

**FINAL CUT PRO X:
WAY BETTER THAN YOU'VE HEARD.**

Iain Anderson, Apple Certified Trainer

iain-anderson.com · trainingbrisbane.com

THIS IS NOT AN OFFICIAL PRESENTATION.

- ▶ I use, like and teach Adobe apps too.
- ▶ Still, I really do prefer Final Cut Pro X to Premiere Pro.
- ▶ Recently, I went to the Final Cut Pro X Creative Summit in Cupertino, where I heard a whole lot of clever and talented people talk about how they use FCP X, what they've been using it for, and how it could be better.
- ▶ Oh, and I got to see Apple release the new version, FCP X 10.3, alongside their new MacBook Pro with Touch Bar.



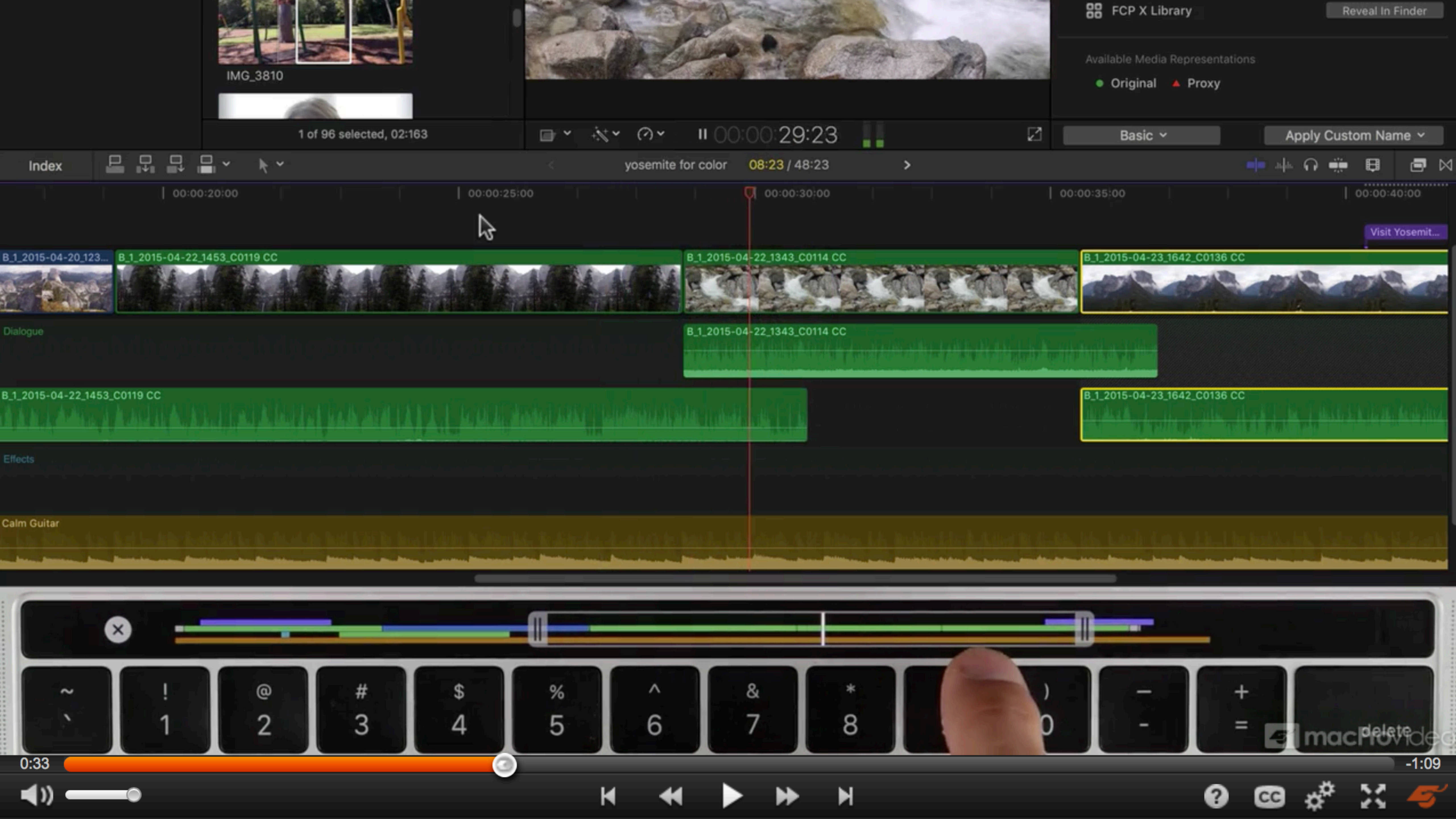




SINCE I GOT BACK...

- ▶ I've been recording many training courses for [macProVideo.com](https://www.macprovideo.com), where I've been training and writing articles for many years.
- ▶ Some courses are out now, including the Absolute Beginner's Guide to FCP X 10.3, and there are many more coming soon.
 - ▶ <https://www.macprovideo.com/tutorial/final-cut-pro-x-101-absolute-beginners-guide>
- ▶ As I managed to get my hands on a new MacBook Pro with Touch Bar, I've also created a quite cool course on how the Touch Bar works in FCP X.





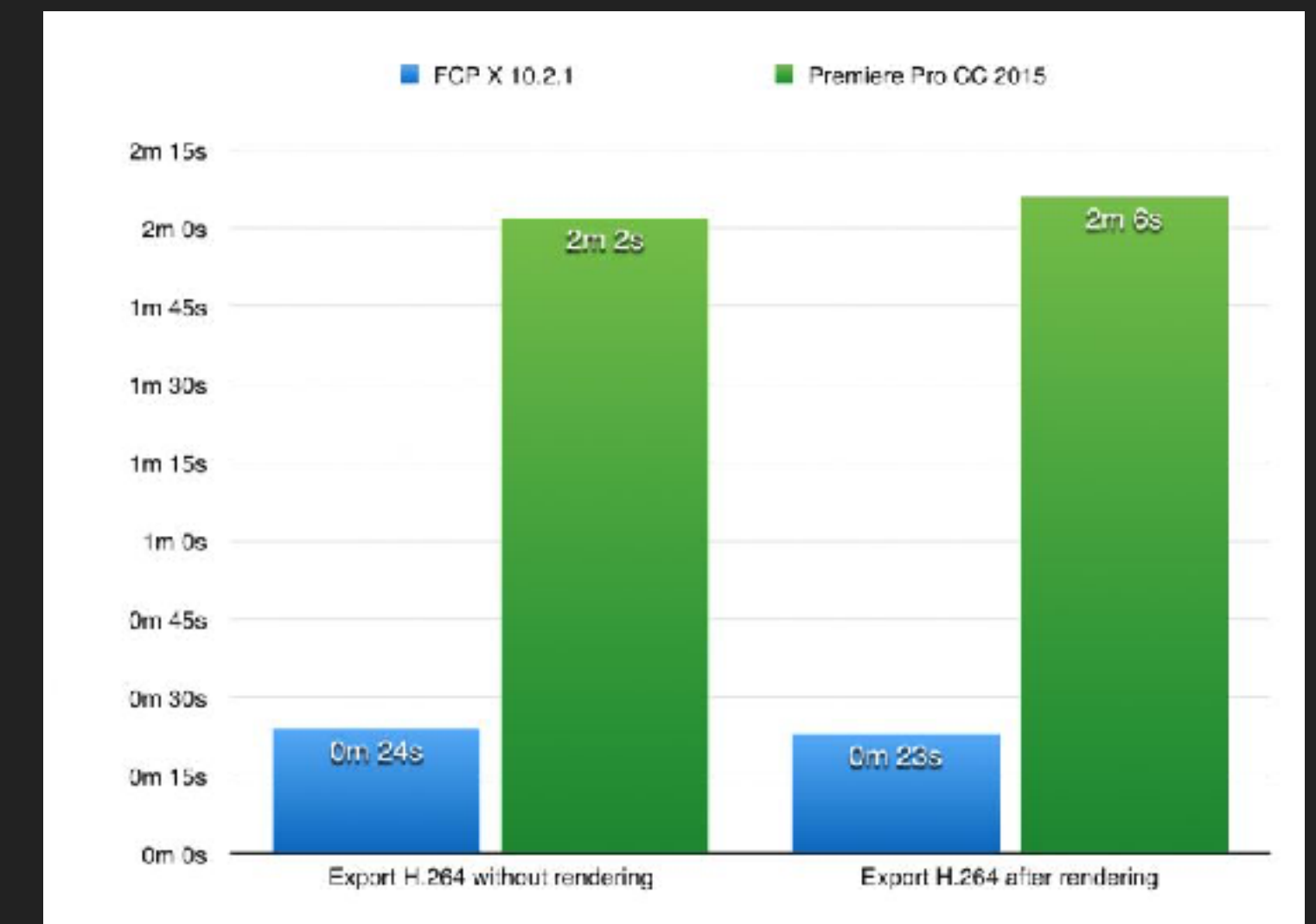
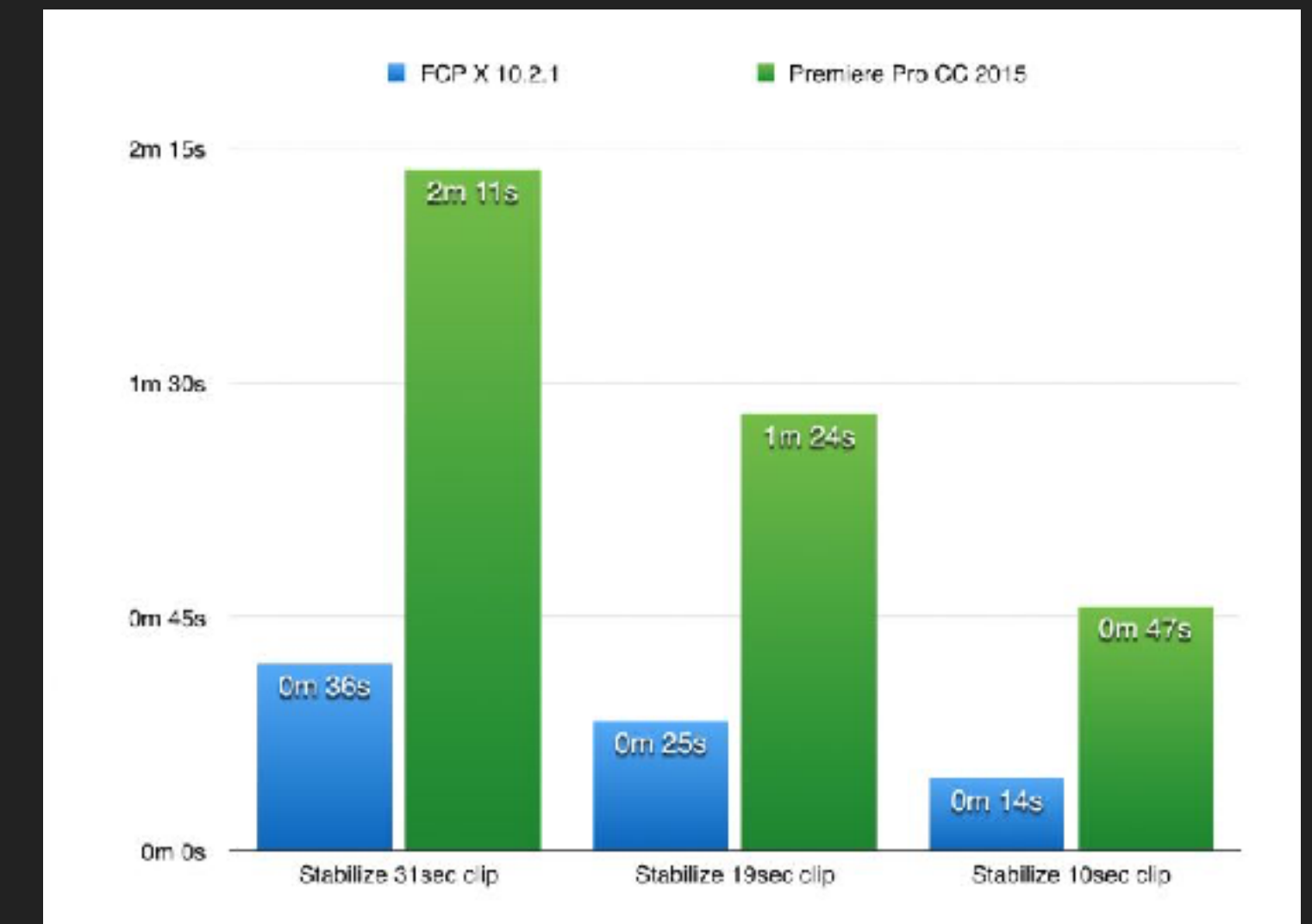
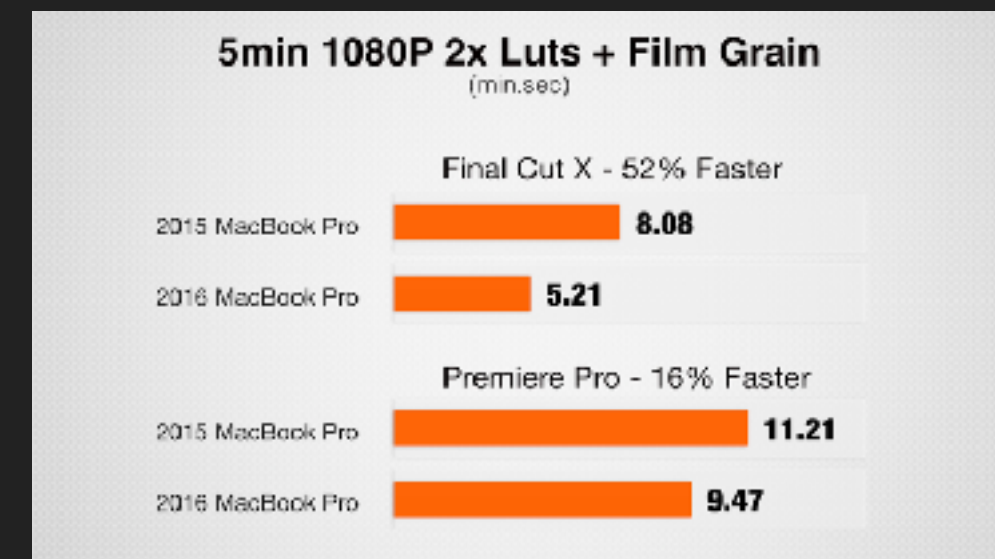
GREAT REASONS TO CHOOSE FCP X

- ▶ It's fast
- ▶ Organisation is fantastic
- ▶ It's easy to use
- ▶ It's easy to learn (especially if you **don't** know how to edit already)
- ▶ It saves money and time
- ▶ The bad things you've heard (probably) aren't true

FCP X: WAY BETTER THAN YOU'VE HEARD

IT'S FAST

- ▶ Everything is snappy, most effects play back live without rendering, and you don't need to render before export.
- ▶ Export is very fast, often 500% faster than real time exporting to H.264. You can play back most effects live.
- ▶ <https://www.macprovideo.com/hub/final-cut/final-cut-pro-x-vs-adobe-premiere-pro-performance-test>
- ▶ <https://www.youtube.com/watch?v=pHYmtgik1iY>





<http://www.fcp.co/final-cut-pro/articles/1836-editing-3d-red-4k-raw-for-the-forever-project-in-final-cut-pro-x>

ORGANISATION IS FANTASTIC

- ▶ You can see all your clips at once in filmstrip mode, and move your pointer over them to see everything. No need to double-click all the time.
- ▶ Add as many keywords to your clips as you want, then mark Favorite regions on them.
 - ▶ If you do this right, you'll always be able to find the best bits of the right clips.
 - ▶ This organisation is permanent, so client revisions are easy to accommodate.
- ▶ Third parties allow high-end users to link into data captured on set for high-end workflows.

IT'S EASY TO USE

- ▶ While you can use all kinds of advanced techniques, the simple stuff works too – select, drag, drop.
- ▶ If you want to swap the positions of two clips on a timeline, just drag one in front of the other one. This is difficult or tedious in most competing apps.
- ▶ Nothing ever collides or overrides anything else, unless you want it to.
- ▶ There is a path for edits started on an iPhone to be finished on FCP X on a Mac.

IT'S EASY TO LEARN

- ▶ Many big YouTubers (Casey Neistat, MKBHD, others) use Final Cut Pro X. If you've used iMovie on a Mac, you've got the basics already.
- ▶ But! If you already know how to use FCP 7 or Premiere, you'll have to unlearn some habits.
 - ▶ Clicking everything to select it first is not a good idea. Some things have odd names. Some old techniques don't work in the same way. The app isn't bad, it's just different.
 - ▶ Apple aren't afraid to throw away old ideas in favour of new ones, but Adobe and Avid keep the old interfaces around forever, to keep existing users happy. Both approaches have pros and cons.
- ▶ Bottom line – I can teach someone FCP X in a day or less. FCP 7 took two or more.

IT SAVES MONEY AND TIME

- ▶ A major reason for directors to choose FCP X is that they could use it themselves.
- ▶ On Whiskey Tango Foxtrot, bringing file management in-house meant that they stayed under budget.
- ▶ Using third-party tools meant that many effects could be done on the timeline in FCP X, at least to temp stage, and approved.
- ▶ You can make your own titles, transitions, effects and generators in Motion, but change settings and text in the edit – this saves an enormous amount of time and hassle for common tasks.
- ▶ If you don't want to make your own fancy titles, there's a massive bank of third-party options that you can customise heavily on the timeline, from motionvfx.com and others. Reasonably priced motion templates are a huge time saver.

THE BAD THINGS YOU'VE HEARD (PROBABLY) AREN'T TRUE

- ▶ The launch didn't go well. Features were missing, there was no way to move projects across to the new app, and the old Final Cut Studio was removed from sale instantly. Then Conan O'Brien made fun of it.
 - ▶ Within six months, all these problems were solved, but too many people never looked back and the damage was done.
- ▶ But: FCP X can edit with native media just fine – you don't have to transcode. You can use any resolution you want to. There's even an Event Viewer if you want one. Apple have stated outright that they're committed to the Pro market, and most of the new features in 10.3 are aimed squarely at professionals.

THE PLURAL OF ANECDOTE IS NOT DATA.

Roger Brinner

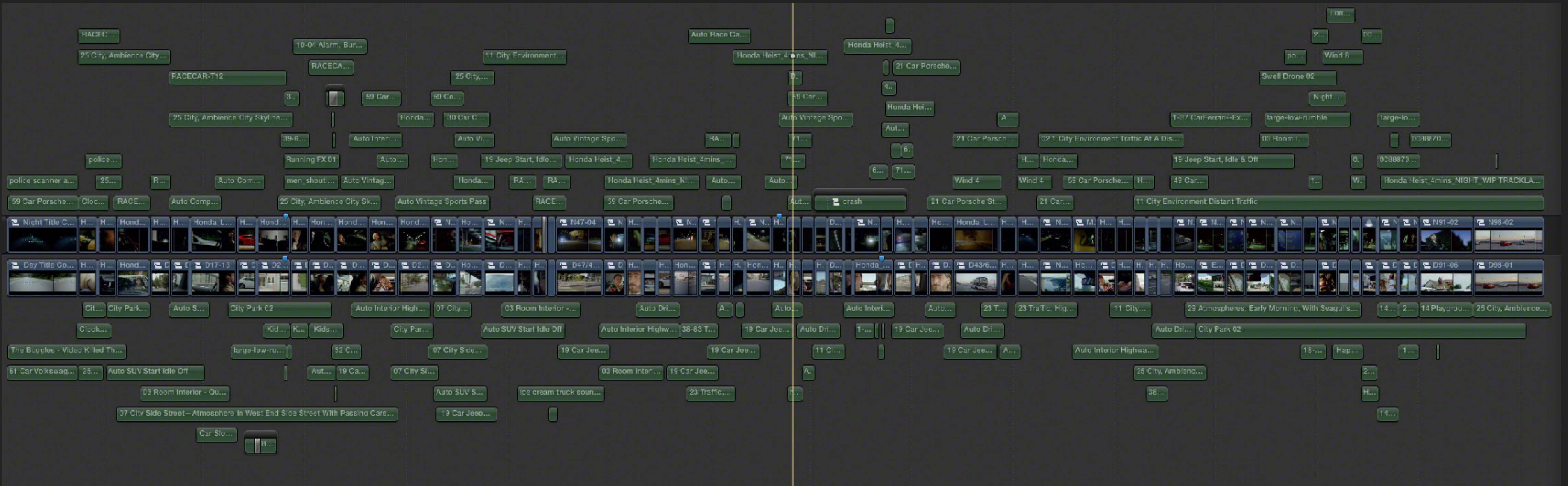
NO, NOT EVERYONE IS USING PREMIERE

- ▶ The vast majority of feature films and (big) broadcast TV are (still) cut with Avid, because experienced editors are still using the first computer-based editing program they ever learned, they have an army of assistants to take care of the boring stuff, and they just need to cut. They don't care about all the fancy stuff that modern apps can do. It's unlikely this will change any time soon.
- ▶ In independent production companies and the wider world of solo producers, you do find people using FCP X (and of course Premiere). There is a much bigger market again that sits completely outside the traditional TV industry.
- ▶ And boy – Motion is an amazing app for around \$70. But “everyone” uses After Effects.

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GREAT WORK MADE IN FCP X

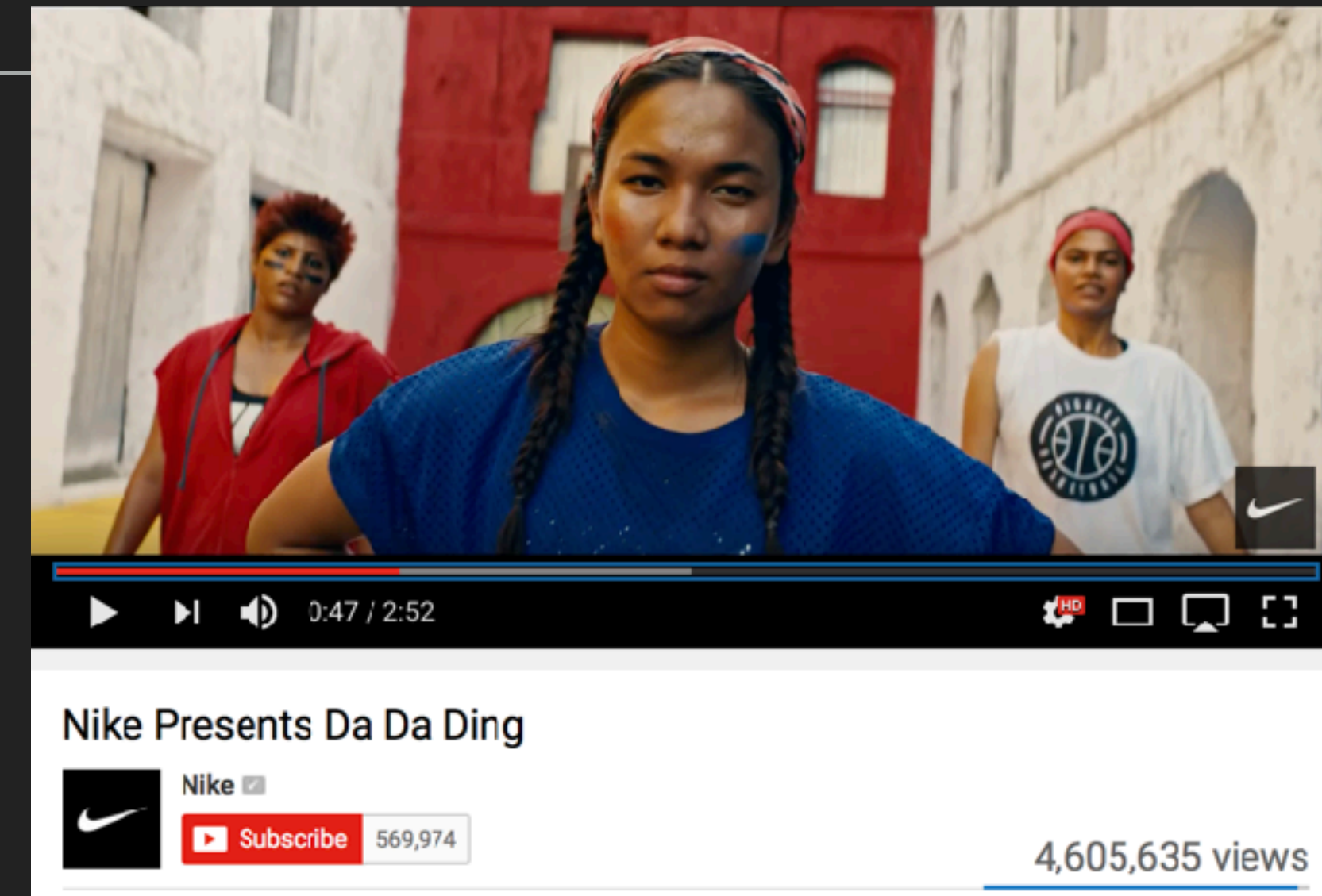
- The Creative Circle Gold of Golds last year went to The Other Side, an amazing interactive video made for Honda, edited by Thomas Grove Carter of Trim Editing. Check it out here: <http://wklondon.com/work/the-other-side/>



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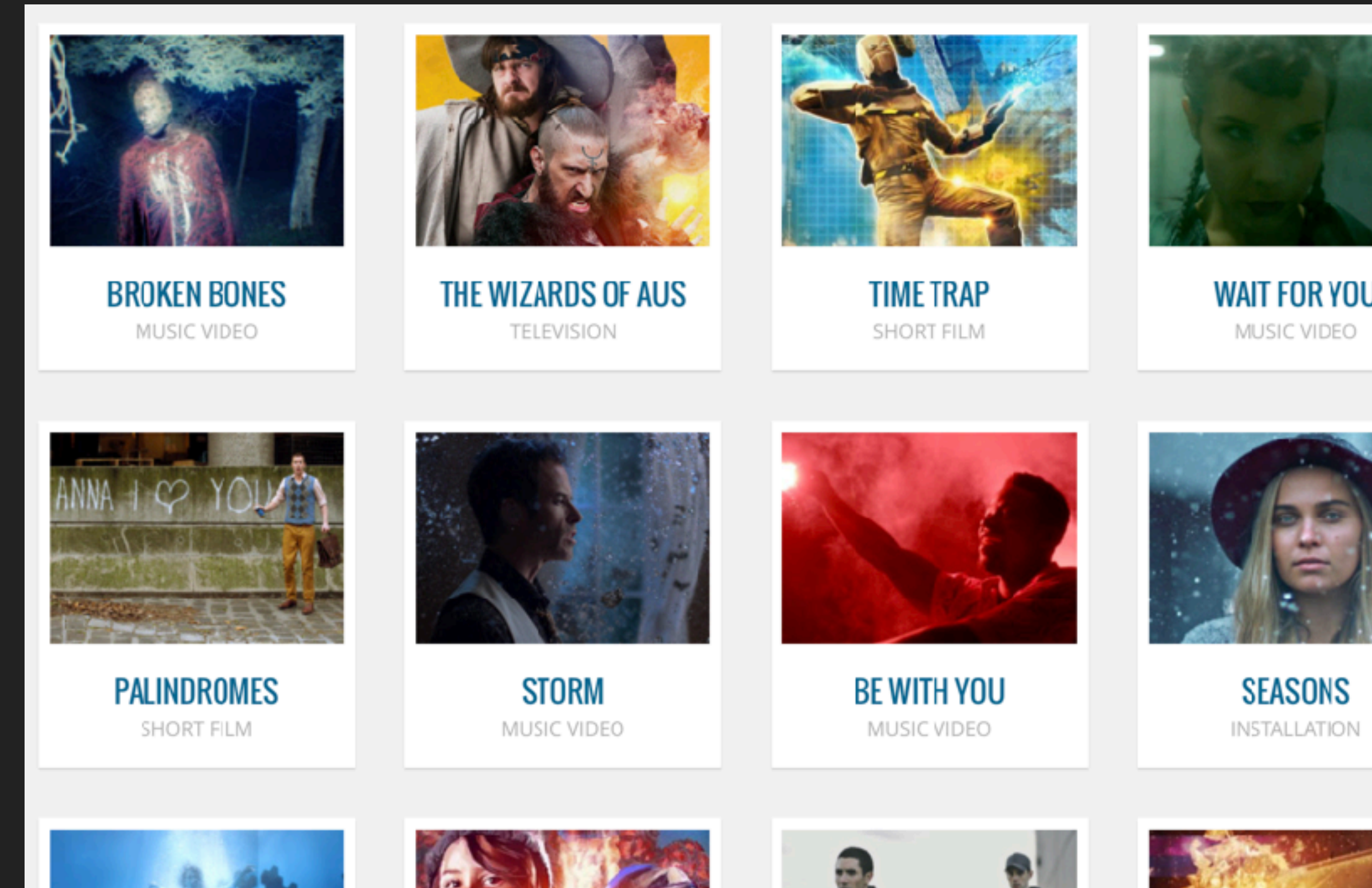
GREAT WORK MADE IN FCP X

- ▶ Tom Lindsay, another editor at Trim, just won Editor of the Year at the Shots Awards. Check these out:
 - ▶ <https://www.youtube.com/watch?v=jsP0W7-tEOc>
 - ▶ <https://www.youtube.com/watch?v=1UvPZ8fD4B8>



GREAT WORK MADE IN FCP X

- ▶ LateNite Films in Melbourne use FCP X and Premiere, and are doing some great work.
- ▶ Red Nail, also in Melbourne, work with FCP X and are using it on a big job for Channel 7.
- ▶ Wikipedia has countless other jobs.



DOES IT MATTER WHAT YOU USE?

- ▶ No! You can use whatever you want. But it's always worth being aware of other apps, other workflows, other pipelines and strategies out there. Teaching "what the industry uses" is not actually helpful if most video editing jobs are outside the traditional video industry. As video creation becomes more mainstream, that's exactly what's happening.
- ▶ A major reason Premiere is so widely used in education is that it's effectively free with Creative Cloud – and that subscription is both a blessing and a curse.
 - ▶ We need a competitive environment to keep software healthy.
 - ▶ Avid has been close to bankruptcy for years, and Adobe definitely stepped up their game when FCP X was released. I love InDesign, but without competition its updates have become few and far between.
 - ▶ All the FCP X updates have been free.

FOR SOME MORE...

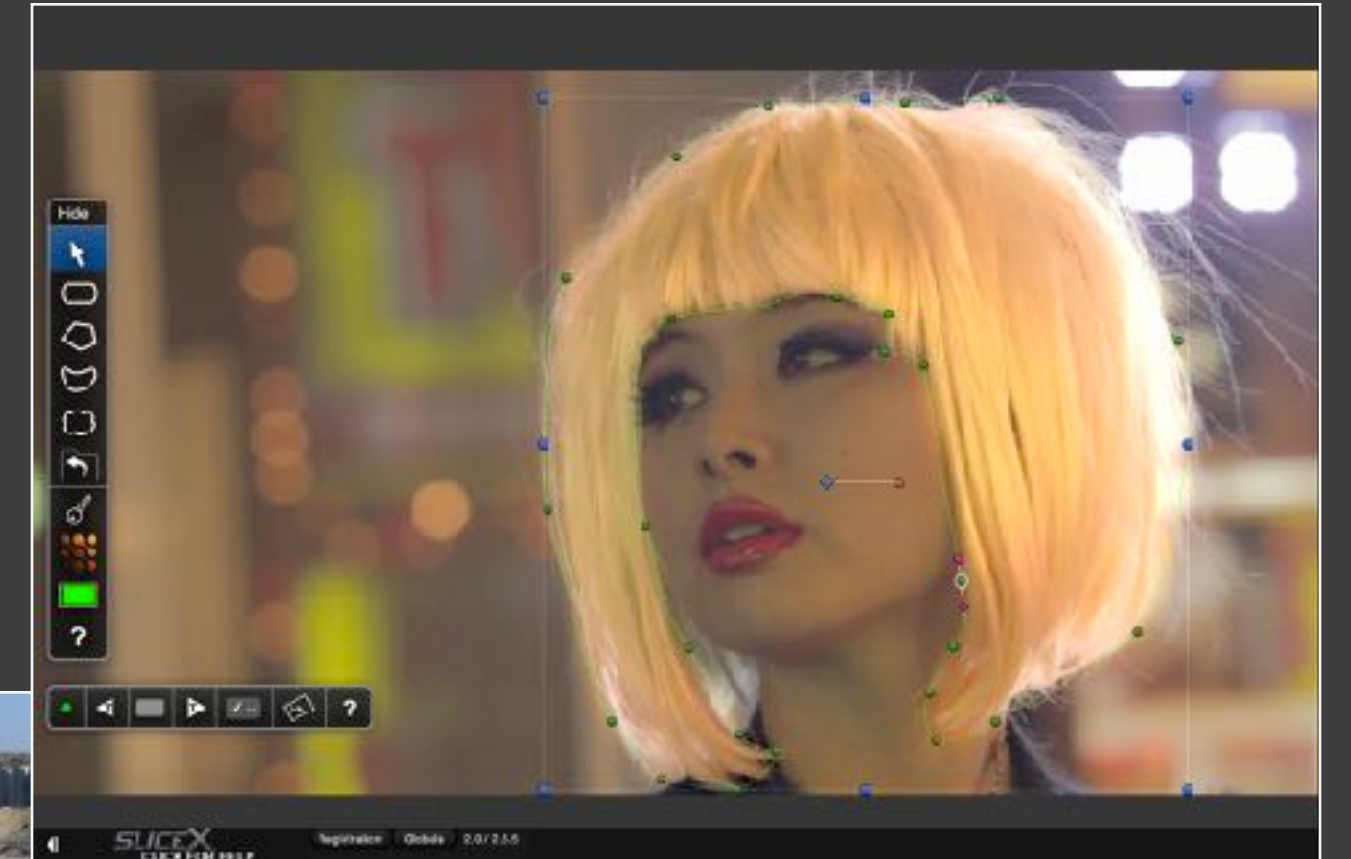
- ▶ *This Guy Edits* (<https://www.youtube.com/user/svenpape>) has been cutting a feature live online for a while now, and his top five features are:
 1. Magnetic Timeline
 2. Audio Lanes
 3. User Experience (more efficient with fewer clicks)
 4. Cognitive Selecting (keywords & favorites)
 5. Visual Scrubbing
- ▶ Talk To Lumaforge (<http://lumaforge.com>) if you want a high-end server and collaboration workflow tips:
 - ▶ <https://www.youtube.com/watch?v=g4BdB9PCmtQ>

SUMMARY

- ▶ FCP X is a really good app.
- ▶ The herd can be wrong.
- ▶ The “industry” is broader than “industry” people think.
- ▶ There’s a free trial available.
- ▶ But wait...

FREE STUFF FROM COREMELT

- ▶ For a lucky CreateWorld attendee, I have a software license to give away from CoreMelt, the **SliceX/TrackX/DriveX** bundle (US\$199) that lets you track something moving in a shot and then apply an effect, replace a screen or attach effects or 3D text.
- ▶ Full Disclosure: I create many of their tutorials and sometimes help out with design.
- ▶ Trials and more are available from coremelt.com



IF THERE'S TIME — QUESTIONS?



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