

## **Rubin's Power Video**

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## **Why Listen to this Guy?**

## **Editing is Easy**

For 100 years the best in the world  
did it with a razor blade and tape.  
It doesn't take a gigaflop to edit.

## **The Secret to Easy Editing**

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Good Shooting

## **Hunting for Video; Collecting Video**

Videos are made not shot

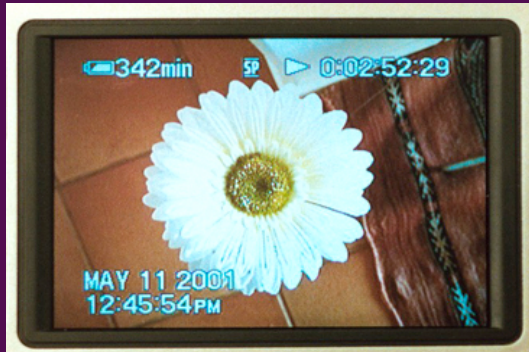
## **The Second Secret to Easy Editing**

Organizing  
Make Tape Logs

## **Organizing**

Shooting with Unbroken Timecode

## Display Timecode



## No Timecode



## How Big is Digital Video?

About 5 minutes per GB  
(Memorize This)

## Video Sketches

Results-Oriented Video Projects

## **Rubin's Rules of Shooting (an overview)**

- Little Planning, Simple Projects
- Solo Video
- Nothing You Can't Carry in your Pockets
- Existing Light Only
- Shoot to Edit

## **Rubin's Rules of Shooting (an overview)**

- Stop Moving (Static Shots)
- No Zooming
- No In-Camera Effects
- Project Limits
- Small Moments

## **“Small Moments”**

[Show Some Examples]

## **Shoot to Edit**

“Coverage”

(Close-up Shot, Medium Shot, Wide Shot)

Shot/Reverse, Cut-Aways, Point-of-View Shot

## Editing

2-hours. That's it.

## Rubin's Rules of Editing

- Source Management
- Less is More
- The “Art” of Editing: *don't worry*
- Make Sure Each Shot “Reads”
- Sound: Often More Important than Picture

## Rubin's Rules of Editing

- Don't Over Edit
- Forget Special Effects
- Structure is Everything
- Clean up Blips
- You Can't Finish

## Editing vs. Culling

## **The Compilation Video vs. The Small Moment**

Show Examples

## **The Power of Music**

- For structure
- For continuity
- For quality
- For mood
- Forced durations

## **Titles**

- Light over Dark
- Small Drop Shadows
- Fade Fades
- Double Read Time
- Title Safe
- Increase Contrast with Background
- Title “Cards”

## **Effects**

- Don't use Them... Except
- Fade Up/Down at Beginning/End
- Some Dissolves are Okay
- Slow-down Effects (*instead of Getting Motion Sickness*)

**Finishing Up**

[www.nonlinear.info](http://www.nonlinear.info)