



CONGRESSWOMAN ROBIN KELLY

MOTHER'S DAY

VIDEO GUIDE

Welcome

Thank you for participating in my Mother's Day Challenge!

The challenge is open to all constituents in the Second District of Illinois. Over the next few weeks, I hope you'll have fun creating a video telling why you have the best mom in the District. After completing your short film, you'll submit it by email to repkellycontest@gmail.com. I'll then showcase your entry on my YouTube channel on Mother's Day!

I'm excited to see the video you'll make and to learn about all of the fantastic Mother's in the Second District! But first, it's important that you understand the rules, guidelines, and information provided in this guide. You must follow the instructions for your entry to be accepted. Over the next few pages, you'll learn how you can make the best film possible.

Have a great time producing your videos. I can't wait to see the results!

Sincerely,

A handwritten signature in black ink that reads "Robin L. Kelly". The signature is fluid and cursive, with the first name "Robin" and last name "Kelly" clearly legible.

Robin L. Kelly
Member of Congress

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Getting Started

Making your movie will be fun and exciting, even if you've never made one before. It can feel a little overwhelming, especially when trying to cram everything into a few days. To help you get used to the process, I've provided some information that every aspiring filmmaker needs.

Guidelines

You have to use your own equipment such as computers, cameras, and other accessories.

You'll spend this time working on your short video:

- You'll brainstorm ideas and plan what you want to say
- You'll shoot it with a digital video camera
- You'll edit using the software of your choosing such as iMovie or Final Cut Pro.
- You'll save it, share it, and may even see it featured on the Congresswoman's website

You're video must be no longer than 60 seconds long.

Must answer one of the following questions:

- **Why is your Mom, the best mom in the Second District?**
- **Why are you proud of your mom?**

Editing Software: You are permitted to use any type of software to edit your video.

Submission Format: Regardless of what editing software you use please submit it in **.mov** or **mp4** format.

Copyrighted Music: You are not permitted to include any copyrighted music or video performance in your video.

You can create your own music, but remember it must be original!

Trademarks: You are discouraged from including any trademarks (logos, symbols, characters, etc.) in your films. Please be very careful- the use of any trademark at all may legally force us to disqualify your movie and/or prevent your video from being shown. We won't automatically disqualify videos that include trademarks (for instance if a laptop or phone is in your video). But if we are contacted by the copyright holder (which is more likely to occur when a trademark is used negatively), your movie will not be screened and will be removed from competition.

Other Copyrights: In addition to the copyright music guidelines above, you are not permitted to use any copyrighted material of any kind in your films. Please be very careful- the use of any of the copyrighted material at all may legally force us to disqualify your movie and/or prevent your movie from being screened. Copyrighted materials include but are not limited to film clips, television clips, audio clips, video game clips, books, magazines, etc. We won't automatically disqualify movies that include copyrighted material (for instance if *The Avengers* is playing in the background of a shot), but if we are contacted by the copyright holder (which is more likely to occur when a trademark is used negatively), your video will not be screened and be removed from competition.

Nudity is not permitted.

No profanity or hate speech.

No graphic violence.

No drug use.

Dangerous Behavior: It is absolutely prohibited for any participant to engage in dangerous, reckless, illegal or otherwise negligent behavior in any aspect of the creation of your movie. Any such behavior will lead to immediate disqualification from the competition.

Exposure: All submitted videos will be posted on Congresswoman Kelly's YouTube channel. Those that are picked as the top videos will be featured on the website under Constituent Spotlight.

Participants

The event is open to all constituents or mothers residing in the Second Congressional District.

Timeline

- Final copies must be turned in by **Wednesday, May 7, 2014 by 6:00pm**
- Submitted in **.mov** or **.mp4** format
- Emailed to repkellycontest@gmail.com
- Videos will be posted by May 11th

Creating a New iMovie project – Mac Users

1. Launch iMovie from the dock at the bottom of your screen
2. Press the “+” button near the middle of the screen or go to “File” on the menu at the top of the screen and select “New Project”.



3. Name your project in the window that appears.
4. Also select the Aspect Ratio and the Frame Rate for your video



5. From there you are ready to import and edit your movie

Importing Footage into iMovie

1. After your camera is powered on and connected to your computer, launch iMovie. The camera will automatically be recognized and import screen will appear.
2. You may manually select the clips that you want to import from your camera or you can select “automatic” to import all the clips on the camera.



3. After clicking Import (or Import all), a dialogue box will pop up. Create a new Event and name it as you see fit.



You will see the progress of your import under each clip.

4. After the import is complete you may edit your movie as you normally would in iMovie



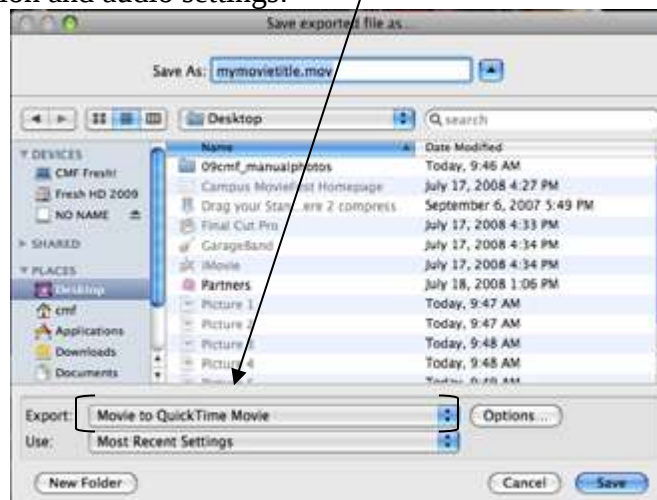
Exporting from iMovie

1. Once you are finished editing your film, you will need to export it to a QuickTime movie. Under the Share tab, select Export using QuickTime.

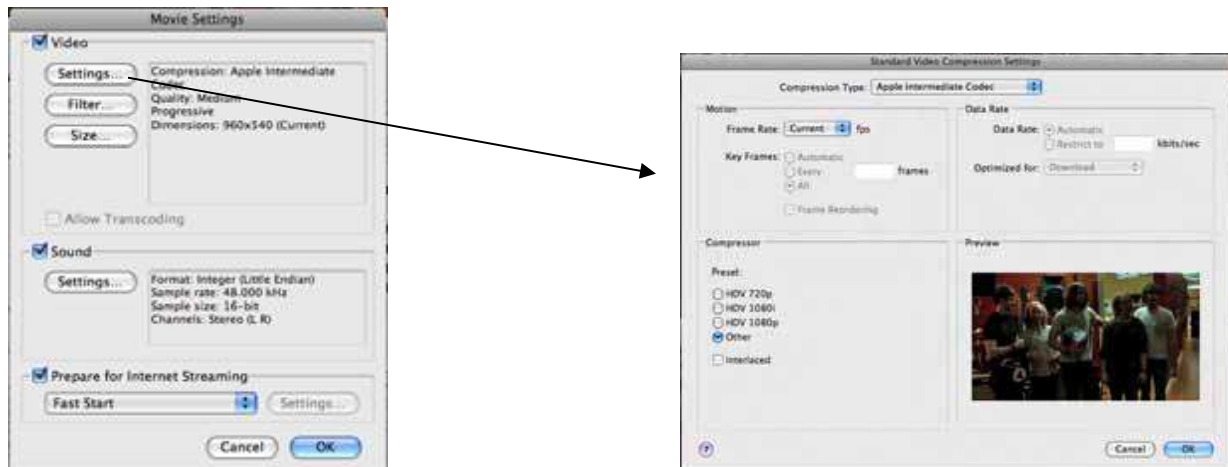


Save the movie with your movie title as the name.

2. Movie to QuickTime Movie should be selected. Click on the Options button to adjust your compression and audio settings.



Click on the Options button to adjust your compression and audio settings.



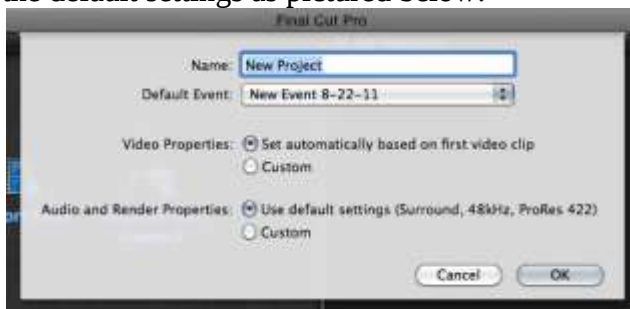
The video compression settings need to be set as indicated in the boxes to the left. Click Okay and then Click Save. Save your file to the desktop.

Create a New Final Cut Pro X Project - PC users

1. Launch Final Cut Pro X from the dock at the bottom of your screen
2. Click the “Create New Project” icon of the screen.



3. In the pop-down menu that appears, name your project. We would also suggest keeping the default settings as pictured below:



4. From here you should be good to go and able to log footage and begin editing

Importing Footage into Final Cut Pro X

1. Power up your camera and connect it to your computer, then launch Final Cut Pro X
2. Press the “import From Camera” icon in the upper part of the Final Cut Pro X window



3. The Camera Import window will appear and you have the option to select the individual clips that you'd like to import from the attached camera or you can select to import all the clips from the camera.



Simply choose to “import All...” or “Imported Selected...” by clicking on the appropriate button in the bottom-right corner of the Camera Import window

4. Once you click the appropriate button a new dialogue window will appear with various options. From this window, you can choose a “New Event” where your imported footage will be housed or select an “Existing Event”

There are also many options that you can have Final Cut Pro X apply upon import. We suggest at minimum marking the “Transcoding” checkbox to “create optimized media” as pictured.



Exporting Your Movie From Final Cut Pro X

Once you are finished editing your film, you will need to export it to a Quicktime movie.

1. Under the Share menu, select “Export Movie”



The “Export” will appear and you’ll have the ability to select a few options

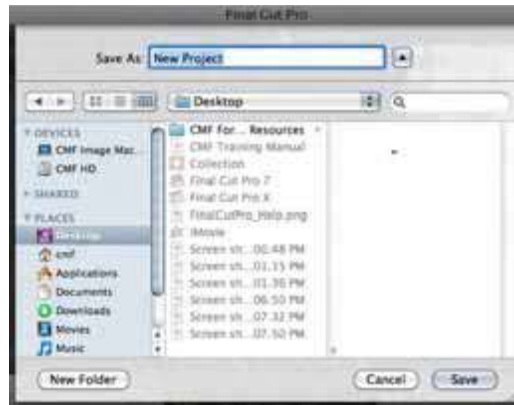
2. We suggest you leaving them just as they appear on the screencap:



Export: Current Settings
After Export: Do Nothing
Include: Video and Audio

Note: Varying from these settings could result in a poor export of your film.

3. On the next screen, you’ll select to save it to the Desktop.

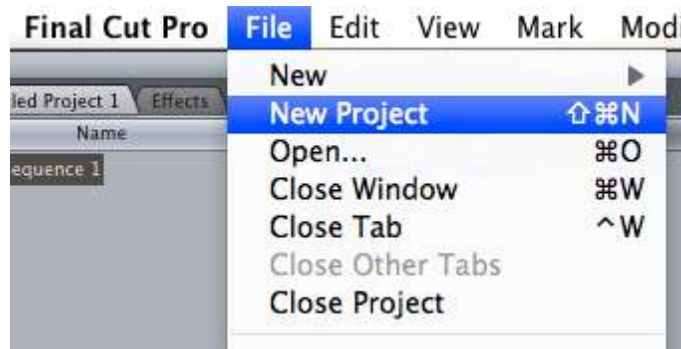


4. Click the “Save” button and your movie will then begin to export.

Note: Please make sure the name of your movie file is recognizable on the Desktop

Creating a New Final Cut Pro 7 Project

1. Launch Final Cut Pro 7 from the dock at the bottom of your screen.
2. Navigate to the “File” menu at the top of the screen and select “New Project” from the menu



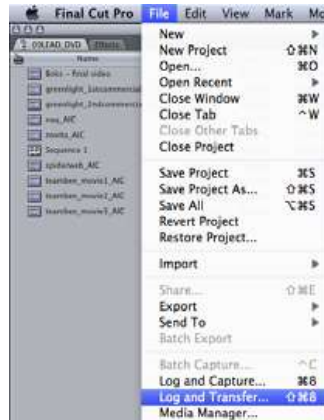
3. From here you should be good to go and able to log footage and begin editing

Importing Footage into Final Cut Pro 7

1. After you connect your camera to your computer, launch Final Cut Pro.
2. If you get the following warning, simply click “Continue” and FCP will finish loading



3. Choose Log and Transfer from the File menu



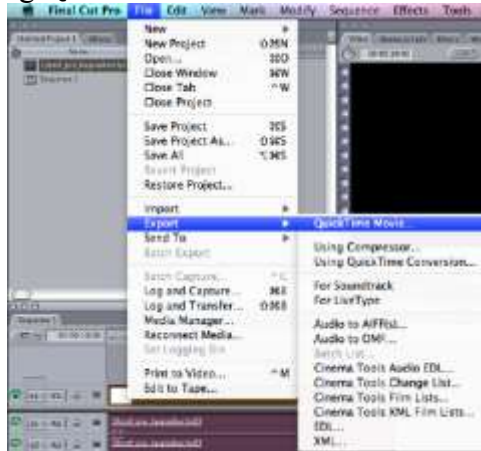
4. A Log and Transfer window will open. You will see your clips load in the top left corner of the window. Select the clips you want to download onto the computer.
5. After choosing your clips, click the “Add Selection to Queue” Button. The progress bar will show the status of your transfer. After the footage has been transferred, you can close this window and your clips will be in the clips pane of FCP



Exporting Your Movie From Final Cut Pro 7

1. Once you are finished editing your film you will need to export it as a QuickTime movie.
2. Make sure that you select your sequence. To do this click in your timeline.
3. Click File on the main menu bar, choose export, and then choose QuickTime Movie.

Note: Do not choose “Using QuickTime Conversion...”



4. The Save window will open. Put your movie title in the Save As field. Choose the Desktop as your destination.
5. Make sure “Current Settings” is selected in the “Settings” dropdown menu. This ensures that your movie is exported using the same aspect ratio and quality as your timeline this will be true whether you edited in Standard Definition or HD

Note: Make sure the “Make Movie Self-Contained” checkbox is Checked”

Click save. The File will be saved to your desktop

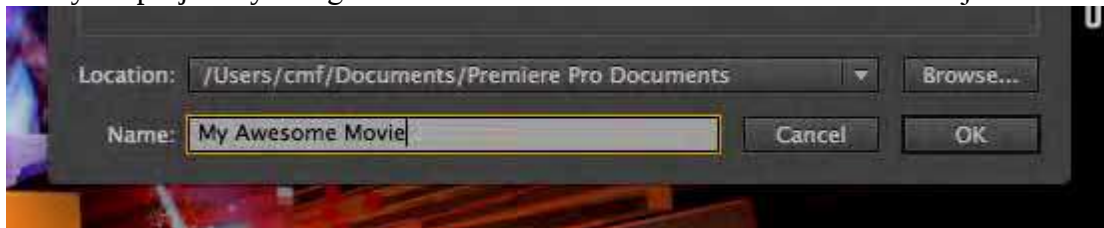


Creating a New Adobe Premiere Pro Project

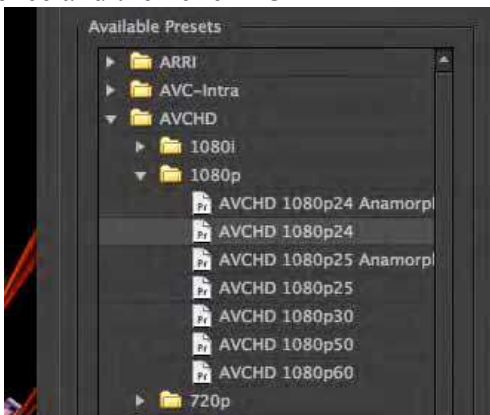
1. Launch Adobe Premiere Pro from the dock at the bottom of your screen.
2. Click on the “New Project” icon in the “Welcome” window.



3. Title your project by using the “Name” field at the bottom of the “New Project” window

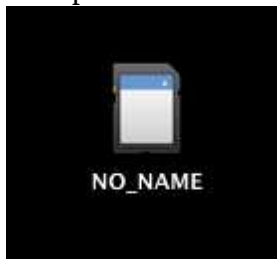


4. Name your primary sequence and then click “OK”



Importing Footage into Adobe Premiere Pro

1. Power-On and Plug-In your camera into your computer.
2. Make sure the camera is set to playback mode and that AVCHD Connect> HDD are selected in the camera menu.
3. In Finder navigate to the “No Name” Icon, which is the internal hard drive on the camera, and open the folder.

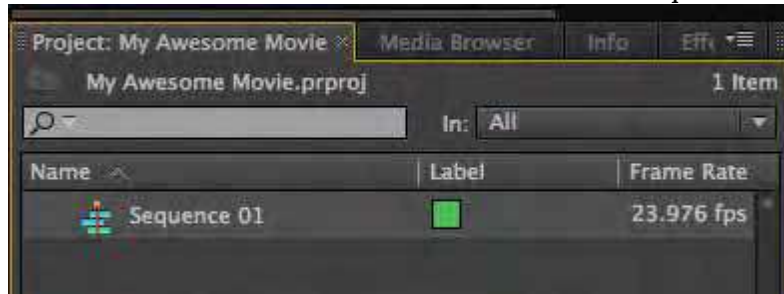


4. Navigate No Name> Private > AVCHD and copy the entire “AVCHD” folder to the “Desktop”. You can just drag & drop.

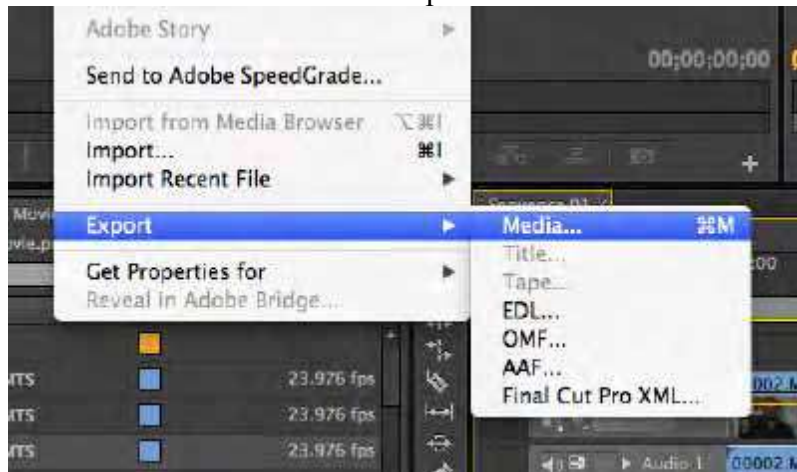


Exporting your Video from Adobe Premiere Pro

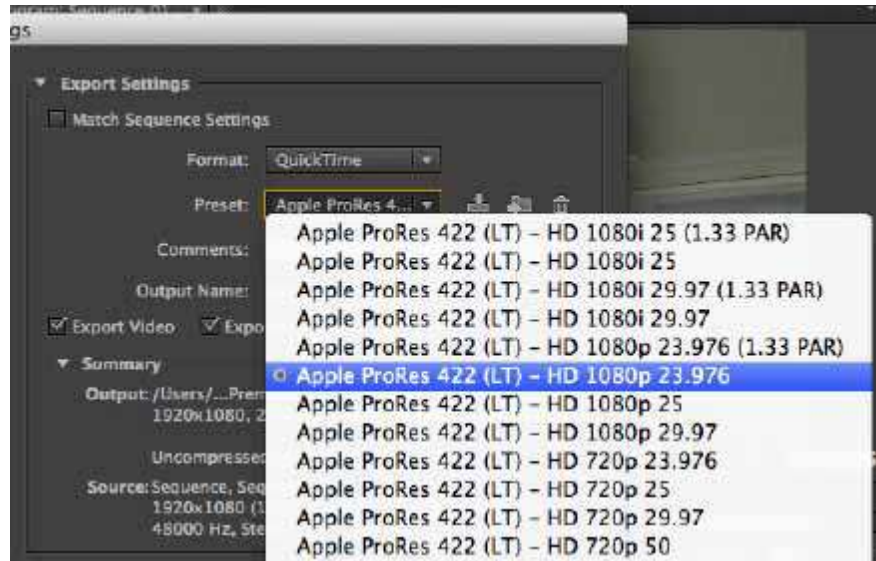
1. Launch Adobe Premiere Pro and make sure final sequence is highlighted



2. From the “File” menu choose Export>Media.



3. Choose the Apple ProRes (LT) 1080p24 preset in the dialogue window



4. Click the “Output Name” field and title your movie, then choose the Desktop as your destination and click “Save”
5. Finally click “Export” from the bottom of the “Export Settings” window.