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The 2004 Giveaway Promo Video

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The 2004 Giveaway Promo Video

Footage filmed May 10th, 2003 by Calvin Climie
 Edited by Jeff Fox for Jeffco Productions,
 March 16-17th, 2004
 (Approx 6 hours capturing, 9 hours editing)
 "Keep That Funk Alive" Performed by Bootsy Collins

Available online at www.jeffco.ca/promo

Captured and Edited with Final Cut Express 2
 Encoded with iDVD
 Exported for Web with Quicktime Pro

Notes: After viewing the approximately 47 minutes of footage shot by Calvin, I didn't feel it portrayed the pacing or the feel of what we wanted to show. Instead, it was livened up (and speeded up) since it was meant to entice new people into being excited about coming to the Giveaway. Faster pacing, music and editing were all used in order to try to convey a more playful atmosphere and mood.

The only FCE2 special effects used in this video are the first fade in and the final zoom out on Dave, all the rest of the edits were manual edits speeded up, reversed and cut and pasted multiple times.



Features: Approx. 2:27 min. / Colour / Digitally Mastered
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