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

By Steve Hullfish



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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*, *Charlie's 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 world's 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!



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Editorial Review

Review

"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 I've 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 isn't 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 they'll pick up."

- Oliver Peters, Editor/Colorist, Oliver Peters Post Production Services, digitalfilms.wordpress.com

"Over the years, Kathlyn 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 & Kathlyn 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 world's 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.

Users Review

From reader reviews:

Aurelio Ashley:

This book untitled *Avid Uncut: Workflows, Tips, and Techniques from Hollywood Pros* to be one of several books this best seller in this year, here is because when you read this e-book you can get a lot of benefit into it. You will easily to buy this kind of book in the book retail outlet or you can order it through online. The publisher in this book sells the e-book too. It makes you more readily to read this book, since you can read this book in your Touch screen phone. So there is no reason to you personally to past this book from your list.

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