



## FCP CERTIFIED **SocialPro** Resource Guide

### **Exam Objectives**

FMC and Apple conducted research to identify the foundational skills students need to effectively communicate using Final Cut Pro and using it to edit social media content.

Based on feedback from educators, video editing departments, businesses, and educational institutions around the world, the objectives cover entry-level skill expectations for someone looking to create and publish content for social media.

An individual earning this certification has approximately 80 - 100 hours of instruction and hands-on experience with the product, and is familiar with product features and capabilities, as well as relevant career concepts as it relates to social media.

***The exam is 45 questions and 50 min long. Below you will see the various topics covered within the exam and the breakdown of topic frequency by percentage.***

#### **Working with an iPhone for Video and Post-Production – 10%**

- **Video Orientation**
  - Shooting vertical vs. horizontal
  
- **Video Compression**
  - H.264, HEVC and ProRes Recording differences and where to change this on the phone
  
- **Video Modes**
  - Name and identify video modes (timelapse, slow mo, Cinematic, zoom levels)

- **Editing**
    - Edit and work with clips in iMovie ios.
  - **Importing**
    - Ways of importing and sharing (airdrop) footage from your iphone to your Mac and Final Cut Pro (Camera App, iMovie, Photos Library etc)
    - Import iMovie iOS projects to work with in Final Cut Pro
  - **HDR and Cinematic Mode and work with it in post.**
    - Know about where to enable/disable HDR on the phone and what the default setting is
    - Know how to go to cinematic mode
    - Know how to set initial focus in Cinematic Mode
    - Know how to adjust Cinematic mode after shooting including getting metadata into FCP.
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## **Final Cut Pro for iPad - 12%**

- **Record**
  - ProRes video recording requirements
  - Where to access the iPad Camera in a project
  - How to change camera settings and shoot footage
- **Edit**
  - Know how to keyword, rate and organize clips
  - Know how to change the appearance of clips in the browser
  - Know how to change the size of windows
  - Know how to see keyboard shortcuts available with a connected keyboard
  - Know how to append, insert, connect and overwrite clips in the timeline
  - Know what different icons mean in the Final Cut Pro timeline (ie: on clips and the buttons)
  - Know how position mode works
  - Know how to change the appearance and height of clips in the timeline
  - Know how to see your project playback in full frame and picture in picture mode
  - Know how to change Viewer settings
  - Know how to access and work with the jog wheel

- Know how to select multiple clips
  - Know all the trim methods by shortcut and button options
  - Know how to change what you select in the timeline with control
  
  - **Finish**
    - Know where audio meters are found
    - Know how to duck audio
    - Know the default clip settings you can keyframe in Animate mode
    - Know different ways of adjusting the color of clips (ie: effect presets and color sliders)
    - Know where to find videoscope
    - Know how live drawing works and how to adjust default settings
    - Know where to find titles, backgrounds and effects
    - Know some of the main properties for animated text
    - Know how soundtracks work when shortening or lengthening
    - Know how to download and delete additional content such as practice footage, animated titles and backgrounds
  
  - **Share**
    - Know the different export and share options available
    - Know the different types of formats for social media video and smaller file size.
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## **Workspaces, Import and Organize – 15%**

- **Changing Layouts**
  - Know how to open and close windows (ie: show in Workspace)
  - Know how to access and revert a Workspace to Default
  - Know how to adjust the size of windows

- **Creating a Library and Event**

- Know how to Create, Open and Close a Library including at launch
- Be familiar with how much space a library can take up with media and generated file
- Know how to change key Library storage locations and use the Library Inspector]
- Understand the difference between Libraries and Events and when to create multiple libraries vs. multiple events within libraries
- Know how to Rename Events, create additional ones, and merge them
- Know where Libraries are stored by default and how to create new ones

- **Importing Clips**

- Navigating to different places on your computer or SD card.
- Previewing Clips
- Copying Vs Leaving Files in Place
- Understand why Leave in Place is not available from SD cards or certain other media types.
- understand when you can import a range of a clip and when you can't
- Know how to target or create new events on import
- Know how you can create Keyword Collections from System Organization
- Knowing why and how to create Optimized or proxy media
- Knowing where to locate the background tasks manager
- Know why and how to disable background rendering
- Using HDR Tools to tonemap to SDR
- Understanding how Camera LUTs are automatically applied to some LOG clips? Where that is located, how to enable/disable?

- **Organize Clips**

- Know how clips are organized in a default Library with Library Smart Collections and sort options.
- Know several ways to create keyword collections for a full clip or part of one.
- Know how to rate/unrate clips: make favorites or reject clips and clip ranges;
- Know why and how to switch between List and column View
- How to use filtering options in the browser

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**Basic Clip Navigation, Creating Projects and Editing Video – 15%**

- **Playing back and marking clips in the browser**

- Know how to effectively playback a clip (spacebar, JKL, continuous playback, skimming)
- Know how the main settings of Clip Appearance work and how it can help with making clip selections (Shift-Z to shorten filmstrips to thumbnails - then later, same shortcut to fit Viewer to window and timeline to window)
- Know how to make range in and out selections, clear them and play your selection.

- **Creating Projects**

- Know ways to create projects from a clip's settings
- Know how to create a non-standard aspect ratio projects for social media

- **Assembling a Rough Cut**

- Know how drag and drop editing works and keyboard shortcuts
- Know the difference among append, insert, overwrite, and connected clips
- Know how to bring in a video or audio source only
- Know how to create a freeze frame and add gap clips
- Know how to undo editing operations
- Know how to rearrange shots in the timeline by dragging them or using copy and paste procedures
- Know how the Position tool differs from the selection tool) Know how to effectively move around your Project (Shift-Z, Command +/-, scroll bar, hand tool)
- Know how and why to adjust Clip Appearance
- Know how to get iPhone HDR footage to look correct in a FCP SDR timeline

- **Trim Clips in the Timeline**

- Know how to remove or add frames to a shot (ie: top and tail and dragging edit points)
  - Know how to visually identify if a clip is out of handles
  - Know how to expand and separate audio and perform split edits
  - Know how to check and change the duration of stills and titles effectively
  - Know how to effectively remove content from the timeline
  - Know the best uses for the Blade Tool (are there any :-)
  - Know how to use the Trim tool to perform a Roll edit]
  - Know how to use the Trim tool to perform a Slip edit — let's cover Slide in the intermediate/filmmaker course though]
  - Know how to use Trim Start and Trim End
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## Working with Sound - 8%

- **Monitor Sound**

- Turn on and Off Audio Waveforms and changing size in timeline with clip appearance
- Bring up Audio Meters
- Solo or Mute Sound from clips

- **Changing *Audio Configuration***

- Work in inspector or timeline to change audio configuration (ie: changing stereo to mono)
- Creating Sync Clips with Dual System Sound

- **Adjusting Volume**

- Lowering Sound Volume for Clips: dragging in timeline, using the Audio Inspector4.2.b Adding Audio Fade in and Outs
- Creating Audio Ducks Effectively, (range tool)
- Create audio crossfades
- Modifying Pan

- **Dealing with Problematic Sound**

- Know how to automatically check for problematic sound
- Removing Background Noise
- Removing Hum
- Amplifying Sound

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## Transforming Clips - 8%

- **Conforming Clips**

- Understanding Spatial Conform Types
- Using Smart Conform in social media Projects
- Enabling Overlays

- **Position, Scaling and Rotating Clips and Graphics with the Transform Tool**

- Adjusting Clips in the Viewer

- Zooming in on the Viewer, working with the red overlay and fit-to-window
- Adjusting Clips in the Inspector
- Resetting Parameters

- **Cropping Clips**

- Adjusting Clips in Viewer and Inspector
  - Know the Difference Between Crop and Trim
  - Know How to Work with Ken Burns
  - Enabling and disabling clips
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## **Transitions, Speed and Effects - 12%**

- **Working with Transitions**

- Adding transitions
- Modifying, Replacing, Deleting and Manipulating Transitions
- Understanding transition warning with inappropriate clip handles
- Understanding storyline creation when transitions are added with connected clips

- **Adjusting Clip Speed**

- Know how to work with iPhone Slow Mo Footage and automatic speed
- Speed Up or Slow Down Clips
- Create Hold frames
- How to do variable/blade speed effects

- **Applying Effects**

- Adding Effects
  - Adjusting, Resetting, Turning Off and Deleting Effects in The Inspector
  - Pasting Attributes to Other Clips
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## **Color Correction and Multicam - 6%**

- **Basic Color Correction**

- Know how to perform automatic and basic white balance
- Know how to Match Color

- Know how to adjust exposure, color and saturation in the color inspector with the color board and color wheels
  - How to apply/remove Camera LUTs - as part of import
  - **Create a Multicam Clip and Audio Synchronization**
    - Cut a Multicam in a Project
    - Show the Angle Viewer and overlay info
    - Cut between Video sources only
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## **Titles - 6%**

- **Working with Titles**
    - Finding and adding titles from the Titles and Generators sidebar (double-click, connect, mark and connect)
    - Know where to find titles prepared for vertical and square
    - Know how to import and display custom overlays
    - Know how to make changes to a title in the viewer and move between Text elements
    - Know the difference between the text and title inspector
    - Know how to make stylistic changes to 2D text
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## **Publishing Video to Social - 8%**

- **Converting HD and 4K Video Projects to Vertical or Square**
  - Duplicating a project
  - Using Smart Conform
  - Troubleshooting Smart Conform issues
- **9.2 Share Video Projects**
  - Share a range of clips for a project
  - Share a Master or Social Media Friendly File and Upload
  - Share a single frame
  - Batch Share Clips
  - Closed Captions