

The World of Video Editing

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### Abstract

There are many video editing programs offered in the market today, three key programs that this literature review focuses on are AVID, Premiere Pro, and Final Cut. These programs are the most well-known programs in the video editing world today. Movies these days like Avatar and Hurt Locker have some unbelievable scenes that were put together through an editing program. Back in 2007 Final Cut was a nominee for Best Editing for the movie “No Country for Old Men.” Another well known movie that used Final Cut editing was the movie “300” that came out in 2007. Those are some examples of some well-known movies that have used Final Cut. The focal point of this research is to look into each of these programs and see which program is preferred by video editors.

Video editing has reached new heights in the past fifteen years. The effects that you see in movies are unbelievable, and with the switch to 3D movies, the editing process is going to get more extensive. Three well-known film editing programs that will be discussed are Final Cut, AVID, and Premiere Pro. These programs have won many awards including Oscars, Grammys, and Academy awards. With such prestigious programs like these its hard say which one is better than the other, but each program has some strengths and weaknesses. Each of these programs offer so much when it comes to editing a video that they can be quite confusing. When researching video editing programs it shows how complex these programs can get. In this literature review each of these programs will be introduced and compared to each other.

Final Cut is a video editing program that is offered through a Mac computer. Final Cut is used by many editors out in Hollywood. In 2003 and 2007 Final Cut was an Academy award nominee for best editing. One of the most recent movies edited on Final Cut was X-Men origin in 2009. According to Jan Ozer of PC Magazine, Final Cut should prove irresistible for business professionals and videographers getting started with video production. PC Magazine did a test on new features with Final Cut and Premiere Pro on their basic editing capabilities. On the dual 2.7GHz G5, Final Cut produced an MPEG-2 file in 10:24 while Premiere Pro produced a 10:51 MPEG-2 file (Ozer, 2010). These numbers are right around the same ballpark; this just shows you a small difference between the two. When converting from HDV to DV you must first convert it all to DV, and this is not a fast process. “On a dual 2.7 GHz PowerPC G5, it took slightly over four hours to convert one of HDV to DV,” said Jan Ozer of PC Magazine. This is a long time before you can start editing, some professional videographers don’t have time to wait for this process. Here is a list of some of the films that have used Final Cut for video editing:

- Burn After Reading - 2008
- Happy Feet - 2006
- Cold Mountain - 2003 (Academy Award Nominee)
- Jarhead - 2005

The next program focused on is AVID. AVID dominated the 2010 awards season winning awards for music, film, and television. The film that took home most of the Oscars was The Hurt Locker which took home six Oscars. Listed below are some of the new features that AVID Media Composer 5 offers:

- Create high-quality sounds and mixes with support for RTAS audio processing plug-ins
- Import text-based ancillary data and embed it in the video signal with the new “Data Track” and SMPTE 436M support using Nitris DX- and Mojo DX-based systems
- Monitor video externally with support for the Matrox MXO2 Mini

Adobe Premiere Pro is another highly recommended video editing program. According to Alan Brown owner/editor of Visions Videography, Premiere Pro is very easy to learn unlike AVID. Brown sat down with both programs and was able to learn Premiere Pro very quickly, when sitting down with AVID he described AVID as “very confusing.” Brown recommends premiere pro for someone who is not filming a movie but likes to shoot video and put together small packages. “Premiere Pro is a remarkable achievement by Adobe—perhaps the best

software developer in the world,” says Charlie White, contributor to [www.digitalvideoediting.com](http://www.digitalvideoediting.com). Listed below are some of the new features that Adobe Premiere Pro CS5 offers:

- Industry-leading performance with the new Mercury Playback Engine
- Bring the creative benefits of Adobe tools to your entire project by importing and exporting projects from Final Cut and AVID.
- Deliver interactive DVD experiences over the web, complete with chapter menus and search capabilities

Two films that were edited with Premiere Pro are:

- Superman Returns - 2006
- Dust to Glory - 2005

From the [filmschooldirect.com](http://filmschooldirect.com) website they refer to AVID as the granddaddy of all video editing programs. AVID has three main anchor products that range in the price range of \$10,000 to \$100,000. These products are Media Composer, Symphony Nitris, and DS Nitris. AVID also has two other programs that are for strictly digital video, they are Xpress Pro and Free DV. These systems feature superior titling, compositing, and special effects.

In a poll on [www.video-editing-software-review.toptenreviews.com](http://www.video-editing-software-review.toptenreviews.com) only one of these three programs being discussed were in the top 10. That program is Adobe Premiere Pro. This website is based off of people who use these programs often. With Adobe Premiere Pro being

one of the simpler programs to learn that that has a big effect on why its the only one in the top ten on this web site. A big factor is Adobe Premiere Pro being so popular is that its available to PCs and Macs. Final Cut can only be used on a Mac, and not everyone has switched to a Mac, PCs are still holding on strong.

#### FINAL CUT VS ADOBE PREMIERE PRO

The feature sets for both of these programs are very similar. According to a forum on [mediacollege.com](http://mediacollege.com), Final Cut is more of a "professionals choice" than Premiere. Premiere has the advantage with the after effects and being able to use photoshop with premiere. These programs are very similar, each has their own advantages and disadvantages.

Their are so many video editing software out there that you just have to pick which one suits you best. Personally, I think Premiere Pro is the best video editing software because of how user friendly it is. Its one of those programs that anyone who takes video can buy and figure out how to use it very quickly. I do also say this because I do have the most experience between these three programs and it works great for me and does what I need it to do very simply. With a professional like Alan Brown explaining why he uses Premiere Pro instead of AVID or Final Cut it makes sense to why he prefers that certain program. After all that being said, it all comes down to ones opinion, and which program they like working with best.

### FUTURE RECOMMENDATIONS

I think video editing is doing as best as it can to keep up with the speed of technology.

Changing up the devices we use to edit on would be a good thing for small stations or small film companies to fit into their budget. Being able to do video editing on an Iphone I believe would be a huge success. If you are able to download an app, take video, do editing, and write a story on your Iphone and then email it to the station to air, that would be great for small stations that can't afford on the expensive equipment.

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