 Part 1

*Learning Outcome*

1. Discuss issues with using multimedia in web sites

*Directions*

In the lesson you learned about multimedia.

1. ***Copyright and privacy policies*** can be tricky to understand and evolving.   
   1. On page 4 of the brief cited in the case below, what are the 4 requirements of the Fair Use Clause?

According to the brief the 4 requirements of the Fair Use Clause are, "(l) the purpose and character of the use, including whether such use is of a commercial nature or is for nonprofit educational purposes; (2) the nature of the copyrighted work; (3) the amount and substantiality of the portion used in relation to the copyrighted work as a whole; and (4) the effect of the use upon the potential market for or value of the copyrighted work" (Rakoff, 2014).

* 1. What was the issue in this case and which requirements were issues in this case?

The issue of this case is to “attempt to copyright legal briefs with the intention to gain royalties or prevent others from using them” (Mark, 2014). and the requirements are listed in above in question 1.

Legal Research, Litigation in the News. (July 23, 2014). Court Holds West, Lexis Legal Briefs Offering Is Fair Use. <http://llb2.com/2014/07/23/court-holds-west-lexis-legal-briefs-offering-is-fair-use/>. The entire brief is here. <http://www.arl.org/storage/documents/publications/White-v-west-publishing-decision-3jul2014.pdf>

* 1. Services such as **Flickr** provide image sharing with the ability to show copyright status using **Creative Commons** (<http://creativecommons.org/>). Explain the levels of copyright status using Creative Commons described on <http://creativecommons.org/licenses/>. If you don’t use CC licenses is your material still protected?

Creative commons use “a three-layer design, legal code, machine readable and human readable” (Commons, 2016). There are also different types of licenses depending on how protected you want your work to be. If you don’t use CC licenses or another type of copyright license, your work will not be protected.

1. *Adobe Premiere Pro, Final Cut Pro, Avid, Movie Maker* and *iMovie* can all be used to create multimedia (sound, video, animation). Let’s look at one program in more detail.
   1. Watch the **Getting Started** **Video** at <https://helpx.adobe.com/premiere-pro/how-to/edit-videos.html?set=premiere-pro--get-started>. **Watch all 6 videos (about 45 minutes)** Remember to take some notes, as you will have to write about what you learned! Provide a description of the features you learned about in the getting started video. About a paragraph per video is adequate length.
      1. “Learn about the user interface and quickly creating a sequence” The first video shows you a tutorial how to start a new project in Premier pro. David K. Helmly explains how you can click on new project and then give it a name that is related to the project. He goes over how you want to be the editing mode and goes over the project panel which is where the media will be stored. You can have audio files, video files, project folders and a working timeline. There are tools at the bottom that are used for creating and deleting. You can stay organized by simply dragging and dropping any of your saved work into new folders. He also shows how the timeline and program monitor have a working relationship on the screen. Wherever you click on the timeline, the image will appear on the program monitor. There is a source area where you can trim your clips. There is a build in feature that allows you to double click on any media to load it into the source box. There is a media browser tab that gives you access to all of your local drives, favorites and network drives. You can use the tilde key on your keyboard to make any panel full screen. You can select clips and drag them into a new timeline to create a new sequence.
      2. “Apply quick and easy editing techniques”

You can double click on a video to load it into the source box. You can play around with the clips and drag and drop clips into different boxes. The plus and minus keys lets you zoom in and out. The backslash key lets you take it to an 80% zoom view. You can trim the clip by moving the arrow or you can turn the snap on. The Q and W keys are used frequently. The w key will shift all the clips back to the play head. The q key let you change the end point. You can use the slip tool to adjust the clip to match the audio.

* + 1. “Add titles and stylize graphics”

To add a title, you go to file, new, title. To create a title, you scrub to the area you want and then start typing the title. You can make adjustments with the font size and hot scrub the value by clicking and dragging left to right. You can click on the color and apply a new color if you want. You can go to menu, new style, to add new styles to your menu. Titles are automatically saved. To apply the title, you drag and drop it to the video. To make further adjustments to the title you double click on it. You can also use Photoshop to make titles by File, new, Photoshop file. You can return back to Photoshop by right mouse clicking on the Photoshop file and selecting the edit in Photoshop feature. You can animate the graphic but double clicking on the graphic and moving it off the screen. Then flip down motion control and click position then drag the play head out to where you want it to stop.

* + 1. “Trim in the timeline and adjust colors”

You can hover over the tools to see the shortcut keys. V key is used for a selection tool. There is an undo key if you make a mistake. The ripple edit tool-shortcut B, you can go in-between two clips and adjust them by pulling left or right without making a gap. The keyboard shortcut R (rate stretch) makes the video run faster. The invert button will allow for a darker background. There are many different choices and effects you can use to make the clips more interesting. You can select and hit the delete key to delete the effect. One effect that is I found useful is to be able to change the color. You can also find settings that can be applied to the clip such as lightening the intensity or making a scene bluer. You can dial the exposure up and down with the arrow keys.

* + 1. “Work with audio”

You can add transitions and add different effects. You can adjust the fade by bring the audio track back. There is a pen tool that allows you make adjustments based on the exact point. You can go back and make as many adjustments that you want using the pen. You can use the pen to make a quick dip when you want to make precise adjustments. You can play the video back and make adjustments in real time. There are presets that are already selected for you which is a good starting point. There is a purple effects badge which tells you an effect was applied. You can delete the effect if you want to. You can use the razor blade to make cuts. You can adjust the gain on the timeline with a numeric value using the hot key G.

* + 1. “Export your completed video”

When you want to export, you need to tell Premier pro which sequence you want to export. You can either select it in the timeline panel then chose file, export, media. Or you can select it in the project panel, then chose file, export, media. The best for beginners is the YouTube setting and you can use it using the Y hot key. When you export the image will be applied. Video setting, audio, and publish settings are also useful. You can publish to create cloud, facebook, youtube, and FTP. You will get an output preview at the bottom page after exporting. There are QuickTime options available to make video changes. Q will send the sequence to adobe medium coding to allow you to continue editing.

^^^All information from questions 1-6 was heard on the videos at <https://helpx.adobe.com/premiere-pro/how-to/edit-videos.html?set=premiere-pro--get-started>.

* 1. Read about **Adobe Premiere Pro** (<http://www.adobe.com/products/premiere.html>).
  2. Provide information about the program, where to get it, cost, hardware and software requirements, advantages and disadvantages, what formats are supported for importing video and exporting video, links to samples and

Adobe Premiere Pro is used to create videos allowing you to edit, move, and change your videos. “The Creative Cloud All Apps package Includes Premiere Pro, After Effects, Photoshop and more for $49.99/mo. Or the Single App Premiere Pro CC package includes Video production and editing for $19.99/mo” (CC, 2016). You will need to download the software after you pay the monthly fee and set your account. “You can Skip transcoding and edit virtually any type of media, from smartphone video to 8K footage, thanks to broad native format support” (CC, 2016). You can use in basically on any platform such as tablets laptop, and desktop.

References

CC, A. P. (2016). *Make visually stunning videos virtually anywhere.* Retrieved from http://www.adobe.com/products/premiere.html

Commons, C. (2016*). About The Licenses.* Retrieved from http://creativecommons.org/licenses/

Mark. (2014, July 23). *Court Holds West, Lexis Legal Briefs Offering Is Fair Use.* Retrieved from Law Librarians: http://llb2.com/2014/07/23/court-holds-west-lexis-legal-briefs-offering-is-fair-use/

Rakoff, J. S. (2014, 07 03). *Case 1:12-cv-01340-JSR Document 84 .* Retrieved from <http://www.arl.org/storage/documents/publications/White-v-west-publishing-decision-3jul2014.pdf>.

*Part 2-*

