

### **-Week6**

-I did find a video resource as an editing practical material for Pr CC. I used this video to familiar basic function with Pr, and one of my learning goals is to grasp how to use video-editing software after all.

-When I work with Pr, I found some basic functions are similar with the iMovie, like frame editing, accelerate or reduce the speed. Sometimes I have to deal with the video in frame, but sometimes in second. Another different is Pr seems like a more professional editing software, so it doesn't have "Material library", like sounds, transition, subtitles in the iMovie.

-But it became more precise when I focused picture frame by frame. Not mention it made my editing work hard than before. But since I have to make sure my video will be within 1 minute or 45 seconds and my raw material is as long as 20 minutes, so how to selectively cut video became my mainly task this week.

### **-Week7**

-I still want to use my own video resource because I shot it by myself. So after I was familiarized with Pr with that practical video, I imported my video into Pr and deleted so many parts but to make sure it could play in a logical order and easy to understand to audience.

-I reviewed my video clip repeatedly and when I opened Pr every time there would be a new idea spring up to my mind.

-I spent whole week to edit or re-edit my video in Pr.

-Finally I exported my one-minute video trailer.

### **-Week8**

-When I finished editing part with Pr I turned back to the iMovie to add some effects, like sounds, transitions or subtitles, to make this video closer to a marketing or publicity-used video.

-To be honest, subtitles and transitions are not a big deal because those stuffs are available on iMovie effect library. What became big challenges for me are

background music and special sounds effects. I need some effects like raging flames, oil splashing out, pitpat or sound effect of typing, cutting...I asked some my friends and they told me there is a website called ChinaZ.com that could provide various sounds, pictures or flash to me and download for free!

-At the same time, I have to use Photoshop as assistant software to cutout pictures, and image. Like the image at the beginning of the video, and I also did a lot but I have to cut because of time limitation.

### **-Week9**

-I launched a "search campaign" for background music and lasting for two and a half weeks until week9. It is a huge challenge for me, because it will refer to an issue of copyright or something like that. Another thing is I cannot download even listen to the music that I've already know and want to add into my background music listing because I am in the U.S. and it said "Sorry, Beyond the scope of our services."

-This video is used as a marketing purpose rather than a formal cooking show. Some cooking shows usually choose tunes on the flute as their background at least in China, but mine is a video trailer for food festival. So I have to find some delightful melody or dynamic sound to create a special festival atmosphere. Thanks to Eric to share his blog to me, and there are a lot of "treasures" in his blog, music is just a small part of that!

-I have tried much different music as background music. Sometimes it is necessary to cut or forcibly interrupt a piece of melody because of time or frame demands, but this might not works very well every time. And interestingly, I finally found a tune in the iMovie even though I searched music around the "world".

-Due to the music itself, I have to extend my video to 1:05 minute to make sure the integrity of the whole video.

### **-Week10**

-Got feedback from Eric and reorganized the size, color or front of subtitles.

## WEEKLY JOURNAL (Week 6-10) Sophie Li

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- Double check every detail in each second or frame, including the effect of transition, sounds, spelling.
- Exported as mp4 and upload into YouTube then reposted to my personal e-profile.
- Wrote final report and collected all recourses I have used this term.
- I have created roughly 10 posters for WJS and 2 marketing surveys for two seasons in total and posted 8 weeks music listings to Eugene Weekly and Register Guard.
- Well done!