Video StoryBoard Transcript:

1: For our network and multimedia class, we were instructed to create an epoem. An epoem creatively combines poetry and video production, and having somewhat of a background in video production, I was excited to get started. Though I did experiment with Adobe Rush with the class, I decided to use iMovie instead. I have experience with iMovie and felt confident that I could create a more impactful piece with this software. Since I did use a different software, I thought it would be cool to devote this project to exploring iMovie and giving an overview of what it’s like and how it works.

2: When I began thinking about what kind of video I wanted to create, I immediately found inspiration in a family member. She is currently a dancer in New York City, and sadly, I’ve had a front row seat at the risks and dangers of that particular occupation. She is a little warrior, and her resilience has been nothing short of beautiful and inspirational. So, I decided that I wanted to focus on that triumph over personal struggle that we all experience in life and that I wanted to pay tribute to her through dancing videos.

3: Before I dive into my particular project, I wanted to give a brief overview of iMovie. When you open iMovie, the software looks like this. You are able to choose what kind of project you want to begin and are taken to a screen that looks like this. This is where you construct your composition, and everything you need is right here. To import media, you go to the top toolbar, click file, and click import media. You then are taken to this screen where you choose your media and click import. Once you’ve imported media, it will show up on the left side here under “My Media.” From there, you drag videos directly onto the draft at the bottom of the screen. Without going into too much detail yet, I just want to give a brief overview of the layout of the software. As you can see, there are tabs for audio, titles, backgrounds, and transitions at the top. You also have a toolbar above the video preview where you can edit the lighting, color, cropping, sound, and speed of each clip. Finally, at the top of the screen, there is a full toolbar with a variety of different things that can help compose your project. I will go into more detail about this later.

4: To begin my project, I went to google to search simple word combinations like: triumphant poems, inspirational poems, etc. I found this particular poem by Selena Odom and knew it was the one. It conveyed the sadness in hardship but had an overall inspirational and victorious message. It was also short enough to be impactful within the realms of an epoem. After deciding on the poem, I turned to youtube to find videos for my project.

5: I searched things like “emotional dance piece,” “girl dancing,” etc. to find clips that matched the mood and tone I was going for. I really wanted the composition to be clean, and a lot of dance videos are of dance competitions, so this was a little challenging. I did manage to find a few that really stood out. It was clear that these were filmed for creative purposes and would really work well in my epoem. I used this screen recorder app to record clips from each of the videos I found. I could then drag those files directly into my media on iMovie.

6: On iMovie, I picked which clip I wanted to use, dragged it to the editing board, and started thinking about timing. Personally, I am big on timing videos to music. I have previously composed videos for my family, uploaded them to youtube for my family to have easy access to the videos, and unexpectedly accumulated a substantial amount of views on some of them, one of which has 40,000 hits. I really think what makes people like them is the timing with the music, for music is impactful by itself but can do wonders when perfectly paired with video clips. So, I like to first drag my music clip onto the board like this. From there, I close my eyes and listen for beats, melodies, etc. that I can use to time my video cutting. Once I find that place, I click it, go to edit, and click “cut.” One thing I utilized a lot was the speed function. Since I chose an emotional poem, I knew I wanted the movement to match the overall vibe of the project, so I slowed most of the clips down before cutting them with the music. I repeated this process every time I was adding videos onto my project.

7: Before I get ahead of myself, I want to quickly show how I found my music and used it in iMovie. Since iMovie is an apple product, iTunes is a great and easy app to get music for any project. If you purchase the song for 99 cents to a $1.29, you get the rights to use it in iMovie. So, once you click purchase, it will automatically show up in iMovie under Audio. Just click that and drag your music onto the editing board.

8: Now I need to add text to convey the overall message. While in the process of composing this video, I did strategically choose video clips that I thought would fit well with the words of the poem. It is all part of the process of creating an impactful presentation. To add text, go to the top and click titles. Apple gives you a great variety to choose from, and once you choose it, you just drag it onto the clip you want to use it with. You can then trim it accordingly. One limitation I found with this was that you can’t make words appear with the video clips without fading in and out. This was definitely a limiting design flaw in my opinion, but it wasn’t that detrimental to the overall message. It’s also worth noting that if you drag and drop a title next to a video instead of on top of it, you can get a blank screen with text on it. I utilized this at the end of my video.

9: One new thing that I learned was how to split a screen between two videos. This was a super neat new thing for me that I definitely want to use more in the future. To do this, just drag a second video clip on top of another like you would normally do with the text, and iMovie automatically adds another channel to work with. Click that video, and above the preview screen, click this icon to choose how you want to incorporate both videos into one. You can mess with it and do all kinds of cool stuff with this feature.

10: Once I was finished editing, I clicked this button in the top right corner to export or “share” it. You can choose your dimensions here based on what you want to use it for. For example, if you wanted to put this video on your phone, you may choose lower quality settings for a smaller file. Once it’s finished exporting, it shows up in your files and can be shared to any website or device.

11: So, overall, my project ended up looking like this. I think I accomplished what I wanted to with this project and am proud of how it turned out. The perfectionist in me says I would normally want to spend more time coming back to this project over and over to tweak it or make it more complicated and innovative. I definitely strive for improvement, but I would love to step up to a more advanced program like Final Cut Pro or Adobe Rush Pro to do this. iMovie is a great software for beginners, and you can really do a lot with it and even create professional-looking work, so I really love it and recommend it to anyone wanting to create a visual piece.

12: To expand on this project, we also were instructed to create Instagram postings, including a series of 3-4 15 second videos to create an Instagram story. I also utilized iMovie for this project. I created a very, very similar piece with a poem and video clips I found online of traveling couples and the sun, moon, and stars. I chose to utilize my new skill of combining two clips, except I chose to overlay them instead. I wanted all of the clips of the people to be paired with an Earth clip, a sun clip, a moon clip, or a stars clip depending on which stanza in the poem they were going to be in. Once I was finished completing each 15 second clip, I exported them individually and sent them to my phone for editing on Instagram, where I put it all together and added text. This just goes to show that iMovie can be used for a variety of projects and has been extremely helpful for me when composing multimedia projects. Thanks for listening, and I really hope you learned something that has inspired you!