



Conceptual Design Futures

Report and Reflection

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INTRODUCTION



A lot of thought has gone into the discipline to choose from in this module, as there were many and covered a vast spectrum. It was decided to further expand the knowledge gained through previous modules (second year module) of video editing and using a mac based piece of software called “iMovie” used alongside “GarageBand” with other audio editing software incorporated, all these will be used on a Mac operating system.

The area chosen within the video editing discipline was to be sport, and to be precise the project will be a tribute to Great Britain’s Olympic athletes over the past decade, the footage includes the 2004 Athens Olympic games also the 2008 Beijing games as well as the 2010 Vancouver winter Olympics, the 2012 Sochi winter Olympic games in Russia and the 2012 summer Olympic and Paralympic games in London.

The final movie will include many clips from various 1080p HD videos that have been taken from YouTube and then introduced to an online conversion tool that keeps the formatting of the video and allows the user to choose the resolution desired.

DESIGN



Once the selection of videos from YouTube were complete, and there were many, there were 20 movies that fit the needs and mostly in MP4 format, it was decided that the final format would be .MOV as used by Apple's QuickTime software.

The next stage was to convert all movies into a single format that was needed for easy editing within my chosen software (iMovie) and this was achieved by using an (OnlineVideoConverter, 2016) online video converter that was found to be very good at what it did as the audio and video was not depreciated in any way and I was able to download the video to my desktop.

The next stage of the operation was to open each downloaded video file with QuickTime player where I was able to edit the video using its built in "trim" tool, this tool enables the user to select a clip or more and then to cut it or them to save as a .mov file.

Once I had all the trimmed clips within the iMovie application it was just a case of placing the clips in an order that made sense and perhaps was in sync with the chosen audio file which is an incredible rendition of "Unchained Melody" and it runs for 4.00 minutes.

RESEARCH



From Final Cut to Premiere to After Effects, the video editing software world can be vast, complicated, and sometimes expensive, luckily, if you have a Mac, iMovie comes free, and it's set of tools is usually more than enough for good professional looking videos.

Researching video editing using iMovie within the mac environment has been an ongoing indulgence for two years and because I am not a natural mac user, it is and has been a learning curve, but one that is well appreciated.

There is a large community of iMovie users on the internet, consisting of Forums, User groups and knowledge areas as well as many good constructive videos made freely available by experienced users, all of these I took advantage of and on many occasion was able to overcome difficulties when encountered.

As a sports enthusiast it was easy to research this area of sport that has been chosen or any sport, given the fact that I could watch golf, sitting on my couch for a full eight hours, not many people could boast that.

It was also necessary to research into the use of audio within iMovie and that was accomplished by viewing online tutorials and researching the use of (Space, S. (2012) "GarageBand" which is a part of iMovie. Further research was given to "Audacity" which is a standalone software and has lots of good features within.

QUALITY OF DESIGN



The quality of the movie that is to be produced will be at least 1080p HD video and will be in the format of a .MOV file which is associated with QuickTime, Apple's multiplatform, multimedia technology for handling video, sound, animation, graphics, text, interactivity,

and music. (Video 101, 2013).

As a cross-platform technology, QuickTime can deliver content on Mac OS and Windows computers. Many applications, including Final Cut Pro, use the powerful architecture of QuickTime to view, create, import, and export media.

Along with the release of the new line of iMacs, Apple also announced an update for iMovie, going live today. The new 10.1 version of the video editing software introduces 4K video editing along with 1080p HD video that runs at 60 frames per second "for smoother, more true-to-life action." Although this movie will have a frame rate of 29.9 fps, this seems to produce the desired needed quality.

The audio sample rate is kept at 44 kHz, sample rate is the number of samples of audio carried per second and is the default rate set by "Audacity" the audio editor that I used for this project.

REFLECTION



Conceptual design has always been a good subject for me as I have always had a visual outlook on all aspects of my work as a coder or developer within computer languages, it's as if I see the world as a collection of images, not good if you are in amongst a world of coders and developers, and that is probably why I chose during my college years to study "Visual Basic" instead of C++ simply because

one can view your progress within visual basic whereas you cannot see any progress until finish with C++.

Whilst trying to understand the disciplines at the beginning of this module, the idea of creating a GUI was very appealing to me and to be honest very new, I think because I have never been a big fan of Microsoft and Adobe software simply because of their bloated financial aspect and computer resources needed as indicated during my first year at University, I was the one boasting about using Paint Shop Pro, which I thought was the "best in the west" I was soon put straight on that matter and was using Adobe Photoshop within hours of being introduced to it, but Adobe has a lot more than Photoshop in its suite of applications, including Flash which was very enjoyable for me during its use in a first year module called Interactive Animation.

As for the rest of the software within Adobe, I never got the chance or time to use them as was needed to pursue the creation of a GUI within this module and am very jealous of some of the work that I have seen from other students designing a GUI.

After reviewing my options, it was decided to use iMovie on my mac to produce a high quality video, under the discipline of video editing, I am convinced this was a good choice for me as I believe the software can produce professional looking videos that compare with some of the higher profiled software on the market, such as Final Cut and Premiere as long as it is kept pretty simple.

During the process of completing my work in iMovie, the project was testing at times, simply because of my lack of experience, one such instance was that I was including whole videos into my project within iMovie, which could be very large amount of data but upon seeking advice from Dr Ian Wood who was an adviser within the “Digital Media Project” module, it was suggested that I trim the video within QuickTime Player before inserting into iMovie project. This maneuver I did not know existed before and was very helpful to me and saved a lot of time and space on my mac.

It became a delight to use in inserting clips into the project, and before long I had a working example of my final production. I was able to introduce various transition types between clips, give the transitions custom times, meaning 1 second or 2 second intervals. I was able to split some clips if needed and on some occasions was able to slow a clip down by 50% to create a very cool looking effect.

I had chosen a piece of music from the start and although my tutor was or did not seem to be too impressed with my choice, and he did say “you will know if it is right” when you play the video, I am not sure if it’s right but have chosen to stick with it. The audio is 4 minutes long and that was the length I needed to make the total clips.

After the movie was completed (and I kept a copy), I decided to add a title and ending, it is here that the project took a wrong turn as every time I tried to save the movie, it would throw an exception or error and would not save, and so for two whole days tried to rectify the problem without success and so finally had to revert back to my initial example, of which I am not too happy with, to complete my project.

CONCLUSION



In concluding on this project, I seem to have a bitter sweet feeling as the final result I feel could have been a lot better because of the difficulties I endured during its production. Yes, one could say that the time given was ample and therefore there could be no excuse for not being able to sort out the problems within iMovie, and yes there was time but that time was still being spent on other ICA deadlines, including “Advanced Server side Technologies”

which was put back within my own scheduling because of a previous module, and I am going to name it as “Accessibility” as I believe this module was far too long and complex and far too involved for the course that I am on, it took up all my time and resources and stretched me to the limit for way too long a period and caused me to fall behind on other modules which were far more important to me.

Getting back to this module and final product, I feel the right discipline was chosen and should have been an excellent example of a 4 minute “Tribute to GB Olympians” but I do not feel that was achieved and I feel my tutor deserved better for his efforts in guiding us through this module.

I am not too sure that I will be using iMovie or even the mac operating system in the future as it seems that Apple do have issues with its software but are not able to accept this, as discussed a lot amongst experienced mac users within Forums and online user groups.

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