

# € TRAINING

Media Composer Professional Editing

A group of four smiling professionals (two men and two women) in a meeting. They are wearing white shirts. The woman in the foreground is wearing a black top and a multi-strand necklace. The background is blurred, showing a modern office setting.

14 - 25 October 2024  
Kuala Lumpur (Malaysia)



# Media Composer Professional Editing

REF: R1481 DATE: 14 - 25 October 2024 Venue: Kuala Lumpur (Malaysia) - Fee: 7950 Euro

## Introduction:

This comprehensive training program focused on honing participants' expertise in video editing using Avid's renowned Media Composer software. Through structured modules, participants delve into the nuances of non-linear editing, mastering techniques to enhance visual storytelling and refine narrative structure. The program prioritizes hands-on learning, equipping participants with practical skills applicable across various industries, including film, television, and advertising. By combining technical proficiency with creative storytelling, participants emerge prepared to produce high-quality video content that resonates with diverse audiences in today's dynamic media landscape.

## Program Objectives:

By the end of this program, participants will be able to:

- Master advanced techniques in video editing using Avid's Media Composer software.
- Develop proficiency in non-linear editing to manipulate and enhance video content effectively.
- Refine skills in storytelling and narrative structure to create compelling visual stories.
- Gain hands-on experience with industry-standard editing tools and workflows.
- Prepare for careers in film, television, advertising, and digital media production with practical skills and expertise.
- Learn to collaborate effectively with other professionals in the post-production process to produce high-quality video content.

## Targeted Audience:

- Video editors seeking to advance their skills in professional editing.
- Film and television professionals aiming to master Avid's Media Composer software.
- Freelance editors looking to expand their client base and project capabilities.
- Production companies and studios seeking skilled editors for their projects.
- Digital media professionals interested in enhancing their editing capabilities.

## Program Outlines:

Unit 1.

## Introduction to media composer professional editing:

- Overview of Avid's Media Composer software.
- Understanding the role of professional editing in digital media production.
- Exploring the interface and basic functionalities of Media Composer.
- Setting up projects and organizing media files.
- Familiarizing with editing terminology and concepts.
- Establishing workflow best practices for efficient editing.

## Unit 2.

### Non-linear editing fundamentals:

- Understanding the principles of non-linear editing.
- Exploring basic editing techniques such as cutting, trimming, and merging clips.
- Working with timelines and sequences.
- Applying transitions, effects, and titles to enhance visual storytelling.
- Mastering keyboard shortcuts for faster editing workflows.
- Practicing basic editing exercises to reinforce concepts.

## Unit 3.

### Advanced editing techniques:

- Delving into advanced editing tools and functionalities in Media Composer.
- Learning techniques for multi-camera editing and synchronization.
- Exploring color correction and grading techniques.
- Utilizing keyframing and animation for dynamic effects.
- Integrating audio editing and mixing into video projects.
- Experimenting with advanced editing exercises to refine skills.

## Unit 4.

### Storytelling and narrative structure:

- Understanding the principles of storytelling and narrative structure in video editing.
- Analyzing cinematic techniques and editing styles.
- Exploring strategies for crafting compelling visual narratives.
- Understanding the importance of pacing, rhythm, and timing in editing.
- Applying storytelling techniques to engage and captivate audiences.
- Practicing narrative editing exercises to develop storytelling skills.

## Unit 5.

### Specialized editing workflows:

- Exploring specialized editing workflows for different types of projects.
- Understanding the requirements and constraints of various industries, including film, television, advertising, and digital media.
- Learning techniques for editing different genres, such as documentaries, narrative films, and commercials.
- Adapting editing workflows for collaborative projects and team environments.
- Practicing specialized editing exercises tailored to specific industry requirements.
- Discussing case studies and examples of successful editing workflows in different contexts.

## Unit 6.

### Media management and organization:

- Developing efficient media management strategies in Media Composer.
- Organizing media assets using bins, folders, and metadata.
- Understanding file formats and codecs for optimal media compatibility.
- Implementing backup and archiving procedures to safeguard media assets.
- Managing media storage and optimizing project workflows.
- Practicing media management tasks to maintain a well-organized editing environment.

## Unit 7.

### Advanced effects and compositing:

- Exploring advanced effects and compositing techniques in Media Composer.
- Utilizing keying and masking tools for green screen and compositing effects.
- Applying visual effects such as motion tracking, stabilization, and lens correction.
- Creating advanced transitions and motion graphics using Avid's effects tools.
- Integrating third-party plugins and effects into Media Composer projects.
- Practicing advanced effects and compositing exercises to enhance editing skills.

## Unit 8.

### Collaborative editing and project sharing:

- Understanding collaborative editing workflows in Media Composer.
- Setting up shared projects and collaborative environments.
- Managing user permissions and access controls for collaborative editing.
- Collaborating with team members using shared bins, sequences, and media.
- Resolving conflicts and managing version control in collaborative projects.
- Practicing collaborative editing exercises to simulate real-world project scenarios.

## Unit 9.

### Audio editing and mixing:

- Exploring audio editing and mixing tools in Media Composer.
- Syncing audio tracks with video clips and adjusting audio levels.
- Applying audio effects and filters to enhance sound quality.
- Mixing multiple audio tracks and creating soundscapes for video projects.
- Integrating music and sound effects into video edits.
- Practicing audio editing and mixing exercises to improve sound design skills.

## Unit 10.

### Exporting and final delivery:

- Understanding export settings and delivery formats in Media Composer.



- Exporting projects for various distribution platforms, including broadcast, web, and mobile.
- Creating custom export presets for specific delivery requirements.
- Understanding quality control and compliance standards for final delivery.
- Delivering projects to clients and stakeholders according to project specifications.
- Practicing exporting and final delivery workflows to ensure project completion and client satisfaction.