



2008 Editors
Final Cut Studio
Users Conference

Final Cut Studio Users Conference
October 2nd-3rd, 2008
Soaring Eagle Resort and Casino
Mount Pleasant, Michigan

This Conference is for You!

Three different workshop tracks allow you to select the training that is just right for you! This exciting, information-pack conference can either get you up and running quickly with Apple's Final Cut Studio or simply expand your creativity allowing you to take your skills to the next level. With 17 different sessions, there's no way you won't walk away without numerous tips, shortcuts and ideas that you'll apply to your workflow the minute you launch your Mac. Having the best software at your finger tips won't always create the best results but learning the in's and out's of its many advanced features will!

Call: 248.351.0101 to reserve your seat today! Seating is limited.

Conference Agenda

Wednesday 6:00- 8:00. Conference Meet and Greet: Three Fires Room

Thursday Sessions	Track 1 Getting Started	Track 2 The Next Level	Track 3 Advanced Techniques
8:30-9:00	Registration - Swan Creek Room		
9:15-10:45	Introduction to FCP	Introduction to Motion	ADR is Soundtrack Pro
11:00-12:30	Mixing Audio	Creating Great Menus in DVD Studio Pro	Motion 3D: Camera, Lights and Particles
12:45-2:00	Lunch		
2:15-3:45	Advanced Editing Techniques	Motion: Creating Killer Graphics	Creating Blu-Ray and Flash Movies with Adobe Encore
4:15- 5:15	60 Final Cut Studio Tips in 60 Minutes		

Friday Sessions	Track 1 Getting Started	Track 2 The Next Level	Track 3 Advanced Techniques
9:00-10:00	Camera Preview: Check out the newest and coolest HD cameras!		
10:15-11:45	Effects and Filters	3rd Party Filters You Need Right Now	Working with Keys and Mattes
12:00-1:00	Lunch		
1:15-2:45	Outputting to DVD	Optimizing, Troubleshooting and Managing Media	HD Workflows with FCP
3:00-4:00	The First Annual Magnificent Michigan Final Cut Studio Raffle		

- Check out all the new HD cameras!
- Learn how to create a DVD menu your clients will love!
- Perform a multicam edit without cracking open the manual!
- Understand how to replace audio/dialog in the next feature film you edit!
- Master how to create clean and effective keys!
- Animate text without leaving Final Cut Studio!

Workshop descriptions...

Introduction to Final Cut Pro:

If you're ready to learn one of the most popular non-linear editing systems used in the industry today then this workshop is for you! This workshop will cover FCP's entire interface, how to perform basic edits and how to make changes quickly. After this workshop you'll be ready to start editing that first project!

Mixing Audio: Ready for a secret? The difference between a good project and a great project is usually the audio! This workshop will have you mixing audio like a pro. Topics include: Importing audio the right way, adding and manipulating audio keyframes, working with Final Pro's Audio Mixer and managing audio tracks in the Timeline.

Advanced Editing Techniques

Time to take your skills to the next level. Final Cut Pro has a lot of tools many editors simply don't use because they simply don't understand them. Here's your chance to separate yourself from the pack. In this workshop you'll see the benefits of sub-clipping, markers, mapping the keyboard and using FCP's multicam features. Don't ignore FCP's advanced features - master them.

Effects and Filters: If you're new to NLE or Final Cut Studio, you'll be blown away with all the effects and filters that are standard with the application. In this workshop you'll be adding transitions, effects and filters in no time. Topics include: working with video and audio transitions, changing effect parameters, and adding/saving effects you'll use everyday.

Outputting to DVD: You love the project, your colleagues love the project and even the producer loves the project! Now all you need to do is burn a DVD. This workshop will cover the basics of exporting your media for a DVD, building a basic menu and finally burning the DVD. Final Cut Studio makes it seamlessly and easy, but only if you know the secrets.

Introduction to Motion.

Ready to unleash your creative side? Then look no further than Apple's Motion. If you're editing with Final Cut Pro it's time to embrace the power of Motion. Don't spend hours trying to figure out the in's and out's of the application - sign-up for this workshop and be up and running with Motion the minute you get back to your workstation.

Creating Great Menus in DVD SP:

Building great DVD menus can certainly separate you from the others. It's the first thing viewers see and the first thing producers demand to be "different." In this workshop you'll learn how to build the best and most creative DVD menus without all the jargon and geeky techniques editors don't need to know.

Creating Killer Graphics in Motion:

Forget building your text effects in Final Cut Pro or LiveType. Motion is where you need to be creating text. Motion has the tools and behaviors that allow you to create mind-blowing motion graphics in no time. This workshop will cover the secrets and shortcuts to design graphics that will impress the client and may even impress yourself.

3rd Party Filters you Need Right Now:

Ever Since Final Cut Pro and Motion starting sharing filters, the world of 3rd party filters changed. This workshop won't only cover the filters you need to add to your system today but why and how to use them. Ready to kill the competition? Using *these* 3rd party filters may be the answer.

Workshop descriptions...

Optimizing, Troubleshooting and Managing your Media:

In the past editors edited, engineers troubleshooted. Fast forward 10 years. As an editor not only do you need to manage your media but you also need to troubleshoot *and* optimize your workstation. No worries. After enrolling in this workshop you'll consistently be running a smooth and trouble free system but also have a complete understanding how to manage your media.

ADR in Soundtrack Pro:

Ready to edit/shoot your first feature film? You'll need a tool that performs automatic dialog replacement (ADR) quickly and painlessly. Soundtrack Pro is *that* tool and it makes the process of replacing dialog easier than ever. All you need to do is set up a loop region to match your video and let talent record multiple takes. Want to learn how? Enroll in this workshop and you'll use Soundtrack Pro for ADR for your next project.

Motion 3D: Cameras, Lights and Particles:

If you're using Motion to create great motion graphics and program opens, you'll love transforming your skills to the next level - 3D (cue echo voice.) While text, shapes, replicators and particle emitters are amazing in 2D, wait until you experience them in 3D. Enroll in this workshop today and you'll never see your workspace or your next project the same. You may even be able to change your vocabulary from "no" to "yes - I can do that!"

Burning Blu-Ray DVDs and Flash Movies using Adobe Encore:

So Sony and Blue Ray won the DVD war, now what? Forget explaining why you can't burn a Blu-Ray DVD and start billing your clients for the service. Here's a chance to actually add services to your current skills. Whether your client needs a project delivered as a Blue Ray DVD or a Flash Movie for the web, this workshop will get you up and running fast and efficiently.

Keys and Mattes: Your client wants you to create stellar keys and mattes. You think to yourself, can I? Yes you can using the techniques you'll learn in this workshop. While FCP has the ability to create simple keys and mattes, your options in Motion allow you to create killer keys and useful mattes the minute you get back to your workstation. If you work with mattes and keys on a regular basis - don't miss this workshop!

HD Workflows with Final Cut Studio HD:

Shooting HD is becoming a standard practice from corporate jobs to broadcast jobs. Don't let those two little letters "HD" send you into a tail spin. Enroll in this workshop today and tell your clients you're "HD Ready." Also, don't forget to change your rates from standard rates to "HD Rates!"

General Workshops:

- **60 in 60.** Get ready for some fun In just 60-minutes you'll be bombarded with more tips and tricks than you even knew existed in Final Cut Studio. No rules and no end to the tips. Even we don't know which secrets the pros will reveal! Bring a note pad and get ready to take in one of the most informative workshops of the entire conference. These are the tips that can bring in the bucks for you as an editor. Don't forget to bring your stop watch!
- **Camera Preview:** Standard cameras recording standard definition images to video tape are quickly disappearing. Today, we have the option of different video formats, acquisition technology, storage devices, and workflows. And just when you feel you've done all the research, everything changes. Here's your chance to see, touch and feel several different cameras that capture footage and work with FCP not only seamlessly but some without any tape!
- **The 1st Annual Magnificent Michigan Final Cut Studio Users Conference Raffle!** Thanks to our sponsors all attendees will be eligible to win some great raffle prizes. Don't leave early since you must be present to win! The phenomenal prizes will all be displayed at the Meet and Greet and during the lunch breaks. Nothing says "thank you for attending" like a free \$800 plug-in. Okay - so all the giveaways won't be \$800, but some will!

Learn from the Pros....



Steve Julin, Instructor

Steve has been editing, directing and producing video for over 25 years. He was a principal partner in developing Media Power and is an Apple Certified Instructor, Boris FX Certified Instructor, as well as Michigan's first Avid Certified Instructor. He has edited and provided training for such companies as Ford Motor Company, Kmart, Comcast, The Discovery Channel, CBS, PBS and NBC.

Jem Schofield, Apple Master Trainer

Jem is a producer, creative director and author who consults on and teaches production and post-production solutions throughout the United States. His company, Buttons Productions, produces commercial video, print, motion graphics and DVD projects.. He also co-author the Apple Pro Training Series book entitled Motion Graphics and Effects in Final Cut Studio 2 and a contributing author of the Apple Pro Training Series book: DVD Studio Pro 4, 2nd Edition.



Michele Yamazaki, VP of Marketing & Web Development for Toolfarm.com

At Toolfarm, Michele juggles many roles, including marketing, developing content and training and answering support questions. She has taught seminars or demoed plug-ins for Apple, Boris FX, Red Giant and other companies at NAB, user groups and conferences. Michele was previously a visual effects and motion graphics artist at Postworks, a post house in Grand Rapids, Michigan. She also taught Adobe After Effects at Kendall College of Art and Design for four years.

Mike Wilkinson, Instructor

Mike is a graduate of The Specs Howard School of Broadcast Arts and holds a Certificate in Graphic Design from Washtenaw Community College. He is Apple Certified in Final Cut Pro and Motion. An award-winning freelance cinematographer and project editor, Mike has edited four feature-length digital films, and has served as a DP on several shorts and music videos. Mike also works at Washtenaw Community College, where he produces web videos and teaches motion graphics courses in the Digital Film and Video Program.



Anthony Kozadinos, Midwest Video Group

Anthony is a utility player for Midwest Media Group's Michigan office. Aside from his roles in sales and engineering services, Anthony is primarily a technician. This role includes the responsibilities of new system integration and installation, training, and after-sales support. Anthony is an Avid Certified Support Representative (ACSR) and holds a L1 Final Cut Pro 6 Trainer certification. He has been with Midwest for four years.

Stay, Learn and Play at The Soaring Eagle Resort and Casino



For conference attendees a block of rooms at the Soaring Eagle Resort and Casino have been reserved for \$99.00. After you've registered you'll receive the discount code to take advantage of these rates. *A limited number of rooms are available and discount codes will be distributed on a first come first served basis, so register early!*

5 reasons you need to attend...

- Meet and mingle with your peers. Wednesday's Meet and Greet is open to all attendees!
 - Learn from the pros. All of the instructors have numerous years of experience in production, editing and design!
- Preview HD cameras before you decide to buy!
 - With 17 different sessions, this conference will change the way you work the minute you get back to your edit suite!
- Thanks to the conference sponsors, the First Annual Magnificent Michigan Final Cut Studio Raffle will be giving away great plug-ins, DVDs and software worth thousands of dollars!

Early Registering Bonus!

First 100 registered attendees receive a welcome gift bag worth \$100.00!

Register Today! All conference attendees receive:

- Access to all sessions
- Lunch for both conference dates
- Admission to Wednesday night's Meet and Greet
- One raffle ticket for the Magnificent Michigan FCS Raffle

C o n f e r e n c e S p o n s o r s



Registration Form

The 1st Annual Final Cut Studio User's Conference
Oct. 1-3, 2008, Soaring Eagle Resort and Casino, Mt. Pleasant, Michigan

Please Print. Make sure you complete the ENTIRE FORM. Incomplete forms may delay enrollment.

Name: _____ Title _____

Note: If you are registering a group call Cleverscope at 734.641.9936

E-mail address _____

Company _____

Mailing Address _____

City _____ State _____ Zip Code _____

Telephone _____ Fax _____

Please select which sessions you'd like to attend:

Day One: October 2, 2008

9:15-10:45 - Select One

Intro. to Final Cut Pro Intro. to Motion ADR in Soundtrack Pro

11:00-12:30- Select One

Working with Audio Creating Great Menus in DVD SP Motion 3D: Cameras and Lights and Particles

2:15-3:45- Select One

Advanced Editing Tech. Killer Graphics in Motion Outputting to Blu-Ray and Flash using Adobe Encore

Day Two: October 3, 2008

10:15-11:45 - Select One

Effects and Filters 3rd Party Filters You Need Right Now Working with Keys and Mattes

1:15-2:45- Select One

Outputting to DVD Optimizing, Troubleshooting and Managing Media HD Workflows in FCP

Payment Information: *Please note, payment must be made prior to the conference.*

Early Registration : \$249.00 (must register before Sept. 1, 2008) Standard Registration: \$349.00

Student Registration: \$199.00 Other _____

Group discounts are available. Call Cleverscope at 734.641.9936 to find out how to enroll a group and save!

Payment Method:

Check/Money Order enclosed payable to: **Cleverscope**

Charge to Credit Card:

Card Type: Visa American Express MasterCard Discover. Credit Card # _____

Name on Card _____ Exp. Date _____

Signature _____

Cancellation and Refund Policy

All refund requests must be submitted by Monday, September 1st. Cancellations must be provided to Cleverscope in writing for auditing purposes. Cancellations may be emailed to shecurtis@aol.com or faxed to (248) 351-0102. Written refund requests must be received by Monday, September 1st. To qualify for a refund less a \$45.00 administrative fee, your written request must be received by Monday, September 1st. All refunds will be issued after the conference. *Because Cleverscope must prepay most meeting expenses, we are unable to provide refunds for requests made after Monday, September 1st. Cleverscope cancellation and refund policy applies to the conference only. Room reservations, cancellations and refunds are based on the policies by the Soaring Eagle Resort and Casino.*

Mail registration forms to: Cleverscope

**36987 Thinbark
Wayne, MI 48184**

Fax registration forms to: 248.351.0102

**Got Questions? Call Steve Julin at Media Power:
248.351.0101**

First 100 registered attendees receive a welcome gift
bag worth over \$100! Register Today!

Final Cut Studio Users Conference

Michigan's First Annual

Preview HD Cameras!

CLEVERSCOPE
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