

## Tips, Tricks, Resources and Services

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### VIDEO EDITING SOFTWARE OPTIONS

*Basic Editing - Free*

#### **PC's - Windows Movie Maker**

Standard on Windows 7 and 8 - it is available as a free download for Windows 10. (Support will end for program in January 2017)

<http://windows.microsoft.com/en-US/Windows-Live/movie-maker>

#### **Mac's - iMovie**

Standard on Mac computers – it is available for iPads and iPhones through the app store.

#### **App's - Adobe Premiere Clip**

Video editing app for iPhones, iPads, and Android devices - available through the App Store or Google Play.

*Consumer Friendly – Costs*

#### **PC's and Mac's - Adobe Premiere Elements**

More advanced than iMovie or Movie Maker, however, it does offer different levels of editing (from basic to advanced) that adapts to users' experience and ability. *Ranges from \$60 to \$100*

*Professional – Costs*

#### **PC's and Mac's - Adobe Premiere Pro**

Subscription based payment structure: *\$29.99/month or \$239.88/year*

#### **Mac's - Final Cut Pro X**

Apple software: *\$299.99/license*

There are pros and cons for each program, influenced by users experience, and ability.

### VIDEO SHARING

Up to 20 minutes: Facebook

Longer, more produced videos: Vimeo, YouTube

Shorter videos from mobile device: Vine (up to 6 seconds) Twitter (up to 30 seconds), Instagram (up to 60 seconds), or Flickr (mostly for photos, but can be used for up to 90 seconds)

## **CLOUD STORAGE / BACKUP**

### **iCloud - Apple product**

Available for Windows, Mac, Android, iOS, but works best with Apple products.  
*Monthly charges: 5GB: free, 50GB: \$0.99, 200GB: \$2.99, 1TB: \$9.99, 2TB: \$19.99*

### **OneDrive - Microsoft Product**

Available for Windows, Mac, Android, iOS, but works best with Windows products. Easy to open and edit files in other Microsoft applications (like Word or Excel)  
*Monthly charges: 5GB: free, 50GB: \$1.99, 1TB: \$6.99*

### **Google Drive**

Available for Windows, Mac, Android, iOS, works equally well on all platforms. Can set-up automatic video and photo backups from your Android device. In addition to storage space, you get office tools, such as documents, spreadsheets, forms, etc.  
*Monthly charges: 15GB: free, 100GB: \$1.99, 1TB: \$9.99*

### **Dropbox**

Available for Windows, Mac, Linux, Android, iOS, Windows Phone, BlackBerry, Kindle Fire, works equally well on all platforms. Best for sharing files with others.  
*Monthly charges: 2GB: free, 1TB: \$8.25*

### **Amazon Cloud Drive**

Available for Windows, Mac, Android, iOS, Kindle Fire, but works best with Amazon devices.  
*Monthly charges: 5GB: free for Prime members, \$59.99/year unlimited*

## **PHYSICAL STORAGE / BACKUP**

**For phones or other mobile devices:** MicroSD cards, or higher capacity cards (it all depends on compatibility with your device)

**For computers:** External hard drive - some of top rated brands: WD, Toshiba, Seagate, Samsung, Buffalo, G-Tech, LaCie

## **VIDEO AND AUDIO TIPS**

### **Video**

- If you are doing a longer interview plug-in the smartphone or video camera – you don't want the battery to die halfway through the story.
- Stabilize the camera. Mount on a tripod if you can, using an adapter for smartphones. If you are shooting freehand hold the smartphone with both hands and grip firmly to avoid shakes. When moving the camera move your whole body rather than turning your wrists. Move slowly.
- Hold a smartphone so you are recording with a landscape orientation not portrait, TV and computer displays are landscape orientation.

### **Audio**

- Turn off phones, dishwashers, the TV and any other controllable sounds.
- Audio Apps - Check your device. Many Android and all iPhones come with a built-in voice recorder. If you want special features, here are reviews of the top apps available for downloading.

#### **Android**

<http://bit.ly/android-audio>

#### **iPhone**

<http://bit.ly/iphone-audio>

- Follow the same tips for getting good photos and audio – audio is more important than video
- Relax and have a conversation, people should look and talk to each other, not the camera

## **SERVICES FOR AVON LAKE RESIDENTS & BUSINESSES**

### **Duplicating or Digitizing Media**

Formats: Hi-8 video, VHS, S-VHS, Mini DV, DVD

*Cost: \$10 for first copy - \$5 additional copies - \$3 shipping*

**Copies of Past ALC-TV Shows** – Above charges apply

## **EQUIPMENT AVAILABLE FOR PUBLIC USE**

- Mini-DV cameras, tripods and various microphones are available for loan
- Computer editing station in studio - Mac running Final Cut v6, Final Cut X and Adobe Premier Elements.
- In-studio stage sets - ALC-TV staff will switch and run the cameras during in-studio shoots