

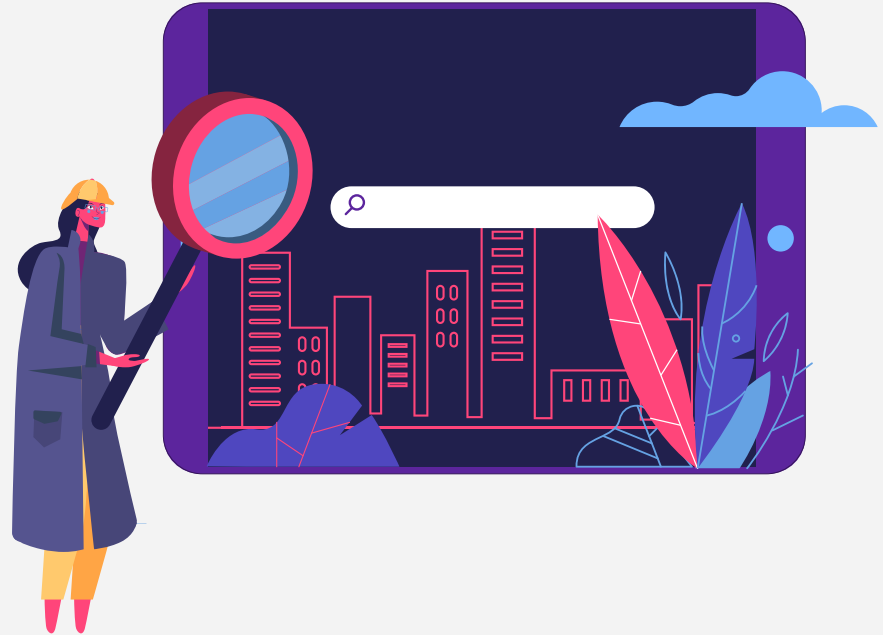
Intro to Video Editing

Jesse Grace



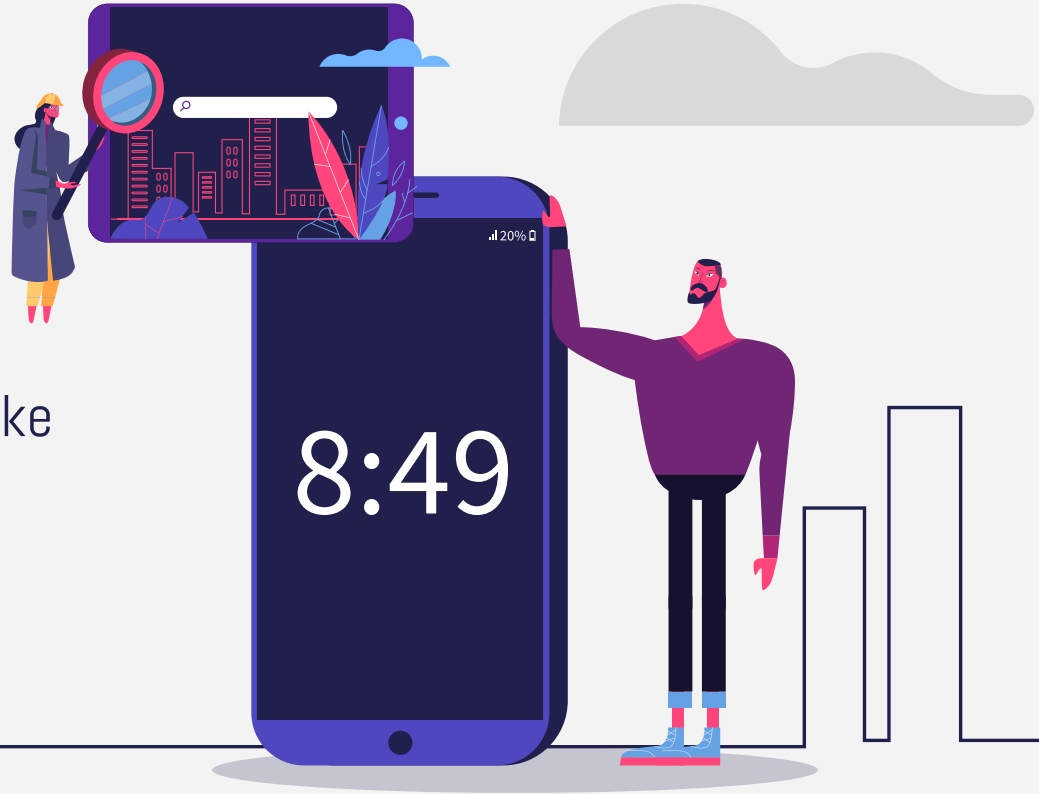
Audience is Key - Refresh

- Who do you want to watch your video?
- Where are you posting your video?
 - Youtube/Social/Website
- How long do they stay on videos there?
- What is the point?
 - To educate or to sell



Software - It's just a tool

- Premiere Pro
- Adobe Rush
- I-movie/movie maker
- Davinci
- Whatever you find and like
- Techniques are going to work with all software
- Storytelling!



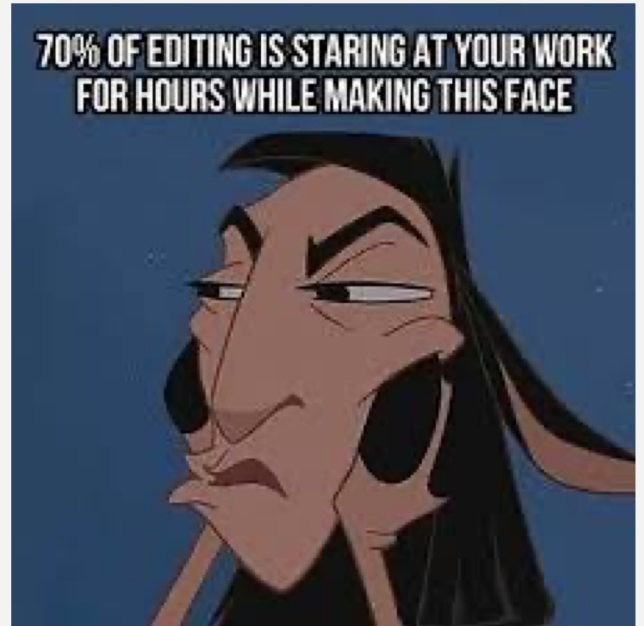
What you should have....

- Interviews
- B-roll
- Sound
- Music
- Script - narration or text



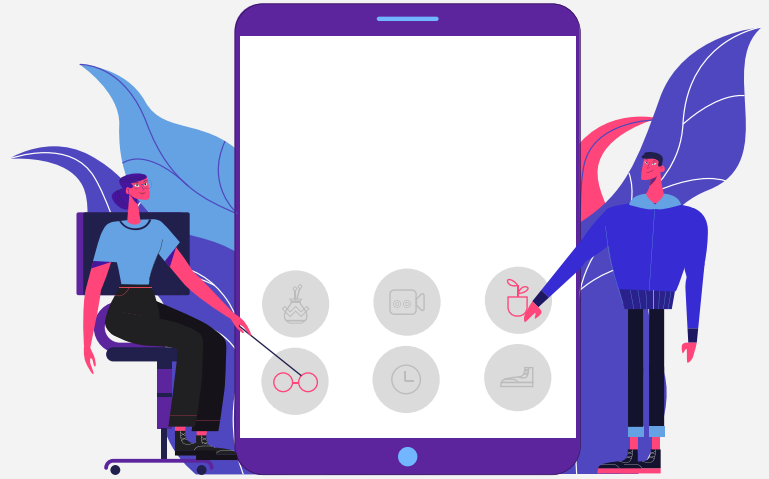
Editing order

1. Watching, listening, organizing.
2. What is the story?
3. Pick out soundbites
4. Write a script
5. Pick out b-roll
6. Balance Audio
7. Watch and export



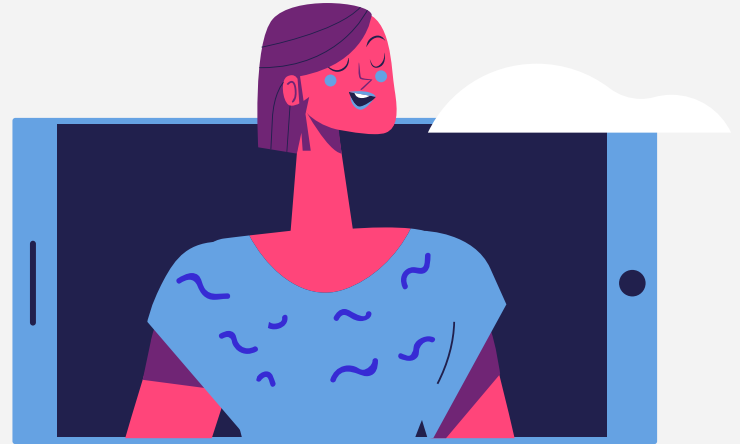
Shot Selection

- Interviews/narration on timeline first
- Wide, Medium, tight, tight, tight
 - Remember, edit like you see
- Minimal Pans
- Best parts of shot only
- Minimal shakes
- 2-5 seconds per shot
 - How long does it take the viewer to process a shot?



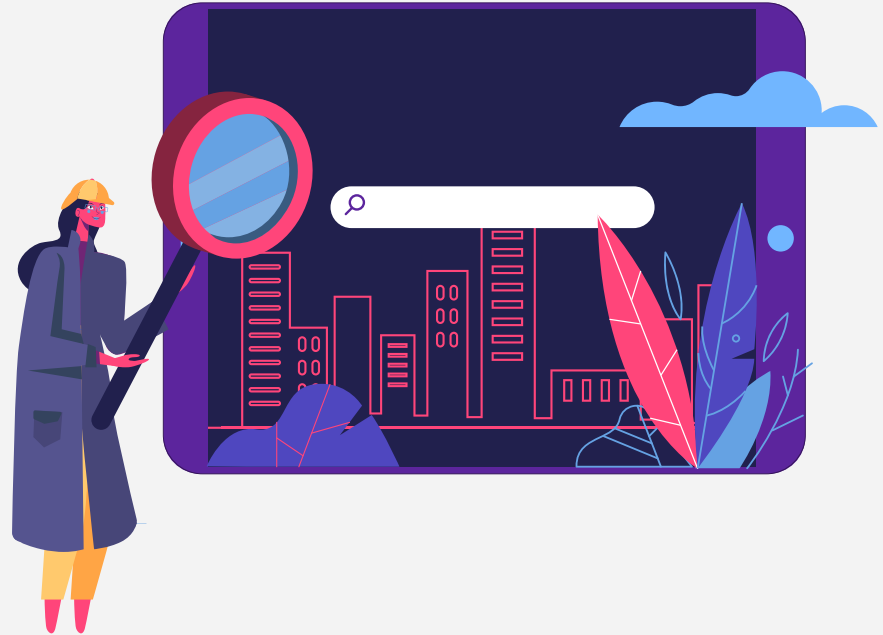
Pacing

- Keep it moving!
- First shot is key
- 5 seconds is a long time
- Interviews can be longer - But cover them with footage if they are long
- Text - up long enough to read twice
 - Readability first!



Picking Music and Copyright

- Use youtube audio library
- Or FMA
- Do not use popular mainstream music - take down risk
- Match mood



Sound

- Balance dominant first
- B-roll should have sound - if you can
- Everything else should be in the background
- Don't adjust volume when playing



main original Interns × New Main

00:01:26:13

00:00:00 00:00:16:00 00:00:32:00 00:00:48:00 00:01:04:02 00:01:20:02 00:01:36:02 00:01:52:02 00:02:08:04 00:02:24:04 00:02:40:04 00:02:56:04 00:03:12:06 00:03:28:06

V4 V3 V2 V1 Video 1

A1 Audio 1

A2 A3 A4

The screenshot displays a professional video editing software interface. At the top, the project name is 'main original' and the current sequence is 'Interns × New Main'. A timecode of 00:01:26:13 is shown in the top left. The main workspace features a multi-track timeline with a yellow playhead at approximately 00:01:20:02. The tracks include:

- V4, V3, V2:** Video tracks containing various clips, some with pink and blue color bars.
- V1 (Video 1):** The primary video track, showing a sequence of clips with labels such as 'DSC_0598.MOV [V]', 'DSC_0545.MOV', 'DSC_05...', 'DSC_0571.M', 'DSC_05...', 'cu of good cap', 'AA073', 'DSC...', 'AA0873', and 'AA0873'. Some clips have 'fx' (effects) icons.
- A1 (Audio 1):** An audio track with a blue waveform and 'fx' icons.
- A2, A3, A4:** Additional audio tracks, with A2 and A3 showing waveforms and 'fx' icons.

The interface includes standard editing tools like zoom, pan, and a play button on the left side.

Overall Don'ts

- Use lots of transitions
 - Fades, wipes, whips, whirls and whatnot
- Use pointless shots
- Use shots with mistakes
- Use a pan in almost every shot
- Jump cuts
- Forget Audio



Overall Dos

- Put your best shots first
- Include only good shots
 - Just because you/someone shot it doesn't mean you should use it
- Use closeups
- Balance the audio of every shot
- Tell awesome stories



Discussion Time



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