

Facilitator's Guide:

Basic Video Creation with iMovie: How to Edit and Enhance Videos to Produce High Quality Content

Target Audience: Newly hired content creators at Company Y

Learning Objectives:

- 1) Produce professional-quality video content that aligns with organizational branding requirements.
- 2) Transform raw video footage into polished, engaging final products by trimming, splitting, and enhancing clips with transitions, text, and filters.
- 3) Apply video editing skills to create media that supports the organization's business objectives, such as increasing engagement through social media campaigns, producing training videos, or enhancing customer support materials.

Training Purpose:

The business goal of the Video Creation with iMovie training is to enable employees to produce high-quality video content that enhances marketing efforts and customer engagement. By equipping learners with essential video editing skills, the company can improve brand visibility, streamline content creation, and reduce reliance on external video production services. This will lead to cost savings, faster content turnaround, and more engaging media for both internal and external stakeholders.

Materials / Equipment:

- iMovie, Apple computers, Zoom, film footage

Total Time: 71 minutes


Link to Presentation Slide Deck:  iMovie Powerpoint



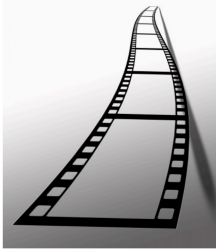



Producer: Pre-Work	Actions
	<ol style="list-style-type: none"> 1. There are two breakout room activities scheduled for this session on Slide 10 and 12 (page 12 and 14 of this guide.) Collaborate with the Facilitator to decide if participants should be put into specific groups or if the groups can be chosen at random. There will be 3 groups of participants placed into 3 different rooms. They will have the same groups as before. 2. Keep time and provide time checks for the facilitator and participants.
	Notes
	<ul style="list-style-type: none"> • 1 Session total

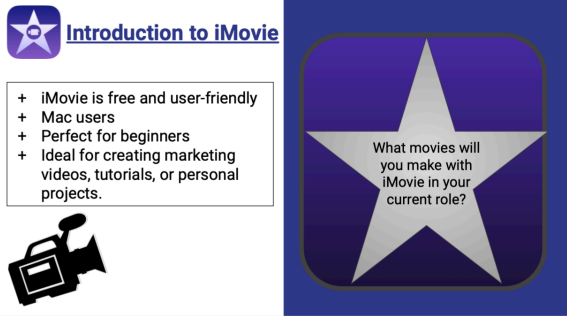
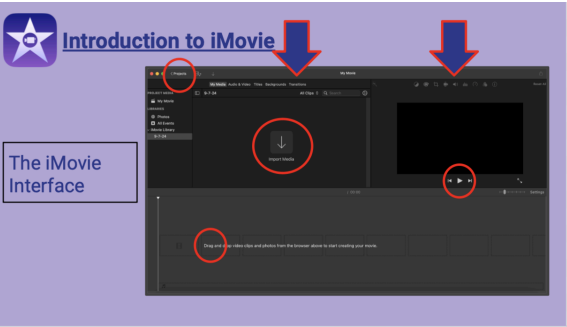
Facilitator: Pre-Work	Actions
	<ol style="list-style-type: none"> 1. This session contains two breakout room activities, where participants will need to be divided into 3 groups. Participants will be in the same groups both times. 2. Prepare to use iMovie and video footage to demonstrate what you are explaining. This is interactive in that participants see what is happening in real time. 3. There are two knowledge checks and answers are included in the Facilitator's Guide. 4. The LO's are on slide 1.5
	Notes
	<ul style="list-style-type: none"> • 1 Session total

Training Outline		
Slide(s)	Approx. Time	Topic / Activity
1-4	13 minutes	Introduction to iMovie
5-6	6 minutes	Importing Media
7-8	11 minutes	Editing Media
9-10	18 minutes	Transitions and Text

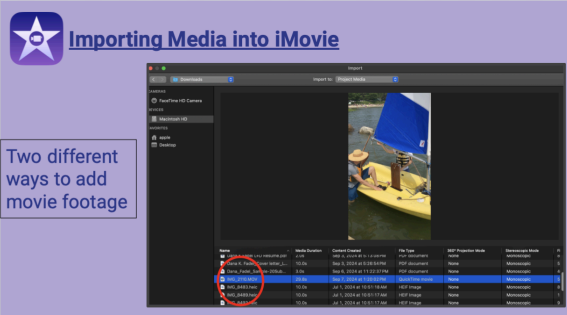
11-12	18 minutes	Enhancing Media
13	5 minutes	Final Closing Q+A
Total Time	71 minutes	




Detailed Guide			
Slide Details	Slide Thumbnail	Facilitator Notes	Producer Notes
Slide 1 (1 min) Title + Welcome		DO: <ul style="list-style-type: none"> • Welcome Learners • Introduce yourself and the training • Record session 	DO: <ul style="list-style-type: none"> • Check for facilitator readiness SAY: <ul style="list-style-type: none"> • Greet early learners as needed, letting them know the session will begin shortly • Remind learners to have iMovie open and ready. • Please remind everyone that they should remain muted unless called upon • Also, to use the raise hand icon if they have questions • The chat is available anytime.
Slide 1.5 (1 min) Learning		SAY: The Learning Objectives for this training include:	DO: <ul style="list-style-type: none"> • Monitor the chat.

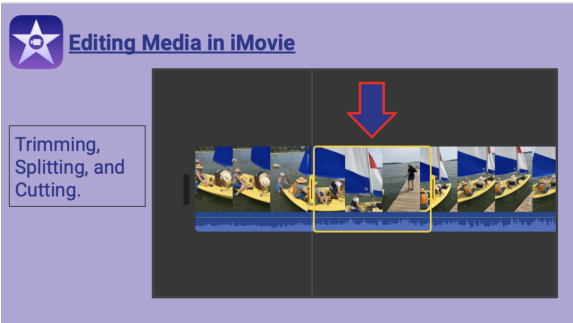
Objectives	<div data-bbox="405 126 720 180">  Learning Objectives  </div> <div data-bbox="405 203 688 394"> <ul style="list-style-type: none"> ★ Produce professional-quality video content that aligns with organizational branding requirements. ★ Demonstrate the ability to transform raw video footage into polished, engaging final products. ★ Apply video editing skills to create media that supports the organization's business objectives.. </div> <div data-bbox="747 159 961 406">  </div>	<ol style="list-style-type: none"> 1. Produce professional-quality video content that aligns with organizational branding requirements. 2. Demonstrate the ability to transform raw video footage into polished, engaging final products. 3. Apply video editing skills to create media that supports the organization's business objectives. <p>DO: Have learners read the LOs and describe them yourself</p>	
Slide 2 (2 min) Agenda	<div data-bbox="405 699 648 753">  Session Agenda </div> <div data-bbox="405 773 749 1000"> <ul style="list-style-type: none"> ★ Introduction to iMovie ★ Importing Media ★ Editing Video Clips ★ Adding Transitions and Text ★ Enhancing with Filters  </div> <div data-bbox="747 716 961 982">  </div>	<p>SAY: We will be learning and developing the following skills:</p> <ul style="list-style-type: none"> • Introduction to iMovie • Importing Media • Editing Video Clips • Adding Transitions and Text • Filters and Effects <p>This training is designed to be interactive and you will learn by doing as we go along. I will be demonstrating by sharing my screen skills in each section.</p> <p>DO:</p> <ul style="list-style-type: none"> • Ask learners to read agenda on slide and add your own words. 	<p>DO:</p> <ul style="list-style-type: none"> • Monitor the chat.

<p>Slide 3 (3 min) Introduction to iMovie</p>	 <p>The slide features a purple star icon in the top left corner. To its right is the title "Introduction to iMovie". Below the title is a list of bullet points: "+ iMovie is free and user-friendly", "+ Mac users", "+ Perfect for beginners", and "+ Ideal for creating marketing videos, tutorials, or personal projects." Below the list is a small icon of a video camera. To the right of the camera icon is a large purple square with a white star in the center. Inside the white star is the text "What movies will you make with iMovie in your current role?"</p>	<p>SAY:</p> <ul style="list-style-type: none"> iMovie is free, user friendly, for Mac computers only, beginner friendly, ideal for creating marketing videos. In order to get a sense of who you are and your role, what movies will you need to make with this program in your role at Company Y? <p>DO:</p> <ul style="list-style-type: none"> Read the text on the slide 	<p>DO:</p> <ul style="list-style-type: none"> Monitor the chat.
<p>Slide 4 (6 min) Introduction to iMovie</p>	 <p>The slide features a purple star icon in the top left corner. To its right is the title "Introduction to iMovie". Below the title is a screenshot of the iMovie interface. The screenshot has several red circles and arrows highlighting key features: a red circle around the "Import Media" button in the top left, a red circle around the "Import Media" button in the top center, a red circle around the "Import Media" button in the top right, a red circle around the "Import Media" button in the bottom left, and a red circle around the "Import Media" button in the bottom right. Below the screenshot is a text box with the title "The iMovie Interface".</p>	<p>SAY:</p> <ul style="list-style-type: none"> Let's learn about the interface of iMovie <p>Library Pane</p> <ul style="list-style-type: none"> This is where all your imported media (videos, audio, images) is stored. It shows your current projects, events, and clips. You can import new media by clicking the "Import Media" button. <p>Preview Window</p> <ul style="list-style-type: none"> This is where you view your clips and the progress of your project. It allows you to preview edits, play back clips, and apply effects. You can scrub through your video using the timeline underneath the preview window. 	<p>DO:</p> <ul style="list-style-type: none"> Monitor the chat.

		<p>Timeline</p> <ul style="list-style-type: none"> • This is where you arrange, edit, and manage your video clips. • You can drag and drop clips from the Library Pane into the timeline. • It includes audio, video, and transition tracks, where you can cut, split, or trim clips and adjust effects like speed and volume. <p>Toolbar</p> <ul style="list-style-type: none"> • We will discuss more detail in the presentation, but it provides quick access to editing tools, such as: <ul style="list-style-type: none"> ◦ Trim, Split, and Crop: Adjust clip length and frame. ◦ Filters & Effects: Apply visual filters, color corrections, or transitions. ◦ Speed Control: Modify the playback speed for slow or fast motion. ◦ Audio Controls: Manage background music, voiceovers, and sound effects. ◦ Titles & Text: Add text overlays or subtitles. <p>Media & Effects Bar</p> <ul style="list-style-type: none"> • This toolbar provides access to features like: <ul style="list-style-type: none"> ◦ Audio: Add music or sound effects. ◦ Titles: Insert text or titles into your video. 	
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		<ul style="list-style-type: none"> ○ Backgrounds: Choose solid colors or images for background. ○ Transitions: Add effects between clips to smooth out changes. <p>DO:</p> <ul style="list-style-type: none"> ● Direct the attention of the learners to the correct places on the interface when discussing that section. ● Zoom in on the sections when describing them. 	
<p>Slide 5 (3 min) Importing Media</p>	 <p>Two different ways to add movie footage</p>	<p>SAY:</p> <ul style="list-style-type: none"> ● You can add or import media into iMovie two ways: You can drag it or you can upload it. ● The drag-and-drop method is a quick and easy way to import media, bypassing the need for the "Import Media" button, especially if your media is already accessible from your desktop or Finder. ● Import media has some extra steps: Open Finder and navigate to the folder containing the media you want to import (videos, audio, images). ● Simply click and drag the media file from Finder into the iMovie timeline or the Library Pane. ● Drop the file directly into the timeline to start editing right away, or drop it into the Library Pane to store it for later use. ● To import media, In the Library Pane (top left), click the "Import Media" 	<p>DO:</p> <ul style="list-style-type: none"> ● Monitor the chat.

		<p>button or go to File > Import Media from the menu.</p> <ul style="list-style-type: none"> • A window will appear showing your computer's files. Navigate to the folder where your video, audio, or image files are located. • Select the media you want to import, then click "Import Selected." • Your media will now appear in the Library Pane, ready for use in your project. <p>DO:</p> <ul style="list-style-type: none"> • Toggle to a shared screen and demonstrate importing and dragging media content into iMovie. 	
<p>Slide 6 (3 min) Knowledge Check</p>	<div data-bbox="403 760 667 815">  Importing Media into iMovie </div> <div data-bbox="436 836 655 950"> <p>You've just recorded a video on your phone and want to edit it in iMovie on your Mac. What's the correct process to import this video into your iMovie project?</p> </div> <div data-bbox="403 971 508 1068">  </div> <div data-bbox="682 751 970 1075">  </div>	<p>SAY:</p> <ul style="list-style-type: none"> • Here's a somewhat tricky question since we didn't explicitly go over this, what do you think the answer is to this question? : You've just recorded a video on your phone and want to edit it in iMovie on your Mac. What's the correct process to import this video into your iMovie project? • The answer: Connect your external device (e.g., camera, iPhone) to your Mac using a USB cable OR airdrop it if you have a Mac product (iPhone). • In iMovie, click the "Import Media" button in the Library Pane. • Select your device from the list on the left in the Import window. • Choose the media you want to import from the device. 	<p>DO:</p> <ul style="list-style-type: none"> • Check the chat for the correct answer. • Keep time.

		<ul style="list-style-type: none"> Click “Import Selected” and decide whether to store it in a new or existing event. Your imported media will appear in your project’s Library, ready to edit. <p>DO:</p> <ul style="list-style-type: none"> Read the KC question to participants. Check the chat for the correct answer. 	
<p>Slide 7 (8 min) Editing Media</p>		<p>SAY:</p> <ul style="list-style-type: none"> Time to check in, how is everyone doing? There are three ways to edit in iMovie that are essential to know: Trimming, Splitting, and Cutting. <p>Trimming is used to adjust the start and end points of a clip, removing unwanted sections at the beginning or end without affecting the middle.</p> <p>How to Trim:</p> <ul style="list-style-type: none"> Select the clip in the timeline. Hover your mouse over the clip’s edge until you see a trim handle (double arrows). Drag the handle inward to shorten the clip from the beginning or end. <p>Use Case: Perfect for eliminating unwanted moments, like a pause or extra footage at the start or end of a scene.</p> <ul style="list-style-type: none"> Splitting is the process of dividing a single clip into two or more parts, allowing you to insert other clips, apply different effects, or delete sections. How to Split: 	<p>DO:</p> <ul style="list-style-type: none"> Watch the chat to read check in comments.

		<ul style="list-style-type: none"> ○ Select the clip in the timeline. ○ Move the playhead (white vertical line) to the point where you want to split. ○ Right-click the clip and select “Split Clip” or use the keyboard shortcut Command + B. <ul style="list-style-type: none"> ● Use Case: Useful when you want to cut out a portion from the middle, add transitions, or apply separate effects to different parts of the same clip. <p>Cutting involves removing an entire section of a clip to eliminate unwanted content.</p> <p>How to Cut:</p> <ul style="list-style-type: none"> ● First, split the clip at the desired start and end points of the section you want to remove. ● After splitting, select the unwanted section and hit the Delete key or right-click and choose Delete. <p>Use Case: Ideal for removing an entire part of a video, such as bloopers, mistakes, or off-topic content.</p> <p>DO:</p> <ul style="list-style-type: none"> ● Watch chat for check in comments ● Toggle to shared screen mode and demonstrate the action. 	
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Slide 8 (3 min)
Knowledge
Check



You've imported a video clip into your iMovie project but notice there are parts you don't need. How would you trim, cut, or split the clip to keep only the essential sections?



SAY:

- Write in the chat the answer to this Knowledge Check question: You've imported a video clip into your iMovie project but notice there are parts you don't need. How would you trim, cut, or split the clip to keep only the essential sections? Which editing feature would you choose and why?
- The answer is: you would cut the parts you don't need, because trimming only shortens the footage, and splitting keeps part of the footage. If you want to trim, drag the edge of the clip inwards to shorten it. If you want to cut, move the playhead to where you want to remove a section, right-click the clip, and choose "Split Clip" to divide it. Then delete the unwanted portion. To split, position the playhead where you want to break the clip, right-click and select "Split Clip" to create two separate clips.

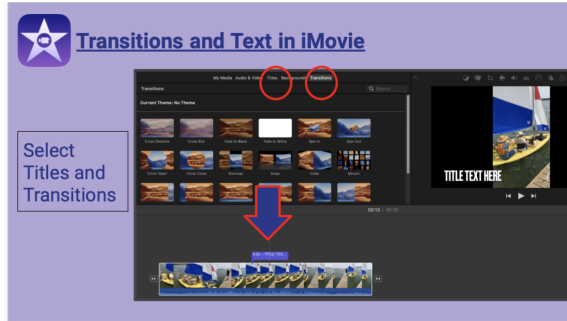
DO:

- Watch the chat for the correct answer. Read aloud some of the responses.

DO:

- Watch the chat for the correct answer. Read aloud some of the responses.
- Keep time

Slide 9 (8 min)
Transitions and
Text



SAY:

- What Are Transitions?
Transitions create smooth shifts between clips, such as fades, wipes, or dissolves, to improve the flow of the video.

How to Add Transitions:

Open your project in iMovie and navigate to the timeline.

Click on the “Transitions” tab above the timeline (it looks like two triangles).

Browse through the available transition effects (e.g., Cross Dissolve, Fade to Black, Slide).

To apply a transition, drag and drop the transition effect between two clips in your timeline.

Adjust the duration of the transition by double-clicking it and setting the desired length in seconds.

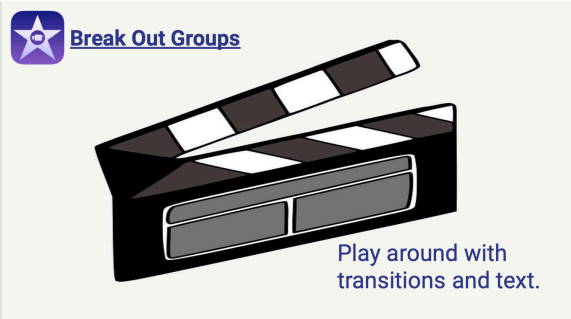
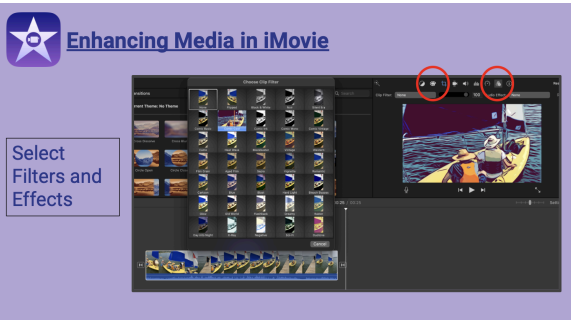
Use transitions to seamlessly move from one scene to another, or fade in and out at the beginning and end of your video.

Text is often used for titles, subtitles, or on-screen annotations, and iMovie offers a variety of styles and animations for text.

1. In your project, click the “Titles” tab above the timeline (it looks like a "T").
2. Browse through the available title styles (e.g., Standard, Lower Third, Reveal, Scrolling).
3. Drag and drop the desired title into your timeline above the video where you want the text to appear, or at the start of the timeline to create an opening title.

DO:

- Monitor the chat.

		<ol style="list-style-type: none"> To edit the text, click on the title in the timeline, then type your desired text in the preview window. You can also adjust the font, size, color, and position of the text in the preview window toolbar. <p>Titles can be used for creating opening sequences, adding captions or lower thirds for identification, or crediting contributors at the end of the video.</p> <p>DO:</p> <ul style="list-style-type: none"> Demonstrate by sharing screen 	
<p>Slide 10 (10 min) Break Out Groups</p>	 <p>Break Out Groups</p> <p>Play around with transitions and text.</p>	<p>SAY:</p> <ul style="list-style-type: none"> We are switching gears and you all are going to be playing around with your footage that you prepared for this training. You'll be playing around with transitions and texts in break out groups and sharing your projects (if you choose) with your small group. You'll have roughly 10 minutes to work and then I'll invite you back to the bigger group. <p>DO: Break out groups.</p>	<p>DO:</p> <ul style="list-style-type: none"> Help facilitator break into groups Set timer for 10 min
<p>Slide 11 (8 min) Enhancing Media</p>	 <p>Enhancing Media in iMovie</p> <p>Select Filters and Effects</p>	<p>SAY:</p> <ul style="list-style-type: none"> Enhancing your footage is the really fun part! Select your clip in the timeline. Click the "Filters" button (three overlapping circles) above the preview window. Browse through the filter options (e.g., Sepia, Noir, Vintage). 	<p>DO:</p> <ul style="list-style-type: none"> Monitor the chat.

- Click the filter you want to apply, and it will adjust the appearance of your video instantly.
- If you want to increase or decrease the speed of your footage:
Select the clip in the timeline.
- Click the speed icon (a speedometer symbol) above the preview window.
- Choose "Slow" to reduce speed or "Fast" to increase speed, and adjust the speed slider as needed (e.g., 50% for slow motion or 2x for fast motion).
- You can also customize the speed by dragging the slider.

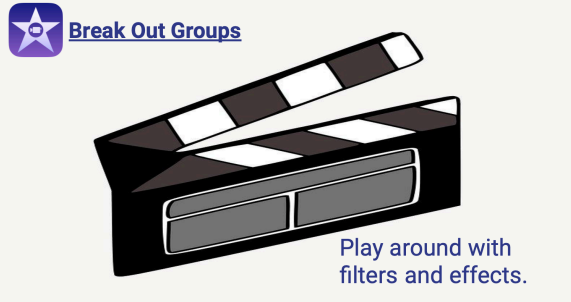

Or cropping & zooming:

- Select the clip in the timeline.
- Click the "Crop to Fill" button above the preview window.
- Adjust the cropping box to focus on the part of the video you want, or use the "Ken Burns" effect for a zooming motion.
- Cropping is better formatting if you're using a phone to film.

Stabilizing Shaky Footage:

- Select the clip in the timeline.
- Click the "Stabilization" icon (camera shake symbol) above the preview window.
- Check "Stabilize Shaky Video," and iMovie will analyze and reduce the shakiness. You can adjust the intensity of stabilization using the slider.

DO:

		<ul style="list-style-type: none"> Show the slide but then toggle to share screen to demonstrate. 	
Slide 12 (10 min) Break out Groups		<p>SAY:</p> <ul style="list-style-type: none"> You are going to break out again in your small group (same groups as last time) and work on enhancing your footage. You will have 10 minutes to try things out, ask questions, and share if you would like to. <p>DO:</p> <ul style="list-style-type: none"> Have producer break into groups 	<p>DO:</p> <ul style="list-style-type: none"> Help facilitator break into groups Set timer for 10 min
Slide 13 (5 min) Final slide		<p>SAY: I hope you all have learned a lot in this training, and that you are well on your way to creating amazing footage. Please work on these videos and send them to me using the email on this slide.</p> <p>DO: Show last slide and point out the email address/contact information.</p>	