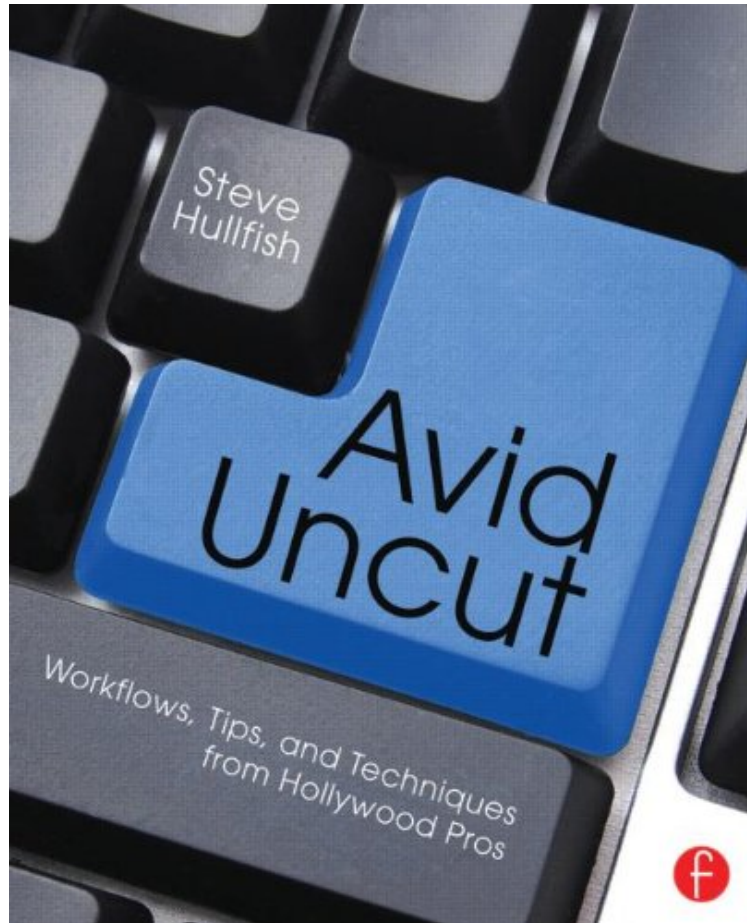


(Free download) Avid Uncut: Workflows, Tips, and Techniques from Hollywood Pros

Avid Uncut: Workflows, Tips, and Techniques from Hollywood Pros

Steve Hullfish

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Steve Hullfish : Avid Uncut: Workflows, Tips, and Techniques from Hollywood Pros before purchasing it in order to gage whether or not it would be worth my time, and all praised Avid Uncut: Workflows, Tips, and Techniques from Hollywood Pros:

1 of 1 people found the following review helpful. Can make an edit software that seems daunting at first suddenly easy-to-understandBy Peter SchulzeSteve's writing style is conversational, as if he was seated right next to you going over Avid's many features in an easy-to-understand manner. If you're anything like I was and found Avid Media Composer a bit daunting at first, this book breaks it down and will help demystify the essentials. And there are many tips to help speed up your process if you've already started editing with Avid.1 of 1 people found the following review helpful. The BibleBy EWThe Bible. Has everything I took years to learn after making mistakes and asking others-- and a WHOLE LOT MORE. Recommended to newbies and seasoned vets alike. Read this book if you suddenly wake up and decide good isn't good enough. It can get better.4 of 4 people found the following review helpful. This book is a great reference for Avid users of all levelsBy TVguyI'm a longtime professional Avid Editor. This book is a great

reference for Avid users of all levels. Mr. Hullfish has covered all the bases here.

Leverage the full power of Avid Media Composer with this essential guide from an Avid guru. Master timesaving tricks and techniques that utilize the latest Media Composer features and state-of-the-art workflows. Learn the secrets of the postproduction professionals from box office blockbusters like Harry Potter, I am Legend, Dark Shadows, Men in Black II, Charlies Angels, 42, and The Last of the Mohicans, as well as primetime hits like SMASH, Big Bang Theory, Weeds, The Mindy Project, and MythBusters. In Avid Uncut, Steve Hullfish taps into the expertise of the worlds top editors to share in-depth, behind-the-scenes secrets and best practices that will boost your editing and color correction skills to the next level. Five distinct sections cover: Pre-post, including discussion of metadata, prepping ScriptSync, decomposing, and more Settings, with tips on keyboard optimization, bin settings, and import/export settings Off-line workflows on trimming, multicam editing, using Phrasefind, audio, and stereoscopic 3D Effects, such as 3rd party plugins, 3D warp effects, and Animatte On-line workflows for efficiently and beautifully finishing your work, including step-by-step tutorials for RED and ARRI Alexa workflows Also featured are extensive tips dedicated to helping FCP editors switch over to Avid, as well as a companion website (www.focalpress.com/cw/hullfish) loaded with video tutorials of the techniques discussed in the book and project files, including RED and ARRI Alexa footage, that turn Avid Uncut into an invaluable, hands-on workshop!

"A great book for experienced editors of all NLEs. Hullfish wrangled an impressive number of A list editors who provided incredible insight into the specific ways that Media Composer empowers them. It makes a great read for those who wish to maximize their creativity and efficiency in editing." - Ben Kozuch, Co-Founder, Future Media Concepts "Like Hullfish's Color Correction for Video, Avid Uncut should sit on the shelf as a reference in every Avid suite. Condensing years of experience and real-world examples, Avid Uncut is easy to read yet packed full of tips, tricks and powerful time-saving Avid features. So whether you're a newbie needing to learn the ropes or a seasoned professional wanting to get up to speed on modern workflows and tools fast, this book is a must-have." - Ra-ey Saleh, Senior On-line Editor/Colorist, MythBusters; Taboo; Hidden in America "Avid Uncut is one of the most comprehensive Avid Media Composer training manuals Ive seen. Hullfish has years of Avid experience and is well-respected for covering some of the lesser known tips that make a Media Composer more productive. This book is no exception, covering not only software features, but numerous workflows. Plus, the reader gets to hear from top television and film editors throughout the chapters for glimpses at their creative solutions. Hullfish isnt afraid to include informative explanations of some of the lesser covered features, like ScriptSync, the Marquee titler and more, that other writers usually skip. Avid Uncut is a great handbook for editors moving over from other software, but even experienced Media Composer editors will be surprised at how much theyll pick up." - Oliver Peters, Editor/Colorist, Oliver Peters Post Production Services, digitalfilms.wordpress.com "Over the years, Kathryn and I have worked with many of the most respected Avid editors in the world, people who have edited some of the top-ranked movies and television shows in the market today. Among these prolific and respected editors, Steve Hullfish is often named as their go-to expert when they want to learn the Avid and master its many powers and nuances. You aren't going to master the Avid overnight but with Steve Hullfish showing you the way, you will learn its powers and maximize the workflow that makes the Avid the industry leader in high-end professional editing circles. If you are looking to excel in your understanding of Avid Media Composer, you have picked up the right book." - Ronald Kathryn Lindeboom, Founders, CreativeCOW.net "In today's adapt-or-die climate of non-linear editing, Avid Uncut is pre-requisite reading for every editor who needs to be relevant with complex file-based editing processes. The fact that this important book was organized with a creative mindset and written conversationally with commentary from the worlds best editors also makes it a fun read." - Mitch Jacobson, Author, Mastering Multicamera Techniques (Focal Press 2010) "For students of Media Composer all the way to longtime editors, I highly recommend Avid Uncut. Hullfish is a clear and comprehensive writer and he writes from deep personal experience as well as consulting with other top names. Books like these are an easy recommendation, because if you pick up just a few time-saving tips, the book will pay for itself within a week." - Making the Movie About the Author Steve Hullfish produces and edits trailers, TV spots, promos and DVDs through his company, Verascope Pictures, which serves high-end clients: Universal Studios, NBC Television, DreamWorks, HIT Entertainment, Jim Henson Entertainment, VeggieTales and others. He has also co-edited two feature films for Sony/Tristar: Courageous and War Room. His 30 years of producing and editing TV shows and spots have garnered many national awards, including a national Emmy as part of the editing team of the Oprah Winfrey Show. He has co-written four other books including Color Correction for Digital Video, Avid XpressPro On the Spot, The Avid XpressPro Editing Workshop and - most recently - Avid Uncut: Workflows, Tips, and Techniques from Hollywood Pros. He is also in demand as a color correction and editing trainer for clients including NBC Sports, Major League Soccer, Turner Networks, The Versus Network, Southeast Television, Whole Foods, Avid, Tektronix, and the Children's Television Network.