

# Todd Prives Shares 3 Quick Tips

## *Instantly Transform Your Footage with Sapphire Edge*

GenArts hosted a series of Live Online Demos for their award-winning, Sapphire Edge. Edge is a video effects plug-in software for Final Cut Pro, Final Cut Express, Sony Vegas Pro, and Sony Vegas Movie Studio HD. After attending one of the first Live Online Demos in the summer series, *StudentFilmmakers Magazine* chats with GenArts' Todd Prives, whose industry experience spans over 9 years in production, post-production and visual effects software.

***StudentFilmmakers Magazine:*** *If you could share three quick tips for working in Sapphire Edge, what would they be?*



**Todd Prives:** Experiment! Sapphire Edge gives you a lot of great looks and starting points to treat your video. Use the preset browser to see how different styles look on your video.



Try combining multiple effects on a single clip. Often times, using a few different looks will give you interesting results beyond what the effects are even typically designed to do.

Take advantage of Edge's preset browser's ability to play back a preview of your selected transition. You'll be able to see how your effect applies from your A to B side.

***SFM:*** *If you could share a special editing tip and VFX tip with filmmakers, videographers, and digital storytellers around the world, what would those tips be?*

**Todd Prives:** Watch what's being done out there on many different mediums to get ideas. Often times, innovative work isn't just shown on TV anymore, but on places like Vimeo and YouTube.

When used well, VFX can really help add to your creativity and engage your audience, but it all comes down to having a well-crafted story to begin with.

For more information about GenArts' Sapphire Edge, visit [www.genarts.com](http://www.genarts.com).

### Sapphire Edge's Innovative Features

- ★ Over 350 pre-built looks you can preview in real-time on your footage.
- ★ Streamlined parameters help reduce design complexity and production time.
- ★ Monthly downloads of new presets keep your library of looks fresh.