iMovie

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MIT531

Final Project

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Objectives

Objective	Type Of Knowledge	Why this Objective is this Type of Knowledge
1. Given various iMovie terminologies, the learner will define the terms with 80% accuracy. These terms will include: clip, import, transition, track, title, and crop.	FACT	The learner is simply stating definitions of terms. There is no distinction involved.
2. Given a screen shot of iMovie, the learner will identify the 5 major "areas" of the interface with 100% accuracy.	FACT	The learner is simply assigning names to objects. Naming things refers to factual learning
3. Given a question about iMovie usage, the learner will name three devices, which can operate the iMovie software with 100% accuracy.	FACT	The learner is naming devices, which represents factual learning.
4. Given pictures of iMovie toolbar icons, the learner will select the icon needed to complete a specific iMovie task with 80% accuracy. Tasks will include: adding a title, importing a video, zooming in and adding a transition.	CONCEPT	This is a concept because the learner has to think about the task and distinguish between the various icons/buttons
5. Given various video formats, the learner will select the preferred format from the list with 100% accuracy.	CONCEPT	The learner has to distinguish between examples and non-examples; therefore it is conceptual.
6. Given a list of processes involved in creating a video project, the learner will organize the steps into the	RULE/PROCEDURE	This objective is tasking the learner with sequencing events, which follows a procedure, or rule.

correct sequence with 100% accuracy.		
7. Given a list of responses, the learner will select the correct processes for cropping a video clip with 100% accuracy.	RULE/PROCEDURE	The learner is using if/then thinking to determine the cause of the error; therefore it is rule learning.
8. Given a question, the learner will select the correct process involved in importing video clips into iMovie with 100% accuracy.	RULE/PROCEDURE	The learner has to think about processes and procedures needed to complete the task.
9. After reading the information on iMovie's capabilities, the learner will justify their reasoning for using the tool by listing at least 3 different reasons.	PROBLEM SOLVING	The learner has to justify their choice, which is a form of evaluation, thus it falls under problem solving.
10. After reading the information on iMovie's capabilities, the learner will generate a list of potential projects, and their descriptions, they may be able to create using iMovie with 100% accuracy.	PROBLEM SOLVING	The learner has to generate a list, which is a form of synthesis, thus it falls under problem solving.

Content

Thank you for taking an interest in learning about iMovie. This instruction will guide you through the process of creating a basic video project using the iMovie software. First, you will be presented with a brief introduction to the software and some key terminology. Next, you will learn the various buttons included in the interface as well as how to navigate through the software. Last, you will be presented with a high level overview of putting a project together, including opening a new project, importing videos, basic cropping and saving your file as a completed project.

This instruction will help you meet the following goals:

- Define iMovie key terminology and areas of the interface
- Identify toolbar icons needed to complete specific tasks
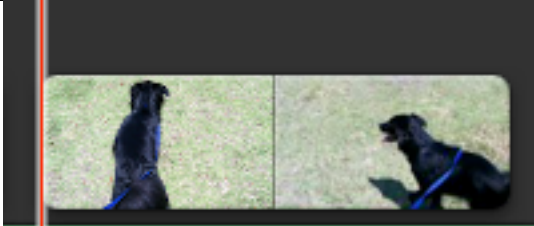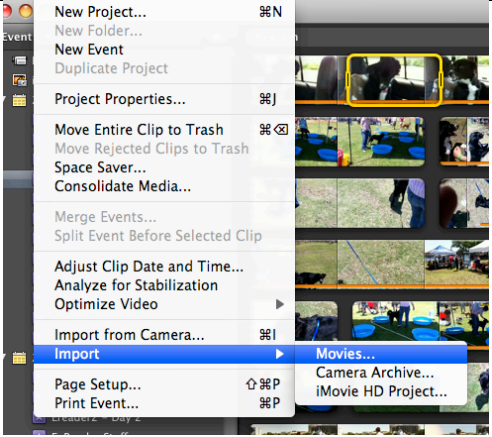- Identify the correct processes for importing video, cropping clips and creating and iMovie project
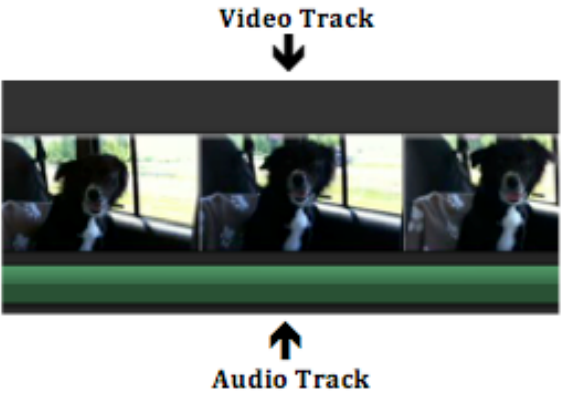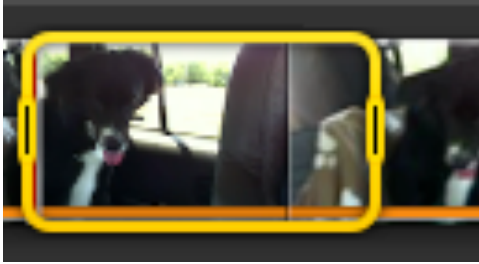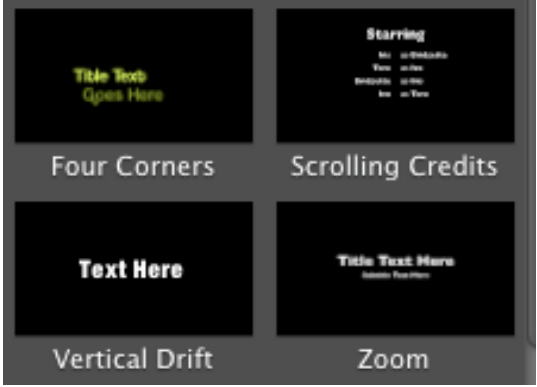
An Introduction To iMovie

iMovie is a video editing software application that was created by Apple in 1999. Since its creation, newer versions have been released. The most current is iMovie 11, however all versions are very similar. I will be using iMovie09 for this instruction. iMovie can be used on any version of Mac computer, iPhone4, iPad and iPod fourth generation. iMovie is a cost effective and user-friendly option for both beginner and advanced videographers because of its simple interface. The software allows users to completely edit their own movie clips, while being able to add special effects, titles and soundtracks. iMovie is compatible with many other software programs, including iDVD, which allows you to burn DVD's of your movies, and with iTunes for viewing and storing your creations. iMovie allows for quick importing, editing and rendering of videos, making it a preference for a lot of videographers. This instruction will highlight the major parts of the software, its capabilities, and the processes involved in getting started on a basic video project.

iMovie Terminology

Before learning about the processes involved in creating a project, it is important to understand the key terminology. Read the below chart of key iMovie terms, definitions and accompanying images.

Term	Definition	Image
Clip	A clip is a media file that may contain video, audio or a still image. It serves as a small section of the larger video.	
Import	To bring video clips stored on your computer or camera into the iMovie software for use.	
Tracks	The spaces in the movie timeline where you can add video and audio clips.	

|		
Transition	A transition is a blending of frames that can be placed between clips to establish scenic change or to smooth a cut between clips. There are many different types of transitions to choose from in iMovie.	Cross Dissolve · Cross Blur · Fade to Black · Fade to White
Crop	To select only a portion of a clip for use, thus cutting out excess video that will not be in the final project.	
Title	Similar to a credits screen, a title can be used to introduce a project, sections with in it, or at the end of a project. iMovie has many options for customizing your titles.	Four Corners · Scrolling Credits · Vertical Drift · Zoom

iMovie Navigation

The layout of iMovie is very simple, thus making it very appealing to users. There are five major areas that you should know about. They are highlighted on the screen shot below and described in detail underneath.

1. **Project**-this is the largest component of the interface. It is where you actually build your video project. To add clips to your project you simply drag them from the expanded event library.
2. **Event Library**- this window contains all of the video events that you have created within iMovie. Each event holds the clips you imported that are associated with that particular event. For instance, the event used in my example above is "Paw Jam Dog Festival" and all of the clips in this event were shot at that festival.
3. **Expanded Library**- this is an expanded view of the event you are working on. It displays all of the video files that have previously been imported. This is where you will grab the clips you chose to bring into your project.
4. **Toolbar-** the toolbar is home to the various icons that you can select from to perform various functions. (The tool bar will be explained in more detail later.)
5. **Viewer-** this is the screen where you can actually view your video, or use it to locate and preview specific frames in a clip.

The iMovie Toolbar

The toolbar houses many important icons, which when clicked, launch the tool needed to complete a specific iMovie task. See the below list of important tools for beginning users and their descriptions.
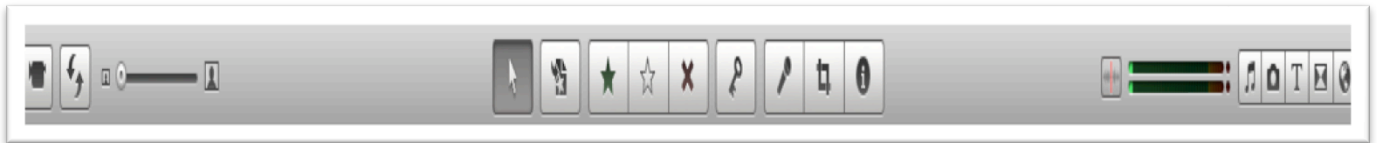
Computer Video Import Button- this tool allows you to shoot and record video with your computers built in camera, which can be automatically inserted into your video project.

Keyword Button- allows you to "tag" your clips with specific keywords, for easier searching. For example, I may tag any clip that has my dog in it with the word "dog" so that I can pull up all dog-related clips for a project later on.

Favorites- these buttons simply allow you to mark, unmark and reject a video as a favorite. This is very useful when you have lots of video projects stored in your iMovie.

Swap Button- this button allows you to switch the location of your project and your events on your screen. Depending on your personal preference of iMovie's layout, you may or may not use this button.

Size Adjust Button- this button allows you to change the size of the thumbnails in your project. For longer projects, you may want to drag this to the smaller size, to allow you to see more of your project on the screen at one time.

Audio Skimming Button- this will turn off any audio you have in your project while skimming, or sliding your cursor over tracks.

Music and Sound Effects Button- this button, when pressed, opens up a side window featuring iMovie sound effects and any music you have in your iTunes account.

Photo Button- this button, when pressed, opens up a side window featuring any photos you have stored in your iPhoto albums.

Title Button- this button, when pressed, opens up a side window featuring the various titles you can choose from.

Transition Button- this button, when pressed, opens up a side window featuring the various transitions you can choose from.

Maps and Backgrounds Button-this button, when pressed, opens up a side window featuring the various maps or backgrounds you can choose to place into your project.

Getting Started With iMovie

In order to create a project, there are several steps you must follow to get started. See the below steps for creating a video project in iMovie. (While this instruction will not cover everything, there are certainly some great video tutorials and learning resources on the Internet. Apple also makes available the manuals to iMovie.)

1. **Creating A New Project**- After launching the iMovie software, you must create and name a new project in iMovie. To do this, simple go to FILE>NEW PROJECT. A small window will open, instructing you to type the name of your new project.
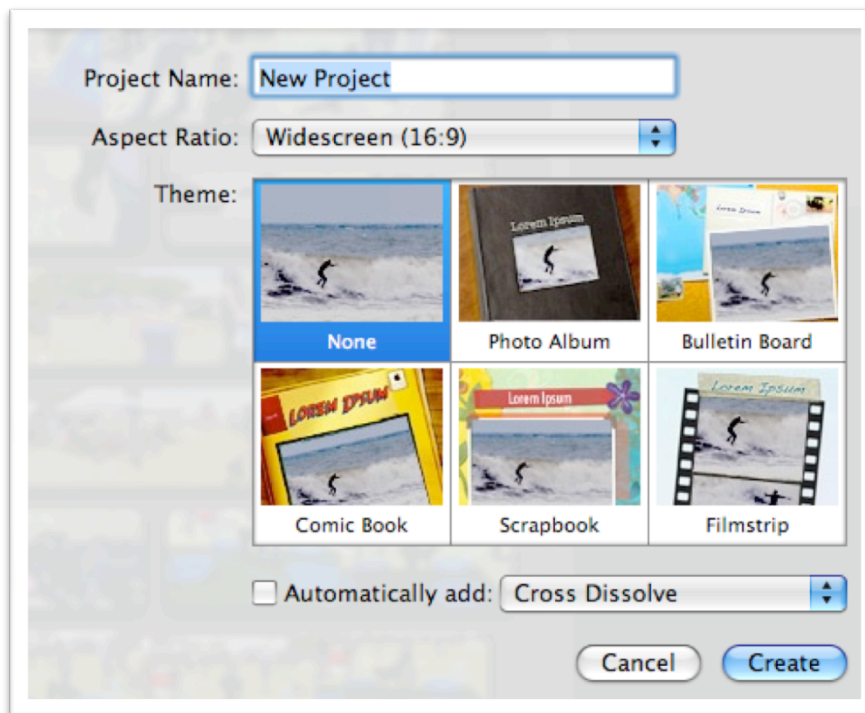

You can also select from 6 style options as seen in the above screen shot. I would recommend choosing the "none" option and not choosing to automatically add any transitions, so that you can practice creating and editing a regular video first. You can also specify if you would like to create a standard, widescreen or iPhone sized video. Once you have selected the options you would like and have assigned a name to your project, click CREATE.

2. **Importing Videos**- It is a good idea to create an event with the same name as your project, to keep your clips organized. Go to FILE>NEW EVENT. This will bring up a rectangular field for you to type the name of the event into. Type the name of your event and click RETURN/ENTER. In the example below, I have typed "NEW EVENT" as my name.
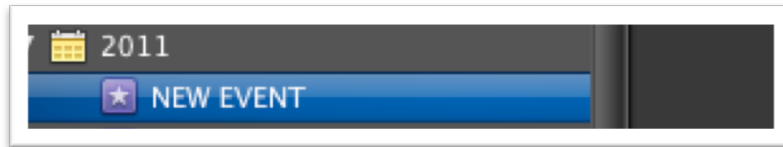
You will notice that the library for this event is empty and requires you to add videos to it. To do so, click on FILE>IMPORT>MOVIES.
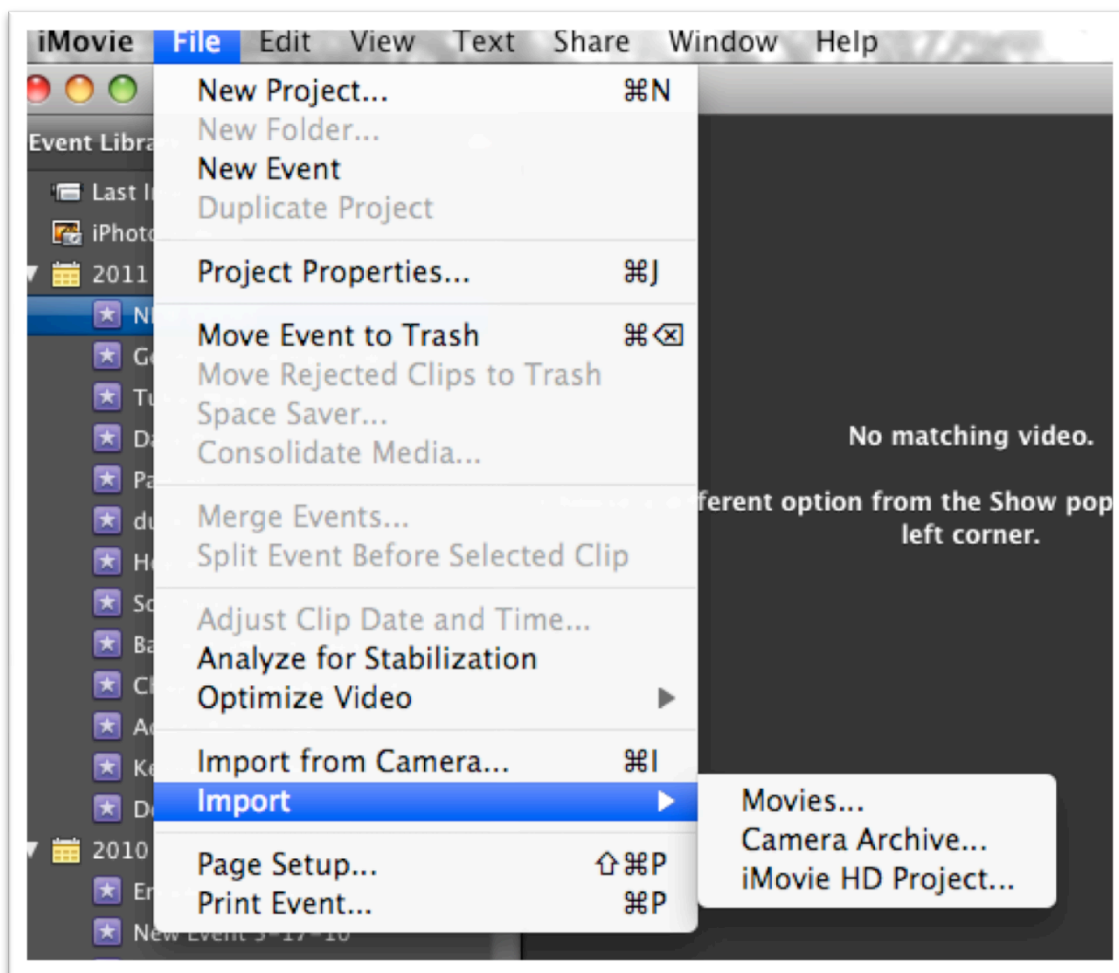
This will bring up the search screen for your computer. Simply click the files you wish to import and click IMPORT. Notice they are already selected to go into the event you created. Should you wish to import to a different event, you can select that here.
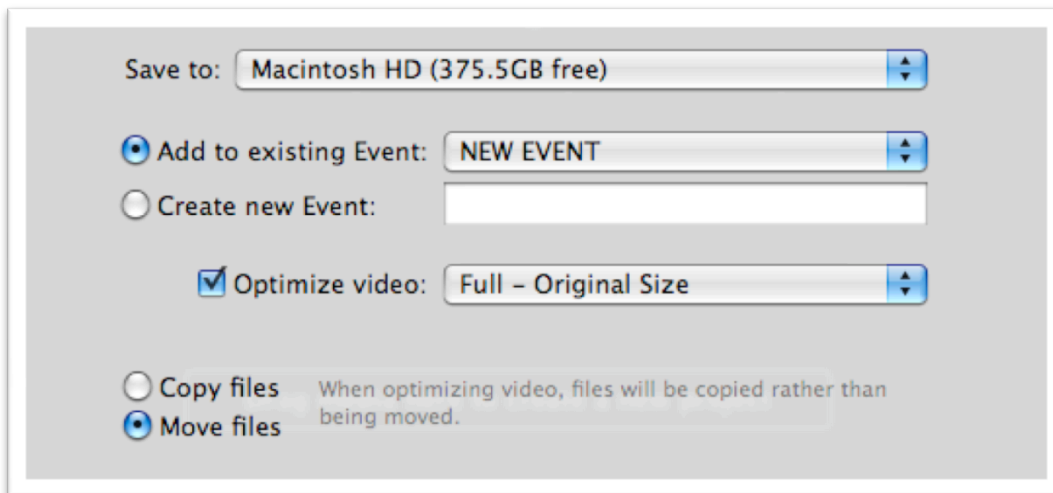
**Note: You can also import videos directly from your camera. This is not covered by this instruction, however you can find the directions within iMovie's HELP.

Also, it is important to know that not all file types are supported by iMovie. The following video formats ARE supported:
- DV NTSC / DV NTSC Widescreen
- DV PAL / DV PAL Widescreen
- MPEG-4
- iSight
- HDV 720p
- HDV 1080i

Most cameras record in one of these formats, so you should not have anything to worry about. If for some reason the file type you have is not one of the above, you can always use a video file converter to change the file type to one of the above.

3. Brining Clips Into Your Project and Basic Cropping

Now that you have clips in your event library, you can start bringing them into your project. In the below screen shot I have selected the first clip in my library. It is highlighted in yellow. To select it, I simply double clicked on it. After your clip is selected, drag it down to the project area below, as shown in the screen shot.
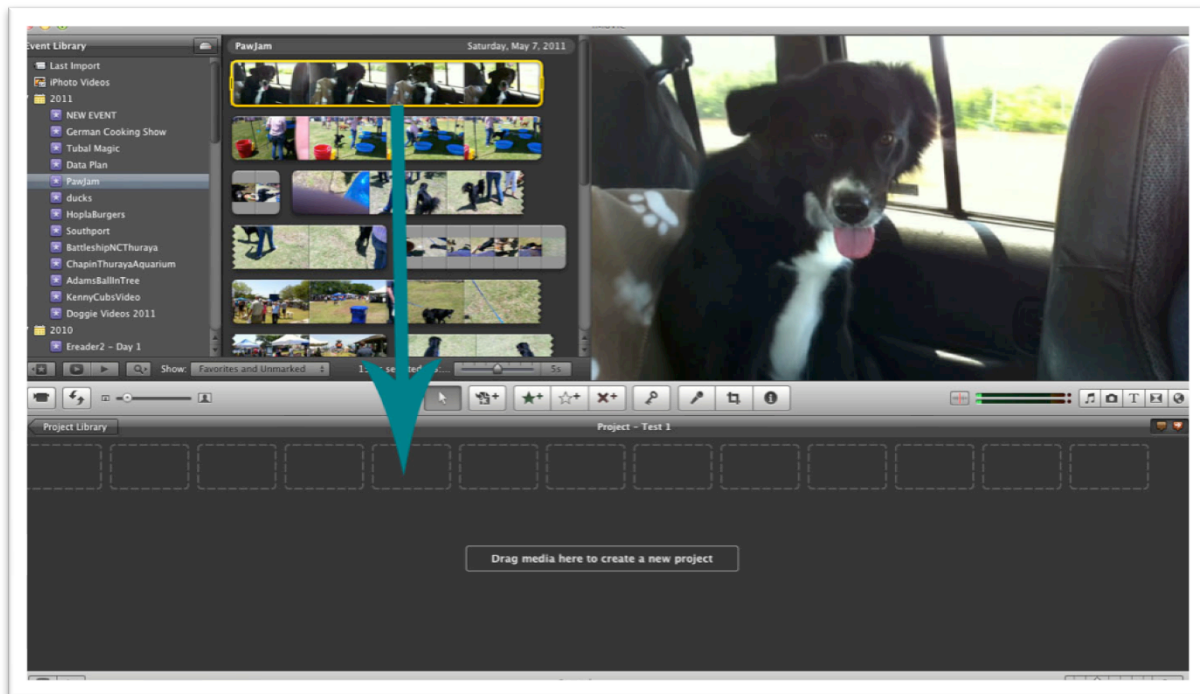
Now your clip will appear in the actual project section. In this example, I only want to use the beginning part of this clip, and crop out the rest. To do this, click on the clip and drag the yellow rectangle around the area that you want to DELETE. I have selected the part in my clip below.
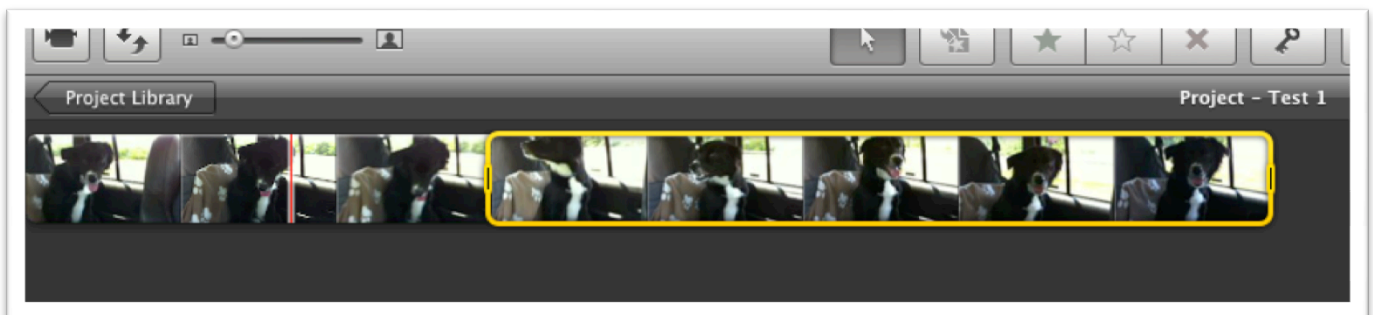
Once you have selected the part that you wish to delete, click DELETE on your keyboard and it will disappear. Now the clip will be shorter in length.
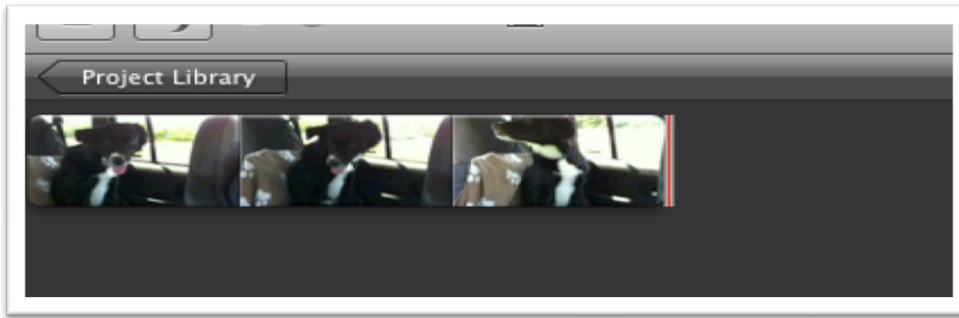

It is also possible to crop a clip before dragging it down into the project area. In that case, you would select the portion of the clip you want to KEEP by moving the yellow rectangle over that portion of the clip, and then dragging it down into the project area. It is just a matter of preference for which way you decide to edit your clips.

After you have cropped a clip, it is possible to UNDO the crop, should you make a mistake. You can also add additional crops to the clip, making it even shorter. Once you are happy with the duration of the clip, you can then start to bring more clips into your project and crop them.

As you learned about the toolbar earlier in the instruction, you can begin to click buttons such as "TITLES" and "TRANSITIONS" to start applying these elements to your video. You simply click on the button and drag the option into your video project timeline. In the example below, I have chosen the "fade to black" transition and am dragging it between two clips.
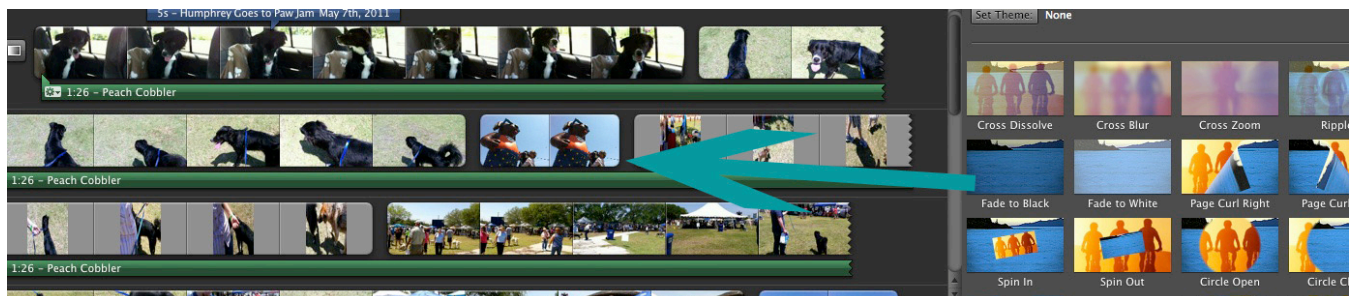
4. Completing And Exporting Your Project
Once you have all of the clips, audio and titles/transitions you would like in your movie, it is a good idea to watch the video before exporting it.

After ensuring you are done, you will simply go to SHARE>EXPORT MOVIE to save the project on your computer.
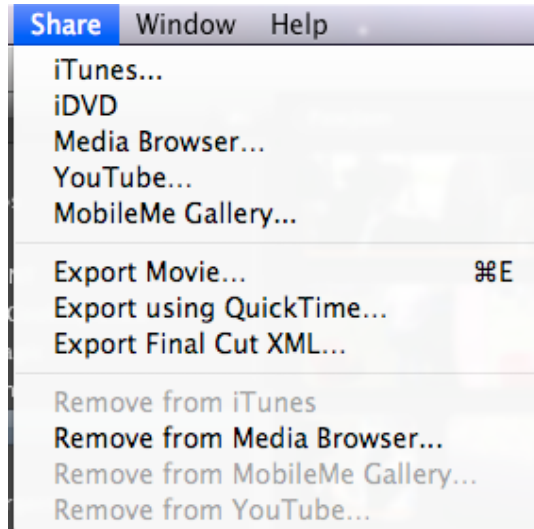
When doing so, it brings up a box like the one below. Here, you can name your video project, select where it is to be exported to (in this case, my desktop) and select the size of the file. In my experience, a medium movie is the best choice since it can be played on most devices. However, if you want better quality, you can use HD or Large.
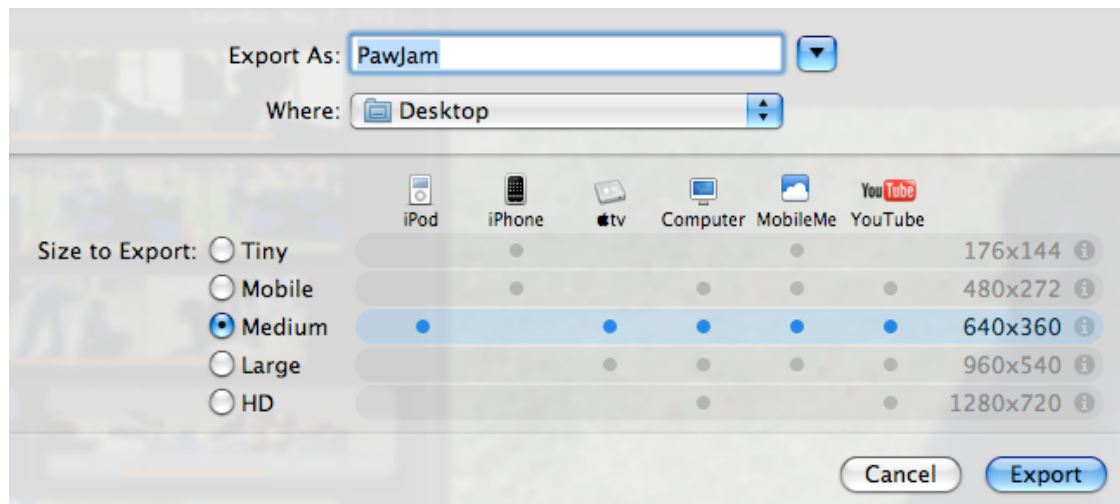
The file will then be exported and save to your computer as a .m4v file. You can then burn this file to DVD, post it on the Internet, or simply save it on your computer for viewing.

References

Apple (2011). iMovie Support. Retrieved May 28, 2011, from
http://www.apple.com/support/imovie/

Learn Mac.Net (2011). iMovie Coming to the iPad. Retrieved May 28, 2011, from
http://www.learnmac.net/ios

Mobile Business Phones (2011). iPhone 5 release date: will Apple Spring a Surprise?. Retrieved May 28, 2011, from http://www.mobilebusinessphones.com/2011/03/iphone-5-release-date-will-apple-spring-a-surprise/

Popular Mechanics (2009). Mac vs PC: The Ultimate Lab Test for New Desktops & Laptops. Retrieved May 28, 2011, from popularmechanics.com

Instructional Strategy

Being that my instruction involves an introduction to a piece of software, some type of computer-based instruction would be most appropriate. I would suggest either creating a Camtasia module or using Captivate to simply present the material. Being able to actually see the software in action is key. Although reading this is helpful, content such as iMovie is best learned from actually seeing the tasks modeled.

Using direct instruction with demonstrations would prove to be the most useful. The learner will be able to retain more of the information if it is demonstrated for him/her. The module would require the learner to watch an action being demonstrated, and then try it themselves, with feedback provided. There would also be an assessment at the end of the instruction so that the learner can see how they scored, and what, if anything, needs to be revisited.

Assessment

Section A: Fill in the Blanks

For this section, please fill in the blanks with an iMovie term.

1. The spaces in the project timeline where you can add video and audio clips are called _____.

2. Bringing clips into the iMovie software is called _____.

3. Selecting and deleting a portion of a clip is called _____.

4. A media file that may contain video, audio or a still image is called a _____.

5. The blending of frames between two clips is called a _____.

6. Something similar to a credits screen that can be used to introduce a project is called a _____.

Section B: Short Answer

Answer the following questions with short answer responses.

7. Name three devices that can operate the iMovie software.

8. What is the largest component of the iMovie interface?

9. What are the steps needed for importing clips into iMovie?

10. What are the steps needed for cropping a clip in iMovie?

Section C: Multiple Choice

Answer the following questions by circling the letter that corresponds to the correct answer choice.

Given the below diagram, answer questions #11 and #12.

11. Which iMovie area is highlighted with the #3?
a. Event Library
b. Expanded Library

c. Project

d. Toolbar

e. Viewer

12. Which iMovie area is highlighted with the #5?

a. Event Library

b. Expanded Library

c. Project

d. Toolbar

e. Viewer

13. Which of the following buttons would I need to select if I wanted to turn the audio in my project off while skimming?

a.

b.

c.

d.
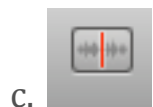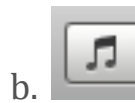
14. Which of the following formats would my video need to be saved as if I wanted to import it into iMovie?

a. 32GB

b. MPEG-4

c. iSee

d. DIV VID 5

15. Which of the following could I add to my video project if I clicked on the [T] icon?

a. a title
b. a transition
c. a sound effect
d. a voiceover

16. If I clicked on the [icon] icon, which action would I be able to perform?
a. Change the time allotted for a clip to play
b. Reorganize the sequence of two clips
c. Switch the location of the project and event areas
d. Toggle between audio and video in a clip

17. You want to start a new video project. After launching the iMovie software, you create and name a new project. What would be the next step?
a. Add transitions to your project
b. Import videos to iMovie
c. Save the project to your computer
d. Watch your video to ensure accuracy

18. Why would you choose to use this [slider] button?
a. To adjust the volume of your audio tracks.
b. To change the size of the thumbnails in your project.
c. To change the size of your computer screen.
d. To select your favorite videos saved in iMovie.

19. What does the computer video import tool let you do?

a. animate video stored on your video camera for use in iMovie

b. choose clips on your video camera to import automatically

c. control your external video camera with your computer

d. shoot and import video with your computer's built in camera

20. What should you do *right* before saving/exporting your video project?

a. Add some music and sounds.

b. Create titles for an intro.

c. Import video clips to the project.

d. Watch your video for accuracy.

Section E: Short Essay

21. Pretend that you are interested in purchasing iMovie software for your computer. A friend says that iMovie is not as good as his new, expensive software. Justify to your friend your choice for wanting to use iMovie. Provide at least 3 reasons to support your argument.

22. Imagine that you sign up for a video production course. The teacher tells you that as part of the course, you will be shooting, editing and creating a video project using iMovie. Before deciding on the project, you must brainstorm a list of potential projects. List and briefly describe at least 3 potential projects that you may want to use for this course.

Rubrics

#21

	Excellent 5pts	Good 3pts	Needs Improvement 1pt	Poor 0 pts
# of reasons present	All 3 reasons are present	Only 2 reasons present	Only 1 reason present	None present
Reasons are valid based on iMovie content (actually highlights iMovie capabilities, focuses on positives of software-price, ease of use, etc)	All are valid and justify use correctly	2 out of 3 are valid and justify use correctly	1 out of 3 is valid and justifies use correctly	None valid

Maximum points for question is 10.

#22

	Excellent 5pts	Good 3pts	Needs Improvement 1pt	Poor 0 pts
# of projects present	All 3 are present	Only 2 are present	Only 1 project present	None present
Project Description with relation to iMovie (project can actually be completed with software, clear)	Descriptions are clear and match the ability of the iMovie software	Only 2 descriptions are clear/match ability of iMovie software	Only 1 description is clear and matches ability of iMovie software	None clear or matching ability of iMovie software

Maximum points for question is 10

Instructional Congruency Table

Objective	Content	Assessment Item(s)	My Comments About Assessment Items
. Given various iMovie terminologies, he learner will define the terms with 0% accuracy. These terms will include: ip, import, transition, track, title, and rop.	Terminology chart	#s1 - 6	I think these items are all fine.
. Given a screen shot of iMovie, the earner will identify the 5 major "areas" f the interface with 100% accuracy.	Navigation images & explanations	#11, #12, # 8	#11&12 are fine. For #8, I would change th wording. Two of the learners thought I wa asking for a characteristic of the software such as usability, etc. So, I would probably change the wording to "What is the larges screen area of the iMovie interface". The content did use the words largest compone but this question threw off my lower level learners.
. Given a question about iMovie usage, he learner will name three devices, which can operate the iMovie software ith 100% accuracy.	iMovie can be used on any version of Mac computer, iPhone4, iPad and iPod fourth generation.	#7	This one is fine. All but 1 learner got this rig and the one that got it wrong was only slightly off.
. Given pictures of iMovie toolbar ons, the learner will select the icon eeded to complete a specific iMovie isk with 80% accuracy. Tasks will iclude: adding a title, importing a video, ooming in and adding a transition.	iMovie Toolbar & explanations of each toolbar button	#13, #15, #16. #18, #19	I think all of these are fine. The only thing might consider doing, to make the test uniform, would be to add the icon of the button for #19, but that would be all.
. Given various video and audio file ormats, the learner will select the referred formats from the list with 00% accuracy.	The following video formats ARE supported: • DV NTSC / DV NTSC Widescreen • DV PAL / DV PAL Widescreen • MPEG-4 • iSight • HDV 720p • HDV 1080i	#14	A lot of learners got this question wrong, an I think it is because it was such a small component of my content. So, I think it is fi to be left alone. It is just one of the harder questions on the test, but it is important fo them to know.
. Given a list of processes involved in diting a video, the learner will organize	1. Creating a new project 2. Importing videos	#20	I think this question is fine.

. Given a list of processes involved in diting a video, the learner will organize the steps into the correct sequence with 00% accuracy	1. Creating a new project 2. Importing videos 3. Bringing clips into your project & basic cropping 4. Completing the project	#20	I think this question is fine.
. Given a list of responses, the learner ill select the correct process for ropping a video clip with 100% ccuracy.	Now your clip will appear in the actual project section. In this example, I only want to use the beginning part of this clip, and delete the rest. To do this, click on the clip and drag the yellow rectangle around the area that you want to DELETE. I have selected the part in my clip below.	#10	I think this one is fine.
. Given a list of responses, the learner ill select the correct process involved 1 importing video clips into iMovie with 00% accuracy.	The content explains the process of importing video clips into iMovie	#9, #17	The only thing I might do is move #17 to b #19 that way, the two "process" questions a together and the toolbar button questions a all together, rather than mixed in togethe
. After reading the information on Movie's capabilities, the learner will ustify their reasoning for using the tool y listing at least 3 different reasons.	The content provides the reader with reasons to use iMovie	#21	I think this essay is fine. (I thought we had make it a paper and pencil task. In the rea world, when I would have more time, I wou probably have my learners open iMovie an demonstrate some of the tasks they learne in the content. This way, it would be more hands on)
0. After reading the information on Movie's capabilities, the learner will enerate a list of potential projects, and	After reading the content the learner would be able to generate a list of	#22	I think this essay is fine.

Item Analysis

(Excel Spreadsheet is attached as separate document)

I think that my overall assessment results show that the test itself was rather fair and balanced. It would be interesting to test this on a larger population of learners to see if there would still be a big difference between my higher and lower learners. I noticed this difference, and I think it may be due to the variety of people I chose to take my assessment. They ranged in ages 16 to 65, and on very different technical/computer ability levels, so I am sure that that had something to do with it.

As far as changes are concerned, based on this item analysis there isn't a whole lot I would change. I found it strange that question #6 had a negative discrimination. However, after looking at the question, there are no changes that I would make based on this. It is very straight forward and inline with the other terminology questions. Also, per the item analysis results, question #14 had low scores, but after reviewing it, I realized it is probably one of the tougher questions. It is a small piece of the content where I simply list the formats accepted, so I can see why this was harder. This is an important thing to know when using the software, so I am not sure I would change anything.

I did have a few items with low item discrimination results, however I think the small population used to test it can be attributed to this, as well as the folks I chose to use. My multiple-choice questions all were very high, thus not very difficult for my users. So, in the future I will practice writing some more difficult multiple-choice questions. However, I am very happy with the overall results of my assessment. For creating one for the first time, I feel I did a good job of following the guidelines and providing a semi-challenging opportunity for my learners.