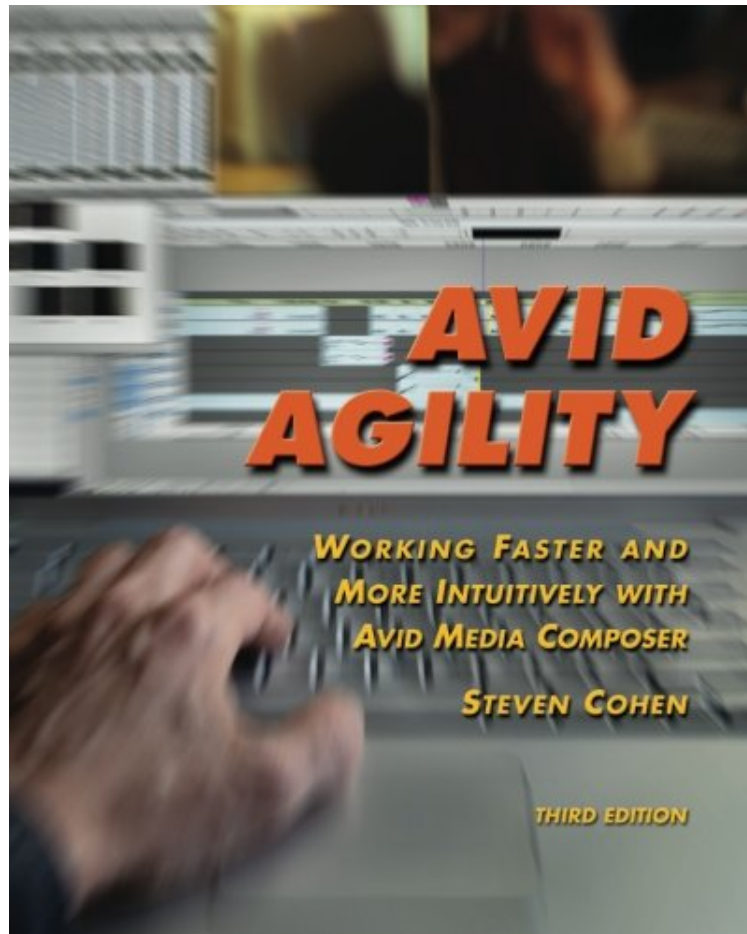


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Avid Agility: Working Faster and More Intuitively with Avid Media Composer, Third Edition

Steven Cohen

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Steven Cohen : Avid Agility: Working Faster and More Intuitively with Avid Media Composer, Third Edition before purchasing it in order to gauge whether or not it would be worth my time, and all praised Avid Agility: Working Faster and More Intuitively with Avid Media Composer, Third Edition:

0 of 0 people found the following review helpful. Excellent for Pros and Newcomers alike By Kennedy This is an excellent guide. Mr Cohen has produced an astonishing compendium of what's what with the Avid system. I can't recommend it enough. How much mileage you get out of it will depend of course on your own knowledge; but writing as someone who has used MC for over ten years and is diligent about exploring computer interfaces thoroughly, I can honestly say that I still found something useful on every page. Mr Cohen's book is not a comprehensive technical guide in the way that Avid's own manuals are. There are no endless cross-referenced procedural lists; no unfathomable

indexes. Instead it feels like a private one-on-one, in which a very organised and experienced editor sits down and says, "Look, did you ever try this?... or this?..." It's really a boon to other editors to have someone like this walk you through the Avid interface in such detail. Thankfully, the layout of the book is also excellent, which makes it a pleasure to browse through. It is printed on high quality paper, and is well illustrated in full colour, with clear pictures and diagrams spaced nicely so that information is clear and easy to take in. There are no pages stuffed with boxes and variable fonts, which are often a blight on guides about computers and IT. The content is organised into general themes (timeline/trims/media consolidation, so forth) so if you want to go straight to tips on timeline organisation, as I did, then it's all present in one chapter. Though I found some parts to be more eyeopening than others, everyone's experience and knowledge will be different. In this respect, I would ignore the reviewers on here who have nitpicked it for stating things they already knew. Mr Cohen intends his book for all Avid users, and as such it is accessible to Pros and newcomers alike. Overall, a fantastic and much-needed book for editors, and a tremendous value. (***) This version of the book covers Avid up to version 5. (***) 0 of 0 people found the following review helpful. Learn the Avid By PMI have been editing over 30 years and first read a Steve Cohen book on the Avid back in the 90's when I had to switch from other editing systems to the Avid, which since then has come to dominate the world of Hollywood feature and television editing. At the time (90's), although I had already taken Avid training classes, I found his book invaluable with little tricks and tips. Now, since Avid has come out with new software updates - nearly every 6 months it seems (!) I decided to get Steve's book to make sure I was caught up on everything new. I admit that I am experienced on the Avid, even owned one for 4 years and work on it everyday on primetime television, nonetheless, there were a few tips and tricks in this current book that I didn't know so this new purchase was worthwhile. For the newcomer or student trying to learn Avid, I think this book will show you how to do everything! It's not overly wordy, gets right to the point, showing photo's on every page taken from the Avid display and explaining all the features. Highly recommend if you want to learn Avid. If you want to learn assistant editing, this book will not answer all your questions. 8 of 8 people found the following review helpful. Editors at all levels will benefit from this book By FLevy I am a professional television editor working the Avid hard every day. I now keep this book on my console as an important reference tool. The Avid is such a deep program that there are many functions that do not get used on a daily basis. Steve Cohen has researched and tested them all. Through user friendly diagrams and easy to understand writing, he makes navigating any operation easier. From Avid basics to the new sophisticated innovations on Media Composer version 5, users will find this book will help them cut (pun semi-intended) through any confusion and allow an editor to do what they want when they want to do it. I highly recommend it.

THE ULTIMATE BOOK ON HARNESSING THE POWER OF AVID MEDIA COMPOSER. Filled with hundreds of techniques and profusely illustrated in color, it will help you discover new ways to use the system and do things you didn't know were possible. For advanced editors, it contains in-depth, easy-to-read material on critical subjects that are often glossed over; for those just getting started, it offers clear, well-illustrated explanations of basic concepts. Written by one of the pioneers of the digital editing revolution, this third edition has been extensively rewritten with over 45 pages of new material, and focuses on Media Composer 6. **SUBJECTS COVERED INCLUDE:** Interface Fundamentals; Advanced Editing Trimming; The Smart Tool; Find PhraseFind; Visual Effects Advanced Keyframes; Color Correction Titles; Mixing, RTAS Surround Audio; Multi-camera Editing; Workspaces Bin Layouts; Script Integration ScriptSync, AMA Media Management; Film 24p Video; and much more. **REVIEWS** (for more customer reviews, see the first and second editions): "The most ambitious and comprehensive book on Avid Media Composer I've read. This is much more than an operating manual or how-to -- it's like having a seasoned pro sitting next to you, revealing his trade secrets. If you're a Media Composer editor, rookie or old pro, Avid Agility will make you a better editor, guaranteed." -- Jonathan Moser, Post Magazine "The quickest path to becoming a Media Composer Jedi Master. Editor and teacher Steve Cohen has written a clear, comprehensively-illustrated and easy-to-understand guide -- a bible on advanced editing with Avid Media Composer. For anyone who works regularly on an Avid and has a desire to take their skills to the next level, this book is essential reading." -- Lawrence Jordan, founder, 2-pop.com HollywoodReinvented.com "A definitive book about the Media Composer environment. May well be the ultimate book on customizing Avid's unique capabilities for individual creative editing." -- Ray Zone, Editors Guild Magazine "An easy read, logically laid out, and useful to novice and experienced editor alike. I highly recommend this book." -- Frank Capria, Consulting Designer, Media Composer, Avid Technology "Cohen's book will guide you to the next exciting level of the art of editing." -- Edgar Burcksen, CinemaEditor Magazine "An amazing work -- for both new and old Media Composer users. I'd recommend that each and every one of you who are editors order the book." -- Norman Hollyn, Head of the Editing Track Professor, USC School of Cinematic Arts "Steve Cohen has taken his decades of experience editing on Avid and distilled them into a very readable, incredibly illustrated book. Consistently delivers magical little tricks that make you say, 'I wish I'd known that yesterday!'" -- Steve Hullfish, Avid Master Editor, colorist, author of five books. "Celebrates new capabilities, teases out jewels in the crown, and boldly goes into advanced features. Avid Agility is a superb gift for any Avid editor, student or pro." -- Loren Miller, Boston Creative Pro User Group. Editor, Teacher, and Creator of KeyGuide Keyboard Shortcut Pages.

"The most ambitious and comprehensive book on Avid Media Composer I've read. Much more than an operating manual or how-to -- like having a seasoned pro sitting next to you, revealing his trade secrets. Avid Agility will make you a better editor, guaranteed." -- Jonathan Moser, Post Magazine

"The quickest path to becoming a Media Composer Jedi Master. Cohen has written a clear, comprehensively-illustrated and easy-to-understand guide -- a bible on advanced editing with Avid Media Composer. This book is essential reading!" -- Lawrence Jordan, founder, 2-pop.com

HollywoodReinvented.com

"A definitive book about the Media Composer environment. May well be the ultimate book on customizing Avid's unique capabilities for individual creative editing." -- Ray Zone, Editors Guild Magazine

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About the Author

Steve Cohen has been a pioneer in non-linear post-production, editing one of the first Avid TV movies (HBO's "Teamster Boss") and then going on to edit the first studio feature to use Avid's Film Composer ("Lost in Yonkers") while helping to develop the company's 24-fps software. He remained closely connected with Avid for many years and eventually cofounded the Avid Editors Advisory Committee, a group of prominent editors that advises Avid about software features. He has worked as a teacher throughout his professional life and was the first chairman of the editing department at the American Film Institute, the first school in the U.S. to offer an MFA in editing. He later helped create, and was the publisher of the Editors Guild Magazine. His book, "Avid Agility," now in its third edition, evolved out of his deep involvement with the development of the Avid system. His credits include, "Before the Rains," "Material Girls," "The Prince and Me," "15 Minutes," "Blood and Wine," "Three Wishes," "Angie," "Rambling Rose" and "No Man's Land," as well as many pilots and TV movies, including several in the Jesse Stone series. He received an Emmy for "LBJ: The Early Years," an American Cinema Editors Eddie Award for "Don King: Only in America," and A.C.E.'s distinguished Robert Wise Award for writing about editing. He blogs at splicenow.com.