

The background features several flowing, wavy bands of color. At the top, a thick band of red and orange waves across the frame. At the bottom, there are more complex, layered waves in shades of red, orange, and yellow, creating a sense of movement and depth. The central area is a plain white background where the text is located.

POST PRODUCTION

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- We looked at the production portion of the digital production cycle. Now, we'll take a closer look at the end of the cycle, called post production.
- Post production is the last major phase of the production process. Common tasks handled in the post production include:
 - Editing of raw video footage
 - Re-shooting selected scenes
 - Correcting exposure and color
 - Adding titles and graphics
 - Editing the soundtrack
 - Dubbing of soundtrack
 - Adding sound effects or music
 - Adding special effects
 - Inserting transition effects

EDITING THE FILM

- The flatbed editor was the main way film was edited up until the early '90s. It's amazing to consider that not too long ago films were literally cut with a razor to make edits. After the reel was loaded onto the flatbed, the image would be magnified and shown on the screen. Then when the editor found the exact place he wanted to cut, he would pull the film out and make the cut directly on the film. Then he'd tape the film piece to another strip of film and *voila*. We have an edit.
- This is an incredibly destructive way to edit in the sense that it's difficult to make changes once edits have been made.



OLD FASHION EDITING

- Watch a Film be edited on a Flatbed:
<https://www.youtube.com/watch?v=fNGtWByyKul>

NON-LINEAR EDITING WITH COMPUTERS

- In the late 1980s-early 1990s computers were introduced into the editing process. The editor transferred film onto Beta tape and then digitized it onto the computer. Once the information was loaded onto the computer, the editor digitally edited the footage. As you have seen in previous lessons, this process is called non-linear editing.

NON-LINEAR EDITING

- As computers became more and more powerful throughout the '90s, the non-linear editing systems became more widely used and sophisticated. The early standard in feature film editing was AVID. Now AVID Technologies, Inc., provides editing and production solutions to media, government, broadcasting, and media education.
- This non-linear editing system is still the dominant choice for feature films with Apple Final Cut Pro the favorite choice for many commercial and music video productions. See what you think about the program. This instruction is very quick, clear and to the point.

GENERAL EDITING INFORMATION

- Editing at its heart is the art of visual storytelling. The task of the editor is similar to that of the screenwriter. The writer has many different ideas and choices in selecting a storyline. He is faced with dozens of forking paths but must select the best path to create the most entertaining story.
- Likewise, the editor faces a mountain of footage — perhaps 100 hours of raw footage. Out of those 100 hours, the editor must choose and piece together the best one-and-a-half hour of footage to best tell the story visually.
- Special effects, color correction, and everything else is additional to the editor choosing the best shots in the best order to tell the story he or she wants to tell.

EDITING TECHNIQUES OVER TIME

- In the old days it was considered highly desirable for the editor to work his craft in such a manner that his work was "invisible." People didn't even know they were seeing edits because the cuts were so seamless and smooth.
- Today, it has become increasingly popular to use time displacement (slowing down or speeding up footage) in action sequences. Jump cuts (moving rapidly between scenes or images), which were once considered a mistake, are also used as a technique in modern editing to create tension.
- Cuts and Transitions

