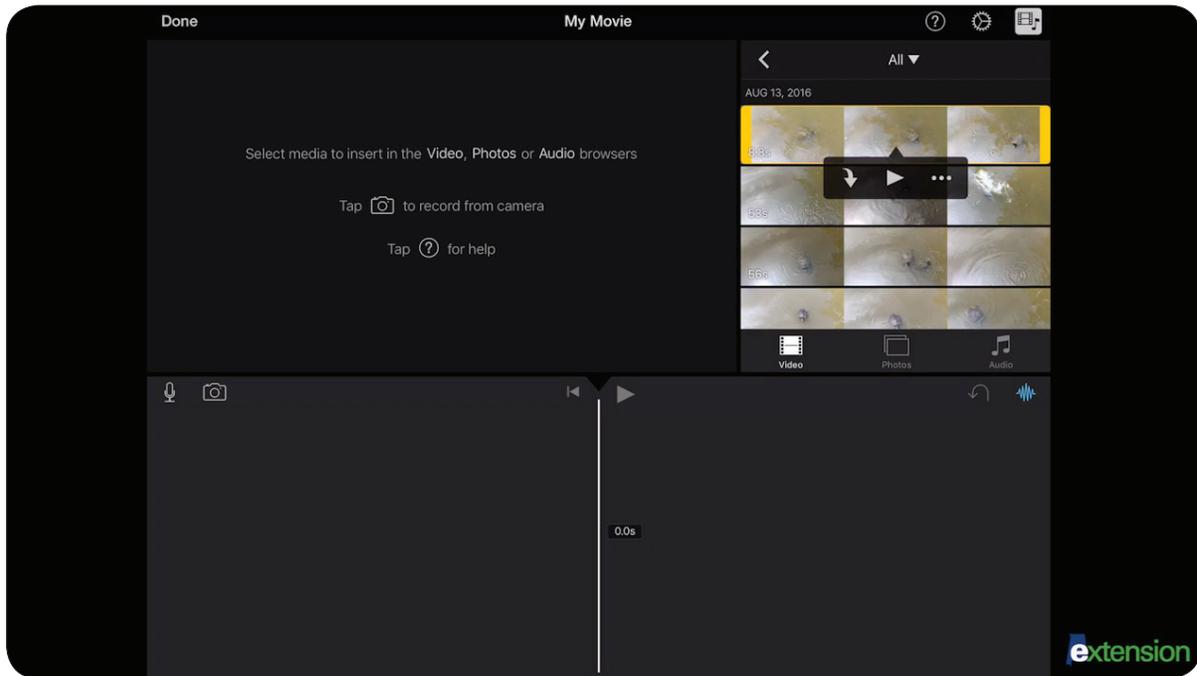
First, find your media panel.



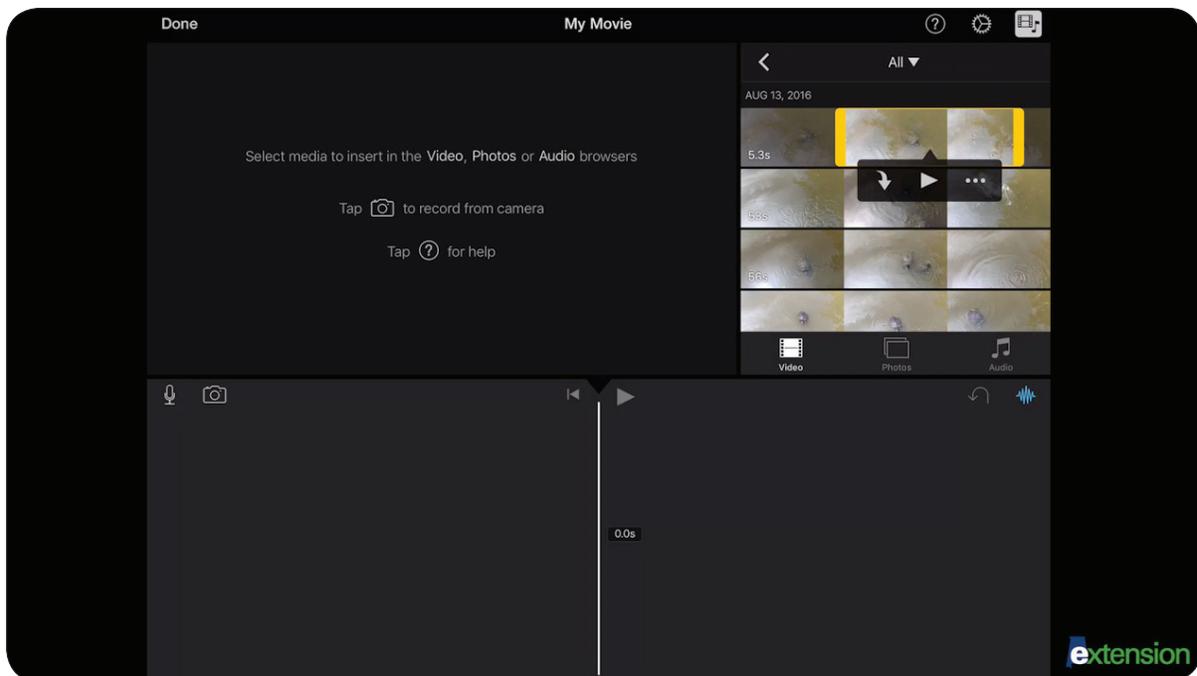
Select the Video icon.



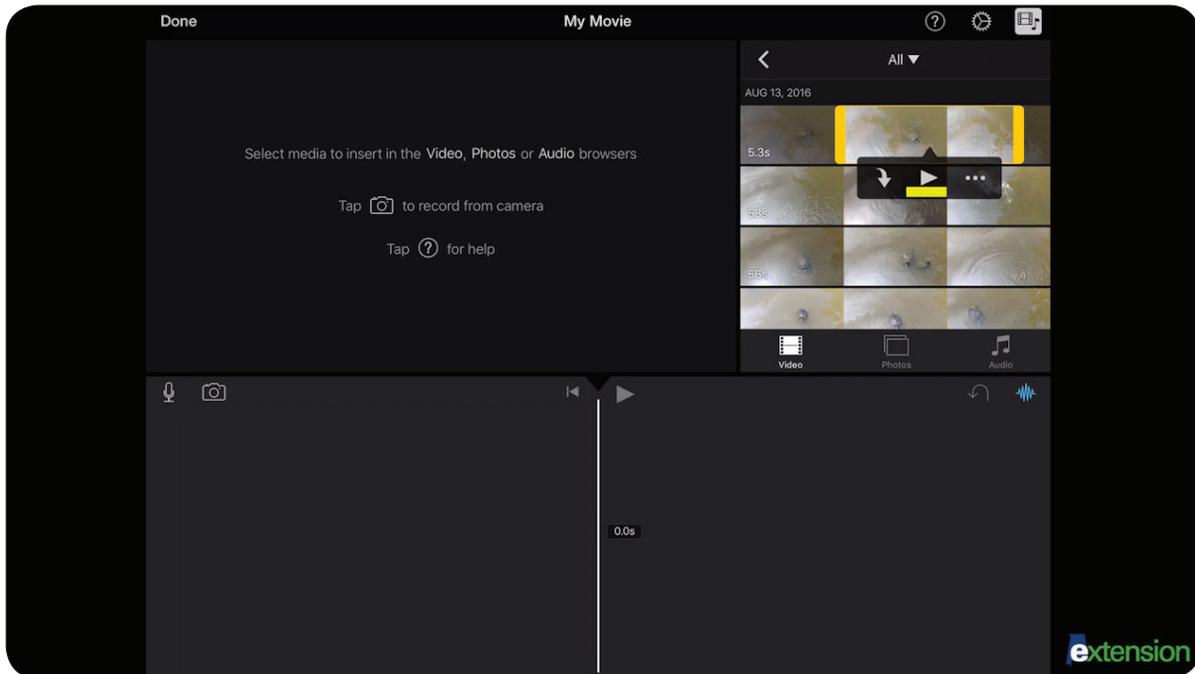
Choose All to view all available videos.



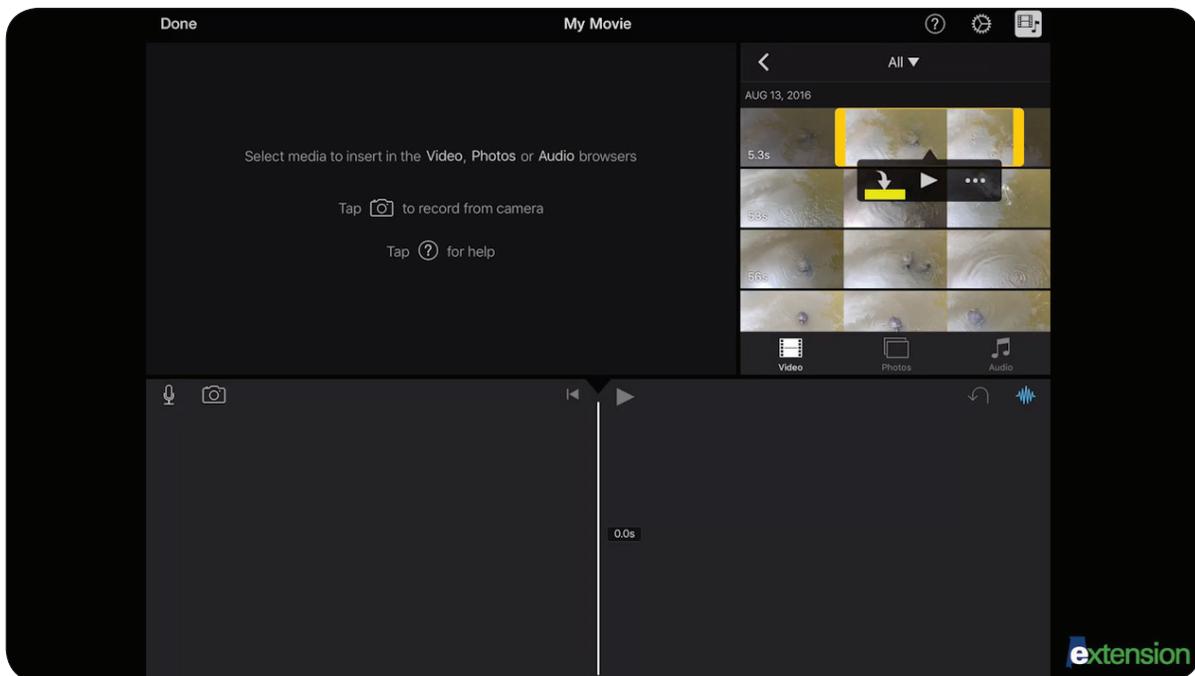
Select a clip you want to add to your timeline.



You can choose a section of the clip by sliding the yellow bars to the desired portion.



To preview the clip before placing it in the timeline, select the Play key next to the clip.



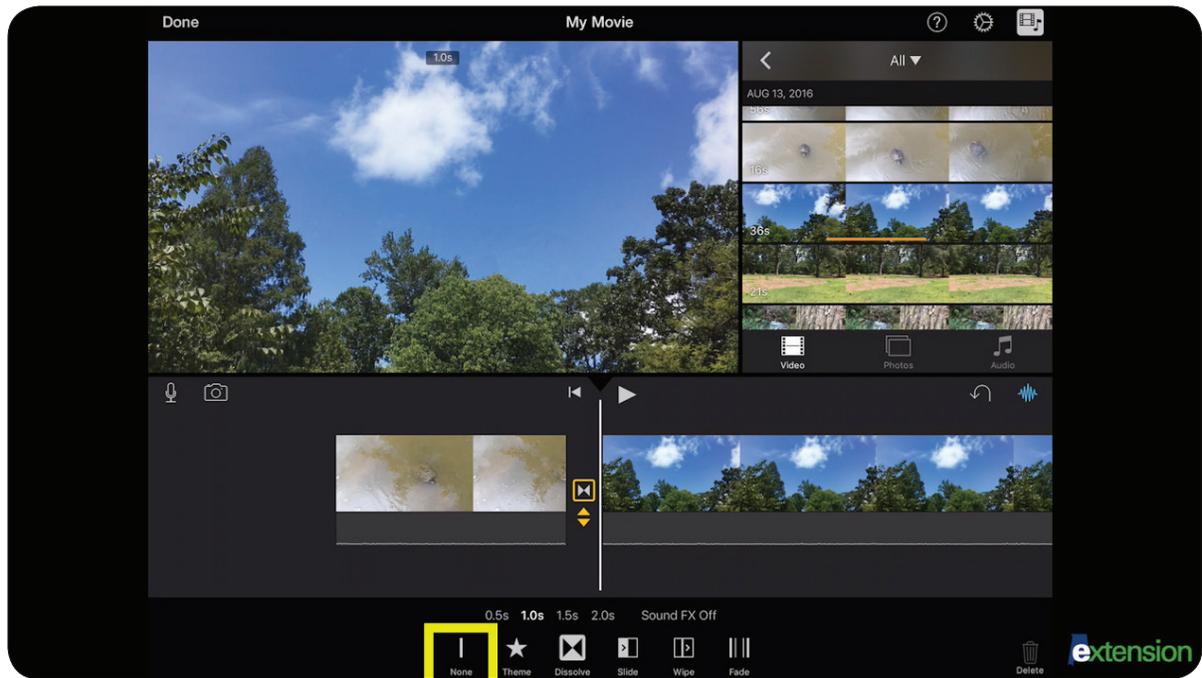
When satisfied, choose the down arrow and the clip will be added to the timeline. Repeat these steps for each clip you want to add.



When you have added your clips, view your video by choosing the Play button at the top center of your timeline.



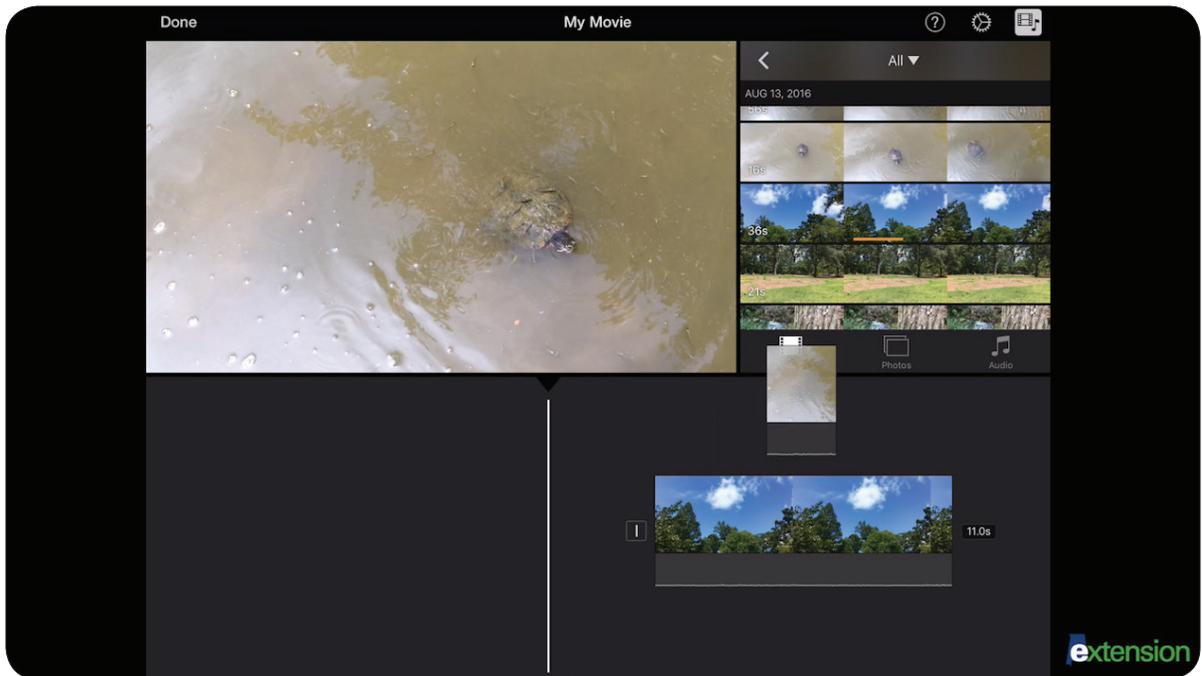
Notice that iMovie has automatically added transitions between each of the clips added. Transitions should only be used for a specific purpose. For example, to show before and after or to emphasize the passing of time. Otherwise, transitions are unnecessary.



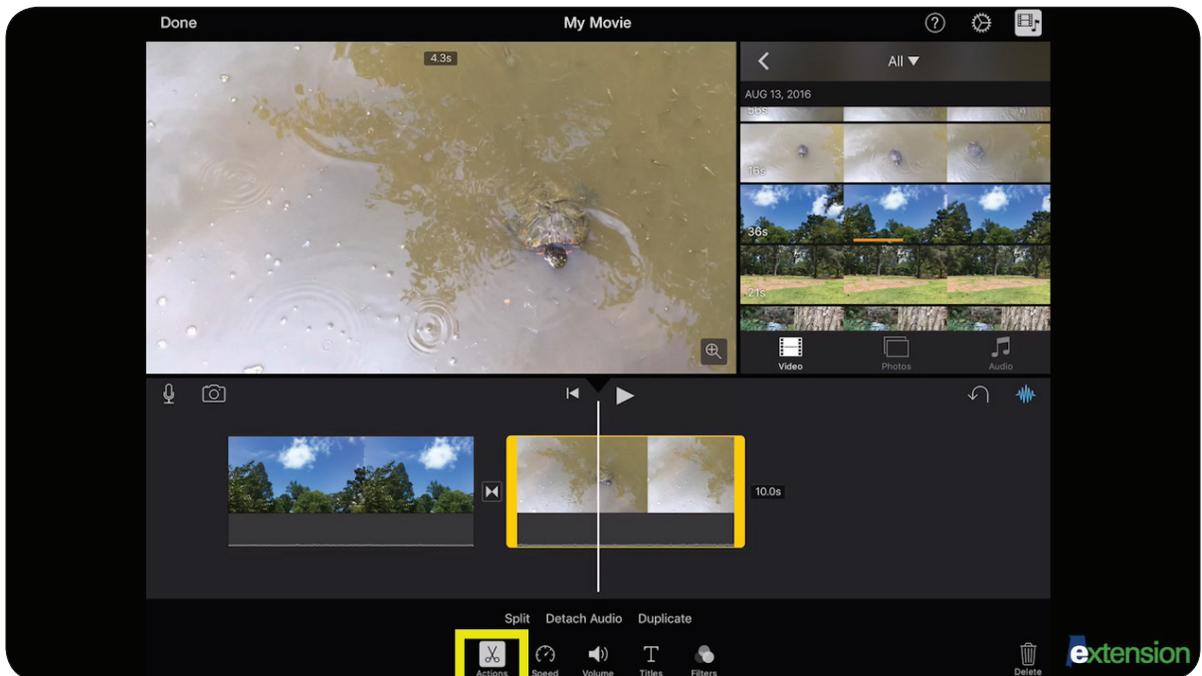
To remove the transitions, select the small square between each clip and select None at the bottom of your screen.



After viewing the clips in the timeline, you may decide to make changes. Select the clip you want to edit in your timeline. Slide the yellow bars to lengthen or shorten your clip.



You can also continue to hold your finger on the clip and drag it to a different section on the timeline.



You can split a clip by moving the playhead to where you want to cut it. Select the clip and then choose the scissor icon Actions below the timeline.



Choose Split.



To delete a clip, highlight the clip and then select the trashcan at the bottom right corner of your screen.



To undo an edit, select the curved arrow at the top right corner of the timeline.



To edit your audio, select a clip and choose the volume icon below the timeline. Now, slide the bar to the left to lower the volume and to the right to raise it.



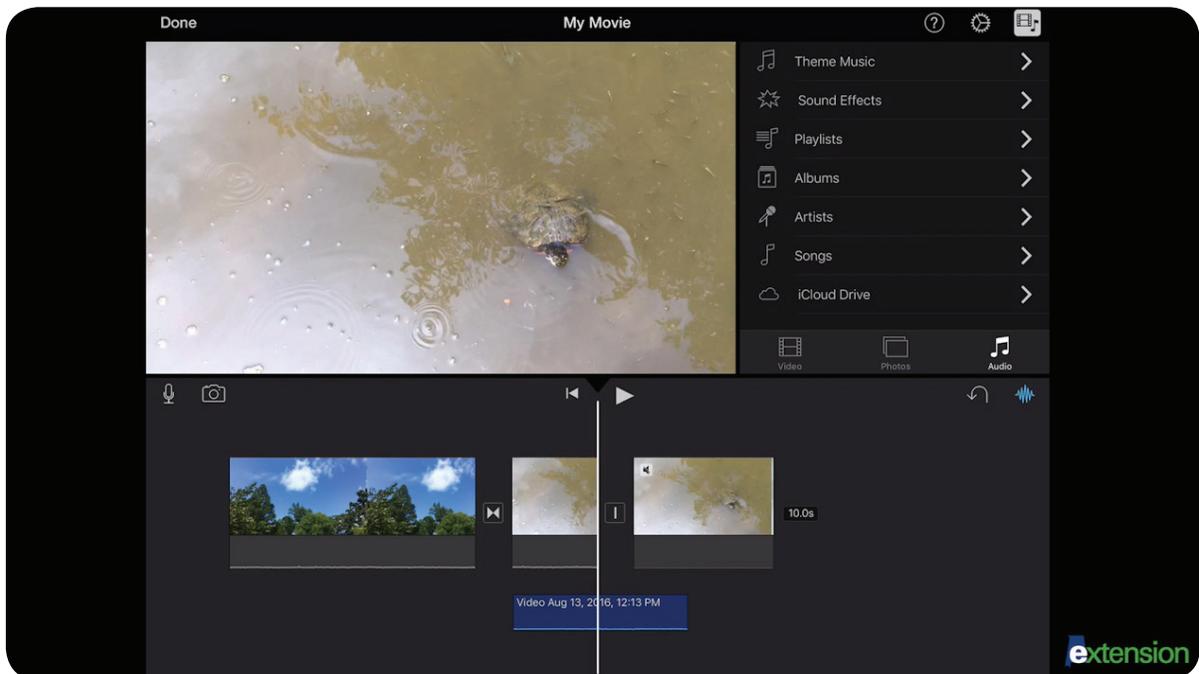
If you select the scissor icon labeled Actions . . .



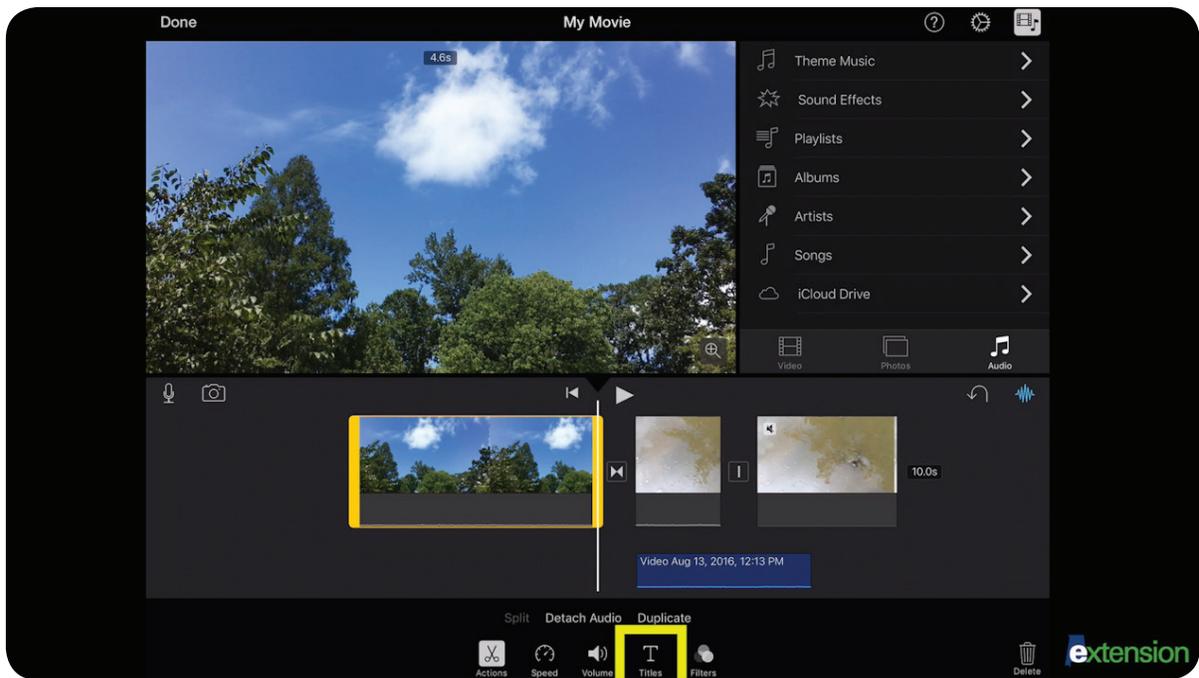
. . . and choose Detach Audio, your audio will separate from its video and you can edit the audio independently.



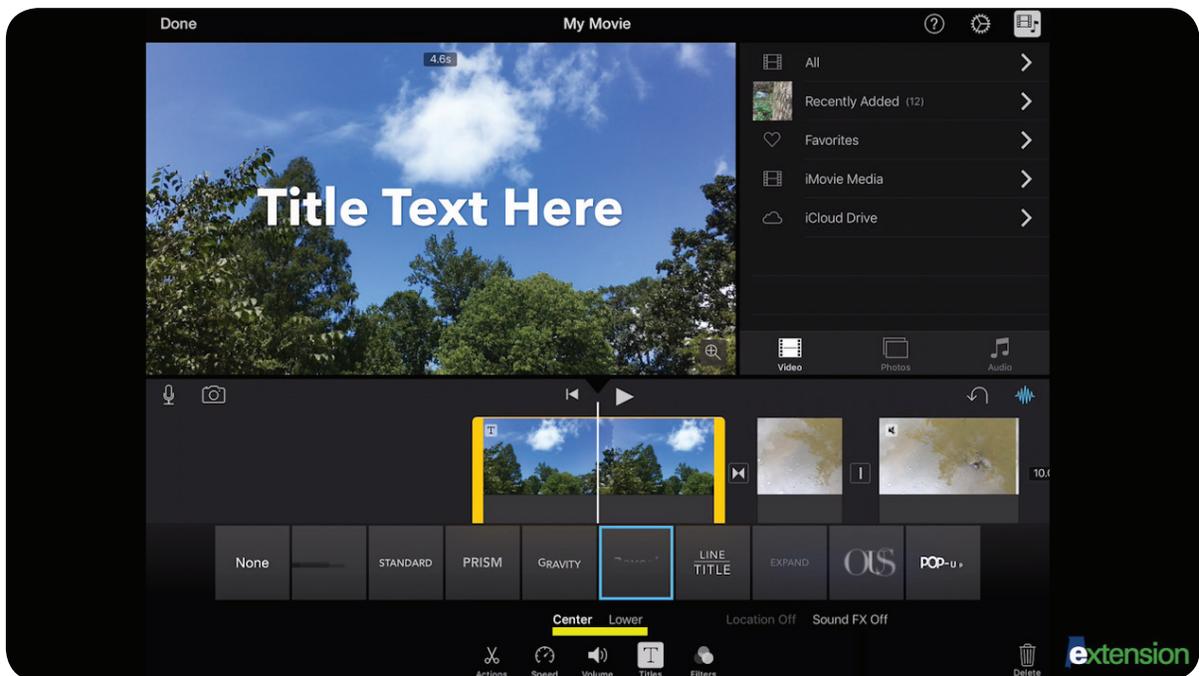
To add music or sound effects, select the Audio icon in the media panel.



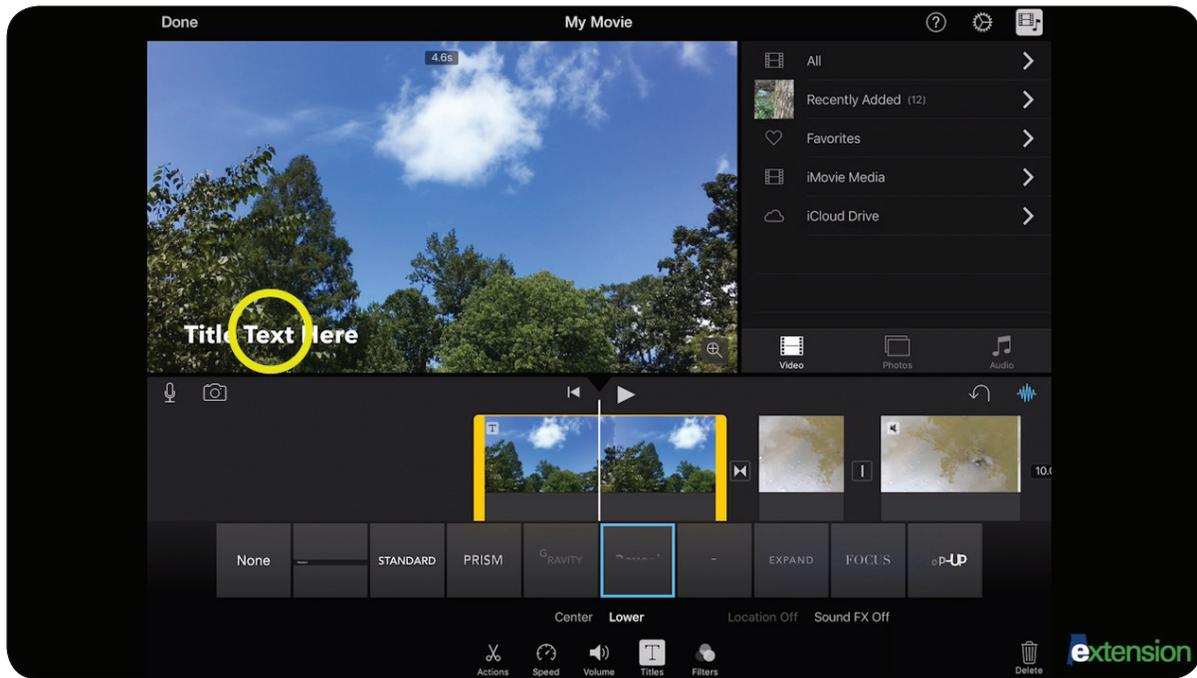
The first two options are Theme Music and Sound Effects. Both are provided by iMovie and are free to use. When adding music or audio that you have not recorded, it is crucial that you have permission to use these pieces. Several legal consequences can occur if you use copyrighted music without permission.



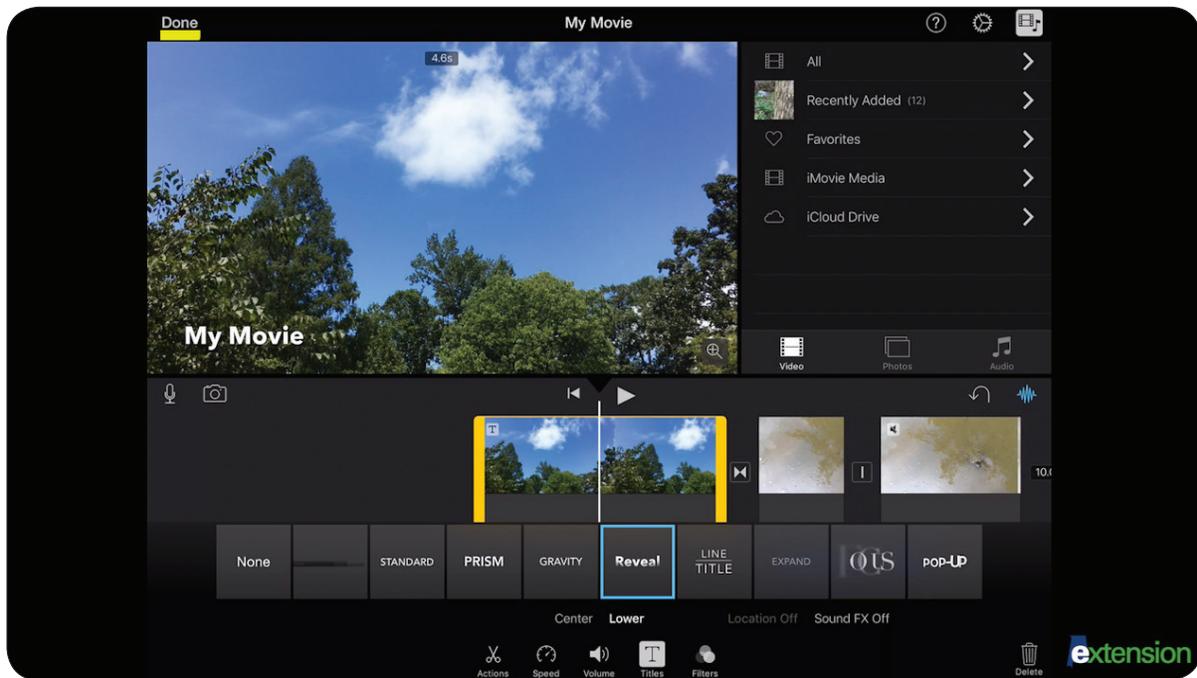
To add titles to your movie, select a clip and choose the T icon labeled Titles at the bottom of your screen.



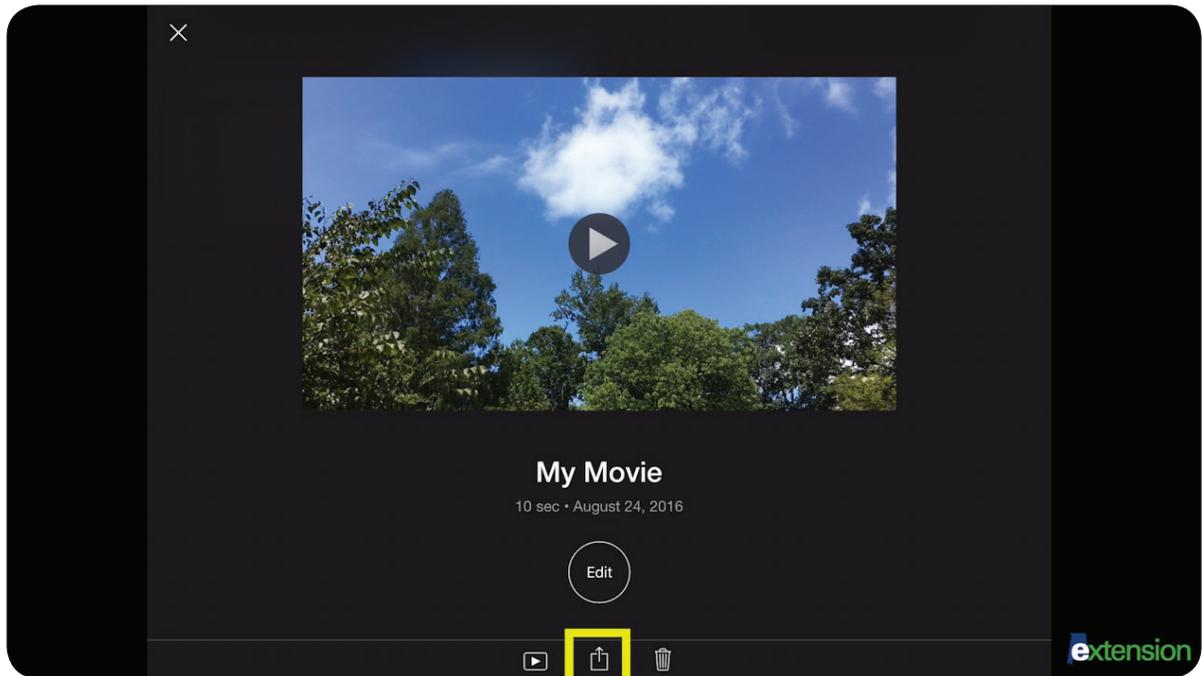
You may now choose from a variety of options. Placement options can be selected below the titles.



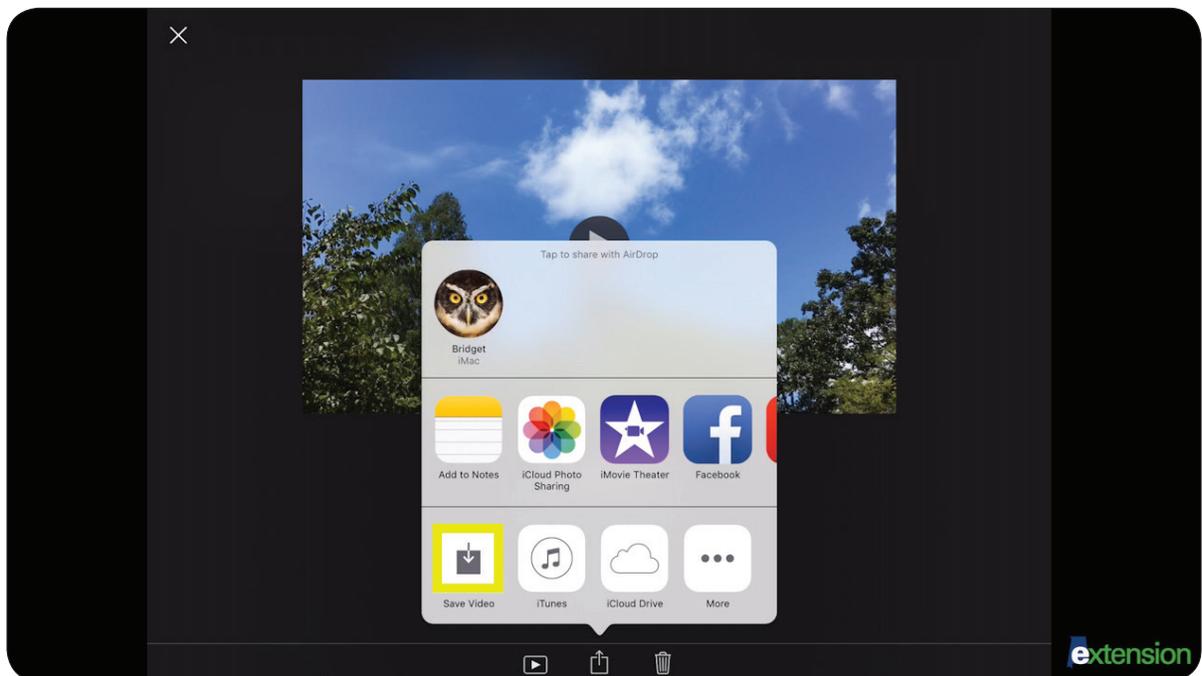
To edit your title, select the title on your video and add your text. Titles should be on screen for at least three seconds.



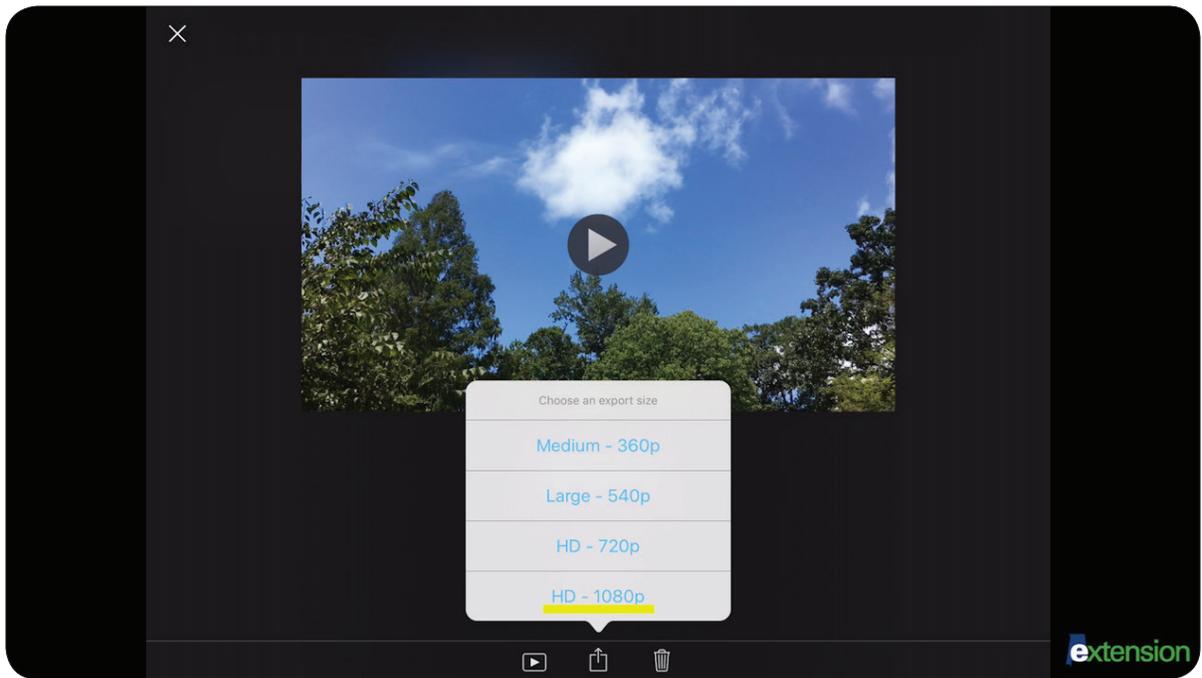
When you are ready to export your movie, select Done at the top left corner of your screen.



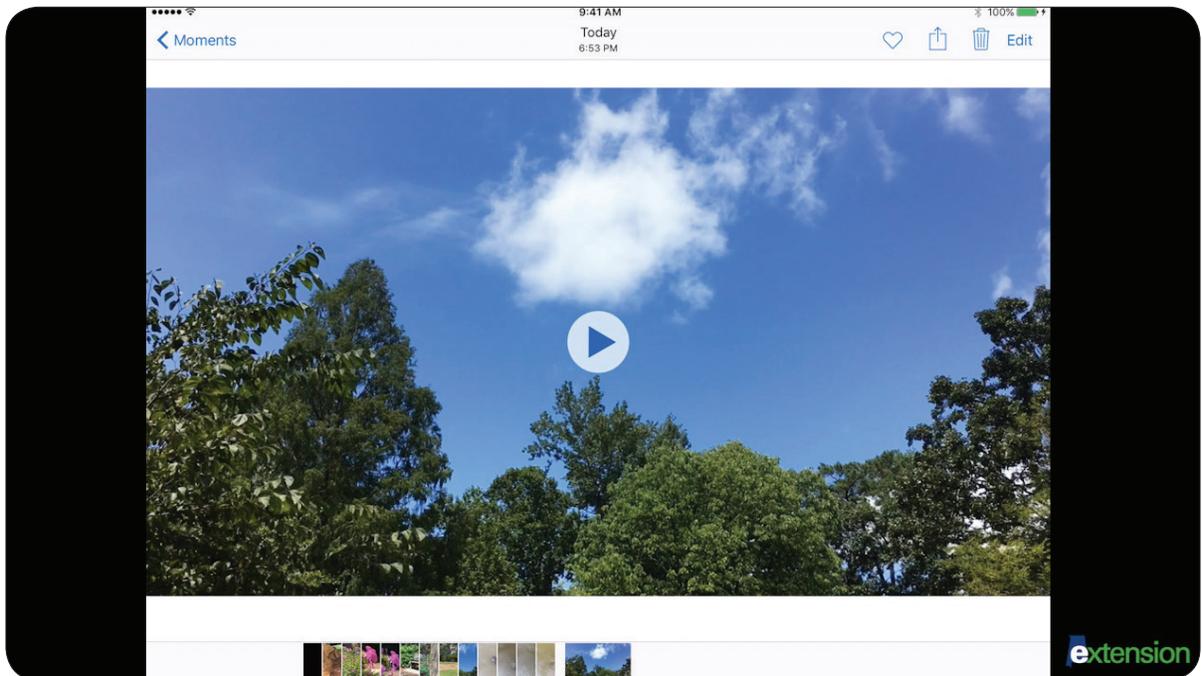
Select the box with the upward pointing arrow.



Choose Save Video.



Choose HD 1080P. Final videos should be no longer than three minutes.



When your video is exported, you can find it in your Photos App. You now have the tools needed to create a video from beginning to end.



Bridget Brown, *Extension Producer/Director*

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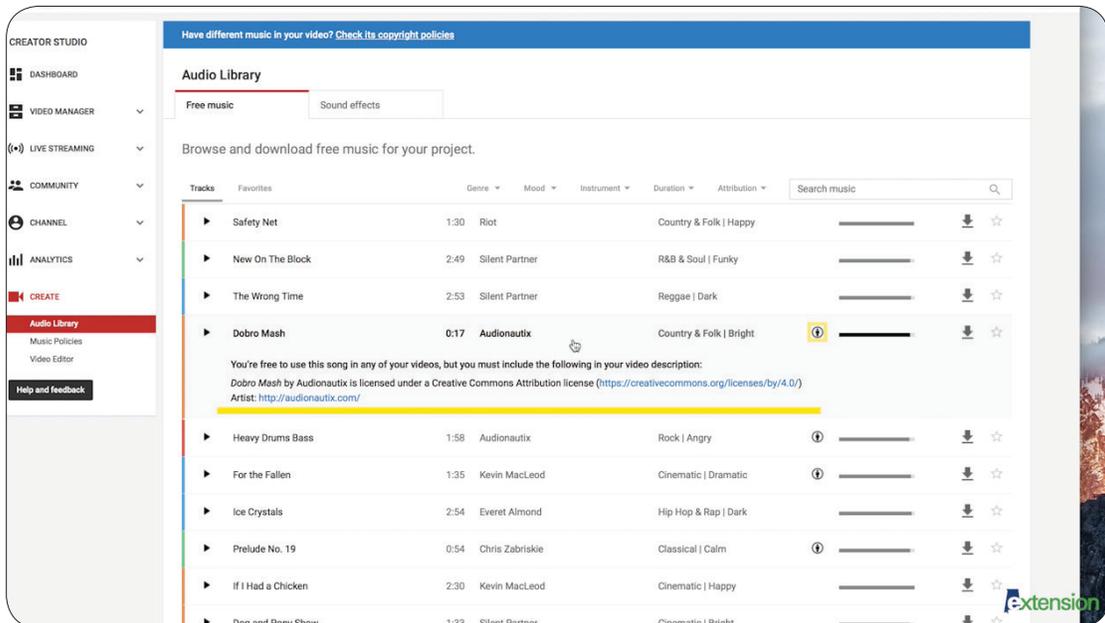
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Where to Find Music for Your Video

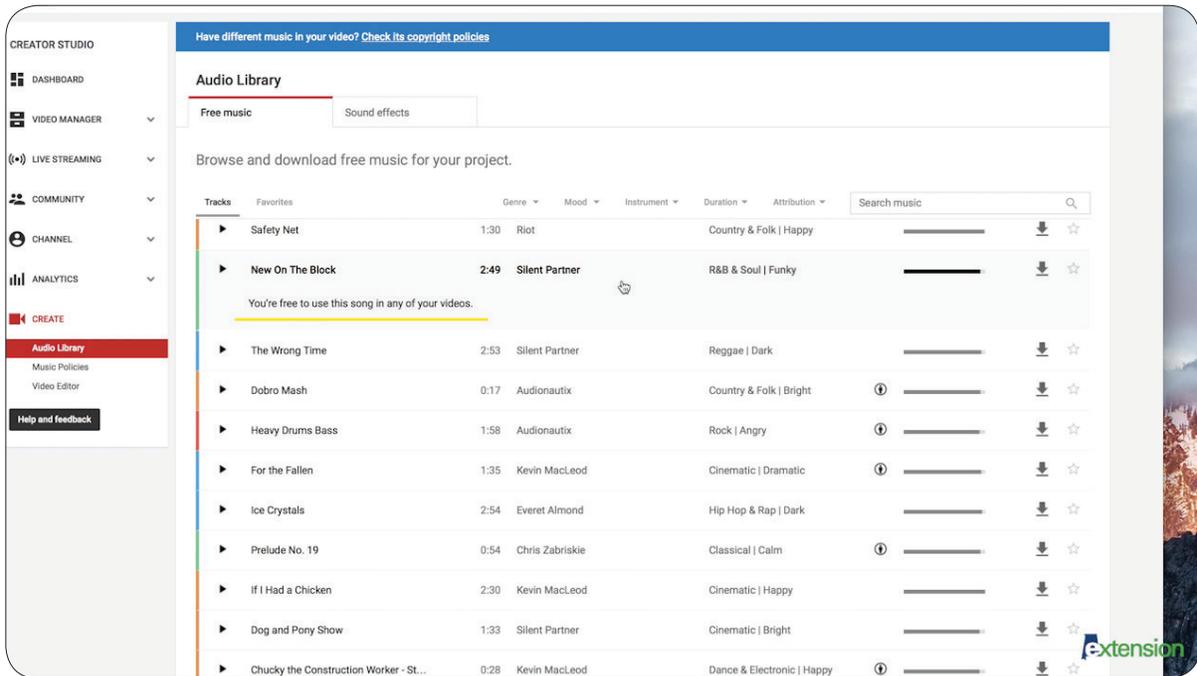
TIP: Music often sets the tone and pace for videos while engaging your audience and creating added interest. But music is owned by the person who created it, so you must be cautious about how you use it. Learn to find available free music.



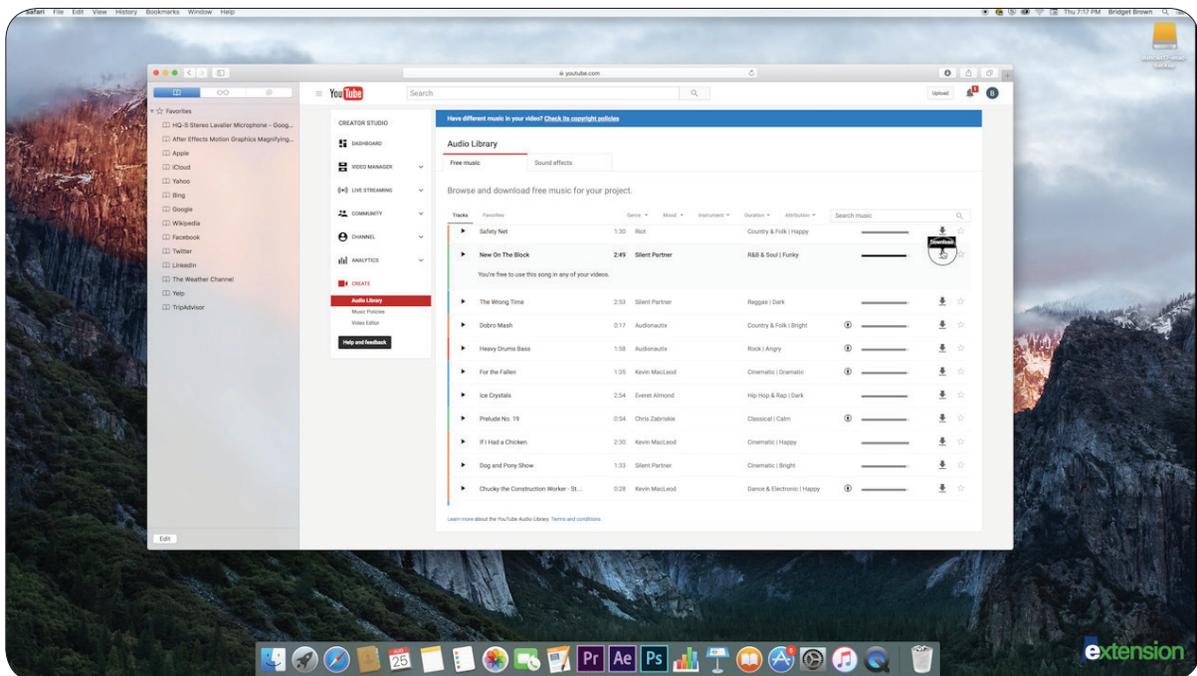
For options apart from the music provided by iMovie, go to your computer, open the browser, and go to www.youtube.com/audiolibary/music. You must create or sign in to your YouTube account to access this site. An account is free and easy to set up.



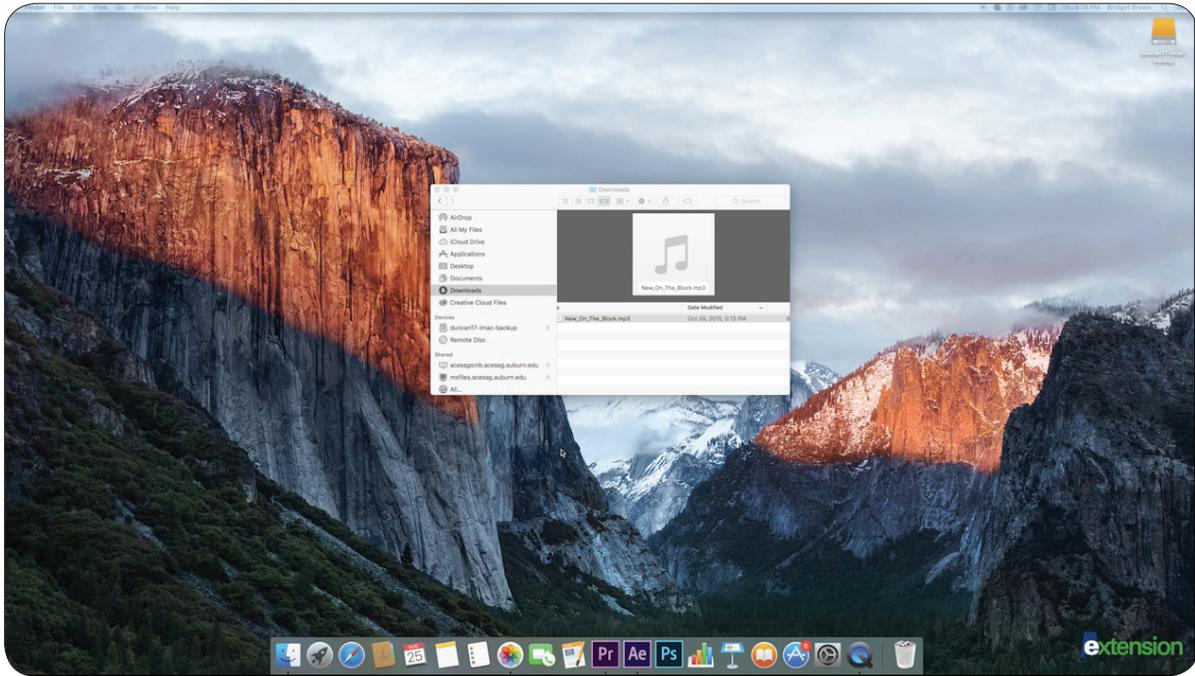
These songs are free to use. If you choose a song that has an icon of a man in a circle, follow the directions and give proper attribution to the artist.



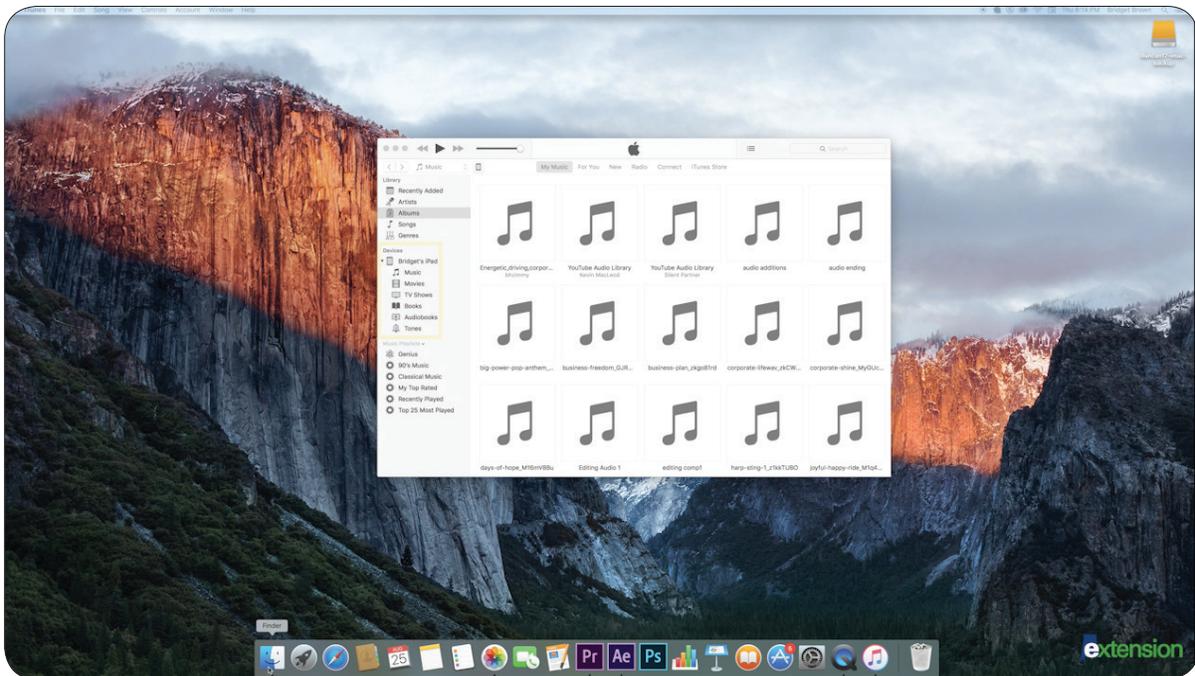
If there is no icon, you can use the song without attribution.



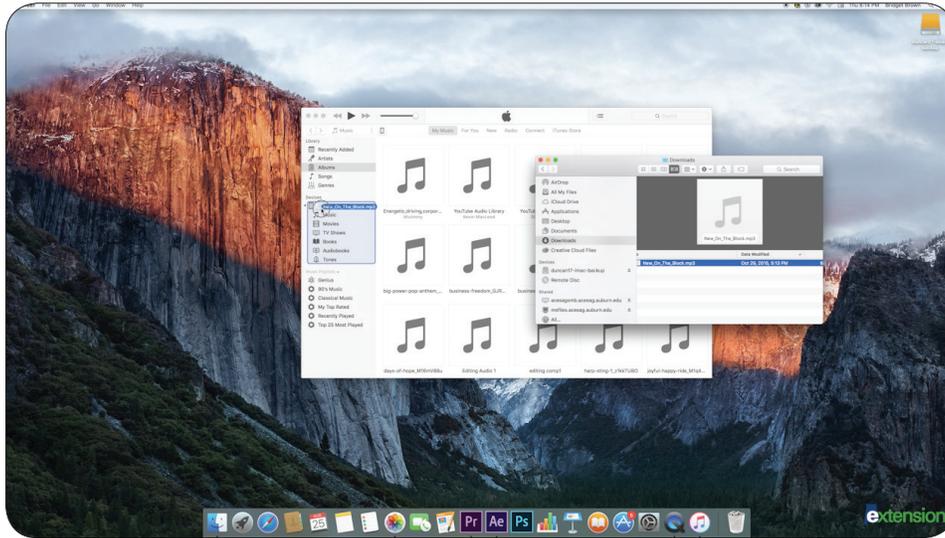
To download a song, click the downward facing arrow.



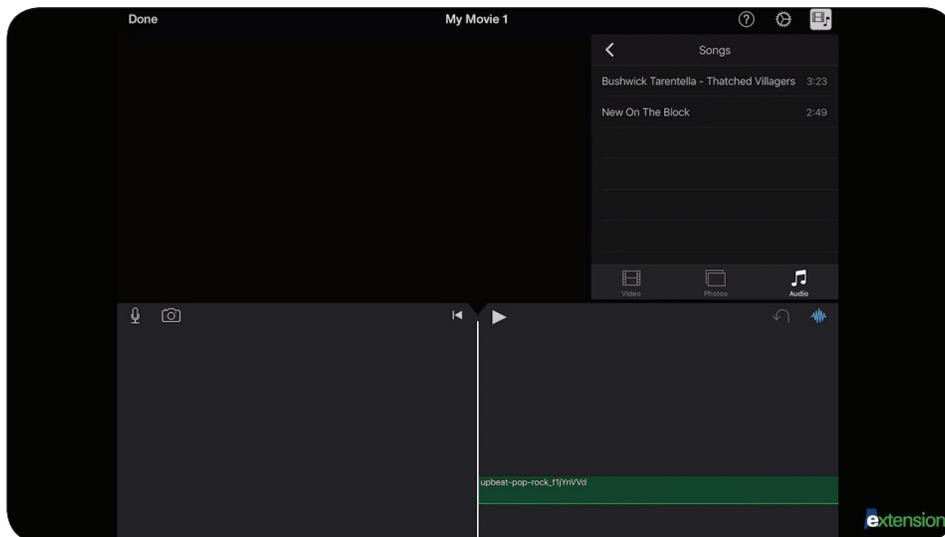
The song will be downloaded to your downloads folder.



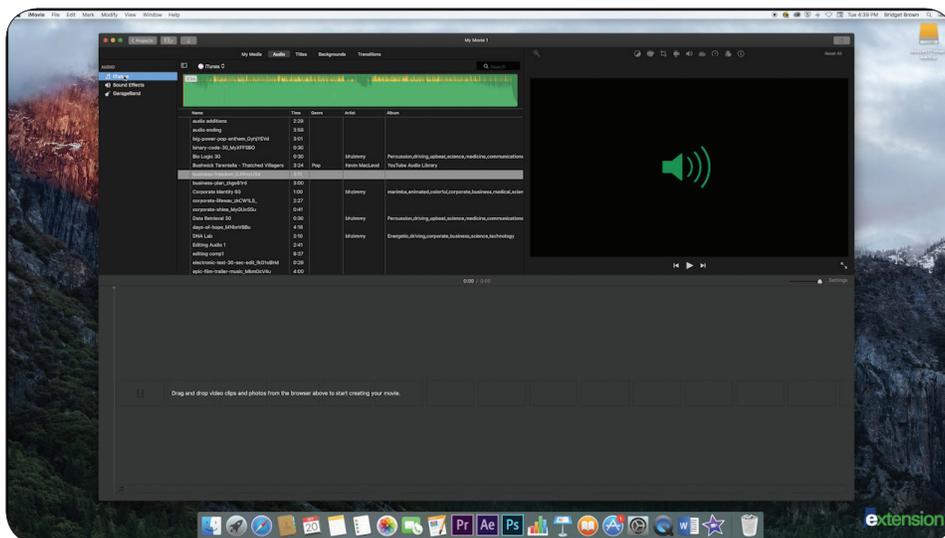
If editing on an iPhone or iPad, connect it to your computer. In iTunes, your iPad or iPhone will appear under Devices.



Drag the audio file from your downloads folder to where you see the device in iTunes.



When you go to iMovie, the song will appear in the media panel under Audio > Songs.



If you are editing on your computer, you can find the song in iMovie by selecting the Audio tab in your media panel and choosing iTunes under Audio.

Bridget Brown, *Extension Producer/Director*

Downloading iMovie to Your iPhone or iPad

iMovie is available free if your device is updated to iOS 9.0 or above. You can download it to your device at <https://support.apple.com/en-us/HT202794>.

If you have problems, try the following:

- Make sure your device is updated to iOS 9.0 or above. To see what version of iOS you have, go to Settings > General > About > Version.
- Make sure when you go into the App Store are you signed in with your Apple ID. You can check this by opening the App Store and scrolling to the bottom. Your Apple ID e-mail or a prompt to sign in should appear right above Terms and Conditions.
- Is the Apple ID the only Apple ID you've used on this device? If you have used another one to set up the device, you will need to use that Apple ID to get iMovie. After it is downloaded, you can sign in again with the Apple ID you prefer to use.
- Sign out of your Apple ID by going to Settings > iTunes & App Store, click your Apple ID, and sign out. Then go to Settings > Safari > Clear History and Website Data. Then go to Settings > General > Reset > Reset Network Settings. This will restart your phone but will not delete any contacts, e-mails, or messages. When your phone has restarted, go into the App Store, scroll to the bottom, and sign in again with your Apple ID.

If none of these options work, contact Apple. They will ask for your devices serial number found at Settings > General > About > Serial Number at <https://getsupport.apple.com/?caller=home&PRKEYS>. Or call 1 (800) 692-7753.

If they can not troubleshoot you through the process, they should be able to give you access to let you download iMovie or they will credit you \$4.99 in their App Store so you can download it.

Video Checklist

Complete this checklist to ensure that you are prepared and that you have followed the Alabama Extension video standards. This checklist prepares you before you leave to shoot, while you are shooting, and before you submit your video to be reviewed.

Before you leave for your shoot, do you have the following?

- Fully charged iPhone/iPad
- Tripod
- Mount (for iPad or iPhone)
- Lavalier microphone
- New battery for microphone
- Headphones
- Lens cleaner/cloth
- A shot list (shots needed for your video)
- Written questions for interviews
- Releases for people appearing in your film

Before shooting, are you sure of the following?

- Your tripod is level.
- You've tested your audio.
- Your iPad/iPhone is horizontal.
- Your iPhone/iPad settings are at 1080p 30fps.
- Your focus/exposure is set.
- Your iPhone/iPad is turned to airplane mode to avoid unwanted interruptions.

Before you submit your video, ask yourself the following:

- Is it less than three minutes?
- Is it 1080p at 30fps?
- Have I used audio and other elements that are copyright free? If not, can I provide appropriate documentation?
- Are my titles at least three seconds long?
- Are all releases signed and dated?
- Has my video been peer reviewed?

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