Communications Training Series

Session 4:

Video Tips & Tricks (Pt.2)

June 30th, 2022

9am – 12pm

Agenda

- 9:00-9:10 Welcome & Introductions
- 9:10-9:15 Pre-Survey
- 9:15-9:50 Equipment Setup Tutorial
- 9:50-10:30 Editing Terminology
- 10:30-10:45 Break
- 10:45-11:05 Editing Tutorial
- 11:05-11:25 Notes & Approval
- 11:25-11:45 Transfer / Social Media
- 11:45-12:00 Post-Survey, Wrap Up

Welcome & Introductions

Course Overview

Multimedia capabilities are among the most sought-after skillsets and most impactful way of storytelling. Using basic editing techniques, you can add huge production value to your videos.

Equipment Tutorial – Live Demo

Editing Terminology 1

- Draft-1 – D1 – Rough Draft
- Version-1 – V1 Ex: (Spanish Version) (Short Version)
- A-Roll – Main Footage (Interviews)
- B-Roll – Auxiliary Footage (Kids Playing)
- Raw – Untouched and Unedited
- Project Files – The files belonging to the editing applications

Terminology 2

- Clips – Selected portions of videos
- Timeline – The area of a video editing for arranging clips
- Sequence – A specific timeline
- Stock Video – 3rd Party Media
- Sync – One or more audio and video clips aligned
- Library – Catalogue of existing media

Terminology 3

- Bins – Storage of in-app media
- Preview – Window of the selected clip
- Program – Window of the clips in the timeline
- In and out – The start and end of the desired clip within the raw
- Frame – One image within the video

Terminology 4

- Name Plate / Lower Thirds – Subjects' name and titles
- Placeholders – Temporary image
- Aspect Ratio – The specific sizes of the media
- Render – Process changes to project file
- Total running time (TRT) – Overall length

Terminology 5

- Cut – Ending one clip and starting another
- Jump Cut – Cut mid clip to the same clip
- Dissolve – Transition between clips
- Fade – Transition to a color (usual white or black)
- Voiceover (VO) – Disembodied voice

Terminology 6

- Split Screen – Multiple clips in one frame
- Timelapse – Speeding up a long clip of a scene
- Timecode – The exact time in a sequence
- Assets – Related Media (Video, Audio, Photos, Logos) etc.
- Media Offline – The application can’t find the assets

Transfer Files

- YouTube
- Wistia
- WeTransfer
- AirDrop
- Plug in Computer

Avoid emails for videos and photos

Take a Break!

How to Edit – Live Demo

Phase-1

- Bins, Sequence, A&B-Roll, Sync, TRT, Placeholders

Phase-2

- Music, Titles, Name Plates, Voice Over

Phase-3

- Special Effects, Audio Waveforms, Subtitles, Color Correcting

Notes and Approval - Example Email

Subject - CCRC 2022 Promo Video - Drafts

Here is the 2nd drafts <Link>

Between Drafts I:

- Added Music
- Added Titles and Name Plates
- Swapped out the B-Roll you mentioned
- Added a Voice Over

In the Next Draft I will:

- Tweak the Audio
- Add the Special effects.
- Add Subtitles
- Color Correct

Please provide your notes at your earliest convivence by referencing the timecodes.

For example. “Remove shot at 1:43”

Publish to Social

Upload to YouTube (Unlisted)

Social Media and Marketing Training - **pdgrcoalition.org**

Video Title and Descriptions EX:

CCRC, a non-profit distributes over $1 million worth of supplies!

CCRC distributes supplies to nearly 23,000 families and child care providers worth over $1 million. Learn about our efforts and how you can help. Visit www.ccrcca.org

Tips

- Only Label as “Final” when the project is 100% done
  - To Avoid ‘Final Final Draft’
- Some approvers want input, so give them the opportunity
- Export Clips for reuse
- Save final product in multiple areas

Training & Technical Assistance ▪ Post-Survey

THANK YOU!

Remember to checkout all of our recorded trainings and other resources on our website:

pdgrcoalition.org