Intro to Video Editing

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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!

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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
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

IT'S THE CIRCLE OF NO
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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