5 words to remember

Creative Commons: a copyright licence that allows for content such as images and music to be reused without permission, for certain purposes

export: to save media in a format so that it can be watched, listened to or read by others, without needing access to the editing software used during creation

final cut: a stage of video production when the footage is in its finished form in the editing software
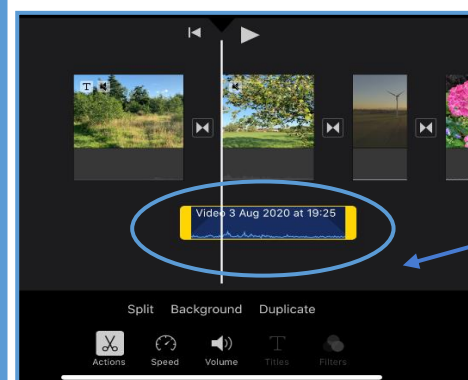
rough cut: a stage of video production when scenes and shots are assembled in the correct sequence but when further attention to detail is still needed before finalising

rushes: footage from a video recording that has not been edited

Knowledge check: Editing sound

Filming on tablet devices, without high-quality microphones, can lead to sound-quality issues. Editing software, such as iMovie, has options for editing and improving sound quality and volume.
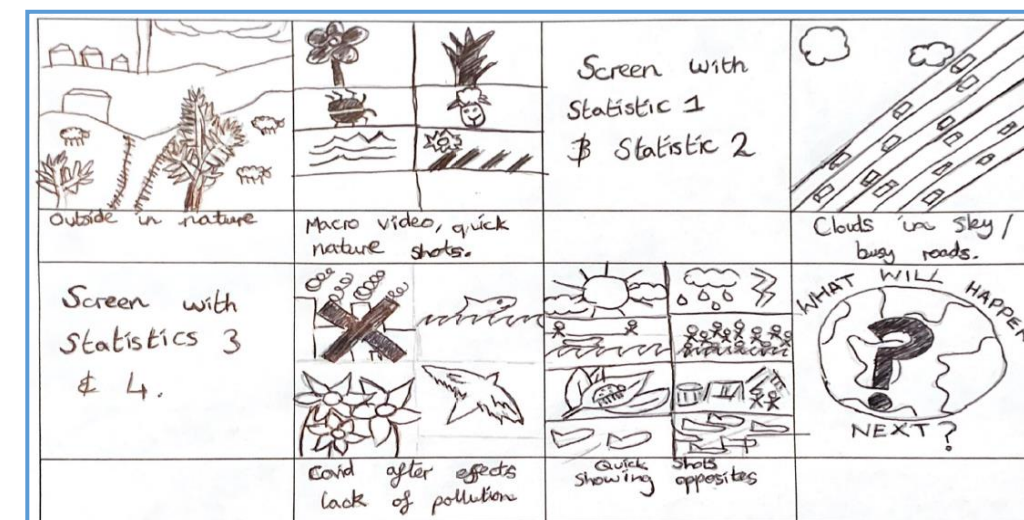
Test yourself: iMovie allows for audio to be detached from a video clip. When would this be useful?

Audio has been separated from the video clip.

Knowledge check: Content creation and sharing

Test yourself: You have completed your film and now want to share your final video with other members of the school community (such as parents), but you do not want to share publicly.

What are your options for sharing?

Test yourself: What is **Creative Commons**?
a) A creative company where people can share ideas
b) A website where content creators share videos for viewing
c) A licensing scheme that gives permission to reuse in advance
d) A website for downloading games

Test yourself: Why do some creators allow for their work to be reused?

Knowledge check: Camera orientation

Test yourself: When filming an advert on a tablet device, which camera orientation should be used?

landscape   portrait

Key takeaways

- ☐ Adverts made for screen are short videos used to promote a specific product or cause. A range of techniques is used to make adverts successful and to capture people's attention.
- ☐ Storyboarding is an important part of the planning process for adverts, as it decomposes the bigger idea. It also helps to visualise different scenes and to consider the types of filming shots that will be used.

- ☐ Films may include a different range of content, which can be self-created or sourced from elsewhere. When using content from additional sources, this must be copyright free and carry a Creative Commons licence.
- ☐ There are many factors to consider for filming quality content, such as camera stability, lighting, sound quality and camera orientation. It is likely there will be many shots filmed, and these **rushes** need to be reviewed for quality and refilmed, if necessary.
- ☐ Software such as iMovie can be used to assemble a **rough cut** of the film by bringing content together, editing and adding features (titles, sound effects, filters, transitions, and so on). Once the **final cut** is ready, the film needs to be exported in a format that can be viewed outside of the editing software.

Knowledge check: Video quality

When finalising and **exporting** content from iMovie, different video-quality options can be selected.

Test yourself:

1) What are the pros and cons of choosing either the lowest or highest-quality video option?
2) Why does content need to be exported from iMovie?