



FUNDAMENTOS DE VIDEO : PRODUCCION AUDIOVISUAL PARA EL CAMBIO SOCIAL

Día 3: Edición y publicación

Vamos a romper el hielo.





Resumen del curso

Día 1: Investigación, planificación y guión

Día 2: Grabación

Día 3: Edición y Publicación

AGENDA DÍA 3



6 horas

Editar: fundamentos y trucos

Reutilización de contenido

RECAPITULACIÓN Y REFLEXIÓN



Edición de video

Editar un video es el proceso de organizar y manipular los diferentes recursos en una línea temporal para crear una historia.

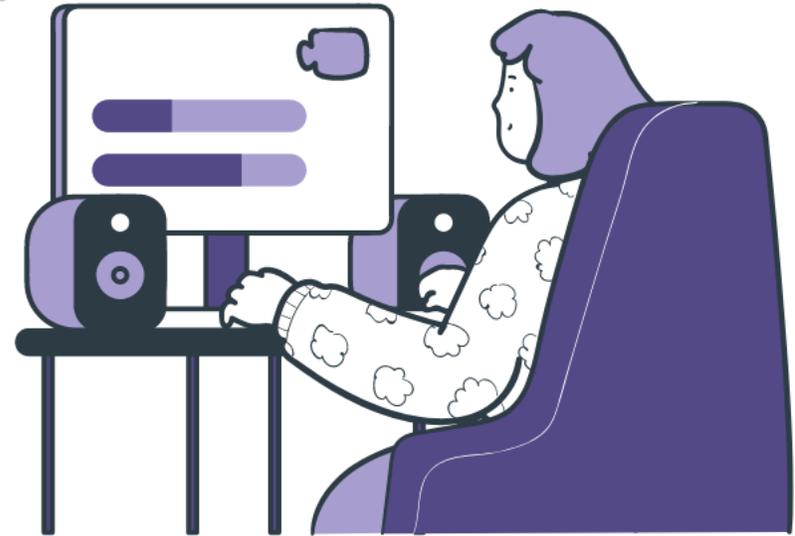
**¿Puedes
pensar en
diferentes
estilos de
edición?**



HABILIDADES
TÉCNICAS

NOCIÓN
DEL TIEMPO

PAISAJE
EMOCIONAL



Algunos consejos antes de comenzar a editar...



Adobe Premiere Pro



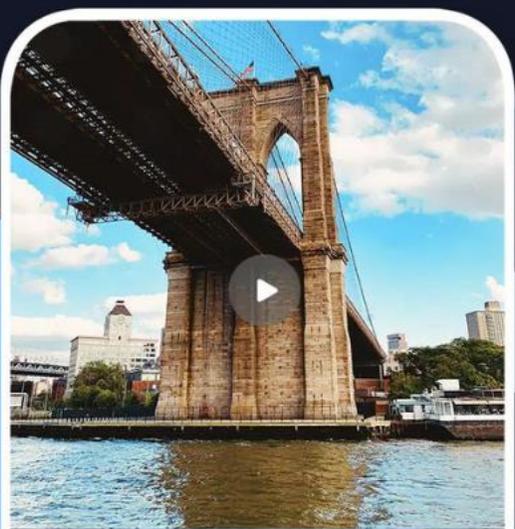
- *Versión gratuita por 90 días*
- *Adobe family*
- *Más popular y profesional*

DaVinci Resolve



- *Version gratuita*
- *Sencilla*
- *No compatible con Adobe family*

FILMR



INSHOT



InShot

Powerful Video & Photo



KINEMASTER



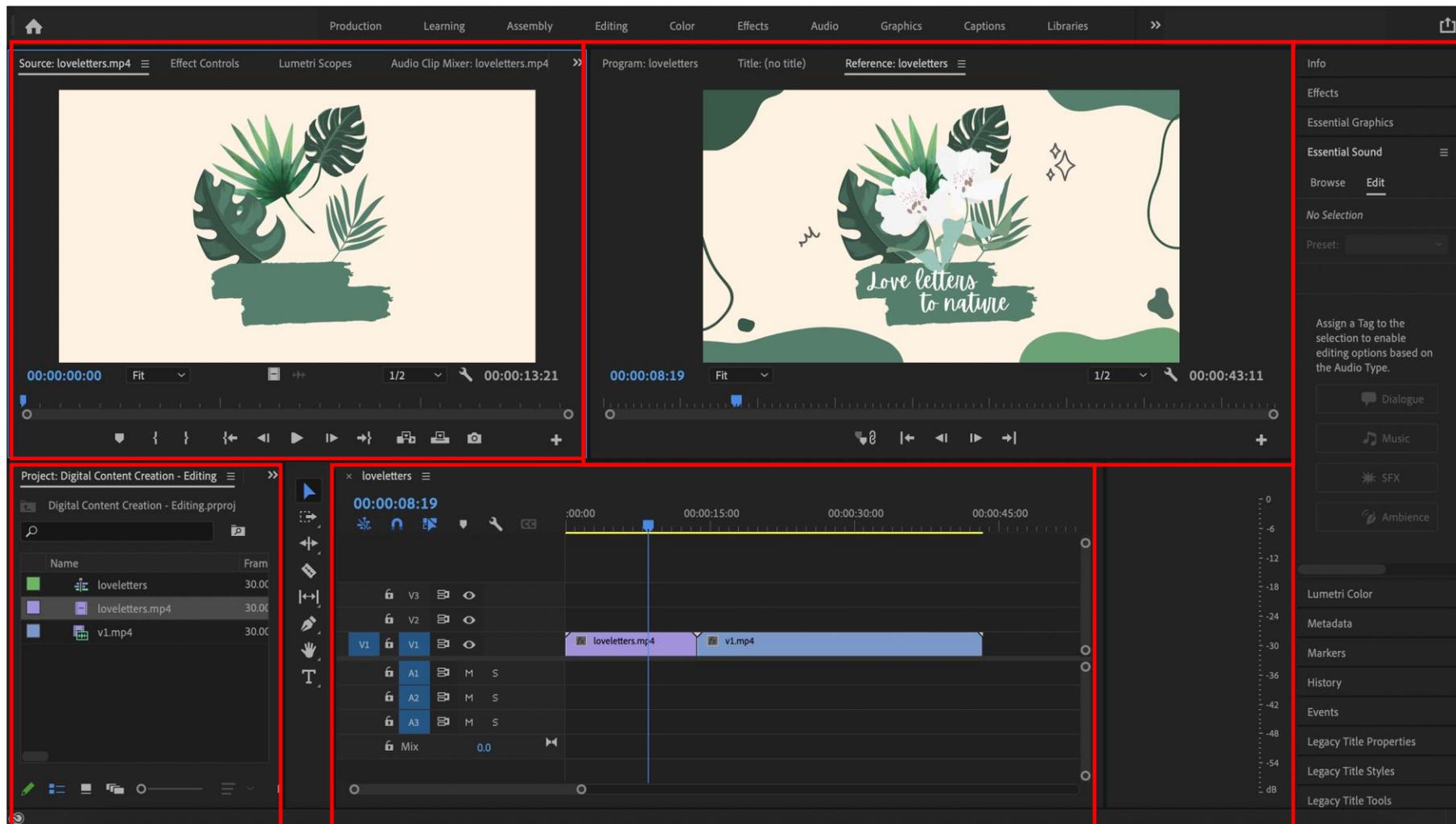
¡Vamos a editar!

Espacio de trabajo

Monitor del programa

Control de efectos

Sonidos y gráficos esenciales



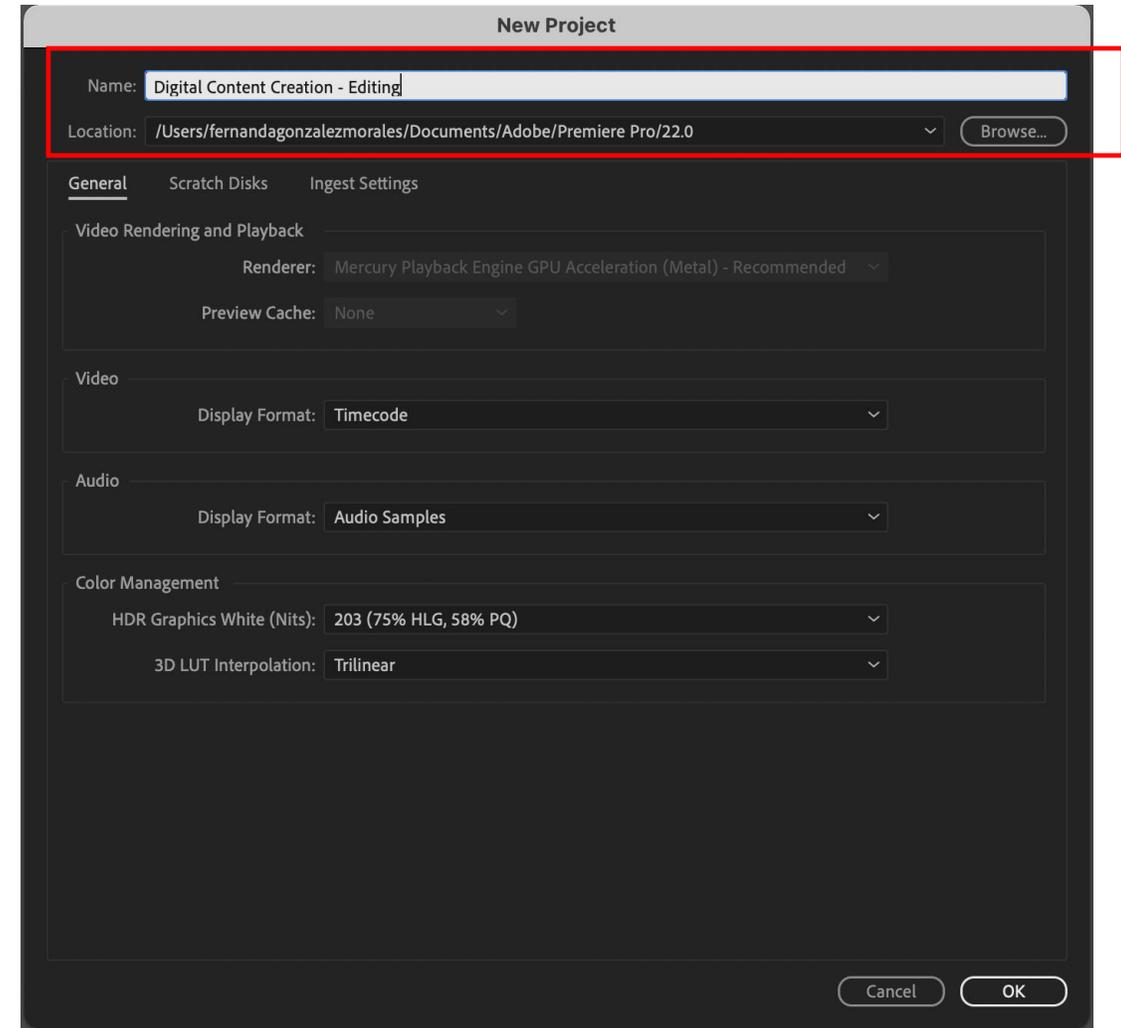
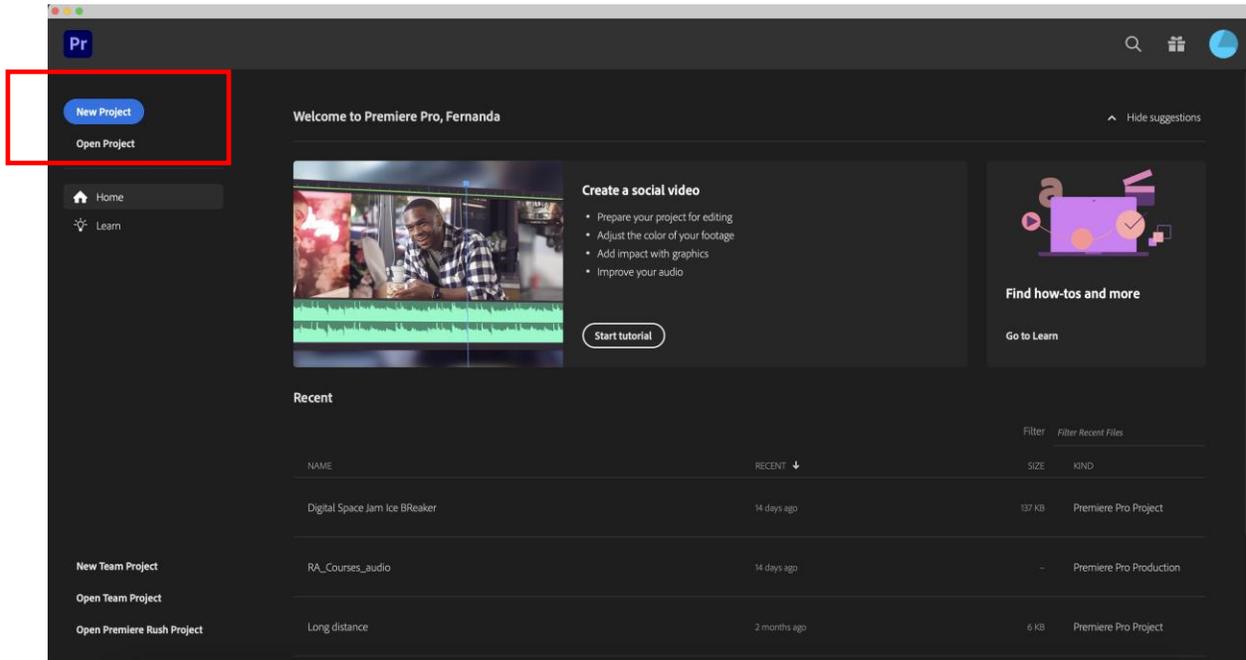
Librería

Línea de tiempo

Crea un proyecto

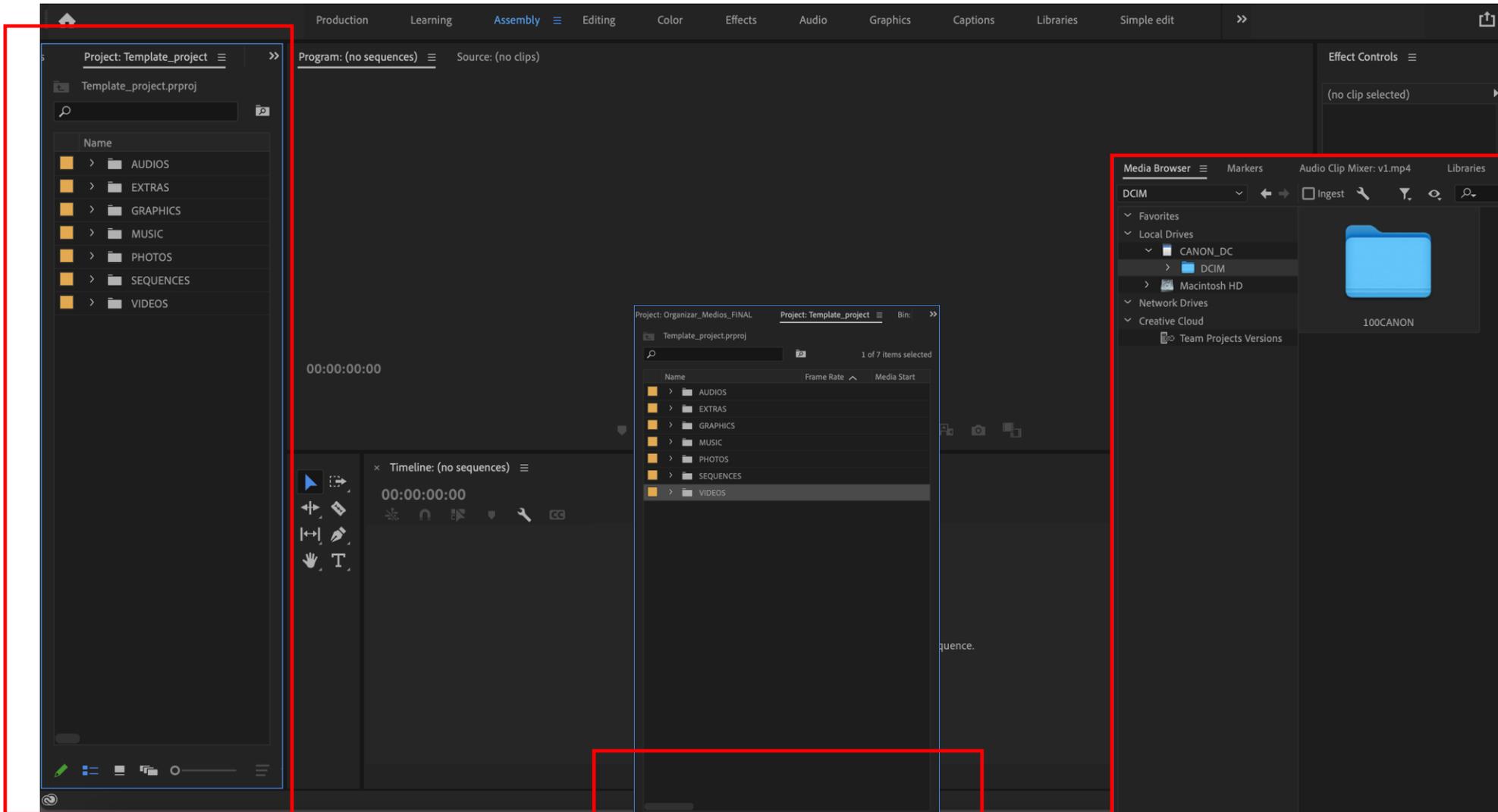
2

7



Crear un proyecto: organizar carpetas e importar media

7



3

2



EJERCICIO

Carpetas: importa tus materiales a la carpeta y estructúralas de la manera mas útil/lógica para ti.

Crear un proyecto: secuencia nueva

The image shows the Adobe Premiere Pro interface with the 'New Sequence' dialog box open. The dialog is highlighted with a yellow border. The 'SEQUENCES' bin is highlighted with a red border. The 'New Sequence' dialog shows various settings for a new sequence, including editing mode, timebase, video settings, audio settings, and default sequence options.

SEQUENCES Bin (Red Border):

- Bin: SEQUENCES
- Template_project.prproj\SEQUENCES
- Name: Video Essay rough cut

New Sequence Dialog (Yellow Border):

- Sequence Presets: Settings, Tracks, VR Video
- Available Presets: ARRI, AVC-Intra, AVCHD, Canon XF MPEG2, Digital SLR, DNxHD, DNxHR, DV - 24P, DV - NTSC, DV - PAL, Standard 32kHz, Standard 48kHz, Widescreen 32kHz, Widescreen 48kHz, DVCPRO50, DVCPROHD, HDV, ProRes RAW, RED R3D, VR, XDCAM EX, XDCAM HD, XDCAM HD422
- Preset Description: For editing with IEEE1394 (FireWire/LINK) DV equipment. Standard PAL video (4:3 interlaced). 48kHz (16 bit) audio.
- General: Editing mode: QuickTime DV PAL, Timebase: 25.00 fps
- Video Settings: Frame size: 720h 576v (1.0940), Frame rate: 25.00 frames/second, Pixel Aspect Ratio: D1/DV PAL (1.0940), Fields: Lower Field First
- Audio Settings: Sample rate: 48000 samples/second
- Color Space: Name: BT.709 RGB Full
- Default Sequence: Total video tracks: 3, Mix track type: Stereo, Audio Tracks: Audio 1 - Standard
- Sequence Name: Sequence 03

New Sequence Dialog (Yellow Border - Settings Tab):

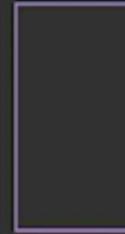
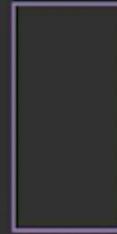
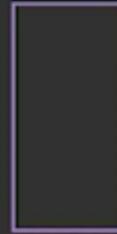
- Sequence Presets: Settings, Tracks, VR Video
- Editing Mode: QuickTime DV PAL
- Timebase: 25.00 frames/second
- Video: Frame Size: 720 horizontal 576 vertical 4:3, Pixel Aspect Ratio: D1/DV PAL (1.0940), Fields: Lower Field First, Display Format: 25 fps Timecode, Working Color Space: Rec. 709
- Audio: Sample Rate: 48000 Hz, Display Format: Audio Samples
- Video Previews: Preview File Format: QuickTime DV PAL, Codec: DV25 PAL, Width: 720, Height: 576, Composite in Linear Color (checked)
- Sequence Name: Sequence 03

Lista de recursos

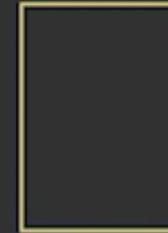
Titles



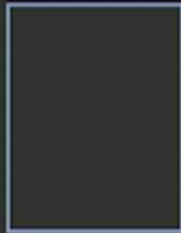
Images



Video
(interview)



Narration



Music

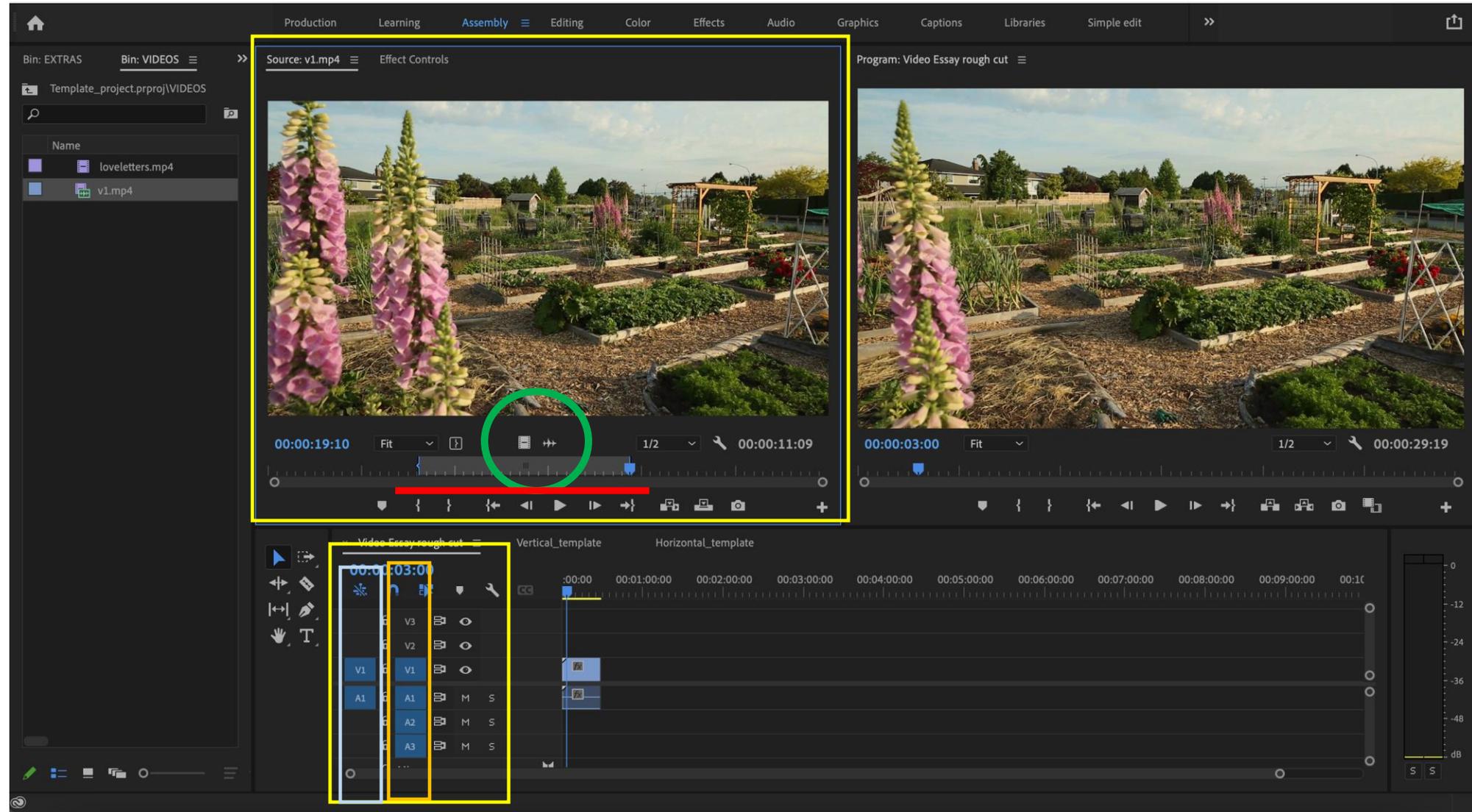




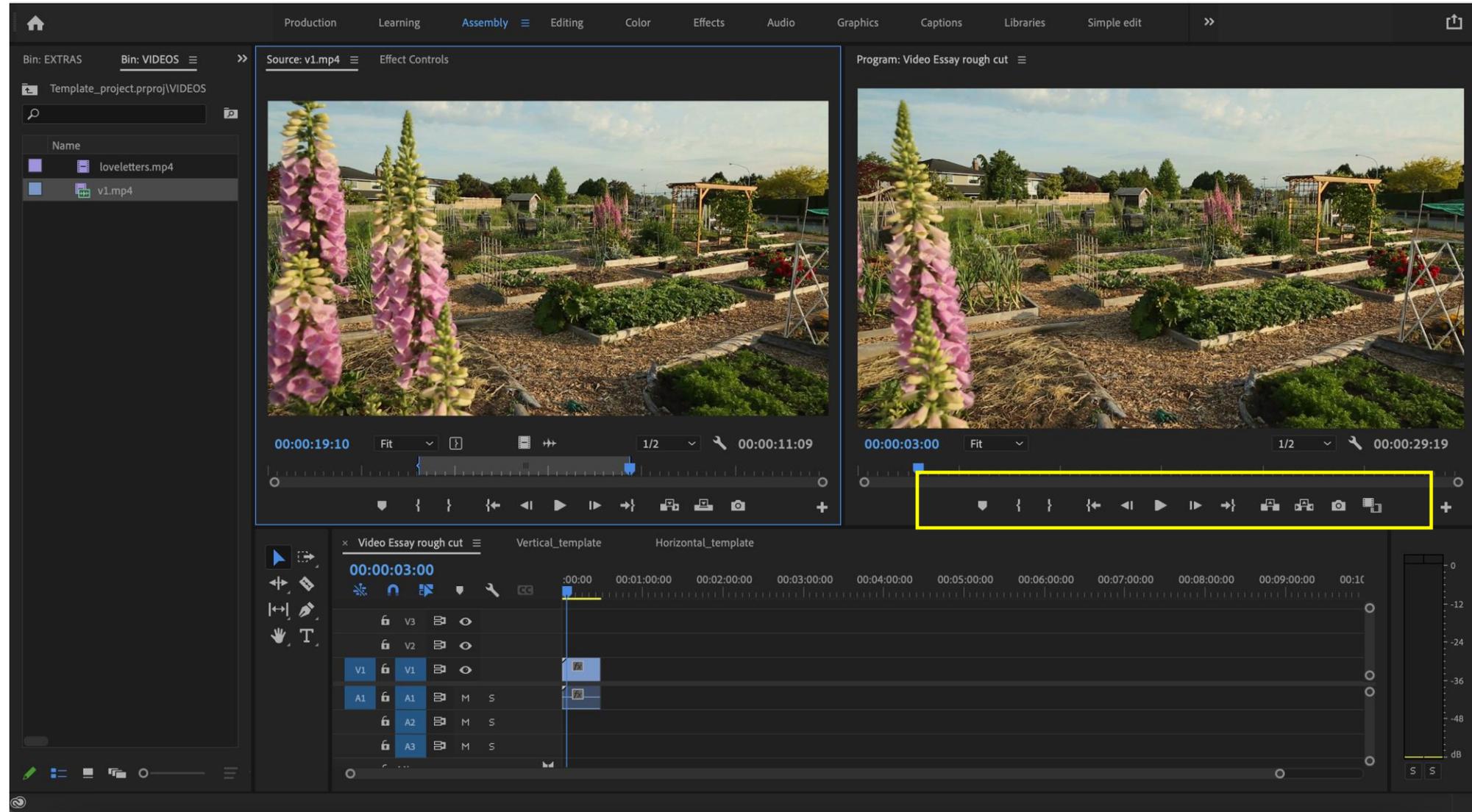
EJERCICIO

Recursos: revisa los materiales que tienes para tu proyecto de video (audio, video, texto, etc.) y haz una lista de los recursos faltantes.

Crear un proyecto: importar media a la línea de tiempo

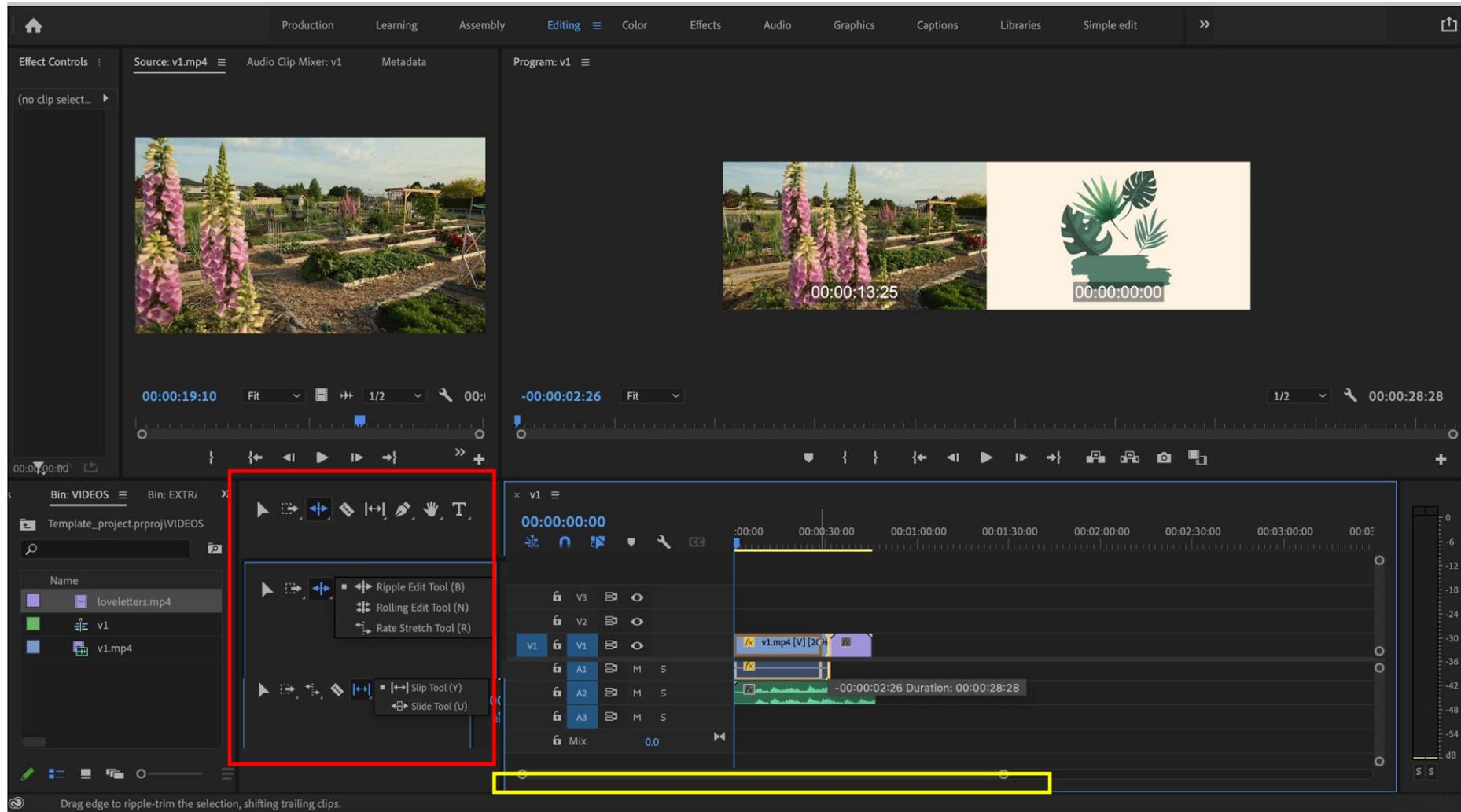


Acciones principales



Edición

Herramientas básicas para editar



Atajos del teclado

CTRL/COMMAND + ALT/OPT + K = ajustes del teclado

Keyboard Layout Preset: Adobe Premiere Pro Default

Save As... Delete Copy To Clipboard

Commands: Application

Premiere Pro Help...

F1 F2 F3 F4 F5 F6 F7 F8 F9 F10 F11 F12

Maximize or Rest... Select Camera 1 Select Camera 2 Select Camera 3 Select Camera 4 Select Camera 5 Select Camera 6 Select Camera 7 Select Camera 8 Select Camera 9 Multi-Camera... Zoom Out Zoom In Delete

Tab Ripple Trim Ripple Trim Extend Selecte... Rate Stretch... Type Tool Slip Tool Slide Tool Mark In Mark Out Pen Tool Decrease Clip Vo... Increase Clip Vo... Zoom to Sequence

Caps Lock Track Select F... Snap in Timeline Select Clip at P... Match Frame Audio Gain... Hand Tool Shuttle Left Shuttle Stop Shuttle Right Lift Extract Render Effects in Work Area

Zoom Tool Mark Clip Razor Tool Selection Tool Ripple Edit Tool Rolling Edit Tool Add Marker Insert Overwrite Mark Selection

↑ Shift Z X C V B N M , . / ↑ Shift

Play-Stop Toggle

^ Ctrl ⌘ Opt ⌘ Cmd Space ⌘ Cmd ⌘ Opt ^ Ctrl

Key:

Go to Sequen... Home Page Up

Go to Sequen... End Page Down

Clear Forward Delete

Go to Previous... Up

Step Back 1 Frame Left Go to Next Down Step Forward Right



EJERCICIO

Edición básica: dedica un tiempo para aprender las acciones básicas de edición. Prueba cosas diferentes, juega, ¡comete errores!
¡Prepara un borrador de tu proyecto!

Animaciones, efectos y transiciones

The image displays the Adobe Premiere Pro interface with several key areas highlighted:

- Effect Controls Panel (Left):** A red box highlights this panel, which is used to adjust video effects. It shows the 'Motion' effect with properties like Position (960.0, 540.0), Scale (100.0), and Rotation (0.0). The 'Opacity' effect is also visible, set to 100.0%. Yellow lines point to the 'Motion' and 'Opacity' sections.
- Program Monitor (Center):** Shows a preview of a garden scene with pink foxglove flowers. A yellow circle highlights the 'Fit' button in the bottom right corner of the monitor. Another yellow circle highlights the '1/2' zoom level dropdown.
- Effects Panel (Right):** A red box highlights this panel, which contains a library of effects and transitions. It is organized into categories like 'Presets', 'Lumetri Presets', 'Audio Effects', 'Audio Transitions', 'Video Effects', and 'Video Transitions'.
- Timeline (Bottom):** Shows a multi-track timeline with video (V1, V2, V3) and audio (A1, A2, A3) tracks. A green circle highlights a video clip labeled 'loveletters.mp4' on the V1 track.

Corrección de color

The image shows the Adobe Premiere Pro interface with the Lumetri Color panel open. The interface is divided into several sections:

- Top Panel:** Navigation tabs for Production, Learning, Assembly, Editing, **Color** (highlighted with a red box), Effects, Audio, Graphics, Captions, Libraries, and Simple edit.
- Source Panel:** Shows the source clip 'v5.mp4' and various effects like Motion, Opacity, and Time Remapping.
- Program Monitor:** Displays the video preview of a woman holding a potted plant. The timecode is 00:00:40:02.
- Lumetri Color Panel (highlighted with a red box):** Contains the following settings:
 - Source: v5.mp4, v1 * v5.mp4
 - fx: Lumetri Color
 - Basic Correction:
 - Creative:
 - Curves:
 - Color Wheels & Match:
 - HSL Secondary:
 - Vignette:
- Timeline:** Shows a multi-track sequence with video tracks (V1, V2, V3) and audio tracks (A1, A2, A3). The video tracks contain clips 'loveletters.mp4', 'v2.mp4', 'v5.mp4', 'v4.mp4', and 'v3.mp4'. The audio tracks show waveforms.
- Project Panel:** Lists video assets including 'loveletters.mp4', 'v1', 'v1.mp4', 'v2.mp4', 'v3.mp4', and 'v4.mp4'.

Reparación de audio/efectos

The 'Preferences' dialog box is open, showing the 'Audio' section. The 'Device Class' is set to 'CoreAudio'. The 'Default Input' is 'System Default - MacBook Pro Microphone' and the 'Default Output' is 'System Default - External Headphones'. The 'Clock' is set to 'System Default - MacBook Pro Microphone' and the 'Clock Source' is 'Internal'. The 'I/O Buffer Size' is '256 Samples' and the 'Sample Rate' is '48000 Hz'. There is a checkbox for 'Attempt to force hardware to document sample rate'. The 'Output Mapping' section shows 'Map Output for: Adobe Desktop Audio'. At the bottom, there are 'Help', 'Cancel', and 'OK' buttons.

The Adobe Premiere Pro interface is shown with the 'Audio' menu open. The 'Effect Controls' panel is visible, showing the audio waveform for the clip 'Source: v1: Ólafur Arnalds - We Contain Multitudes (Sunrise Session).mp3'. The waveform is displayed on a green background with a black amplitude line. The timecode is 00:00:40:02. The 'Program: v1' video track is also visible, showing a video clip of a person holding a potted plant.

The 'Essential Sound' panel is open, showing the 'Edit' tab. The 'Preset' is set to '(Default)'. There are checkboxes for 'Loudness', 'Repair', and 'Clarity', all of which are checked. The 'Dynamics' section has a slider set to 3.0. The 'EQ' section has a 'Preset' of 'Background Voice' and an 'Amount' of 5.0. The 'Clip Volume' section has a 'Level' of 0.0 dB. There are also 'Quieter' and 'Louder' buttons.

The 'Libraries' panel is open, showing a list of assets. The 'Name' column lists 'AUDIOS', 'EXTRAS', 'GRAPHICS', 'MUSIC', 'PHOTOS', 'SEQUENCES', and 'VIDEOS'. The 'Project: Template_project' is selected, and the file 'Template_project.pproj' is listed.

The 'Audio Clip Mixer' and 'Audio Track Mixer' are visible. The 'Audio Clip Mixer' shows three channels (A1, A2, A3) with volume faders and meters. The 'Audio Track Mixer' shows three tracks (V1, V2, V3) with volume faders and meters. The 'Source: (no clips)' is selected. The timecode is 00:00:41:02.

A detailed view of the 'Essential Sound' panel. The 'Edit' tab is active. The 'Preset' is '(Default)'. The 'Loudness' checkbox is checked. The 'Repair' checkbox is checked. The 'Clarity' checkbox is checked. The 'Dynamics' section has a slider set to 3.0. The 'EQ' section has a 'Preset' of 'Background Voice' and an 'Amount' of 5.0. The 'Clip Volume' section has a 'Level' of 0.0 dB. There are also 'Quieter' and 'Louder' buttons.

A detailed view of the 'Audio Clip Mixer'. It shows three channels (A1, A2, A3) and a 'Mix' channel. Each channel has a volume fader and a pan knob. The 'Read' section shows 'M S R L' for each channel. The timecode is 00:00:41:02.

Texto y gráficos animados

The image displays the Adobe Premiere Pro interface with several key components highlighted by red boxes:

- Captions Panel:** Located at the top left, it shows the 'Text' menu and a search bar. A green circle highlights the '+' icon used to add new captions. Below it, a red box highlights the 'T' icon in the vertical toolbar.
- Essential Graphics Panel:** Located on the right side, it shows a list of templates. A red box highlights the 'Essential Graphics' panel header and the 'Edit' tab. Below it, another red box highlights the 'Essential Graphics' panel content, which includes a list of templates like 'Flowers', 'Shape', and 'Types and colors'. The 'Appearance' section is also visible, showing 'Fill' and 'Stroke' options.
- Main Video Preview Area:** The central area shows a video clip with a yellow flower. A red box highlights the 'Flowers' and 'Types and colors' text overlay at the bottom of the clip.
- Timeline:** The bottom area shows the timeline with various tracks. A red box highlights the 'Subtitle' track, which contains a single subtitle clip.

Exportar

The image shows the Adobe Premiere Pro interface. The 'File' menu is open, and the 'Export' option is selected. A sub-menu is visible, listing various export options such as 'Media...', 'Motion Graphics Template...', 'Captions...', 'Tape (DV/HDV)...', 'Tape (Serial Device)...', 'EDL...', 'OMF...', 'Markers...', 'Selection as Premiere Project...', 'Final Cut Pro XML...', and 'Avid Log Exchange...'. The 'Media...' option is highlighted. In the background, the main editing workspace is visible, showing the 'Program' monitor and the 'Timeline' panel. The 'Timeline' panel displays a sequence with multiple video clips (v1.mp4, v2.mp4, v3.mp4, v4.mp4) and an audio clip (v5.mp4). The 'Export Settings' dialog box is open in the foreground, showing the 'Export Settings' tab. The 'Format' is set to 'H.264', the 'Preset' is 'Custom', and the 'Output Name' is 'v1.mp4'. The 'Export Video' and 'Export Audio' checkboxes are checked. The 'Summary' section shows the output path and source information. The 'Encoding Settings' section shows 'Use Maximum Render Quality' checked, 'Use Previews' unchecked, 'Import into Project' unchecked, 'Use Proxies' unchecked, 'Set Start Timecode' unchecked, and 'Render Alpha Channel Only' unchecked. The 'Time Interpolation' is set to 'Frame Sampling'. The 'Estimated File Size' is 88 MB. The 'Export' button is highlighted.



**Puntos a
considerar
cuando vayas
a publicar...**



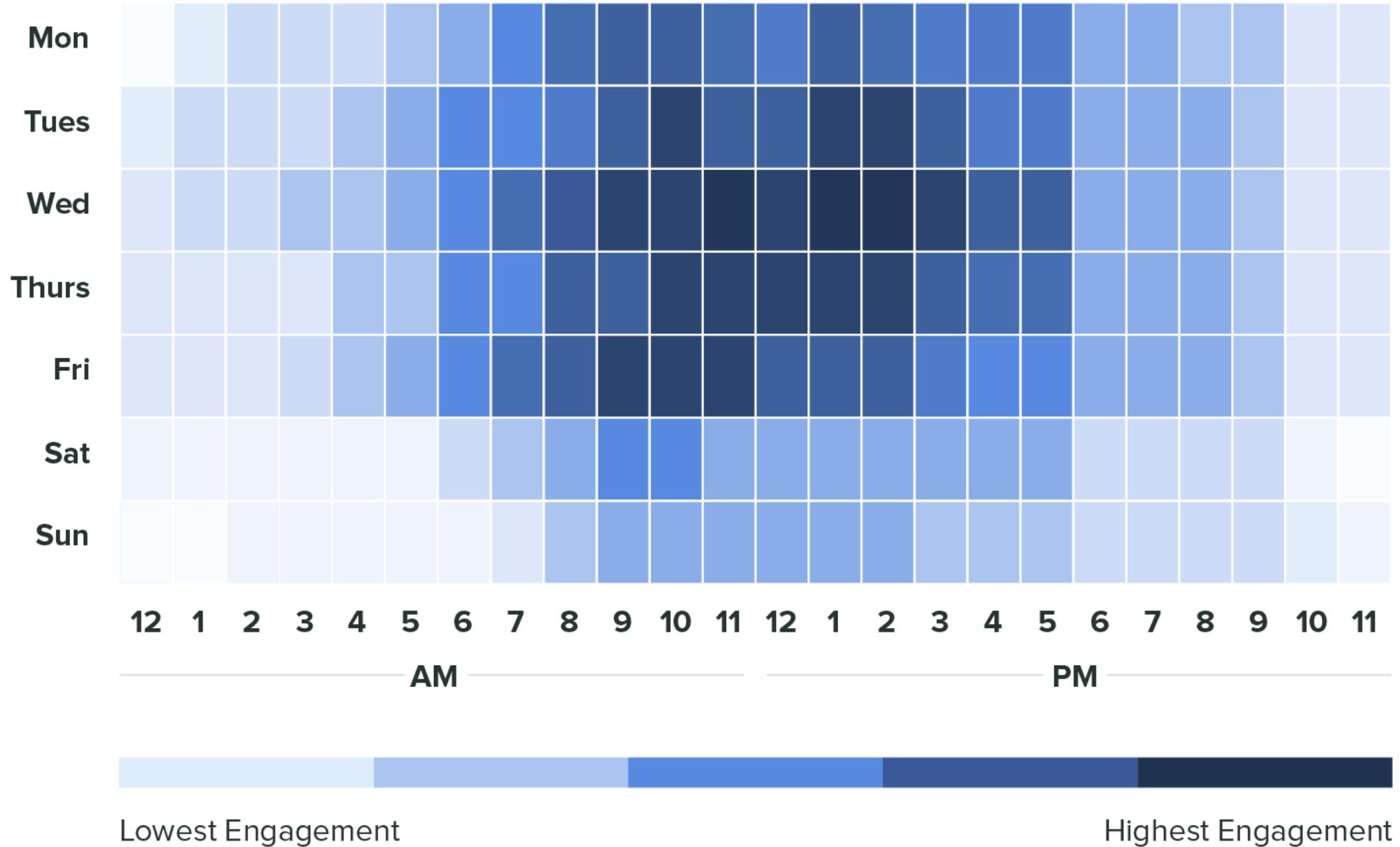
Plataformas



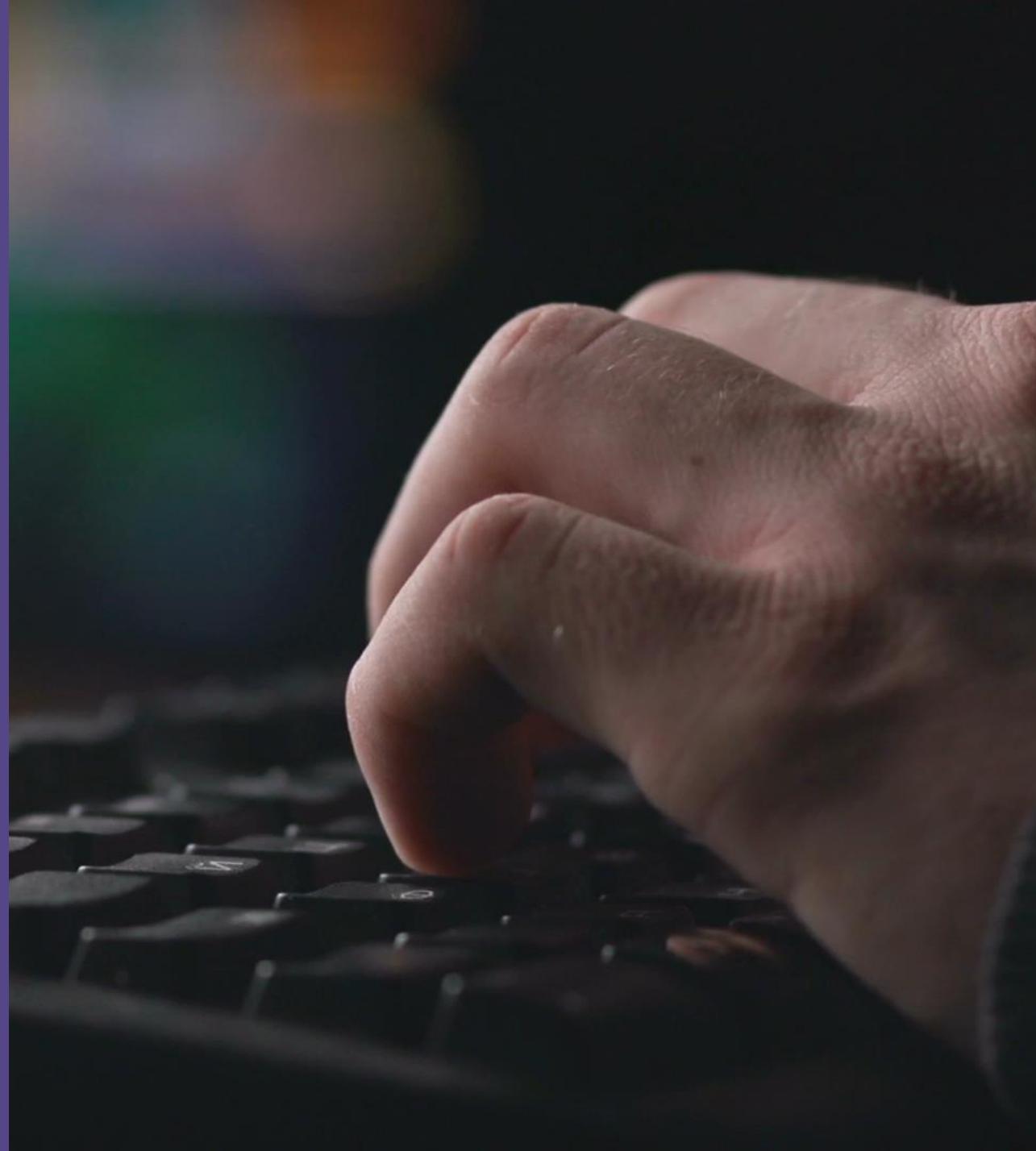
Facebook Global Engagement

sproutsocial

Momento de publicación

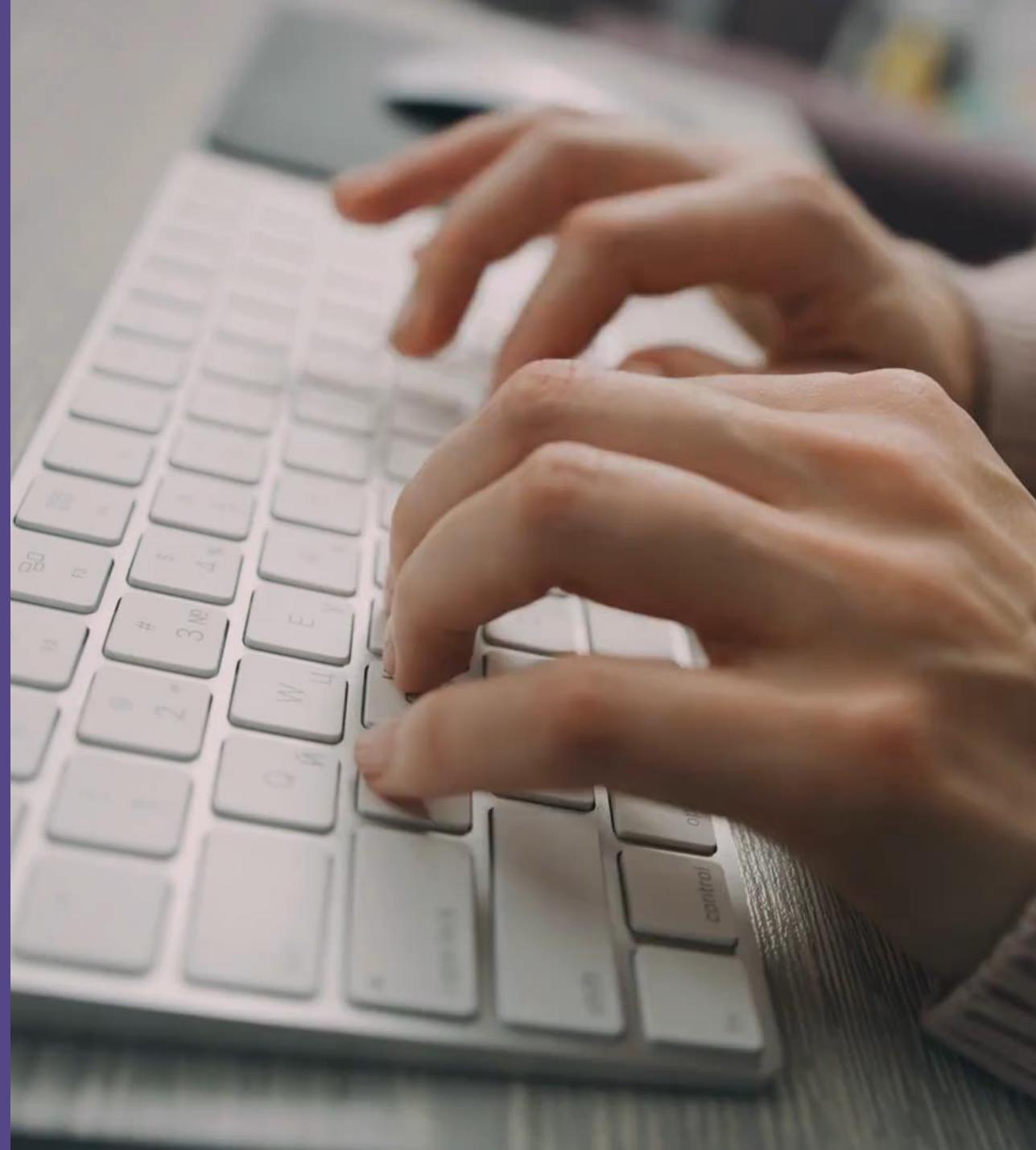


Subtítulos



Fácil de localizar

Un título creativo, descripción, etiquetas y una foto en miniatura (thumbnail)



¿Preguntas





FEEDBACK

PASO 1- Petición del presentador

- Da una **pequeña introducción** al contexto/ estado de tu trabajo. ¿Es un borrador o la última versión? Piensa en las decisiones que tienes que tomar a esta altura.
- Sé claro con **qué te gustaría obtener de este feedback**. Ejemplo: quiero feedback sobre el contenido o sobre la estética elegida.
- **¿Cuál es tu pregunta** para la audiencia? Trata de ser lo más claro posible.

PASO 2 - La muestra

- **Facilita pluma y papel** para que la audiencia escriba sus ideas durante la presentación. No hablar ni discutir durante la presentación.
- Asegúrate de que **el estilo de la presentación sea adecuado para las necesidades** del feedback; ya sea mostrando el material o solamente hablando.

PASO 3 – Feedback Asertivo

- Piensa en **el trabajo en sí mismo**: ¿que está tratando de hacer? Siguiendo esa lógica, piensa en todas las cosas que "funcionan" y compártelas con el presentador.
- **“Lo que funcionó para mi fue...”**

PASO 3 – Perspectivas

- Ofrece una **mirada desde una perspectiva específica**.
- Imagínate a ti mismo "**en los zapatos**" de una público potencial para este trabajo. Piensa en el feedback desde esta perspectiva.
- "**Como estudiante universitario**, me gustaría que este trabajo fuera..."

PASO 4 – Preguntas abiertas

- Audiencia: **escriban** en un papel **preguntas abiertas** que no puedan ser contestadas mediante un sí o no.
- Presentador: **Recoge las preguntas**, no des respuestas inmediatas pero guárdalas para las próximas reflexiones.

PASO 5 – Tips y trucos

- Este espacio será usado para que **todos compartan tips y trucos**, en base a temas específicos que la presentación haya generado.
- Sé **conciso y breve**.
- Trata de **organizar los tips en temas**, puedes disponer de un documento, mural o pizarra para esto.
- Esta sección también puede ser usada para compartir **referencias, ejemplos y sugerencias**.

1. Presentador: tener claridad sobre la importancia del feedback. Sé lo mas específico posible con lo que necesitas de este proceso.
2. Presentador: escucha lo que la gente tiene que decir y toma notas. Trata de no responder / defender tus preferencias, es un momento para escuchar.
3. Audiencia: sigan la estructura propuesta por el presentador, traten de ser concisos con su aportación: que sea breve y simple.
4. Audiencia: formulen preguntas que sean constructivas / útiles.





REFLEXIÓN

¿Qué es lo que mas te ha gustado de esta sesión?



¡GRACIAS!