

Rubin's Power Video

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Why Listen to this Guy?

Editing is Easy

For 100 years the best in the world
did it with a razor blade and tape.
It doesn't take a gigaflop to edit.

The Secret to Easy Editing

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Good Shooting

Hunting for Video; Collecting Video

Videos are made not shot

The Second Secret to Easy Editing

Organizing
Make Tape Logs

Organizing

Shooting with Unbroken Timecode

Display Timecode



No Timecode



How Big is Digital Video?

About 5 minutes per GB
(Memorize This)

Video Sketches

Results-Oriented Video Projects

Rubin's Rules of Shooting (an overview)

- Little Planning, Simple Projects
- Solo Video
- Nothing You Can't Carry in your Pockets
- Existing Light Only
- Shoot to Edit

Rubin's Rules of Shooting (an overview)

- Stop Moving (Static Shots)
- No Zooming
- No In-Camera Effects
- Project Limits
- Small Moments

“Small Moments”

[Show Some Examples]

Shoot to Edit

“Coverage”

(Close-up Shot, Medium Shot, Wide Shot)

Shot/Reverse, Cut-Aways, Point-of-View Shot

Editing

2-hours. That's it.

Rubin's Rules of Editing

- Source Management
- Less is More
- The “Art” of Editing: *don't worry*
- Make Sure Each Shot “Reads”
- Sound: Often More Important than Picture

Rubin's Rules of Editing

- Don't Over Edit
- Forget Special Effects
- Structure is Everything
- Clean up Blips
- You Can't Finish

Editing vs. Culling

The Compilation Video vs. The Small Moment

Show Examples

The Power of Music

- For structure
- For continuity
- For quality
- For mood
- Forced durations

Titles

- Light over Dark
- Small Drop Shadows
- Fade Fades
- Double Read Time
- Title Safe
- Increase Contrast with Background
- Title “Cards”

Effects

- Don't use Them... Except
- Fade Up/Down at Beginning/End
- Some Dissolves are Okay
- Slow-down Effects (*instead of Getting Motion Sickness*)

Finishing Up

www.nonlinear.info