

08

Larry Jordan & Associates, Inc.

2008 PRODUCT CATALOG

www.larryjordan.biz

**LARRY
JORDAN** 
& ASSOCIATES, INC.

No instructor has ever made something so hard, so **easy**

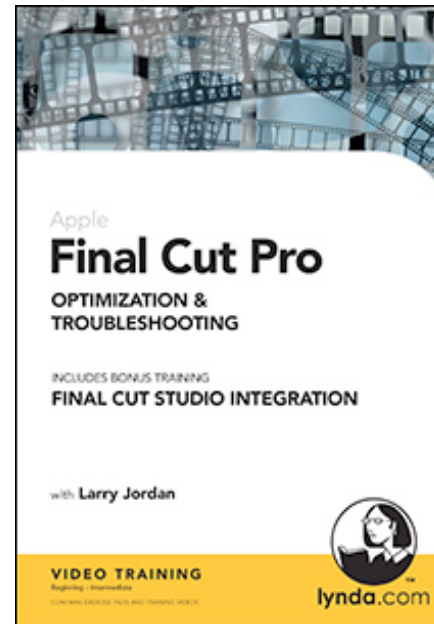
If you've ever attended one of Larry's PowerUP training seminars, you already know about his teaching style—the way he can take a complex technical concept and whittle it down to a clear explanation that anyone can understand. Now, you can capture that knowledge and enthusiasm and bring it to your studio for hands-on-training whenever you need it.

Larry Jordan is an internationally-renowned consultant and Apple-Certified trainer in digital media with over 25 years experience as a television producer, director and editor with national broadcast and corporate credits. His informative and entertaining teaching style provides video editors around the world with unique techniques, methods and resources to increase productivity and enhance their skills.



Based in Los Angeles, he's a member of both the *Directors Guild of America* and the *Producers Guild of America*. Jordan is the Founder and Editor-in-Chief of *Edit Well*, the rich-media newsletter for Final Cut Studio, published by Peachpit Press. He is the author of hundreds of hours of online training materials, published by Lynda.com and two books on Final Cut Pro, published by Peachpit Press. Jordan is also executive producer and host of the weekly industry-leading digital media podcast *Creative Planet's Digital Production Buzz*

Learn more online at
larryjordan.biz
digitalproductionbuzz.com
editwell.com



FCP Optimization & Troubleshooting

The information in this title is also valid for Final Cut Studio 2.

Troubleshoot your Final Cut Pro system, then optimize it for maximum performance—this DVD shows you how. Narrated by Larry Jordan, these QuickTime movies show you exactly what you need to do to fix problems and set up your system like the pros.

PLUS, this DVD includes tutorials on how to easily move files between all the applications in Final Cut Studio—TWO titles for the price of ONE! This DVD should be part of every editor's toolkit to keep their systems in tip-top shape.

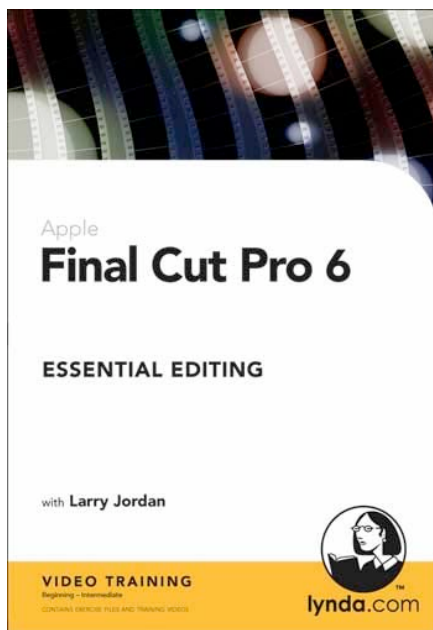
Supports FCP HD, 5, and 5.1.

Duration: 2.25 hours

\$49.95

Topics Covered

- File names & organization
- Configuring system preferences
- System maintenance & repair
- Setting up Final Cut Pro preferences
- Configuring the workspace
- Fixing problems multiclips
- Applying and changing transitions
- Editing and mixing audio
- Importing, exporting and outputting



Final Cut Pro 6 - Essential Editing

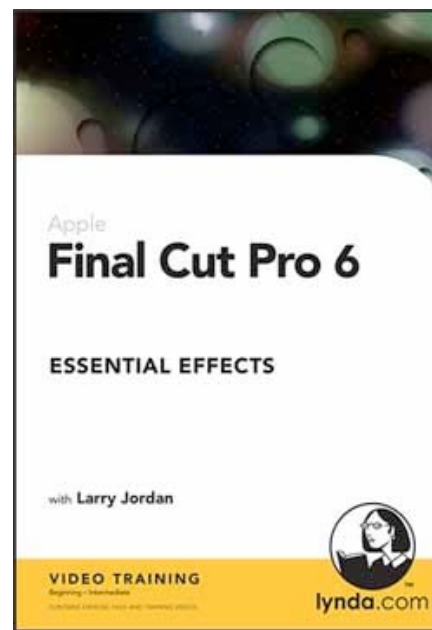
Starting with a system for getting organized for editing followed by an in-depth overview of the application and its interface, to creating and editing clips, *Final Cut Pro Essential Editing* explains the details of how to create and edit professional digital video projects. Larry Jordan teaches how to best organize, plan, create, edit and output Final Cut Pro Projects. Exercise files accompany the tutorials.

Duration: 10.75 hours.

\$99.00

Topics Covered

- Getting organized for editing
- Understanding the interface
- Adjusting user settings and preferences
- Capturing footage
- Understanding time code
- Editing
- Trimming
- Understanding and using subclips
- Creating and editing with markers
- Organizing keyboard shortcuts
- Editing multiple cameras with multiclips
- Applying and changing transitions
- Editing and mixing audio
- Importing, exporting and outputting



Final Cut Pro 6 - Essential Effects

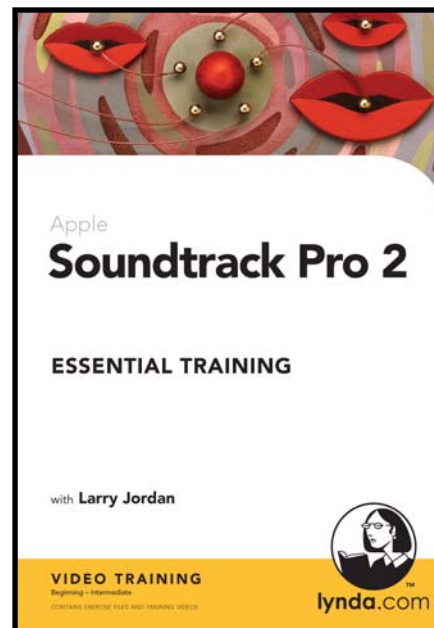
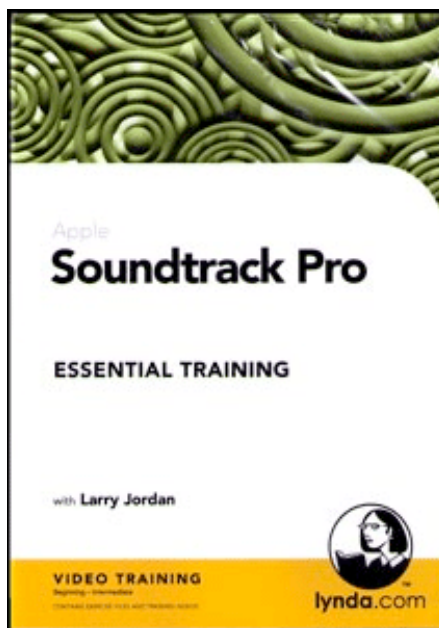
In *Final Cut Pro 6 Essential Effects*, Larry Jordan examines the other half of *Final Cut Pro: Effects*. Building on the foundation created in *Final Cut Pro 6 Essential Editing*, this training looks at how to use Final Cut to create a wide variety of professional-grade effects. Larry teaches all the fundamentals, including how to change clip speed, experiment with composite modes, use motion effects in a sophisticated way, and work with keyframes and filter effects. Watch as Larry demonstrates each effect and explains how and when to use it for best results. Exercise files accompany the tutorials.

Duration: 9.25 hours

\$99.00

Topics Covered

- Creating text
- Travel mattes
- Importing and getting still images to move
- Using video generators
- Motion effects
- Picture-in-picture effects
- Keyframes and bezier curves
- Rendering
- Filter effects
- Smoothcam and chroma-keying
- Composite modes
- Integrating with other FCS applications



Soundtrack Pro - Essential Training

This DVD contains over six (6) hours of narrated QuickTime tutorials and exercise files, illustrating how to create music, repair and improve audio and mix your Final Cut projects using *Soundtrack Pro*. Narrated by award-winning editor, Larry Jordan, these exercises teach you, in a clear, step-by-step fashion, what you need to know to be successful using *Soundtrack Pro*.

Includes all exercise files.

Duration: 6 hours

\$99.00

Topics Covered

- The mathematics and basics of audio
- Setting up the interface and preferences
- Creating music from scratch
- Using the Apple Loop Utility
- Non-destructive vs. destructive editing
- Working with Final Cut Pro files
- Repairing audio
- Audio mixing
- How and when to use filters

Soundtrack Pro 2 - Essential Training

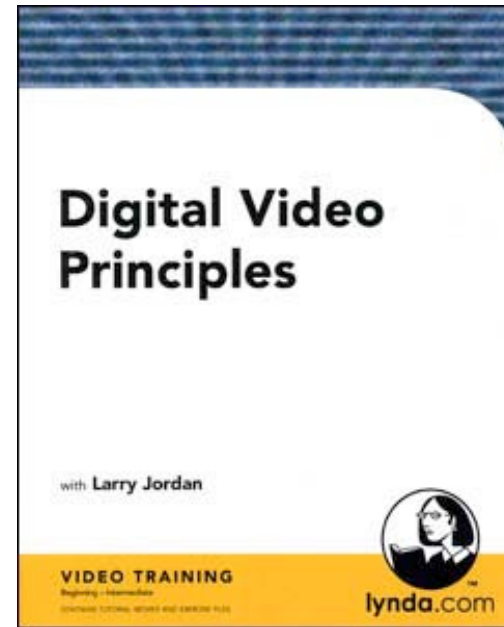
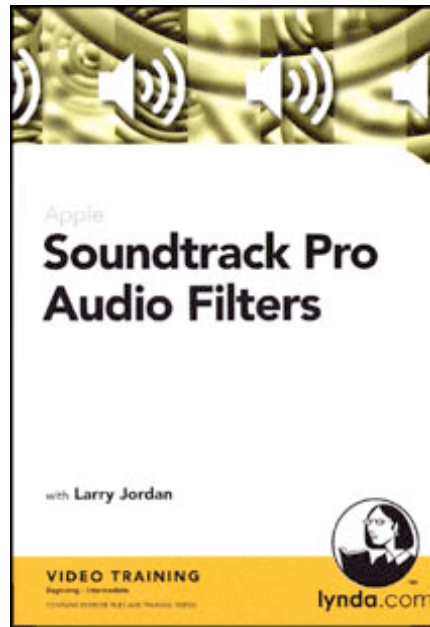
The soundtrack can make or break a video project, and it's easier than ever to get professional-quality results using the latest software. In *Soundtrack Pro 2 Essential Training*, Larry Jordan shows how *Soundtrack Pro 2* can be used to set up, record, edit, mix, and output professional soundtracks for media projects. He teaches the best post-production techniques for Final Cut Pro 6 projects and audio files, and covers everything from setting up preferences and repairing poor audio, to working with filters and mixing. Exercise files accompany the course.

Duration: 7.25 hours

\$99.00

Topics Covered

- Learning the interface
- Control surfaces
- Recording audio
- Multi-take editor
- Creating markers
- Repairing audio
- Multitrack editing
- Envelopes & keyframes
- Buses
- Filter
- Conforming
- Export



Soundtrack Pro Audio Filters

The information in this title is also valid for Final Cut Studio 2.

Larry Jordan explains when and how to use each of the 52 *Soundtrack Pro audio filters* in audio editing and sound design. He reviews each filter individually to show how it works, the benefits of using it, and when it should be used. From distortion to varying degrees of modulation and delay, Jordan explains the function of each Soundtrack Pro filter in depth, and covers how to best apply each one to a professional project. This DVD contains four (4) hours of narrated QuickTime tutorials and all exercise files.

Duration: 4 hours

\$49.95

Topics Covered

- Understanding *Soundtrack Pro* filters
- Adding Modulation
- Using dynamic effects
- Applying Reverb and Delay
- Applying distortion effects
- Using the Space Designer
- Understanding EQ and Filter
- Using Meters and Diagnostics

Digital Video Principles

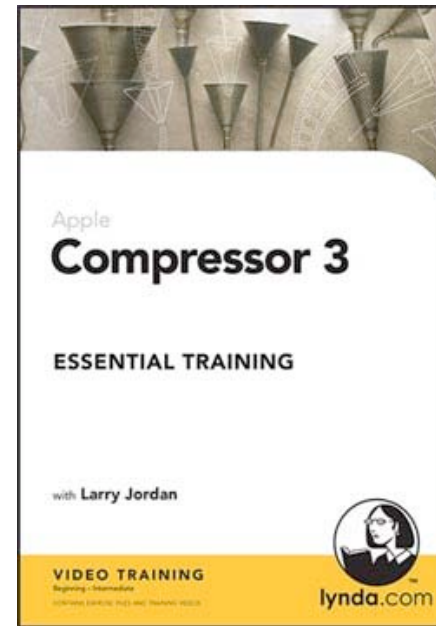
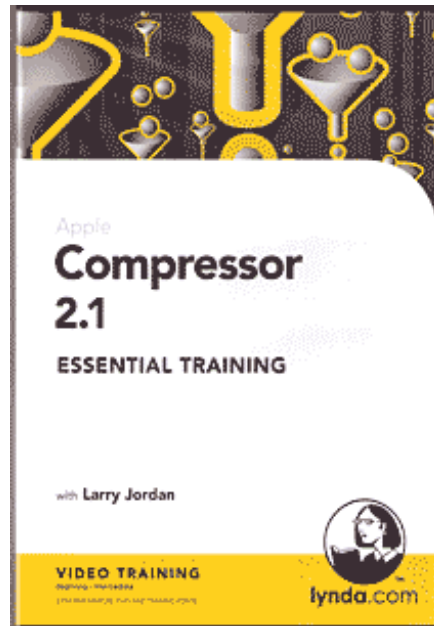
Confused about all the terms and technology in digital video? So were we, so we created this narrated guide to all things digital—from color graphics to color sampling, data rates to digital data. This is a refreshingly straight-forward tutorial that will help you make it all make sense. Narrated by award-winning producer/director/editor Larry Jordan. This requires no special software or computer system—just an interest in translating the arcane into the understandable.

Duration: 2.5 hours.

\$49.95

Topics Covered

- Video terminology (including video standards, frame rates and video formats)
- Video Graphics vs. Computer Graphics (including the six major way video graphics are different from computer graphics)
- Video as digital data (including data rates, storage requirements, color sampling and timecode)
- Digital Audio (including sample rate, bit-depth and reading audio meters)
- 24 fps Video
- Color and video (including white balancing, color spaces and reading scopes)



Compressor 2.1 - Essential Training

Compressor 2.1, part of Apple's *Final Cut Studio* suite, can be mystifying. This step-by-step guided tutorial shows you how to improve video quality when compressing video for DVDs.

Narrated by Larry Jordan, these QuickTime movies show *Compressor* in action, so you can see exactly what you need to know to improve video quality, create custom presets and destinations, setup network-based compression, configure *Compressor* to work automatically using Droplets, improve export speed and quality from Final Cut, and more.

Includes lesson files, as well as sample DV and HD video files for you to practice. Requires Final Cut Studio 5.1 or later.

Duration: 1.5 hours

\$49.95

Topics Covered

- Compression terminology
- Bit budgeting
- Interface overview
- Compression task overview
- Working with markers
- Creating a video preset
- Setting preferences
- Compressing HD & HDV video
- Improving video quality

Compressor 3 - Essential Training

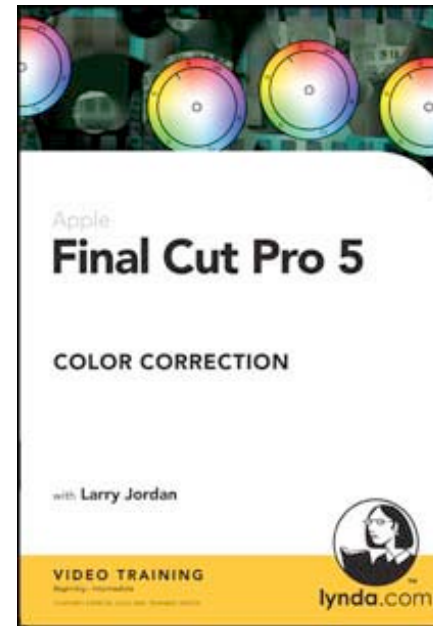
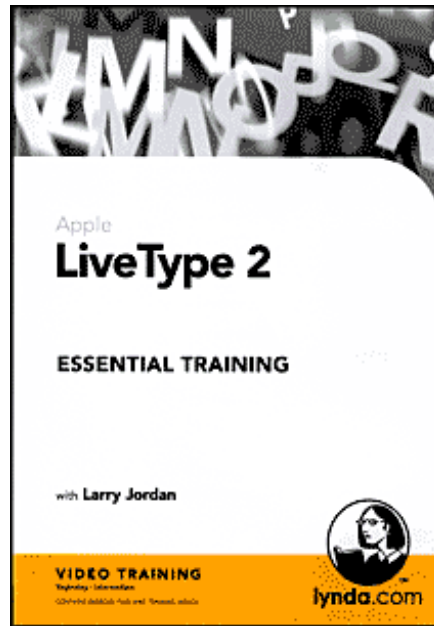
Creating and producing a great audio or video file is just half of the equation; the other half is compressing finished files for smooth, fast distribution over a variety of media, from websites to iPhones. In *Compressor 3 Essential Training*, instructor Larry Jordan shows how to use Apple *Compressor 3.0* to export and compress Final Cut Pro, *LiveType*, *Motion*, and *Soundtrack Pro* files for use on DVDs, Apple devices, and the web. Exercise files accompany the tutorials.

Duration: 4.75 hours

\$49.95

Topics Covered

- Using the Inspector window
- Customizing compression settings & destinations
- Compressing files for DVD
- Compressing files for web and Apple devices
- Automating settings
- Getting started with the compression terminology
- Exporting from *Final Cut Pro*, *LiveType*, *Motion*, *Soundtrack Pro*
- Understanding distributed computing and virtual clusters
- Understanding transcoding and file conversion



LiveType 2 - Essential Training

The information in this title is also valid for Final Cut Studio 2.

Professional titles are essential for any project. In this DVD Larry Jordan, takes you on a step-by-step guided tutorial to show you how to create animated text and motion effects using the built-in fonts, textures, objects, LiveFonts and effects of *LiveType 2*.

These QuickTime movies show *LiveType* in action, so you can see exactly what you need to know to round-trip files between *LiveType*, *Final Cut* and *DVD Studio Pro*, create both simple and complex effects, as well as *LiveType* templates. Includes all lesson files for you to practice. Requires Final Cut Studio 5.1 or later.

Duration: 3.5 hours

\$49.95

Topics Covered

- Working with simple text keys
- Creating simple and complex Live-Fonts
- Using templates
- Using pre-built effects
- Importing/exporting files
- Working with textures, mattes and objects
- Creating custom effects
- LiveType secrets and keyboard short-cuts

Final Cut Pro 5 - Color Correction

The information in this title is also valid for Final Cut Studio 2.

This DVD contains six (6) hours of narrated QuickTime tutorials and exercise files, illustrating how to use FCP's video scopes to fix a variety of color correction problems. Narrated by award-winning editor, Larry Jordan, these exercises teach you, in a clear, step-by-step fashion, what you need to know to successfully color correct your projects.

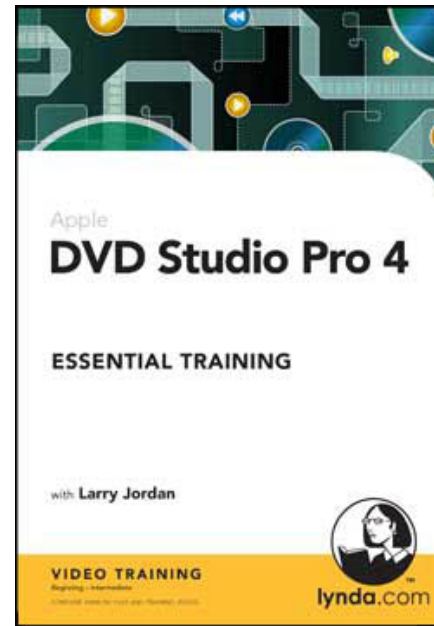
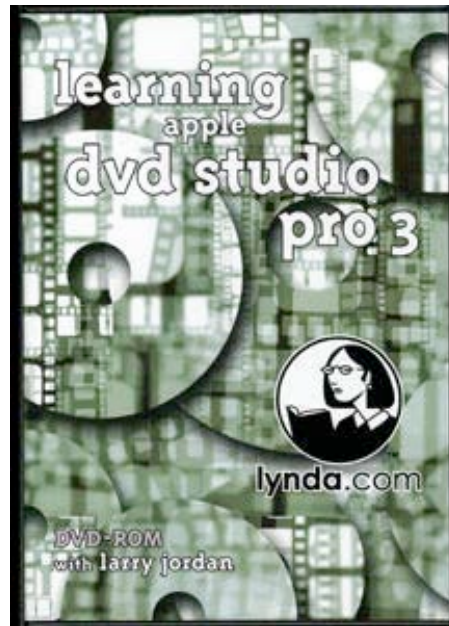
Includes all exercise files.

Duration: 4.25 hours

\$99.00

Topics Covered

- Defining essential color correction terms
- Learning and customizing video scopes
- Reading images using scopes
- Correcting contrast
- Auto-correcting color in seven steps
- Manual color correction techniques
- Correcting specific colors with the Limit effect
- Using Vignettes and Masks
- Applying filters



Learning Apple DVD Studio Pro 3

Learning Apple DVD Studio Pro 3 is a movie-based tutorial intended for the beginning or intermediate *DVD Studio Pro* user who wants to gain a clearer understanding of how to create custom DVD content and delivery, as well as take advantage of some of the more sophisticated features of this software. This DVD includes over 6 hours of tutorial movies and complete exercise files covering Compressor, A.Pack, DVD SP templates, creating overlay and motion menus, markers, stories, subtitles and scripts. Written and narrated by Larry Jordan. Includes all lesson files

Duration: 6 hours.

\$99.00

Topics Covered

- DVD workflow & storyboard
- Choosing the right DVD format
- Bit budgeting
- Encoding (using DSP 3)
- Exploring interfaces
- Creating DVDs (simple and complex)

DVD Studio Pro 4 - Essential Training

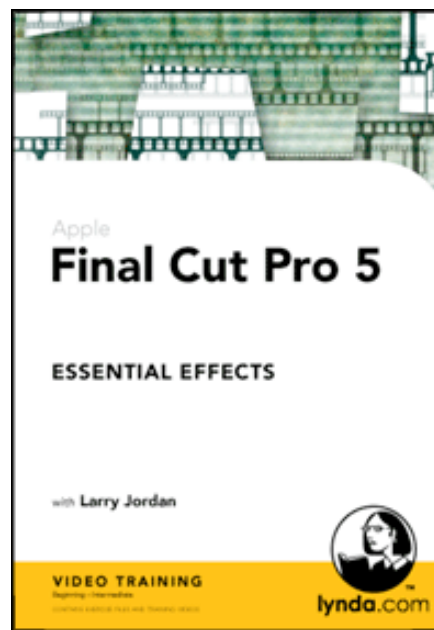
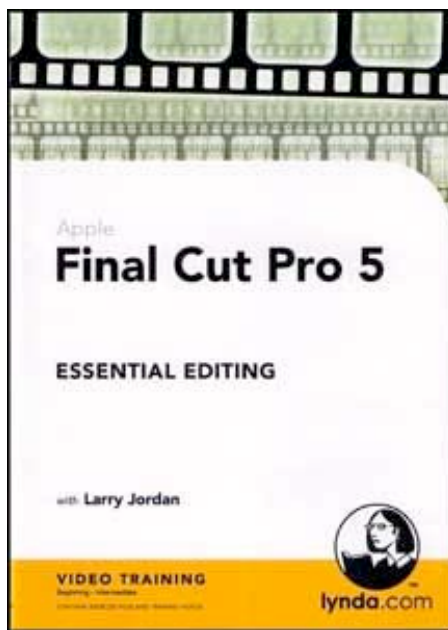
DVD Studio Pro 4 Essential Training concentrates on the essential aspects of understanding, organizing, and creating a complete DVD project from start to finish. From preparing video, audio, and graphic assets, to creating simple and advanced buttons and indexes, instructor Larry Jordan shows how to create menus, build tracks, add slideshows and subtitles, work with HD media, and complete a project. Exercise files accompany the tutorials.

Duration: 7 hours

\$99.00

Topics Covered

- Planning Your DVD
- Choosing the right format
- Understanding the DVD Workflow
- Preparing video, audio, and graphic assets
- Exporting files for DVD Studio Pro
- Creating a Simple DVD
- Creating tracks and markers
- Creating chapter indexes
- Outputting and burning your DVD
- Advanced Buttons and Menus
- Using Stories
- Working with subtitles
- Scripting
- Working with multiple tracks
- Working with 16x9 and HD Media



Final Cut Pro 5 - Essential Editing

This DVD contains eight (8) hours of narrated QuickTime tutorials and exercise files, illustrating how to edit with *Final Cut Pro 5*. Narrated by award-winning editor Larry Jordan, these exercises teach you, in a clear, step-by-step fashion, what you need to know to be successful editing with Final Cut. Includes all lesson files.

Duration: 8 hours.

\$99.00

Topics Covered

- Getting organized
- Planning for success
- Interface essentials
- Working with the Timeline
- Editing and trimming techniques
- Audio editing and mixing
- Sending audio to *Soundtrack Pro*
- Markers
- Multiclip and Dynamic RT
- Video capture and output
- Troubleshooting tips

Final Cut Pro 5 - Essential Effects

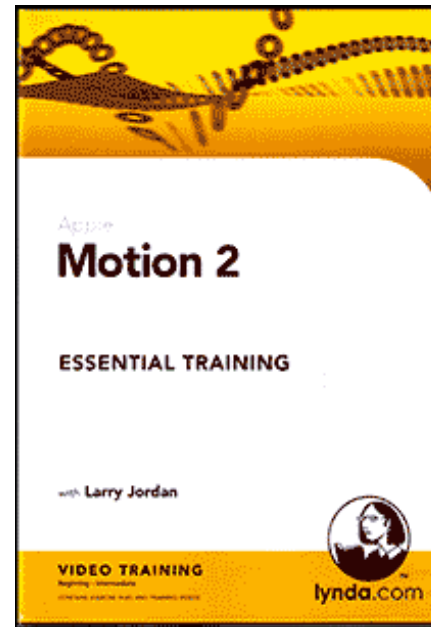
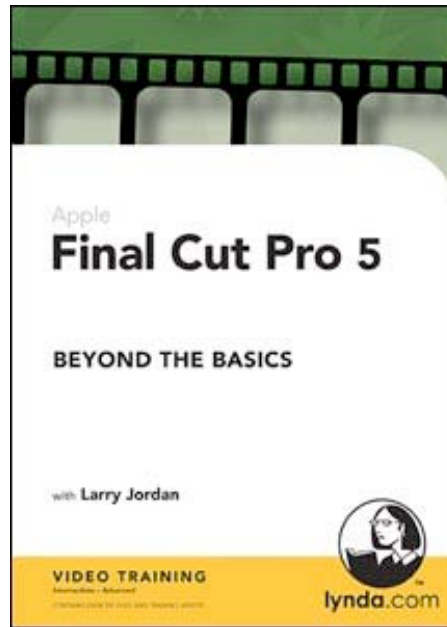
This DVD contains eight (8) hours of narrated QuickTime tutorials and exercise files, illustrating how to create effects with Final Cut Pro 5. Narrated by award-winning editor, Larry Jordan, these exercises teach you, in a clear, step-by-step fashion, what you need to know to create effects with Final Cut. Includes all lesson files.

Duration: 6 hours.

\$99.00

Topics Covered

- Working with text and graphics
- Adding transitions
- Speed changes
- *Photoshop* integration
- Creating titles with *LiveType 2*
- Using Video Generators
- Creating filter effects
- Apple *Motion* integration
- Using Boris with *Final Cut Pro*
- Nesting
- Understanding scopes
- Reconnecting media



Final Cut Pro 5 - Beyond the Basics

This DVD contains seven (7) hours of narrated QuickTime tutorials and exercise files, showcasing the advanced features of *Final Cut Pro 5*. Narrated by award-winning editor, Larry Jordan, these exercises teach you, in a clear, step-by-step fashion, the deeper workings of Final Cut. Includes all lesson files.

Duration: 9 hours.

\$99.00

Topics Covered

- Interface tips and tricks
- Setting up your Mac to work with video
- Using nested sequences
- Rendering tricks
- Audio editing, mixing and effects
- Working with motion paths
- Filter effects
- Removing backgrounds
- Color correction
- Troubleshooting
- Integration with *Photoshop*
- Keyboard shortcuts

Motion 2 - Essential Training

This DVD is designed for digital video editors who need to create commercials, titling, lower thirds, music videos and other elements that use moving graphics. These QuickTime tutorials and exercise files are narrated by Larry Jordan, and teach, in a clear, step-by-step fashion, what you need to know to be successful using *Motion 2*.

Includes all exercise files. Requires Final Cut Studio 5.1 or later.

Duration: 5.5 hours.

\$99.00

Topics Covered

- Exploring the interface
- Creating stationery
- Moving text
- Using generators
- Learning the Project Pane
- Creating shapes
- Keyframes
- Applying blend modes
- Templates
- Chroma-keys
- Particles and filters

Growing Your Business

Join Larry Jordan as he presents over 90 minutes of business marketing and sales tips to help you grow your business. Targeted at the freelance professional editor, this title presents three illustrated lectures: 1) Business tips for the video editor, 2) Improving your marketing skills, 3) Techniques for better selling.



Based on a series of live web-seminars offered in 2007, Larry is joined by Bill Frank, a sales and marketing consultant who specializes in growing small businesses. Included on the CD are QuickTime movies of all three lectures, plus PDFs containing all the presentation slides. (TRT: 91 minutes; CD works with both PCs and MACs running QuickTime 6 or greater)

\$39.95

Larry Jordan Mousepad

Almost 30 of my favorite, most well-hidden, most useful Final Cut Pro keyboard shortcuts—all silk-screened on an industrial-strength mouse pad.

This solves two key problems all editors face:

What do I put under my mouse?

How can I remember any more keyboard shortcuts, when I can't even remember what I had for breakfast?

Now there's a solution to both - order yours today!

(Fabric Surface Mousepad with a full color process imprint. Size: 7 1/2" x 8.0" x 1/16")

\$14.95



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*USPS Priority Mail, usually ships in 1-2 days. Costs are determined by weight and destination and are calculated at time of shipment.