

**VIDEO MAKING PROCESSES USING THE NON-LINEAR EDITING
TECHNIQUE**

BY

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IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD DEGREE OF

BACHELOR OF ARTS (B.A) GRAPHIC DESIGN OF THE UNIVERISTY OF BENIN,

BENIN CITY, EDO STATE, NIGERIA

DEPARTMENT OF FINE AND APPLIED ARTS,

UNIVERSITY OF BENIN, BENIN CITY, EDO STATE, NIGERIA

MAY, 2023.

DECLARATION

I declare that this work is based on personal research undertaken by me in the Department of Fine and Applied Arts, Faculty of Arts, University of Benin under the supervision of Dr. Felix Osaigbovo.

EDOKPA Joshua

Date

CERTIFICATION

We, the undersigned do certify that this research was carried out by **EDOKPA Joshua** with **MAT No. ART1800700** in the Department of Fine and Applied Arts. This work is adequate in scope and qualifies for the partial fulfilment for the award of **BACHELOR OF ARTS (B.A) DEGREE** of the University of Benin.

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DEDICATION

This work is dedicated to Almighty God, for His mercy, strength, favour, grace, excess love and His ever present help that has been available during every phase of this project. Glory and Honor belongs to God!

ACKNOWLEDGEMENT

I am thankful to God for being present on every step I took along the way. Also, my gratitude goes to my Mother, Mrs. Esther .E. Edokpa for her great support and prayers for me and I also thank my siblings, Israel Wealth, Uzezi Jackson, Maro Louis, for their support encouragement throughout this project.

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ABSTRACT

Non-linear editing is a modern video editing technique that allows editors to manipulate and arrange video and audio clips in a non-linear fashion. This process is particularly useful in the production of promotional content for movies, as it allows for the creation of dynamic and engaging trailers that can capture the attention of potential viewers.

The promotional analysis process typically begins with the collection of footage from the movie, which is then organized and assembled into a rough cut. This rough cut is then refined and polished using a variety of editing tools and techniques, including colour correction, sound mixing, and special effects.

Non-linear editing allows editors to easily experiment with different cuts and visual effects, allowing them to quickly iterate and refine their work until they achieve the desired results. This process can significantly speed up the production of promotional content and help ensure that the final product is both visually and engaging.

Overall, the use of Non-linear editing in video making is an essential tool for creating effective trailers and promotional materials. By leveraging on the power of this modern editing technique, movie studios can generate buzz and excitement around their new releases, ultimately leading to increased box office success.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

Video editing is the process and technique manipulating video images to create a finished video production. Understanding basic video-making theory will help you know which technical elements of video editing you should use.

When movies was first shown there was no editing techniques. People marveled at simple scenes of factory workers without interruption in filming or music playing. Today editing and sound editing are key to the modern film language.

If you grew up watching TV and movies as a child, you already have some knowledge of the language of video, intuitive Storytelling and Visuals you will be amazed at how many Storytelling techniques there are.

Using video footage and video editing software to tell a story requires the use of artificial techniques to recreate the way humans experience reality. Our eyes and ears are so sensitive that they are able to capture many details of the scene in front of us, allowing our minds to focus on the details that seem most relevant. The same is true to some extent for spoken information. Even if we are given information in the wrong order, our brains work quickly to try to put it together into a story that makes sense to us.

Visual Storytelling is a technology that allows video creators to recreate the Storytelling process. This is mainly done through the use of different types of video recording, the selection of the content included in the video recordings and the order in which they are arranged.

1.2 Statement of the Problem

One of the main problems that filmmakers and marketing teams face when creating films using the nonlinear editing techniques is how to effectively capture the essence of the film and engage potential audiences. This can be especially difficult if the film is still in production or has not yet been widely distributed, as there may be limited footage available.

Another challenge is ensuring that the promotional analysis is consistent with the film's overall marketing strategy for the movie and effectively communicates the film's key features and benefits. This requires a deep understanding of your target audience and her preferences, as well as the ability to effectively communicate your film's unique selling points in a way that resonates with your potential audience.

Finally, measuring the success of a commercial analysis can also be difficult, as several factors can affect a film's box office success. It can be difficult to determine the impact of the promotional analysis on audience engagement and ticket sales, and it can take time to see the full impact of the promotional activity on the overall movie performance.

1.3 Objectives of the Study

The objectives of this study among others include the following:

- a. To select visually interesting footage that captures the essence of the film and conveys the overall tone and style that captures the essence of the film and conveys its overall tone and style.
- b. Use selected footage to create a coherent story that effectively promotes your film and engages potential audiences.
- c. Use the non-linear editing process to optimize the timing of each clip, adjust the audio levels, and add special effects and transitions for a polished, professional look.
- d. To add the finishing touches to the advertising such as colour corrections, text overlays, and other post-production elements that enhance its visual appeal and effectiveness.

1.4 Scope of Study

The scope of video making processes using the non-linear editing technique is enormous, this is because it covers the entire process of creating promotional content for a movie, from the initial selection of footage to the final production of the trailer. Some of the key areas that fall within the scope of this process include:

1.5 Significance of Study

Video making processes using the non-linear editing technique is significant for several reasons:

- i. Increase audience engagement: Good promotional materials can increase audience engagement by generating excitement and anticipation for a video. Non-linear editing allows for the creation of dynamic and visually appealing trailers that will grab viewers' attention and encourage them to watch the movie.
- ii. Helps create cohesive narrations: Non-linear editing allows images to be integrated into narratives that represent the tone and style of the film. This helps attract the right audience and create a positive impression of the movie.
- iii. Provides better insights: Analysing audience feedback and engagement with ad data can provide better insights into people's interests and expectations. This can help inform future marketing efforts and adjust advertising strategies accordingly.
- iv. Best performance: Good promotional materials can increase the interest and anticipation of the movie, increasing its box office success. This could ultimately lead to higher revenues and greater profits for the studio.
- v. Brand recognition: Effective promotional materials can increase the recognition of the video's brand by creating a unique visuals and sound associated with the video. This will build trust in fans and will lead to the success of the movie in the future.

Overall, the importance of non-linear therapy lies in its ability to create coordinated and effective advertising product that create excitement and anticipation for a movie, brings people together and ultimately leads to greater success.

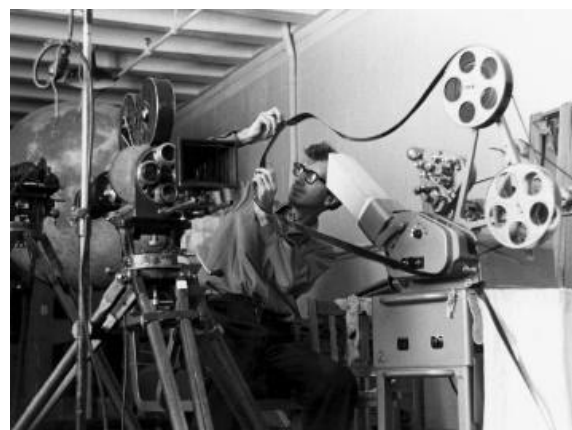


Fig. 1. Evolution of Video Editing

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Etymology of Editing.

The word "edit" is derived from the Latin word "editus," meaning "to put out" or "to send." The term "editing" was first used in the 17th century to describe the preparation of documents for publication. It was originally used for published books, with editors reviewing manuscripts and editing and revising them before writing and publishing them.

Over time, the term "editing" has come to encompass much more than preparing documents for publication. In addition to proofreading and copying (which includes checking for spelling, grammar, and punctuation errors), editing will involve making various changes to the format, content, and structure of an article. Editing is now an essential part of the publishing process for all media formats, including books, magazines, newspapers, and digital content.

2.2 Video Editing.

The word "video editing" is derived from two words: "video" and "editing". "Video" is a Latin word meaning "I see" or "I am watching", while "edit" comes from the Latin word "editus", meaning "to publish" or "to edit".

The practice of cinematography began with the invention of the film camera in the late 19th century. In the early days of filmmaking, movies were shot on film and the film was physically cut and edited. This process is time consuming and requires skill and accuracy. With the advent of digital video technology at the end of the 20th century, video editing became more and more easy for men.

Video editing is an essential part of the filmmaking process today and is used in many industries, from advertising to journalism to entertainment. The term "video editing" now includes many methods and techniques, including non-linear editing, special effects, and color rendering.

2.3 Non-linear (NLE) Editing.

The term "non-linear editing" was first used in the 1980s to describe a new way of editing audio and video editing techniques using digital techniques.

Nonlinearity comes from mathematics and refers to a system whose output is not proportional to its input. In the context of editing, it refers to the ability to access and control all devices at any time, rather than having to follow a sentence.

Prior the advent of digital technology, editing was done in a way that original parts were cut and stitched together in a specific order. Non-linear editing, allows editors to work with copies of the document and make changes and modifications without affecting the original material.

The development of non-linear editing is a major advance in audio and video production and provides more flexibility and creativity in the editing process.

Non-linear editing (NLE) is a video editing technique that allows for editing and editing of video and audio clips without physically altering the original source material. Instead, editing with digital data is easy and flexible.

The development of non-linear editing dates back to the 1970s when early video editing systems were introduced. These early systems were often expensive and complex and required specialized hardware and software. However, they do allow some simple, non-destructive editing features like the ability to reset and trim videos.

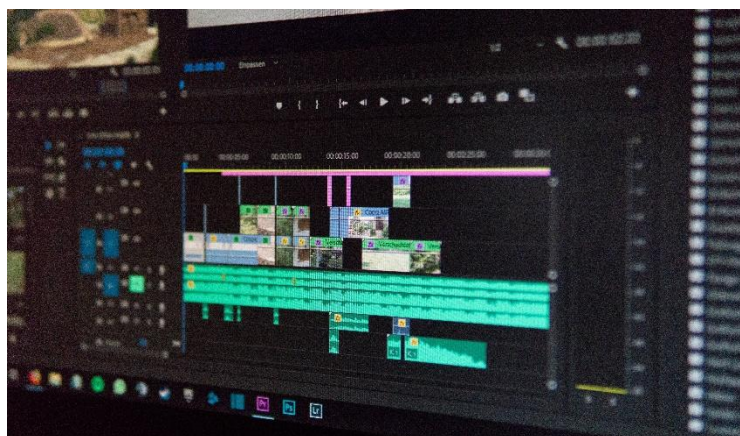


Fig. 2. Non-linear Editing

The first commercially successful NLE system was the Avid Media Composer, which was introduced in the late 1980s. The Avid system is a milestone in the video editing, as it was the first system to allow real-time video playback and without any editing on high-quality video.

The Avid system is based on a computer hardware and software platform that integrates easily with other digital video system. The system uses an easy to learn and intuitive graphical user interface (GUI) and includes many editing tools and functions.



Fig. 3 ISIS 5500 Avid 3RMCU

In the 1990s, the use of non-surgical treatment methods became widespread because they were cheaper and user-friendly. These systems include Adobe Premiere, Final Cut Pro, and Vegas Pro, among others. These systems offer greater flexibility and control over the editing process, with features such as multi-editing, color editing, and special effects.

Non-linear editing systems are widely used in the film and video industry today and they continue to evolve with the new technologies, such as cloud-based storage and collaboration, intelligent assisted editing capabilities, and editing for virtual and augmented reality

2.4 21st. Century Video Editing and How It Aids Effective Learning.

In the 21st century, video editing has become easier and more user-friendly, thanks to the software and hardware. That's why video editing has become a useful tool for creating interactive and educational content.

Some of the ways in which video editing can help improve learning include:

- a. **Interactive video content:** video editing allows the creation of interactive content such as questions, explanations, and clickable links to engage students and give quick feedback.
- b. **Personalized learning:** Video editing allows teacher to create personalized learning experiences by tailoring content to individual students using different video and editing techniques, teachers can create customized opportunities tailored to each student's unique needs.
- c. **Visual aids:** Video editing allows for the inclusion of visual aids such as pictures, diagrams, and charts to help students understand difficult concepts.
- d. **Save time:** Video editing allows teachers to quickly and easily create high-quality video content without the need for complex production equipment or extensive editing skills. This saves time and resources that can be focus on other teaching activities.
- e. **Storytelling:** Video therapy enables teachers to use storytelling techniques to make learning more effective and memorable. Using different techniques such as cuts, transitions, and sound effects, teachers can create a narrative that engage students' thoughts.

2.5 Types of Video Editing

There are several types of video editing, each with its own unique features and benefits. The most common types are:

- a. **Linear Montage:** Linear editing is a traditional method of video editing method in which footage is cut and assembled into a linear sequence. This method is time consuming and careful planning as changes one part of the sequence can affect the entire project.
- b. **Non-linear Editing:** Non-linear editing is a more modern and flexible way of editing. In non-linear editing, video materials is digitized and stored on a computer, and the editor can work with the frames in any order, making any necessary changes and adjustments. Non-linear editing software such as Adobe Premiere, Final Cut Pro, and Avid Media Composer have become standard tools for video production.
- c. **Build Edit:** A build edit is a simple form of video editing in which clips are selected and assembled in approximate without extensive editing or post-processing. This method is typically used for news reports, documentaries, and other types of documentary video content.

- d. **Selection Editing:** A cutaway edit involves cutting away from the main shot into a secondary shot, such as a close-up or a reaction shot, and then jumping back into the main shot. This method is used to add visual interest and speed up the video.
- e. **Cut-through Edit:** Also known as a parallel edit, a cut-through edit cuts between two or more scenes that occur simultaneously. This technique is commonly used in action and suspense films to create tension and suspense.
- f. **Montage Editing:** Montage editing involves creating a series of short shots that come together to create a coherent whole. This technique is often used to convey a mood or emotion or to show the passage of time.

2.6 Types of Video Editing Techniques

Professionals can use a variety of video editing to create effective and powerful videos. Here are some of the most common uses:

- i. **Cut:** A cut is a simple transition between two shots, in which one shot is replaced by another chapter.
- ii. **Skip cut:** A skip cut is a cut that creates a shocking effect by removing a part of a shot and replacing it with another part of the same shot chapter.
- iii. **Crossfade:** A crossfade is a transition in which one plan fades out and the next fades, creating a transition between the two shots chapter.
- iv. **Dissolution:** A dissolution is a change in which one shot is lost and the next is lost.
- v. **Deletion:** A deletion is a change in which one plan is replaced by another in a line or circle, and when the first is deleted, the second appears chapter.
- vi. **Split screen:** A split screen is a technique for displaying two or more shots at the same scene or to compare and contrast shots of different types.
- vii. **Chroma key:** Chroma key, also known as green screen, is the process of photographing the subject against a green background and then replacing it with a different background in post-production.
- viii. **Time-lapse:** Time-lapse is a technique for capturing images at a slower speed effect that shows the passage of time.
- ix. **Slow motion:** Slow motion is a technique of moving the subject at a slower speed than it is captured, creating the effect of emphasizing the movement and detail of the shot.

- x. **Sound effects:** Sound effects are used in movies to enhance sound, such as adding ambient sounds, music, and noise.

These are just a few of the many editing techniques video editors can use to create high quality and powerful videos. Editors combine these techniques in creative ways to create videos that engage and keep viewers.

2.7 Non-linear Editing Techniques

Non-linear editing offers many techniques that editors can use to create dynamic and engaging videos. Some of the most common non-linear correction methods are:

- i. **Clip trimming:** With non-linear editing, editors can easily trim individual clips to adjust their length and timing so they fit seamlessly into the entire video.
- ii. **Clip re-ordering:** Non-linear editing allows editors to easily re-order clips in a sequence, allowing them to experiment with different plot and pacing options.
- iii. **Split-screen:** As mentioned earlier, splitting is a technique for displaying two or more shots at the same time, and is often used to show different views of the same scene or to compare and contrast different shots.
- iv. **Multi-camera edit:** Multi-camera edit allows the editor to switch between different cameras in the same scene, creating a more informative and rewarding experience for viewers.
- v. **Color grading:** Non-linear editing software often includes color grading tools that allows editors to adjust the colour and tone of a shot to create a cohesive and functional video.
- vi. **Effects and changes:** The Non-linear software also includes many special features and changes that editors can use to increase visual interest and improve the overall performance of the video.
- vii. **Audio mixing:** Non-linear editing software allows editors to mix multiple audio tracks, adjust audio, add effects, and synchronize audio with video for a professional quality final products.
- viii. **Time remapping:** Non-linear editing software also has time remapping that allows editors to speed up or slow down images for creativity and efficiency.
- ix. **Key frames:** Key frames allows the editor to adjust various parameters of the clip or effect over time, creating transitions and gradual changes that can help improve the mood of the video and enhance the story of the video.

These are just a few of the many non-linear editing techniques that can be used to create interesting and engaging videos. By experimenting with these ideas and using them creatively, editors can create videos that stand out and attract viewers.



Fig 4. Adobe Premier Pro interface overview



Fig 4.1. Adobe Premier Pro interface/Color grading overview

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Methodology

According to the English dictionary, is the study methods used in a field, a collection of methods, practices, procedures and rules used by those who work in some fields and the implantation of such methods. Therefore, this section focuses on the actions and decisions of the researcher make to achieve their research set goals.

3.2 Research Design

This study adopted the qualitative design approach. Qualitative design is explained by Creswell (2012), as a “Process of steps used to collect and analyze information to increase our understanding of a topic or issue”. According to Bogdan and Biklen (1982), Qualitative design “are descriptive data, the data collected is in the form of words or pictures rather than numbers. The researcher get the data source as the research data in the form of conversational fragments.” So the design is suitable for this work because it can provide quality insight and receive information from students in the Department of Fine and Applied Arts, University of Benin.

3.3 Area of Study

The area of the study is the Department of Fine and Applied Arts, University of Benin. The Department exists as two separate Departments, namely Departments of Fine Arts and Department of Applied Arts, under the defunct Faculty of Creative Arts before their merger in 1987 as the Department of Fine and Applied Arts. There are 7 units or areas of specialization, namely:

- Art History
- Ceramics
- Graphic Design
- Metal Design
- Painting
- Sculpture
- Textile Design.

This study focused on the documentary of the Department of Fine and Applied Art, University of Benin. It aims to educate, inform and explore the historical information about the Department of Fine and Applied Art.

3.4 Method of Data Collection

Researcher collected data by visiting students in various departments and conducting video interviews with them, asking questions about their field of study to gain more comprehensive insights, information about their specialization. The researcher also went to visit the NAFAAS (National Association of Fine and Applied Art) president of the Department of Fine and Applied Art to understand the status of the institution, its brand project and its contributions to the students of the Department Fine and Applied Art

3.5 Department of Fine and Applied Art

The University of Benin Fine and Applied Arts Department, located in Benin City, Edo State, Nigeria, is a multi-disciplinary education and training institution. The department is dedicated to developing students' creativity, artistic expression, and critical thinking.

The main purpose of the Department of Fine and Applied Arts is to provide students with the necessary knowledge, skills, and abilities to be successful in the fields of fine and applied arts. The department offers undergraduate and postgraduate that provide students with a solid foundation in art theory, art history, studio practice, and professional skills.

Undergraduate students have the special opportunities in different disciplines such as Art History, Ceramics, Graphics Design, Metal Design, Painting, Sculpture, and Textile Design. Throughout their studies, students are encouraged to explore their creativity and develop a strong artistic voice. They have access to state-of-the-art facilities as well as good studios and workshops, where they can experiment with different mediums and ideas.

Department of Fine and Applied Arts emphasizes the combination of theory and practice. Students engage in theoretical research, art history, and critical analysis, as well as studio work. This collaborative approach helps students better understand the world art world and its cultural significance.

The department also organizes exhibitions, workshops, and seminars, providing students with opportunities to showcase their artworks, interact with renowned artists, and learn from industry professionals. These events contribute to the overall artistic and intellectual development of the students, fostering a vibrant and dynamic artistic community within the university.

The Department also organizes conferences, workshops and seminars, giving student the opportunity to showcase their artworks, interact with renowned artists and learn from business management experts. These activities contribute to all the talents and skills of the students fostering a beautiful and dynamic community at the university.

University of Benin Fine and Applied Arts plays an important role in the development and promotion of Nigerian Art. Through its comprehensive curriculum, dedicated faculty, and commitment to excellence, the department contributes to the advancement of the arts community in Edo State and beyond while preparing students for careers in the arts

3.6 Data Collection for Each Sections

Data collection is an important part of research. It helps to build a real foundation by gathering important information to provide insights into research and knowledge creation. The purpose of data collection is to gather data to gain insight and deeper understanding of a topic or phenomenon.

Due to the nature of the project, the researcher conducted interviews with students of each sections and asking questions about their specialization of the department and also had to record and took images of the students' work to gather information.

Fig. 5.0. Data collection on Fashion



Fig.5.1. Data collection on Textile



Fig. 5.2. Data collection on Sculpture



Fig. 5.3. Data collection on Graphics



Fig. 5.4. Data collection on Painting



Fig. 5.5. Data collection on Metal Design



Fig. 5.6. Data collection on Ceramics



CHAPTER FOUR

DATA ANALYSIS

4.1 Description of the Adobe Premiere Pro Software.

4.2 Stages of the Video Editing with the use of Adobe Premiere Pro Software.

4.1 Description of the Adobe Premiere Pro Software

Adobe Premiere Pro is a professional-grade non-linear video editing software for filmmakers, TV broadcaster, journalists, students and videographers developed by Adobe with a powerful, multi-format support, and integration with other adobe applications. It meets the needs of many users, from beginners to professionals, and has been recognized as one of the industry standards for video editing.



Fig. 6 Adobe Premier Pro

4.2 Stages of the Video Editing with the use of Adobe Premiere Pro Software.

Start a Project: Starting a project in Adobe Premiere Pro creates a new video editing project. Start by launching the software and selecting New Project from the Menu. Next, write project and choose where to save it. Then configure the project, including video resolution, frame rate, and audio settings then create a new sequence that will combine and edit the video clips.

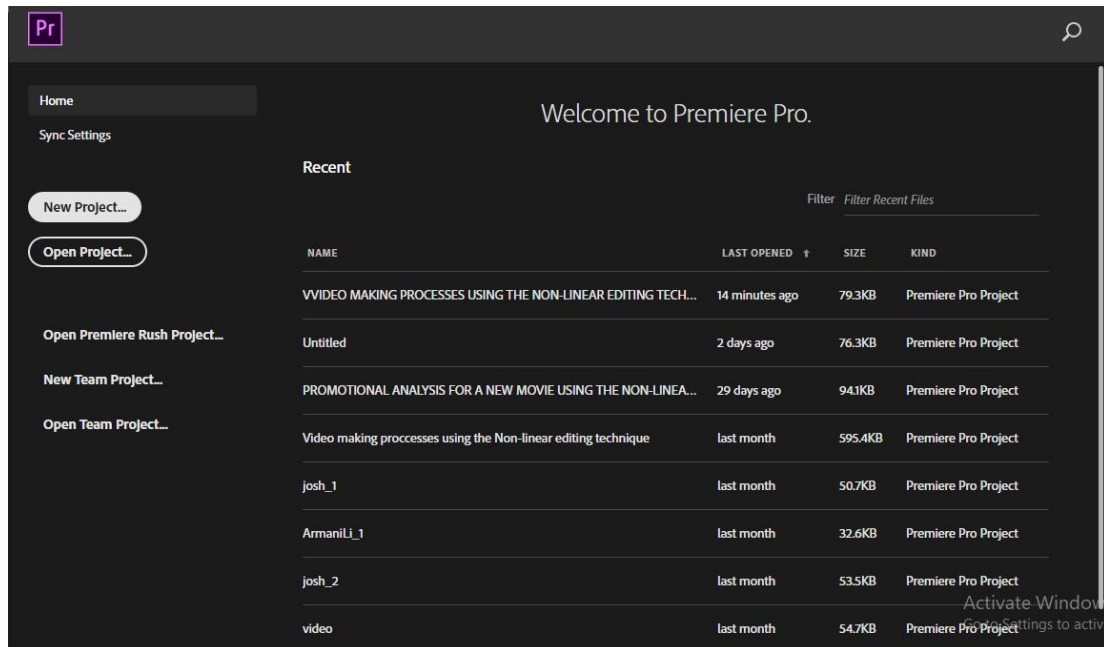


Fig. 7. Create a new project in Adobe Premier Pro

Import Footage: The import mode provides a starting point in creation of new projects, searching and selecting media, set them in the project panel, and start the editing process by dragging and placing the clips on the timeline.

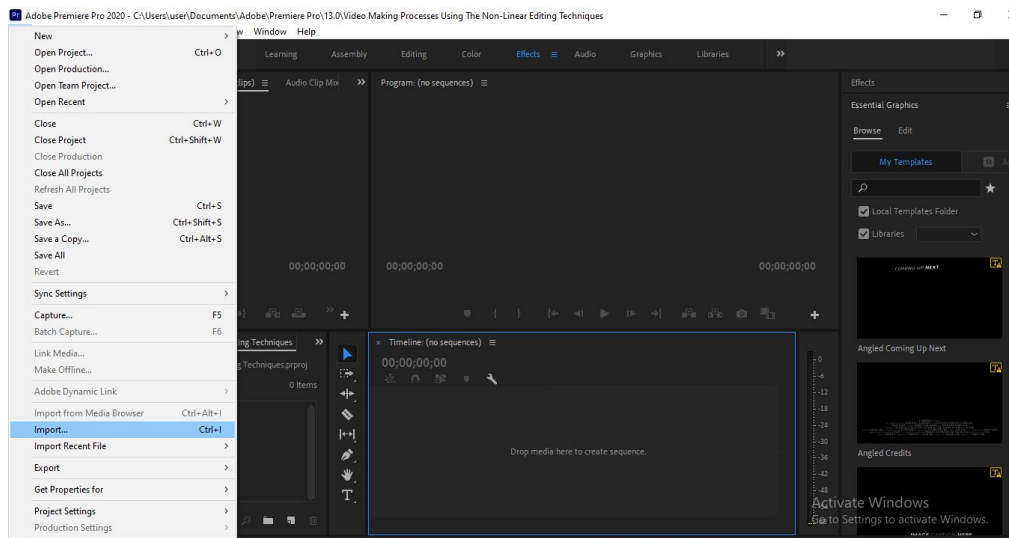


Fig. 8. Import files into Adobe Premier Pro

On the home screen, tap “New Project” to open the import mode

- Name the project
- Select the location of the project file
- Go to the knowledge store on the left, news appears on the import desktop
- Select video clips and other media assets to add to the project

When select the media, the assets are listed in the selection tray at the bottom of the window. Right click to delete an asset in the tray or remove the entire tray if necessary. Move the slider over individual clips to view them.

Create Sequence: Right click in the project panel and select New Sequence to create a timeline, select a preset level that matches the video clips settings

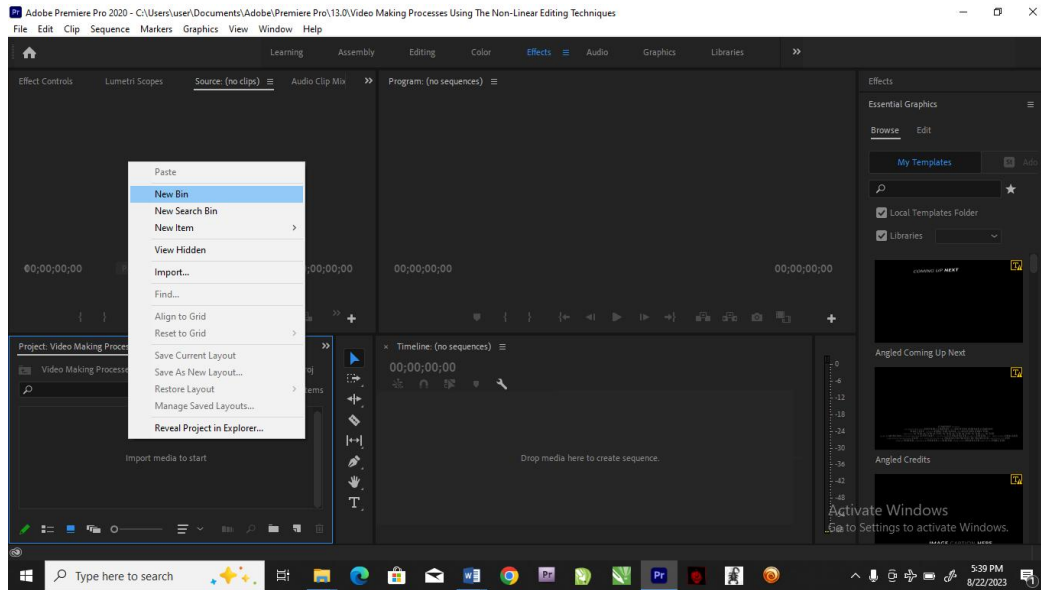


Fig. 9. Create Sequence in Adobe Premier Pro

Combine clips: Drag and drop media assets from the project to the timeline, arrange the clips in random order to create a rough cut.

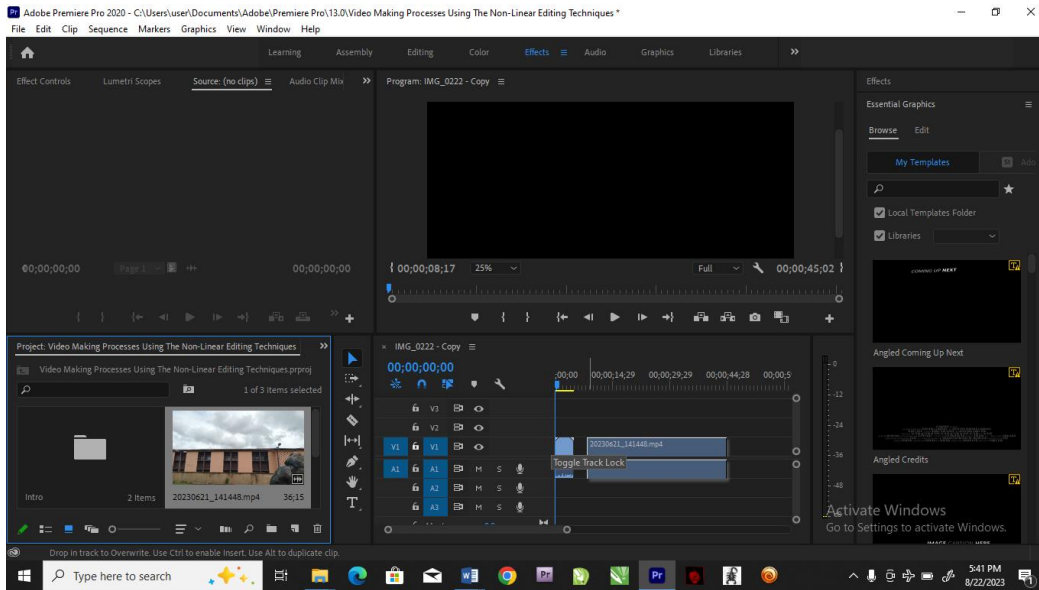


Fig. 10. Combine clips in Adobe Premier Pro

Clips: Separate clips with tools such as razor blades, clips with option tool, adjust the time and tempo of a video by trimming clips on the timeline.

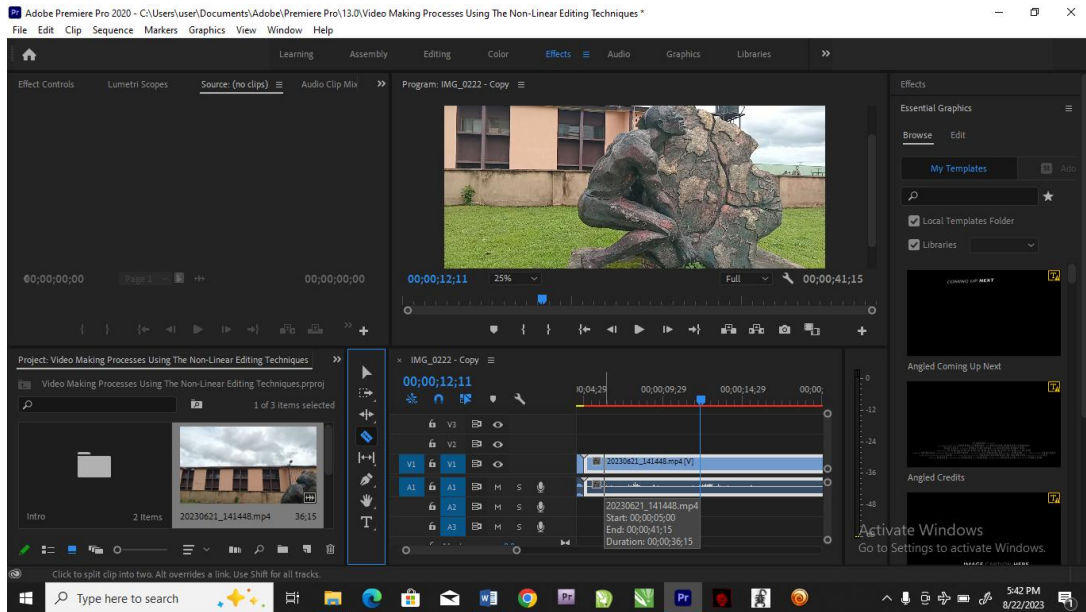


Fig. 11. Clips Adobe Premier Pro

Adding Titles and Graphics: select an existing Motion Graphics template from premiere pro to start with titles. Captions can also be created directly on the video using the text tool in the Editor. Enter a name and set its appearance, save name as Motion Graphics template so it can be reused. Customize fonts, sizes, colours and animations.

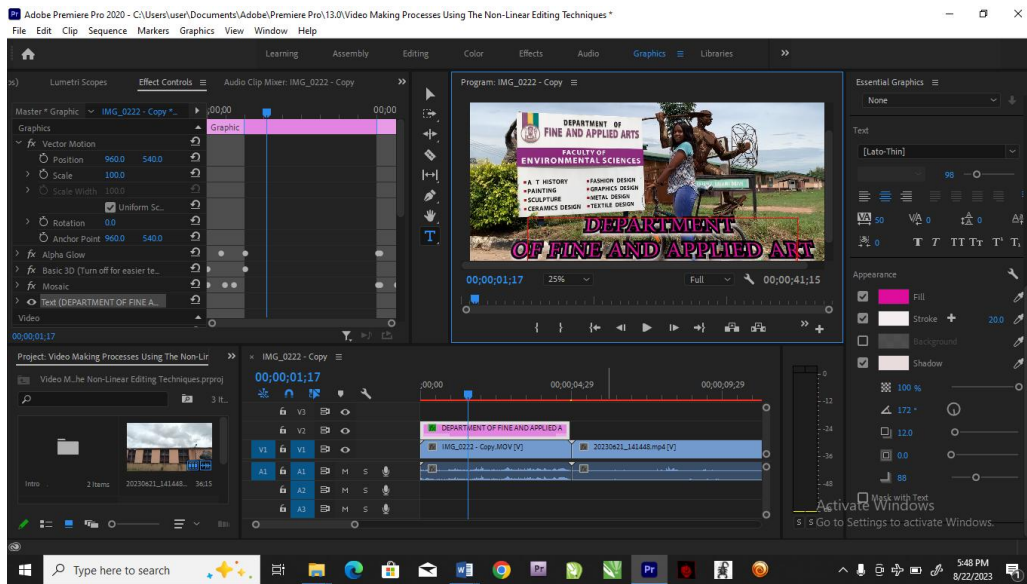


Fig. 12. Adding Titles and Graphics in Adobe Premiere pro

Added Transitions and Effects: Added transitions between clips to easily switch from one document to another. The Effects Pane contains detailed information about the changes and effects that can be applied. Add an effect or transition to a clip in the timeline panel by dragging it from the Action group. Use the Effects Controls panel to adjust the effects, duration, and frequency.

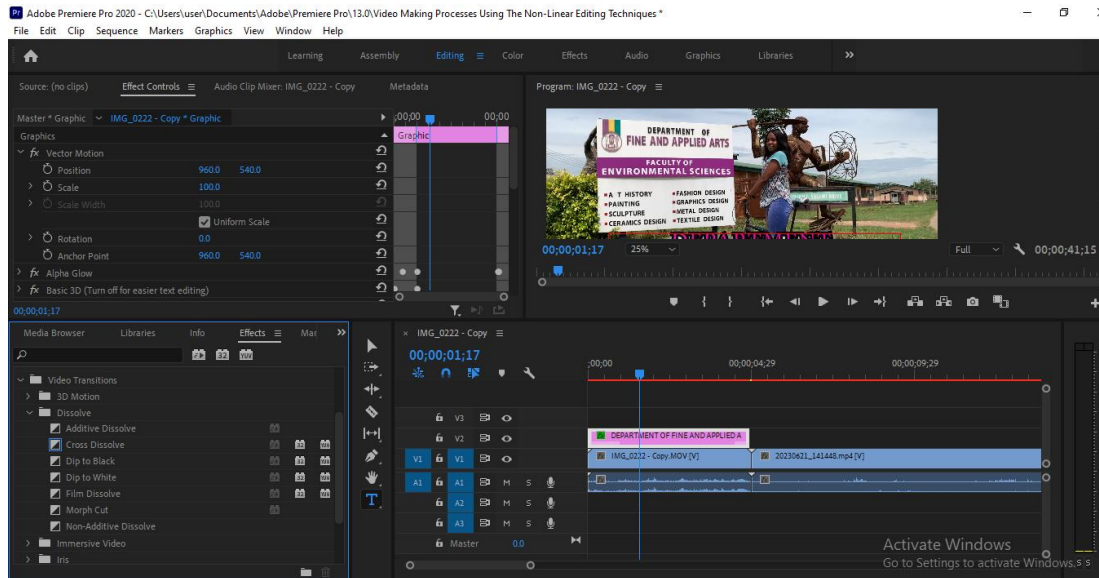


Fig. 13. Added Transitions and Effects in Adobe Premiere pro

Editing Colour: Select a clip in the timeline, then select a view from the properties of the Lumetri Colour panel. Adjust the density and adjust the sliders to fine-tune the preset;

- Use and edit skins (colour pre-sets)
- Improved quality with RGB and Hue-Saturation curves

- Compare and match the colours of the clips
- Use the colour wheel to adjust shadows, neutrals, and highlights
- Use LUTs and switch lightning set

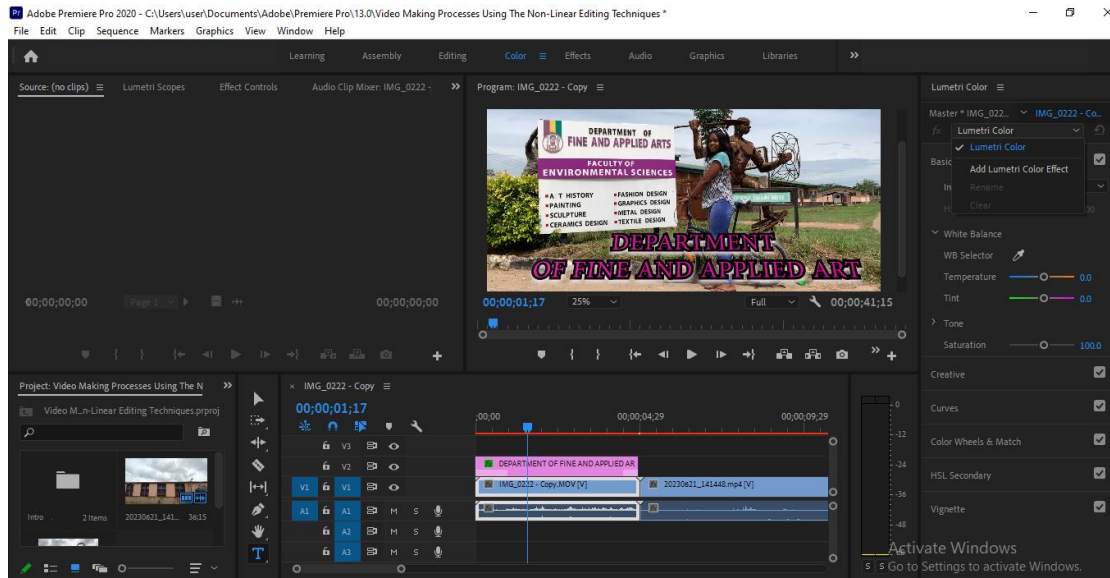


Fig. 14. Editing Colour in Adobe Premiere pro

Audio Editing: Adjusting volume by using audio mixer or sound panel. Added background music, sound effects and transition.

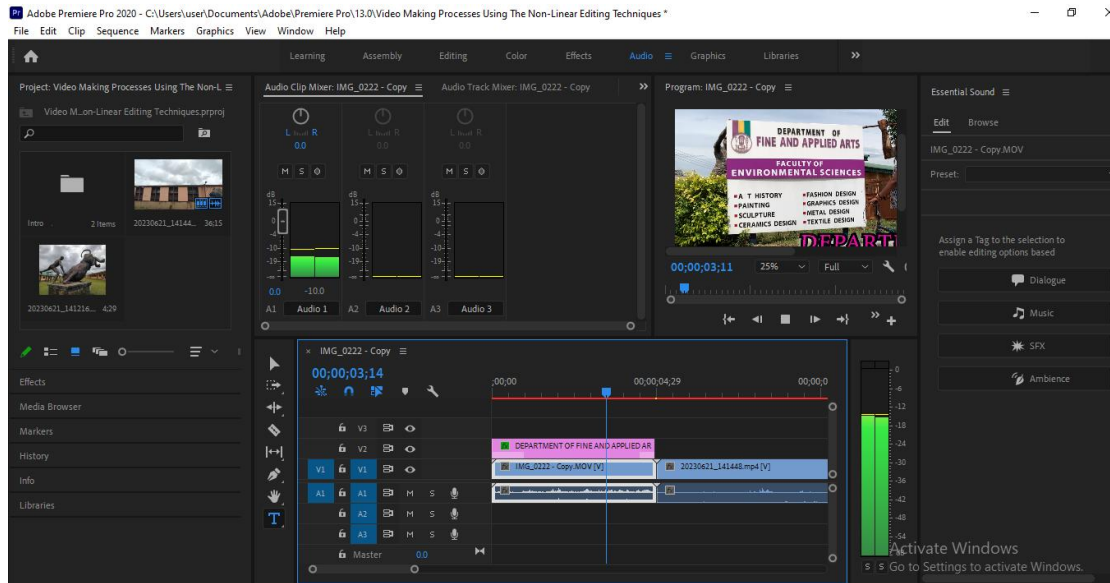


Fig. 15. Audio Editing in Adobe Premiere pro

Motion and Keyframes: keyframes are used to do things like position, scale, and opacity of images or clips overtime, creating dynamic effects and visual changes.

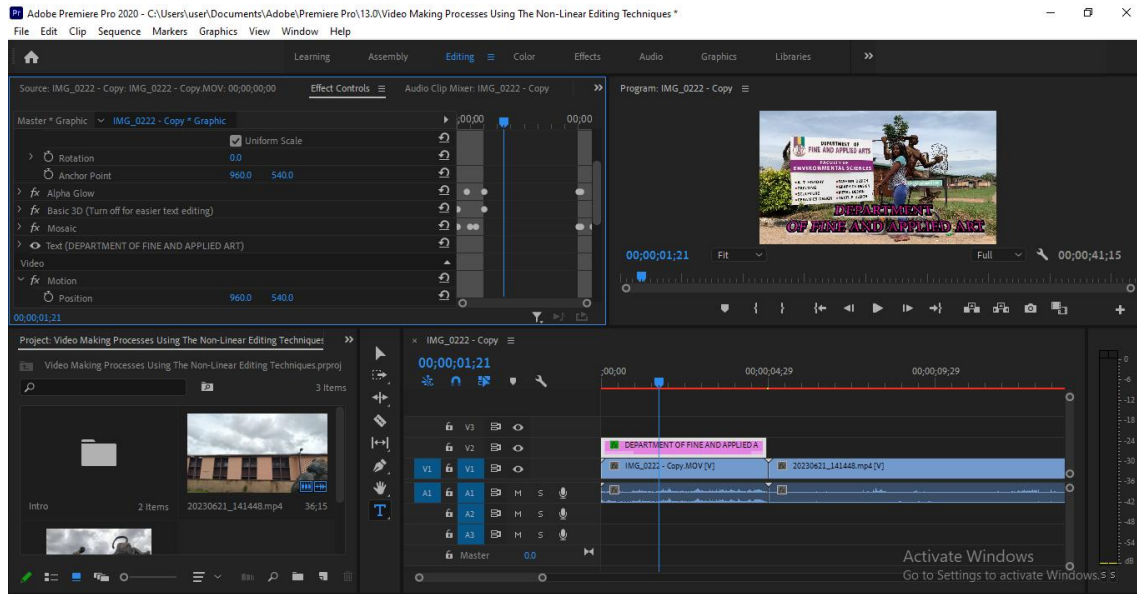


Fig. 16. Motion and Keyframes in Adobe Premiere pro

Rendering: This will be necessary when effects, transitions or other things require more work to be clear in time. To do this, usually press the “Enter” key or select the “Render” item from the menu. The software will then create the appropriate frames and combine them into a video file.

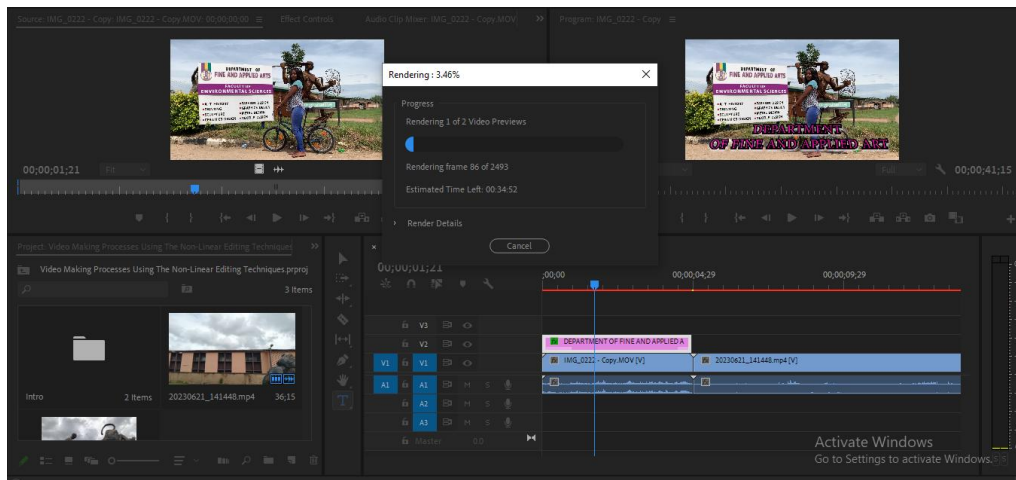


Fig. 17. Rendering in Adobe Premiere pro

Export: Specify export settings such as format, resolution and bitrate, use export media or sequence for Adobe Media Encoder to play the final video.

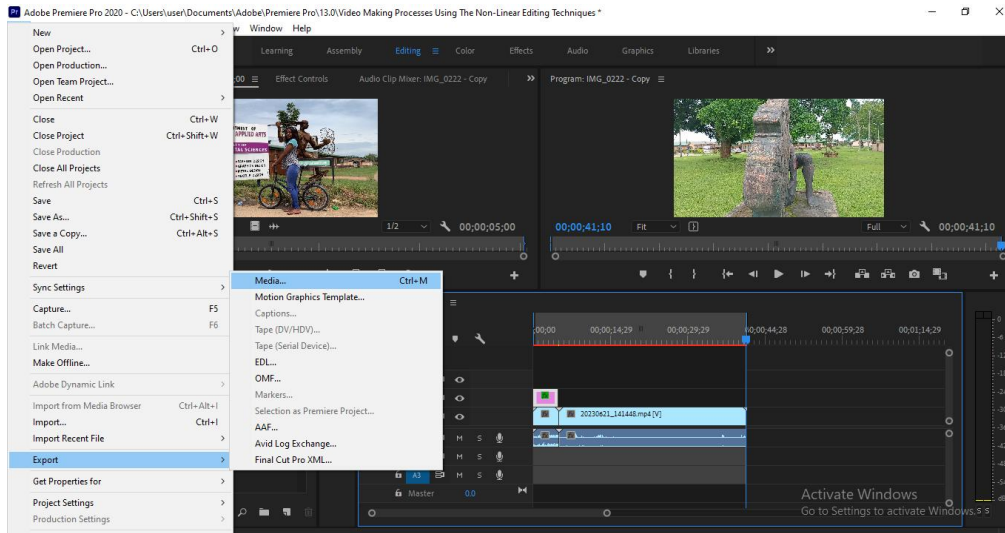


Fig. 18. Export in Adobe Premiere pro

Check and fix: Play the export video to make sure everything looks and sounds as expected, make the appropriate changes.

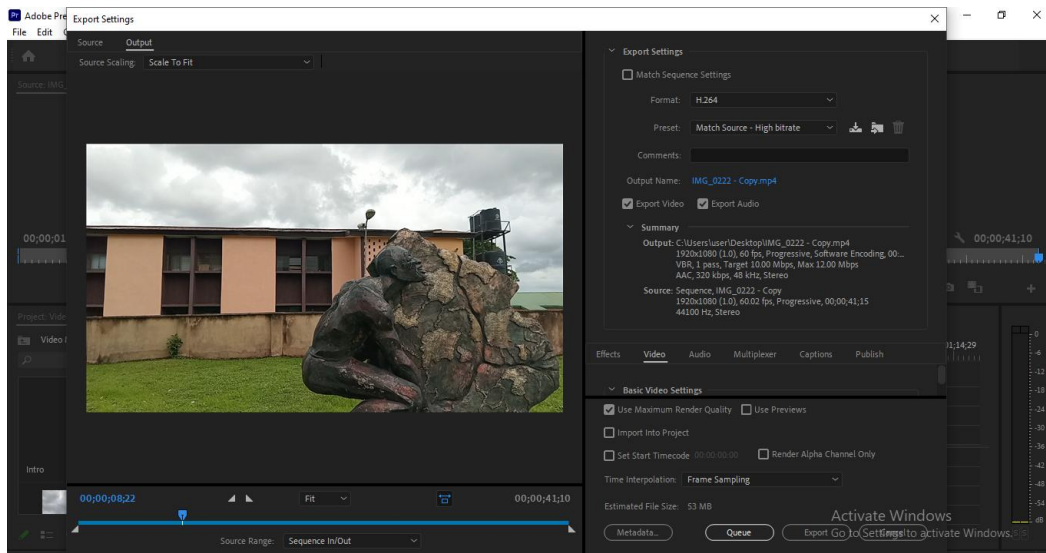


Fig. 19 Check and fix in Adobe Premiere pro

Final Export: Satisfied with the check and fix, export the final version of the video, select the location and file name, then click export.

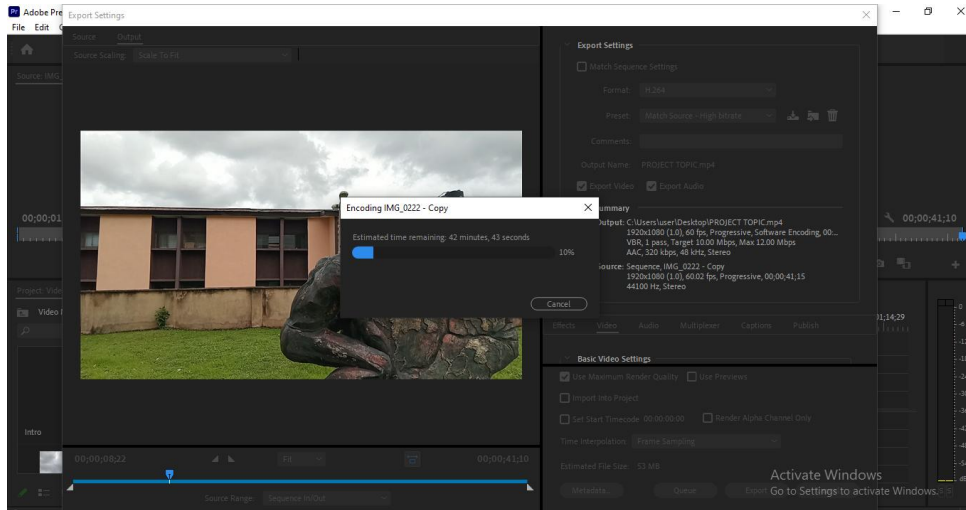


Fig. 20 Final Export in Adobe Premiere pro

CHAPTER FIVE

SUMMARY, CONCLUSION, RECOMMENDATION

5.1 Summary

The main purpose of the entire practical research aims to delve into the world of non-linear editing and equip you with the skills to create compelling videos such as the documentary of the Department of Fine and Applied Art at the University of Benin. The heart of this project lies in the non-linear editing software called Adobe Premiere Pro and it explore the step-by-step process of video production.

5.2 Conclusion

All in all, the documentation of the University of Benin Fine and Applied Art Department is a collaborative project that has had a huge impact on the department, its members and general public.

The department has created a precious place out of ordinary materials for its creative journey, educational pursuits, and wonderful performances.

The department systematically records its lectures, faculty expertise, student project, exhibitions and research work, ensuring the preservation of its artistic heritage. This record is a testament to the department's commitment to developing artistic talent, fostering creativity and contributing to the field of arts.

In addition, the materials encourage effective communication among students, faculty, and department heads. It facilitates knowledge sharing, enhances collaboration, and enables people to understand through shared experiences, leading to richer, more artistic experiences.

5.3 Recommendation

Today, I have the pleasure of introducing an exciting project called "Video Making Processes Using the Non-linear Technique" with the constant advancement of technology, video production has become more accessible to individuals and businesses alike. And this project aims to quip you with the knowledge and skills to harness the power of non-linear editing to create stunning videos. Non-linear editing represents a revolutionary approach to video production.

You will learn how to plan your video effectively, considering your target audience, goals, and the story you wish to convey. In essence, this project is a comprehensive resource that demystifies non-linear editing techniques. Whether you are a professional videographer or an enthusiastic amateur,

you will find value in the knowledge shared and be well-equipped to create impactful videos that captivates your audience.

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