

Title: Mastering the Object Tracker in FCP

User Pain Points:

- The Object Tracker is a brand new feature and I don't know how to use it
- What can the tracker be used for?
- I can't locate the tracker or its features
- I don't know what to do when the track isn't good enough or gets interrupted

Ripple Solution to User Pain Points:

- We thoroughly explain how to use the tracker for titles, imported graphics, and effects
- We show you how to access all its features, including how to re-analyze a track, change the analysis method, add another track, enable and disable tracked parameters, and much more
- You'll learn how to blur a moving face or logo and how to remove objects from a shot
- We use a variety of tracking examples to show you how to improve a track and fix a track that slips or gets interrupted

Additional Messaging/Points to include in the copy:

- You'll learn not just how to track titles and graphics, but also how to track shape masks for making secondary color correction, and even how to track objects to surfaces
- You'll know the tracker's capabilities and limitations
- You'll create your own tracking effect for removing objects from scenes and learn how to track 3D titles and 3D objects

Tagline (One sentence that clearly explains the main focus of the tutorial):

Mastering the Object Tracker in FCP teaches you how to get the most out of Final Cut Pro's object tracker as you track titles, logos, effects, and more in a wide variety of tracking scenarios.

Bullet point section - A few bullet points, no sentences, 3-4 words per line. Concisely explain "what" the tutorial is:

- Track titles, graphics, and effects
- Fix broken or interrupted tracks
- Track and blur faces and objects
- Track shape masks for color grading
- Remove objects from shots
- Includes free cloner plugin

Z-Pattern Long Description - 2 to 4 sections that explains “what” but also include “how” they will learn and “why” they need this tutorial. Include a graphic or snippet from the tutorial for each “section” that is interesting and related to the topic:

Section 1 Title: Add and Apply Multiple Tracks

Copy under Title 1: Final Cut Pro’s new object tracker gives you a ton of useful tracking options. You’ll learn how to add and name multiple trackers for the purpose of finding the best track, or use them for tracking different objects in the same shot.

Link to video snippet for Section 1:

Section 2 Title: Remove Objects from a Shot

Copy under Title 2: One of the best uses of object trackers is for removing distracting elements or even large objects in a shot. Mark will show you how to create and publish a Motion effect for this purpose, or you can use our free plugin (included with the media download).

Link to video snippet for Section 2:

Section 3 Title: Track with Continuity

Copy under Title 3: Often a track will get lost when another object obscures the object you are tracking. You’ll learn how to use Final Cut Pro’s track editor to quickly remove bad sections of a track, then with a few additional steps, have the tracker automatically interpolate the missing track data for you.

Link to video snippet for Section 3:

Section 4 Title: Track Color Corrections

Copy under Title 4: Because the object tracker works with effects, it's a great tool for secondary color corrections. You'll learn how to create "power windows" by applying grades to trackable shape masks to emphasize faces and other elements in a shot.

Link to video snippet for Section 4:

Product Details:

Who this Tutorial is for: This tutorial is for anyone who needs to track titles, effects, logos and just about anything else in Final Cut Pro. This tutorial assumes basic familiarity with Final Cut Pro's user interface. Users who are new to Final Cut Pro should purchase Final Cut Pro Core Training before working through this tutorial.

Software Version: 10.6

Run Time: One hour, 25 minutes

Project Media: Includes media for all examples shown in the tutorial so you can practice on the same shots. The download also includes a free plugin for removing objects.

===== **Alt examples/copy**

ALT Section 4 Title: Obscure a moving face or logo

Copy under Title 4: Use a Final Cut effect to track and blur or pixelate a moving face or logo in a shot.

ALT2 Section 4 Title: Remove Objects from a Shot

Copy under Title 4: You'll build a Motion effect or use the one we supply to remove lens dirt, distracting background objects, or even large objects from a shot

Final Cut Pro gives you 4 analysis methods for tracking an object in your scenes. Depending on the shot being tracked, you'll learn when you should change the analysis method to give you smoother tracking results.