





## Inland Empire Media Group

**Schedule of Public Access Classes** 

#### For May and June 2015

Мау			
Friday, May 1	Intro to Mac		
Wednesday, May 6	Edit 1		
Friday, May 8	Edit 2		
Wednesday, May 13	Cameras		
Friday, May 15	Intro to Mac		
Wednesday, May 20	Edit 1		
Friday, May 22	Edit 2		
Wednesday, May 27	Cameras		
Friday, May 29	Intro to Mac		

June	
Wednesday, June 3	Edit 1
Friday, June 5	Edit 2
Wednesday, June 10	Cameras
Friday, June 12	Intro to Mac
Wednesday, June 17	Edit 1
Friday, June 19	Edit 2
Wednesday, June 24	Cameras
Friday, June 26	Intro to Mac

All Classes Begin at 1pm. Class Schedule Subject to Change. Schedule Suggestions Will Be Considered. Membership fee is \$80 per year; \$40 for City residents with verified proof of residency.

#### Membership includes the following:

- \*Up to eight (8) scheduled play dates annually.
- \*10-hour Public Access Certification Course, including camera, editing and computer training.
- \*Once certified, members are eligible to check-out Public Access field production equipment and access up to 50 hours of digital editing time.
- \*Members are eligible for workshop discounts.

For more information go to <u>www.iemediagroup.tv</u> and click on the "Public Access" tab.

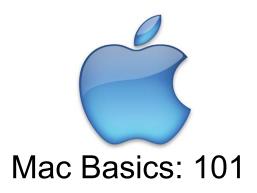
Membership payment <u>must</u> be made in advance prior to attending classes. If you are interested, please email us at <u>IEMGPublicAccess@gmail.com</u> or call (909) 384 -5005.

For membership payments please print and fill out the bottom portion below and mail with your check.

PLEASE MAKE CHECKS PAYABLE TO: "City of San Bernardino" with memo: "IEMG Public Access Membership"

Mail to:	Name:(Print clearly)	
City of San Bernardino,	Email:(Print clearly)	
Inland Empire Media Group	Phone #:	
201A North E Street, Suite 103		
San Bernardino, CA 92401-1507	Sign	Date
ATTN: IEMG Public Access Program	I would like to become an IE	MG Public Access Member
(909) 384 -5005		

Inland Empire Media Group / www.iemediagroup.tv / Phone (909) 384 – 5005 / Fax: (909) 384 - 5580





#### Who Should Attend

This class is designed for anyone looking to learn the Macintosh Operating System OSX.

#### What You Will Learn

- Desktop.
- Finder.
- Dock.
- Trash.

# Desktop



Elements of the Desktop

- Apple Menu Access Software Update, System Preferences, Sleep, & Shut Down.
- Spotlight icon Click it to bring up the Spotlight search field, where you can search for anything on your Mac.
- The Dock Quick access to your most frequently used applications, folders, and files.







The Finder allows you to visually access practically everything on your Mac, including applications, hard disks, files, folders, and DVDs. You can use the Finder to organize all your files and folders as you want, search for stuff anywhere on your Mac, delete things you don't want, and more.

## The Dock



The Dock is the bar of icons that sits at the bottom or side of your screen. It provides easy access to some of the applications on your Mac.

#### **Emptying Trash**



When you need to delete unwanted files or folders, move them to the Trash and empty it.



# **Introduction to Camera - 101**

#### What You Will Learn

- Interviewing Technique.
- B Roll.
- Audio.
- Framing.

## Interviewing

Setup: It is important to think carefully about your setup. It has to be framed and well lit and be capable of providing you with clean audio. The more time you put into creating a good setup the better your finished video will look and sound.

- Pick a comfortable space that reflects the subject's business or personality. It should have interesting background details like distinct architectural features or beautiful cityscapes, and be relatively secluded with very low ambient noise levels (e.g. at their desk, conference room, etc.).
- Use diffused, natural daylight where possible (such as light from a window) and augment it with light from your own kit. Remember to adjust your white balance.
- Listen to the answers that are given during the interview and think about the cutaways that would work best to illustrate the interview's points.
- Be creative with where you set up your interview. Feel free to move furniture around (but please ask for the interviewee's permission first) and explore seating your interviewee in unconventional places--such as deliberately in front of murals or bookcases--if this will allow you to have the best backdrop available.
- The subject should always speak to one person off camera. The interviewer should position themselves directly beside the camera lens so that the subject's eye line is positioned just off camera and at the same height (not looking down or up at the camera) as the lens.
- Keep watch over your interviewee's appearance (clothing, hair and skin) throughout the interview and put the interview on hold when necessary to make adjustments,
- Ask to turn off computers, refrigerators, air conditioners, radios, and other devices to minimize ambient noise.

Warm Up: It is ESSENTIAL to make your subject comfortable during the interview. The more comfortable a person feels before an interview the better their answers will be. Have a light conversation with subject while you're setting up and before you begin the interview.





## **Introduction to Camera - 101**



## **B-Roll**

Coverage

- Make sure you have enough footage to cover all the points illustrated in the Interview. Think about how the video will be edited while you're shooting and make sure to provide your edit with a wide variety of angles and framing styles (Close-Up, Medium, Medium Close-Up, Wide, Pans, and Zooms).
- Make sure you have visually addressed all key topics discussed during the interview.

## Audio

# CHECK AUDIO LEVELS BEFORE AND DURING YOUR SHOOT AND BETWEEN INTERVIEWS.

Capturing great audio is just as important as taking great video and can easily make or break your footage. There is very little that can be done to salvage bad interview audio, so pay particular attention to your levels.

- ALWAYS wear headphones and monitor your incoming audio, which will alert you to any immediate problems and save you from trying to fix poor audio in post-production. Monitor any external recording devices as well.
- Keep an eye on your microphone levels, especially on external recorders.





## **Framing Examples**

Interview – Medium Shot (MS)

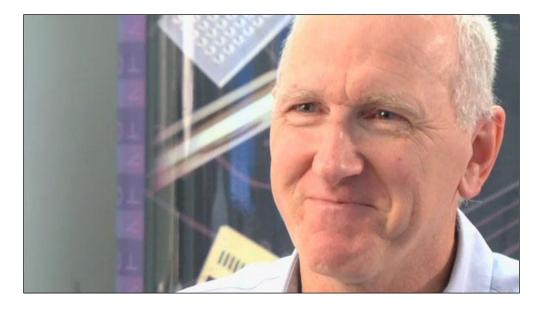


Interview – Medium Close-Up Shot (MCU)





### Interview – Close-Up Shot (CU)



### **B-roll Action – Establishing Shot (ES)**







B-roll Action – Wide/Full Shot (WS, FS)



### **B-roll Action – Medium Shot (MS)**







### B-Roll Action – Close-Up Shot (CU)









**Shot List Glossary** 

- **ES** Establishing Shot
- WS Wide Shot
- FS Full Shot
- **MS Medium Shot**
- MCU Medium Close-Up
- CU Close-Up

#### **Release forms**

Releases are ABSOLUTELY NECESSARY for your shoot. Everyone appearing on camera needs to sign a release, and ALL releases must be signed on the day of the shoot. Bring extra copies of the releases to the shoot and give yourself time to collect signatures.



## iMovie 101 Introduction to iMovie



### Who Should Attend

This class is designed for anyone looking to edit professional-quality video with iMovie and who prefers hands-on and interactive instruction to best explore its functionality.

### What You Will Learn

- Organizing media and using keywords.
- Using timeline.
- Fine-tuning clips.
- Applying effects, transitions, and retiming clips.
- Finishing and final output.

### Prerequisites

- Knowledge of OS X and basic computer Navigation.
- Basic knowledge of editing terminology is highly recommended.



### **Course Outline**



Day 1

#### Exploring the iMovie Interface

Following a Workflow, Opening iMovie, Exploring the Interface, Viewing and Sorting Events, Viewing and Creating Projects, Viewing Projects in the Timeline, and Hiding and Quitting iMovie.

#### Importing

Importing Media into and Event, Labeling Imported Clips, Importing from a Camera, Importing from Desktop.

#### **Organizing Clips in an Event**

Creating Events, Sorting and Searching Clips.

#### **Building a Rough Cut**

Creating a New Project, Screening and Marking Clips, Appending Clips in the Time Line, Viewing and Arranging Clips in the Timeline, Inserting Clips into the Primary Storyline, Connecting Clips to the Primary Storyline.

#### Fine-Tuning a Rough Cut

Connecting Clips to the Primary Storyline, Retiming Clips, Overwriting and Replacing Clips.

#### **Applying Transitions**

Preparing for Transitions, Applying a Video Transition, Modifying Transitions, Exploring Audio Transitions.



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Day 2



#### Working with Sound

Monitoring and Adjusting Audio in the Timeline, Adding Music and Sound Effects, Creating Audio Fades, and Correcting Problem Audio.

#### Working with Titles, Generators, and Themes

Adding a Lower Third, Modifying Titles, Adding Credits, and Using Themes.

#### **Transforming Clips**

Transforming an Image, Retiming a clip, Cropping an Image, Adding a Ken Burns Effect.

#### **Applying Effects and Enhancing Color**

Applying Video Effects, Modifying Effects Parameters, Applying Audio Effects, and Enhancing Color In iMovie.

#### **Exporting and Sharing Your Project**

Preparing a Project for Exporting and Sharing, Adding Chapter Markers, Exporting Movie File, Exporting a Project for Mobile Devices, Exporting a Project for Video Sharing Sites.

Premiere:  TBD  or /  @   a.m./p.m.    Encore:  No / Yes //  @   a.m./p.m.    Comments:	Assigned CORE ID#:
Assigned Kill Date:// @a.m./p.m.	Passed/Rejected:/ by
This Area Reserved for Traffic and Master Control	Provider Notified:/ by

### I.E.M.G. Public Access -- San Bernardino Playback Request & Tracker Form

Member/Submitter must legibly complete <u>all</u> sections (below), and enclose a separate form for <u>each</u> individual Public Access program. Corresponding series / program title details and total running time should also appear on all supplied media to avoid handling errors.

SERIES Title:	MEDIA FORMAT (please circle)	
	Digital	Analog
EPISODE #/Title:	<b>DVD:</b> -R +R	
EXACT Total Running Time (TRT):hrminsec.		
	OTHER:	OTHER:
Playback Type (circle): <u>Free</u> * <u>Member</u> <sup>1</sup> <u>Weekly Time Slot</u> <sup>2</sup>	ADDITIONAL	COMMENTS:
Media delivery required <u>10 days</u> ^ in advance of your <b>Requested Play Date and Time:</b>		
<sup>1</sup> <b>Member</b> -requested playback slot:// @: am / pm		
<sup>2</sup> Weekly Time Slot $\rightarrow$ To play on:/@: am / pm		
[All requested playbacks are subject to time slot availability and successful processing.]		

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#### TERMS AND CONDITIONS

IMPORTANT / PLEASE READ! 1) All *Public Access (P.A.)* programs are scheduled only *after* passing Quality Control (QC) processing, to ensure compliance with our *"Technical Standards and Other Requirements"* and *"Public, Educational and Government (P.E.G.) Policies and Procedures."* 2) \*Paid *Membership* participation is <u>not</u> required for P.A. playback; anyone may submit one show per year at no cost whatsoever -- with play date and time assigned by I.E.M.G. 3) I.E.M.G. Public Access *Members may* request general or specific playback slots from a schedule of available dates and times (up to their included yearly *Membership* limit). 4) I.E.M.G. Public Access *Members Members with* an <u>annual</u> playback agreement must specify the play date and time for each program. 5) ^All *Membership* submissions with requested or specified play dates and times require media delivery at least <u>10 business days</u> in advance of the requested/scheduled playback dates. 6) Final schedule placement of all P.A. programs is at the sole discretion of I.E.M.G. 7) Processing times vary, and technical/content issues may delay or preclude playback as requested, or scheduled. 8) Programming is subject to change without notice.

I am authorized to request playback of the program described above on Inland Empire Media Group (I.E.M.G.) TV channel(s), and acknowledge that I.E.M.G. has permission to make and store a digital copy of this program for subsequent playback(s). I certify that the above program contains no obscene or indecent material, as defined by local, state and federal codes; no advertising materials; neither lottery nor lottery information; no un-authorized copyrighted material; and that this program complies with all applicable policies. Furthermore, I assume complete responsibility for this program and its content, and agree to indemnify and hold harmless the City of San Bernardino, I.E.M.G., local cable and broadband operators, their officers, employees, and agents, from any other potential liabilities. I also understand that I am responsible for reclaiming my submitted media within 30 calendar days of its last scheduled cablecast, and that after that period of time -- unless other arrangements have been made in writing – the submitted media is subject to recycling and/or disposal by I.E.M.G. This form is filed as a Public Record. I hereby acknowledge acceptance of the above Terms and Conditions:

SIGNATURE:	PRINT:	DATE:

Please visit our website: www.iemediagroup.tv; Direct programming-related questions to Klyde Layon at: layon\_kl@sbcity.org; phone: (909) 384-5005; Address all other Public Access, workshop and scheduling questions to: IEMGPublicAccess@gmail.org