Edit Better: Hollywood-Tested Strategies For Powerful Video Editing

EDIT
BETTER

Better

HOLLYWOOD-TESTED STRATEGIES
FOR POWERFUL VIDEO EDITING

JEFF BARTSCH

Synopsis

Imagine pushing a magic button in your video editing software labeled "better". Any project you edit turns out exactly how you planned, every single time. Your audience is absolutely spellbound, wiping tears from their eyes, laughing out loud, or sitting in stunned silence as they see the world in a different way for the first time. Bad news: That button doesn't exist. Good news: Edit Better shows you how to get there anyway. Edit Better was made for video editors who consider themselves advanced hobbyists or growth-minded professionals, artists who know that the tools of editing matter far less than the knowledge of how to use those tools powerfully. This audiobook does not illuminate the workings of Avid, Final Cut, or Premiere, and is not a meditation on film editing. What it is: a provocative, wide-ranging collection of strategies and tactics for the creative application of TV and video editing, no matter your editing tools. Author Jeff Bartsch lays out both big-picture strategies and practical, boots-on-the-ground tactics for powerful communication. Going far beyond mere button-pushing, Jeff good-naturedly blends communication theory, marketing, behavioral psychology, neuroscience, and nuts-and-bolts details of editing application from years of experience in Hollywood, the storytelling capital of the world.

Book Information

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Customer Reviews

My background probably amounts to a year of part -time editing of commercials. I listened to the audio version. The information here is very good and broad. Many tips in the book were obvious to me, and some things I'm sure were obvious to other editors were not obvious to me. Point being, if you are an editor or want to become one, I can guarantee you will learn very valuable stuff here. A

highly recommended read or listen.Now since you can't improve something without critique, and the author requests feedback for later editions, here is mine:In my opinion this book has a huge issue with tone. It reads exactly as a very long and thoughtful forum post. Not like a book. That is why I gave it 4 stars instead of 5. This book has:1. Too many mentions of "experienced editors" wailing at some of the ideas presented. The author seems too worried about defending his views from the criticisms he may receive from other established editors. Mr. Bartsch, you are an established pro; that is why we are reading your book. You have an opinion, so share it. No need tiptoe around the whims of the haters. Bask in their hate and take note that none of them took the time to write a book on video editing.2. Digressions. They don't add anything. They don't contain information to help us edit better, which is why we are reading your book. Aaaaand we're back.3. Bad jokes- Way too many attempts at humor on this book. Even if they worked they would feel out of place. The fact that they don't exacerbates the problem. For the record, the only laugh it got from me was when you said the Comic Sans font should be eradicated from the face of the earth. That was a good setup and delivery.

There is a gap between what is taught in many media/communications departments of universities across the country and what knowledge is needed to shoot/edit video in the real world. This book fills that gap and should be required reading for anyone coming out of school looking to get into the video field. In this book, Jeff shares "road tested" editing concepts and ideas in an easy-to-digest format that covers everything from the importance of pre-planning, to structure, transitions, sound editing, color grading and much more. Instead of dipping into software specific instruction (which universities and YouTube are great for), he chooses to focus on the principles behind the button pushing which can then be taken and used with the NLE of your choice.One of the most important parts of the whole book is that it comes from the perspective of a man who truly understands where the world is at today due to technology. And he's not bitter about it. Over the last 10 years, the once prohibitive cost of equipment and software has dropped to the point that anyone who wants to can attempt to be a videographer or editor... Or both. In Jeff's words though, "Just because the tools are available doesn't meant that anybody who picks them up will create killer results, any more than placing yours truly in the cockpit of an F-18 makes me a fighter pilot." Instead of bemoaning the fact that things are not as they once were, Jeff genuinely desires to help the current generation of those in video do their job at a higher level (an attitude I have found to be quite rare).In the reading of this book, you will likely have moments that range all the way from "yeah, I already knew that" to *mind=blown*. But that's the beauty of it.

Edit Better: Hollywood-Tested Strategies for Powerful Video Editing HOLLYWOOD SCANDALS: Hollywood Dirt, Hollywood Romance, Hollywood Reporter, Hollywood Stories. The Top Celebrity News Of The Decade 2000-2010 Kief Preston's Time-Tested Edibles Cookbook: Medical Marijuana Recipes COCONUT Edition (The Kief Peston's Time-Tested Edibles Cookbook Series) (Volume 3) How to Make a Movie in 10 Easy Lessons: Learn how to write, direct, and edit your own film without a Hollywood budget (Super Skills) GoPro - The Complete Guide: How to Think, Shoot, Edit And Publish a Spectacular GoPro Video Photography: The Ultimate Editing Guide To Enhance And Create Stunning Digital Photos (Photography, Digital Photography, DSLR, Photoshop, Photography Books, ... Photography For Beginners, Photo Editing) The Muvipix.com Guide to Sony Movie Studio Platinum 13: The tools, and how to use them, to make movies on your personal computer with Sony's amazing video editing program The Muvipix.com Guide to Adobe Premiere Elements 14: The tools, and how to use them, to make movies on your personal computer using the best-selling video editing software program Adobe Premiere Pro Studio Techniques (Digital Video & Audio Editing Courses) The Muvipix.com Guide to Adobe Premiere Elements 9: The tools, and how to use them, to make movies on your personal computer using the best-selling video editing software program. The Technique of Film and Video Editing: History, Theory, and Practice Eat Better, Live Better, Feel Better: Alkalize Your Life...One Delicious Recipe at a Time Anatomy of Drumming: Move Better, Feel Better, Play Better The Honest Guide to Candlestick Patterns: Specific Trading Strategies. Back-Tested for Proven Results. Penny Stocks Strategies: Powerful Strategies to Dominate Stocks DK EW CASTLE REVISED EDIT (DK Eyewitness Books) DK EW SOCCER NEW EDIT (DK Eyewitness Books) Photograph Your Kids Like a Pro: How to Take, Edit, and Display the Best Ever Photos of Your Kids, Whatever the Occasion The Smartphone Photography Guide: Shoot*Edit*Experiment*Share Photos for OS X and iOS: Take, edit, and share photos in the Apple photography ecosystem