

TRANSCRIPT

Editing, Graphics and B Roll, Oh My!

You've entered the deep dark tunnel of creating a new thing...you can't see the light of day...

Some of my colleagues can tell you that I am NOT pleasant to be around when I am in the creative video-making tunnel and I feel like none of the footage I have is working the way I want it to, and I can't seem to fix even the tiniest thing, and I'm convinced all of my work is garbage and it's never going to work out right and...

WOW. Okay deep breaths. I think it's time to step away from the expensive equipment and go have a piece of cake...I'll be back...

Editing, for me at least, is the hardest, but also most creatively fulfilling part of the video-making process. I have such a love/hate relationship with editing because its where I start to see all the things I messed up in the planning and filming process. But it's ALSO where - when I let it - my creativity pulls me in directions that are BETTER than I planned. Most of my best videos were okay/mediocre in the planning and filming stages, but became something special during the editing process.

So, how the heck do you do it? There are lots of ways to edit, many different styles, formats and techniques you can learn. But for me at least, it comes down to being playful and open to the creative process.

This is the time to release your curious and playful inner child. You can stick to your script and storyboard (the whole reason you created those things was to make your editing life easier) but also don't be afraid to try things in a different order to enhance the flow of the video. Or get crafty with your text to cut down on unnecessary talking head content. Or to find some really great pictures to

amplify the message in some way. This is where you start to put the creative pieces of the puzzle together to make something new and meaningful.

Again, I'm not gonna spend a ton of time on software, but I, or colleagues I know have used: Final Cut Pro X, Adobe Premiere, and Wondershare Filmora to name a few. There are also a bunch of freeware options like iMovie, Windows Movie Maker and others. And now, YouTube itself even has a built-in video editor on its platform, so you can edit right from YouTube. And a lot of phones and tablets come with editing software built right into the device, making editing on the go even easier.

Basically, when you're first getting started in video making, you want an editing program where you can trim clips, overlay images, insert text, and add audio. With most freeware video editing software these days, you can do what you need pretty easily.

The point of this is edition of the Video Your Way series is not to walk you through how to edit with your particular software. It's to give you some pointers and things to consider, and then give you an opportunity to play around using the Jumpstart Activity where you'll get to edit yours truly however you want! (I'm not terrified of this at all I swear...)

So, let's start with some basic tools for every editor's tool belt.

Motion Graphics vs Animation: I have to admit, I was...4-5 years into video making before someone explained to me that these terms are not actually interchangeable. Motion graphics are taking static images or words and having them move in some way on the screen. Animation is making those images themselves move. One is fairly straightforward, the other...well, I hire out for that stuff because it is beyond my skillset. My guess is, for most of what you're doing, motion graphics will serve you just fine.

Text - You might use text on the screen to drive home a point that the speaker is making, to provide additional information that's not in the audio, or to denote a transition of some type.

Photos/images - You'll probably use photos and images for similar reasons to text - to underscore or emphasize a point, or provide additional information about the subject. You might also use images to provide something visually compelling that complements what's being communicated in the video.

Music - Whether or not you choose to use music in your video is up to whether or not you think it will add or detract from the feel of the video. I know a lot of creators DO use audio to amplify the tone of the video, and can have the effect of making the content more engaging. That said, whenever you're using music, (and images) you need to consider the issue of copyright.

Oof copyright. Imma need my cup of tea for this...

Copyright - The landscape of the internet is constantly changing. But at the point at which I made this video, in late-2019, copyright enforcement is becoming a bigger deal. Whether it's music, photos, images, graphics - you need to be sure that what you're using is something you CAN use. So that Beyonce song you love? Yeah no. That iconic image from the red carpet from Getty Images? Likely not usable unless you've paid for it.

What happens if you use copyrighted content that you haven't paid for the rights to use? On YouTube at least, minimally you might end up with a copyright strike, or in the other extreme, you'll end up with your video being taken down or your channel being deleted. Sounds extreme? It is, but it happens much more often than you'd think.

But have no fear! There are a growing number of free and public domain image sites out there now. Some of my favs of the moment are Unsplash and Pixabay. YouTube also offers a decent library of music that you're free to use.

Keep in mind that it's always good practice to cite the source of your music or image, even if it's not required. You don't have to do this IN the video, but in the description section, or at the end of your video on a credits panel is good standard practice. You can also buy rights to use images and music via sites like iStockphoto, Storyblocks, or MusicBed.

You can also go down the rabbit hole of different types of creative commons licenses - these are licenses granted by copyright holders to use images or audio in certain ways (usually not for profit). This is becoming more common, but it can be a little confusing, so be sure you read up on the different types of creative commons licenses before you use content.

But what about fair use? Fair use is the clause in copyright law that permits individuals to use brief pieces of copyrighted material for the purposes of criticism, news reporting, educational purposes, or research, without the need for permission from the copyright holder. However, even if you as the video creator claim content was "fair use" in nature, the copyright holder can still contend that. Then you have to decide if its worth going to court over.

Now, I've seen a lot of creators use snippets of copyrighted content in a "fair use" way and not have any problems. I've seen others have their videos taken down and copyright strikes issued on their channels because of what many would consider fair use. In other words, it's messy and inconsistent.

For my part, I tend to be cautious in using copyrighted content in my videos to avoid the headache. That said, it's up to you to make the judgement call. I've also included some links to some resources in the description section of this

video for more on the copyright landscape in online video if you'd like to hear from folks who are more 'with it' than I am on this topic.

Okay, enough about all of that - I want to turn briefly to a few "pro tips" for editing as a beginner:

Edit out the uhs and ums. This is especially relevant for interviews. I will say that editing interviews is one of the hardest, but most fulfilling kinds of video to edit. Especially if you've got multiple interviewees that you have to link together in a way that is coherent and tells a story...whoop eeee! Gold star for even attempting that right out of the gate. Often when people edit interviews, they might not edit out all the filler language (uhs, ums, stutters, pauses, etc.) because they worry that it might break up the visual look of the interview. And you're right, it does. However, this is where b roll and graphics come in handy! The more you can make the audio very concise, the better. And you can do this by overlaying images or b roll over your audio cuts to give the illusion of succinct phrasing, when in actuality, it is more long and rambling.

Get as concise as possible (probably) - Though YouTube and other media algorithms (currently) prefer longer videos, there's something truly beautiful about a concise video that gets the point across quickly and simply. Besides, many of your viewers may not have the attention span to watch a 7 minute video when it could be a 3 minute video. Redundancy creates boredom. So if you can make something shorter and more concise, you should try to do so to keep your viewers attention and focus...

...see what I did there? ;)

In short: Keep it short.

Transitions and style - [Jump cuts on every word of first sentence] Enter the jump cut. Okay so that was a bit excessive, but you get the idea. Jump cuts are



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pretty standard style, especially in online video. It's basically when you jump from one image, to another very different one with no transition or fade. Jump cuts tend to create a sense of energy and urgency, whereas a cross dissolve....[move to other side of screen] is a little softer.

You might have reasons to use both of these kinds of transitions at various points in the same video. Sometimes you want to draw your viewers attention to something with a more abrupt cut, other times you might want a smoother, more flowing feel. Basically, think about the style and personality you're trying to convey with this video, and how your transitions and cuts serve that style. As always, play around a bit and see what works for you.

There's no way to know how much you're going to like (or hate) editing until you get going. So! Get thinking with the Questions to Ponder for the week, and then try your hand at editing by practicing on a bit of my own footage with this week's Jump Start Activity...(please be kind).

[Endscreen]

Thanks for watching! If you're interested in some one-on-one guidance on how to meet your video-making goals, let's talk! You can reach out at this link for a free one-hour consultation with me.

If you're on the hunt for some resources about making videos, check out my How to YouTube and Video Production Basics Handouts, along with other resources over here. [Insert Link]

Thanks for watching - see you next time! Now, go forth and make some Video, Your Way.



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Links mentioned in this video:

- Questions to Ponder and Jumpstart Activities: www.developplayllc.com/vyw-week6
- What tech do I use? www.developplayllc.com/articles/video-equipment-i-use
- Let's Talk! Sign up for a free 1 hour consultation: www.developplayllc.com/vyw-consultation
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