# Introduction to video editing

David Mansell, Belinda Scarlett, Kate Turner

# Team introduction



David
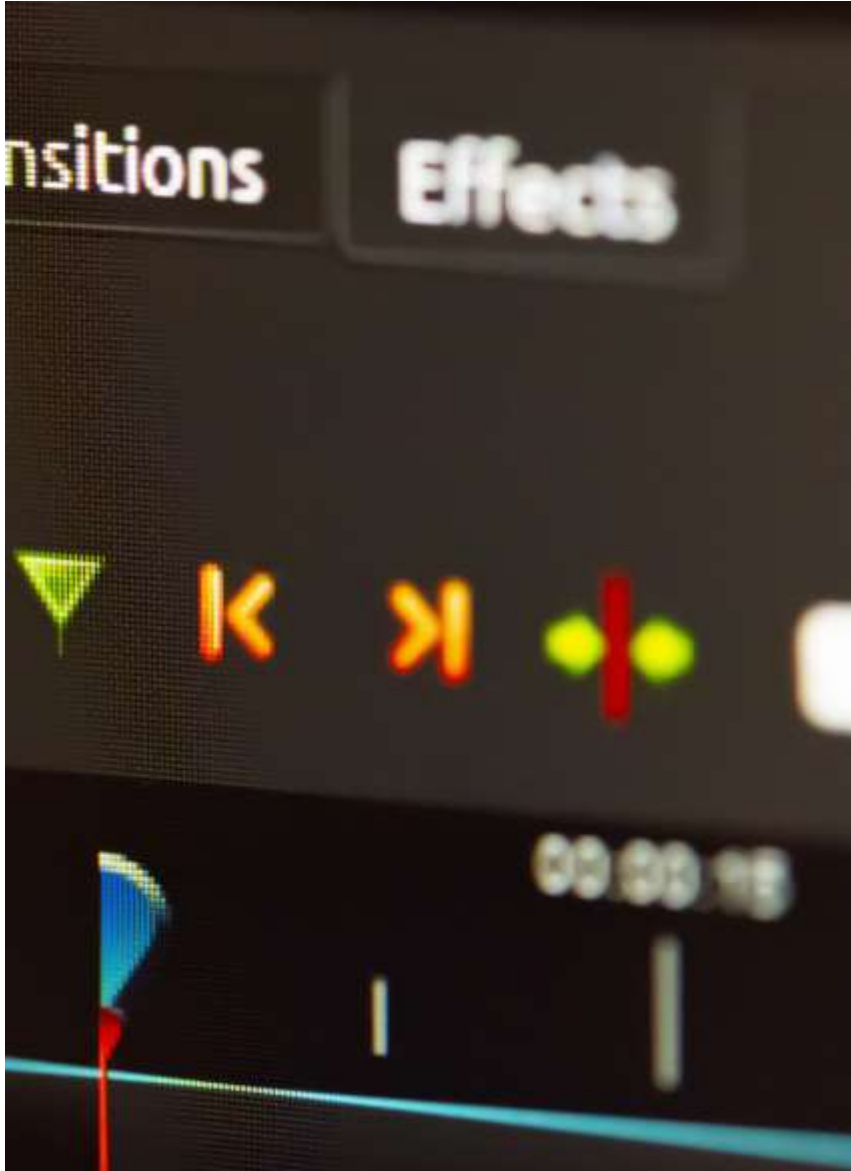Mansell



Belinda
Scarlett



Kate
Turner

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2. Planning your video projects

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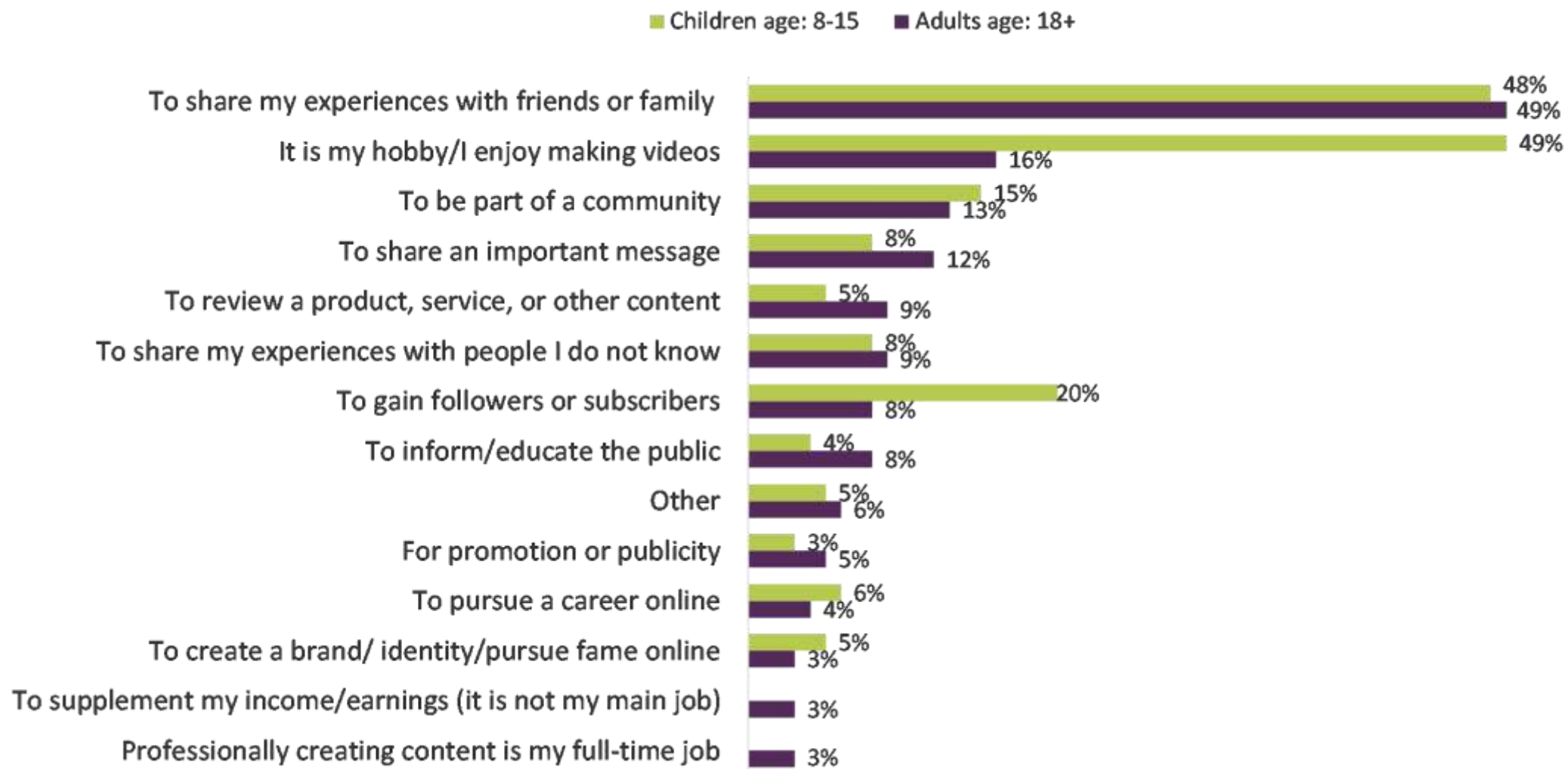
6. Q&A

# Introduction- audience insights

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# User insights

24 June 2020, Ofcom wrote:

- Adults spend 4 hours a day online on average

- One in three watch online video more than traditional TV

- 2 in 5 make videos themselves

Children age: 8-15    Adults age: 18+

| Reason | Children age: 8-15 | Adults age: 18+ |
|---|---|---|
| To share my experiences with friends or family | 48% | 49% |
| It is my hobby/I enjoy making videos | 49% | 16% |
| To be part of a community | 15% | 13% |
| To share an important message | 8% | 12% |
| To review a product, service, or other content | 5% | 9% |
| To share my experiences with people I do not know | 8% | 9% |
| To gain followers or subscribers | 20% | 8% |
| To inform/educate the public | 4% | 8% |
| Other | 5% | 6% |
| For promotion or publicity | 3% | 5% |
| To pursue a career online | 6% | 4% |
| To create a brand/ identity/pursue fame online | 5% | 3% |
| To supplement my income/earnings (it is not my main job) | | 3% |
| Professionally creating content is my full-time job | | 3% |

# Ofcom: BBC services such as iPlayer an afterthought for younger audiences

**Regulator says people aged 16-34 spend less than an hour a day consuming BBC content**

# Planning your video projects

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# "There's nothing in the world more powerful than a good story"

What's your story?

**STORY**

- What's your story, and who's it for?

**DESTINATION**

- Where will you share your story?
- How will you ensure your story is optimised for that platform?

**FORMAT**

- How will you tell your story?
- Vlog? How to? Interview?

# Video content genres



**Interview**

One or multiple subjects, static shots with cutaways



**Feature**

Multiple subjects and locations, mixed camera work, cutaways and CGI images



**List videos**

Themed lists, entirely still images & CGI overlaid onto audio track



**How to videos**

Family friendly craft videos, minimal editing, footage placed over audio track

# Optimising content for social media

**Know your (length) limits:** Some social platforms impose limits on video length (Twitter = 140 seconds). Others are more likely to recommend longer videos (Youtube). It's a good idea to speak to your marketing team early to determine where video can enhance your online offer

**Work out a great hook:** The first 30 seconds of a video are the most important part. It's useful to communicate your message quickly before your audience moves onto another piece of content

**Use subtitles & transcripts where possible:** A significant amount of video is consumed without sound- burning in subtitles can help you deliver your message. Transcripts on Youtube & Facebook can also be used to improve accessibility & SEO

**Think phone- aspect ratios & resolution:** Experiment with vertical and square videos to take advantage of an increasingly mobile centric audience. Use the **aspect ration & resolution** settings of your **NLE** to set up content which is properly optimised for a mobile experience

# Jargon buster

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**NLE:** Non linear editor- a digital workspace for creating video files

**OpenShot profile (project settings):** The basic information of your video including: **resolution and frame rate**

**Video resolution (spatial resolution):** The total amount of pixels in a video file, usually given as a horizontal & vertical measurement e.g. 1920x1080 (HD video)  3840x1260 (4K Ultra HD) 7680x 4320 (8K). More pixels = more detail

**Aspect ratio:** The relationship between a video's height & width. Video displayed on modern TVs/monitors will usually be 16:9. It is common to see aspect ratios of 1:1 and 3:2 on social media

**Pixel ratio:** The relationship between the height and width of individual pixels in a video frame. Most NLE's have the option to change this. 1:1 is commonly seen in web video

**Frame rate (FPS):** The amount of frames contained in a single second of video. Frame rates are determined by artistic/technical requirements

**Video encoding:** The process of compressing a video into a single file. A **codec** allows the video to be opened and played by a device. A common web codec is **h.264**

# Comparing resolutions



SD
(720x576)

HD
(1280x720)

Quad HD
(3840x2160)

Full HD
(1920x1080)
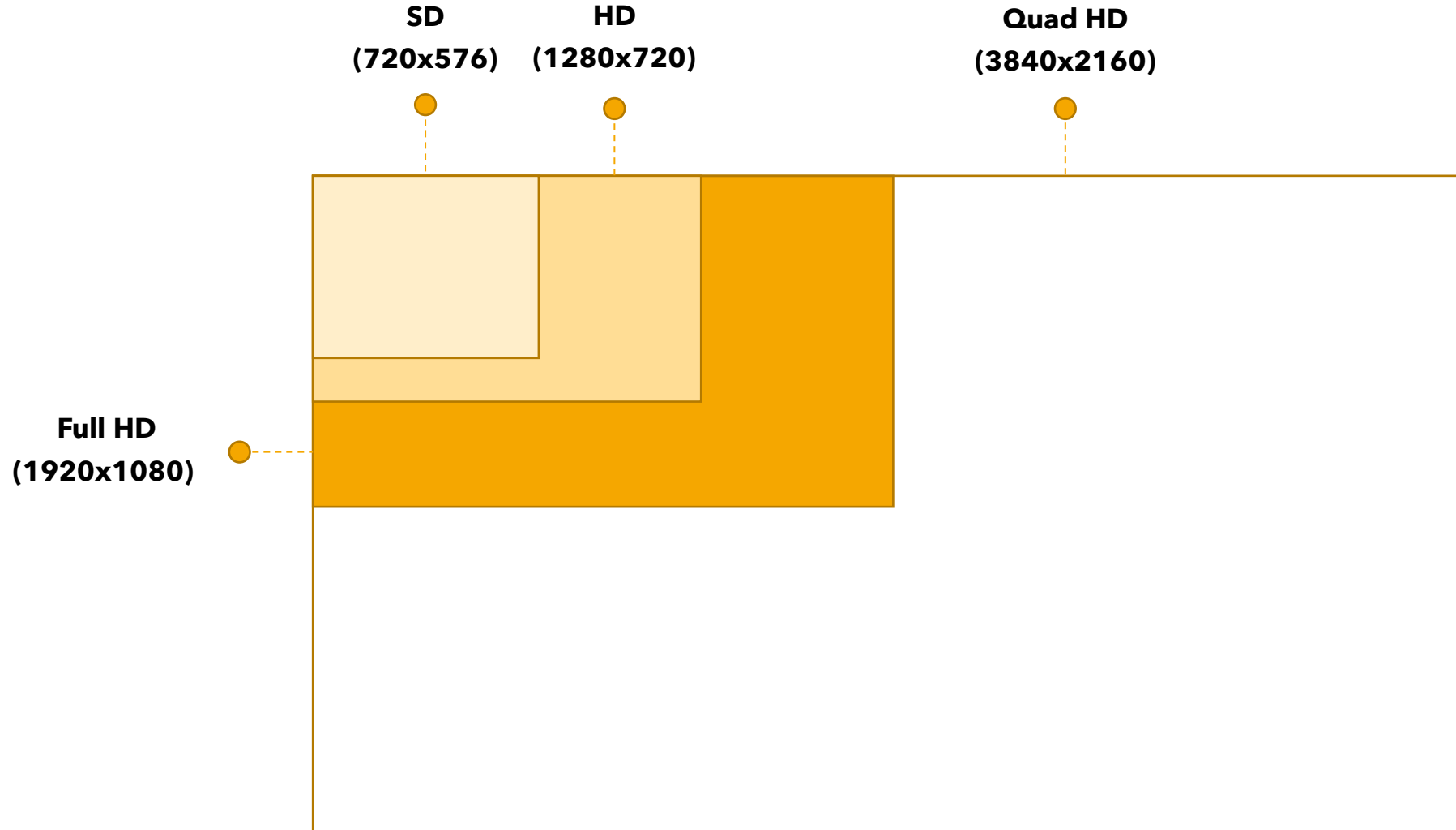
# Comparing aspect ratios

**Youtube/Facebook/Twitter (16:9)**

**IG TV/ Tik Tok (9:16)**

**Instagram/Facebook optimised/Twitter optimised (1:1)**
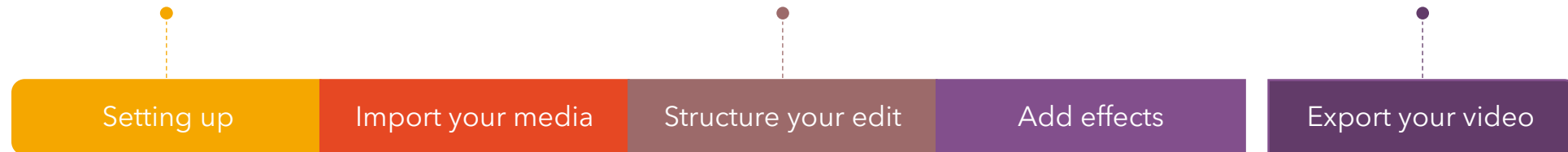
# Using OpenShot

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# Project workflow

With OpenShot open, choose your desired video profile. Choose **File > Save Project As** and save your project somewhere on your computer

Begin dragging your content onto the video tracks at the bottom of the workspace. You can do this in the order you'd like them to appear in the video. The razor tool can be used to make cuts to individual video clips

Choose **File > Export project > Export video.** This will call up a dialogue box allowing you to configure various options on your final file. There are various presets you can use on the **Simple** tab for exporting to web destinations

| Setting up | Import your media | Structure your edit | Add effects | Export your video |
|---|---|---|---|---|

Choose **File > Import Files** to open your file explorer. Double click on any video clips, images, and audio files that you would like to include in your final video. These will now be available in the **Project files** section of the workspace

Add any desired transitions, effects, and graphic overlays. It's a good idea to leave one or more tracks free above your content to give you plenty of room

# Time management

## Production schedule
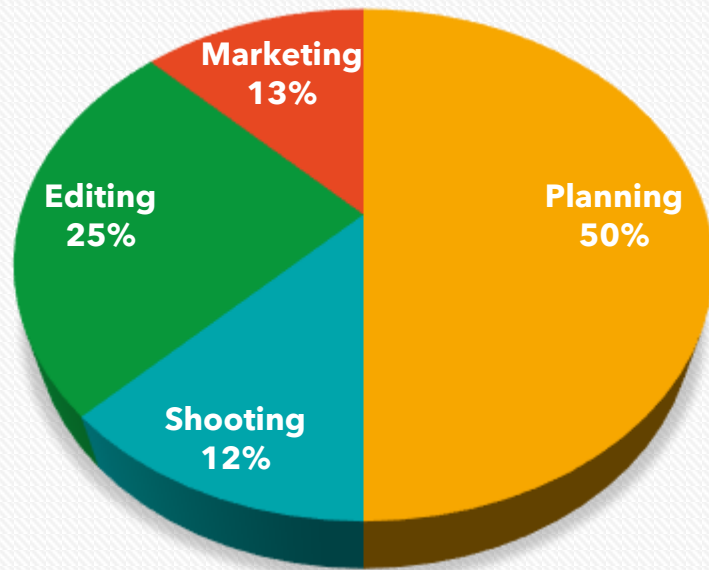


Planning & editing are generally the most time consuming parts of a video project. The aim of good planning is to reduce editing time- it's worth spending time to think of everything before you open you hit record.

# Organising your media

| Name | Date modified | Type |
|------|---------------|------|
| 📁 My sporting collection video | 25/11/2020 07:56 | File folder |

- - - - - - -

| Name | Date modified | Type | Size |
|------|---------------|------|------|
| 📁 Audio files | 25/11/2020 07:58 | File folder | |
| 📁 Images | 25/11/2020 07:58 | File folder | |
| 📁 Video files | 25/11/2020 07:58 | File folder | |

✔️

| Name | Date modified | Type |
|------|---------------|------|
| 📁 New folder 6 | 25/11/2020 08:02 | File folder |

- - - - - - -

| Name | Date modified | Type |
|------|---------------|------|
| a video.mp4 | 12/09/2017 14:26 | MP4 File |
| an image.PNG | 12/09/2017 15:06 | PNG File |
| maybe another image.png | 28/08/2017 10:42 | PNG File |
| perhaps another image.png | 25/08/2017 16:14 | PNG File |
| what I'm having for tea.txt | 25/11/2020 08:06 | Text Document |

✖️

# Getting to know the workspace

- Panels
- Tools
- Menus

File   Edit   Title   View   Help

Properties

Selection:   TitleFileName-1.svg

Filter

| Property | Value |
| --- | --- |
| Alpha | 1.00 |
| Channel Filter | -1 |
| Channel Mapping | -1 |
| Crop Height | 1.00 |
| Crop Width | 1.00 |
| Crop X | 0.00 |
| Crop Y | 0.00 |
| Duration | 10.00 |
| Enable Audio | Auto |
| Enable Video | Auto |
| End | 10.00 |
| Frame Number | None |
| Gravity | Centre |
| ID | 8DU12306RS |
| Location X | 0.00 |
| Location Y | 0.00 |
| Position | 0.00 |
| Rotation | 0.00 |
| Scale | Best Fit |
| Scale X | 1.00 |
| Scale Y | 1.00 |
| Shear X | 0.00 |
| Shear Y | 0.00 |
| Start | 0.00 |
| Time | 1.00 |
| Track | Track 6 |
| Volume | 1.00 |

Project Files

Show All   Video   Audio   Image   Filter

IMG_5831.jpg   IMG_5876.jpg   IMG_5922.jpg   IMG_6109.jpg   MVI_5822.MOV

TitleFileName-1....

Project Files   Transitions   Effects

Video Preview

Footer Text

Timeline

15 seconds

00:00:00:01

00:00:15   00:00:30   00:00:45   00:01:00   00:01:15   00:01:30   00:01:45   00:02:00   00:02:15   00:02:30   00:02:45   00:03:00   00:03:15

Track 5   IMG...

Track 4   MVI_5822.MOV

video audio   MVI_5822.MOV (all channels)

Search

ENG   11:57   29/11/2020

File   Edit   Title   View   Help

## Properties

Selection:              TitleFileName-1.svg

Filter

| Property | Value |
|----------|-------|
| Alpha | 1.00 |
| Channel Filter | -1 |
| Channel Mapping | -1 |
| Crop Height | 1.00 |
| Crop Width | 1.00 |
| Crop X | 0.00 |
| Crop Y | 0.00 |
| Duration | 10.00 |
| Enable Audio | Auto |
| Enable Video | Auto |
| End | 10.00 |
| Frame Number | None |
| Gravity | Centre |
| ID | 8DU12306RS |
| Location X | 0.00 |
| Location Y | 0.00 |
| Position | 0.00 |
| Rotation | 0.00 |
| Scale | Best Fit |
| Scale X | 1.00 |
| Scale Y | 1.00 |
| Shear X | 0.00 |
| Shear Y | 0.00 |
| Start | 0.00 |
| Time | 1.00 |
| Track | Track 6 |
| Volume | 1.00 |

## Project Files

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IMG_5831.jpg   IMG_5876.jpg   IMG_5922.jpg   IMG_6109.jpg   MVI_5822.MOV

TitleFileName-1....

Project Files   Transitions   Effects

## Timeline

15 seconds

00:00:00:01

| 00:00:15 | 00:00:30 | 00:00:45 | 00:01:00 | 00:01:15 | 00:01:30 | 00:01:45 | 00:02:00 | 00:02:15 | 00:02:30 | 00:02:45 | 00:03:00 | 00:03:15 |

Track 5      IMG...

Track 4      MVI_5822.MOV

video audio   MVI_5822.MOV (all channels)

## Video Preview

Footer Text

ENG   11:57   29/11/2020

# Timeline tools

**Add Track**: Inserts another track at the top of the timeline

**Razor Tool**: Used to cut media on the timeline

**Next / Previous Marker**: Moves the playhead to the nearest marker on the timeline
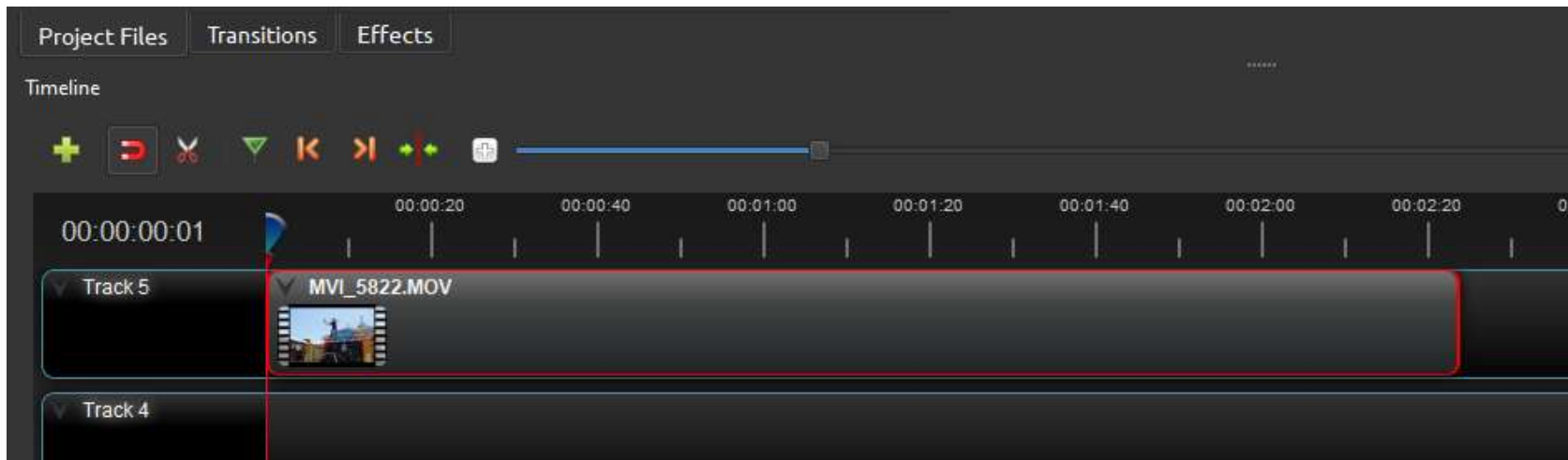


**Snapping Tool**: Toggles timeline snapping

**Add Marker**: Inserts a marker into the project. Useful for reference purposes

**Centre Timeline on Playhead**: Useful for navigating big projects

# Structuring the timeline- video and audio



A video will be displayed on the timeline at its recorded length. If there are mistakes or pauses, we can cut these with the **Razor tool**. Be prepared to cover the cut with additional video or images.

# Structuring the timeline- images
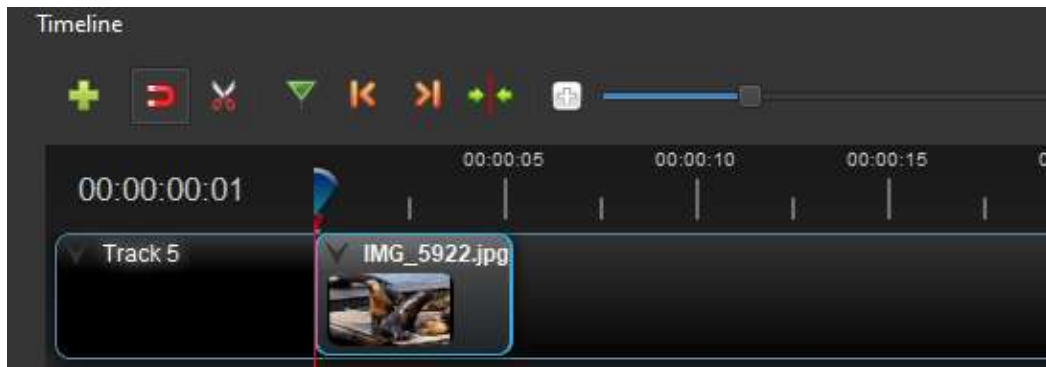


Images appear on the timeline with a default duration of 10 seconds. This can be changed by left clicking the end of an image and dragging it to the desired length. It is good to start at a length of 5 seconds and adjust as required
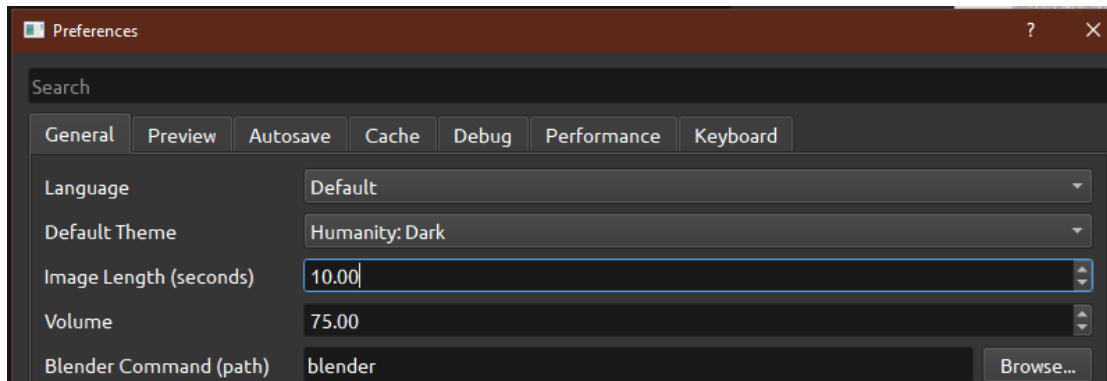


The default image length can also be changed by choosing **File > Preferences > Image Length**.
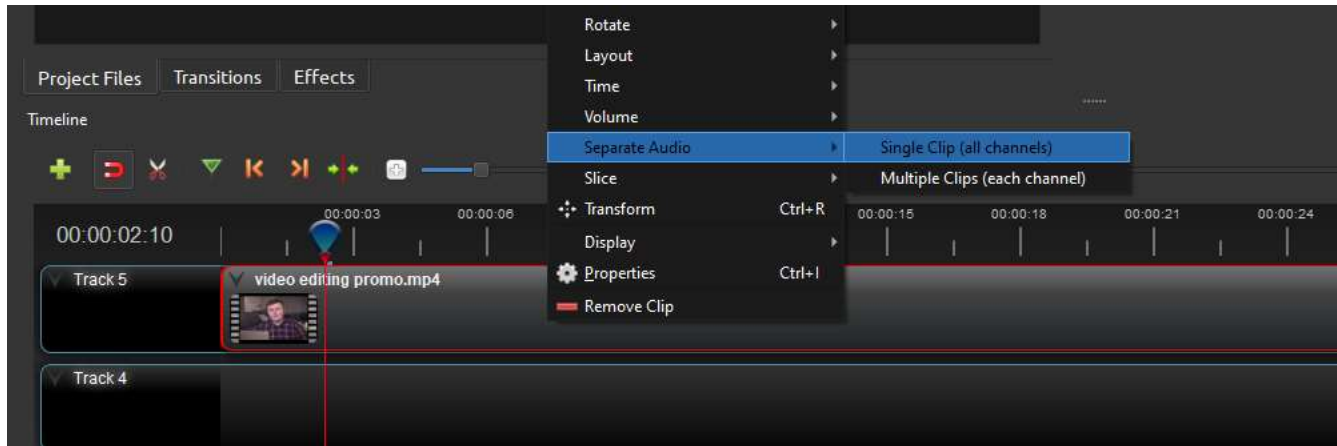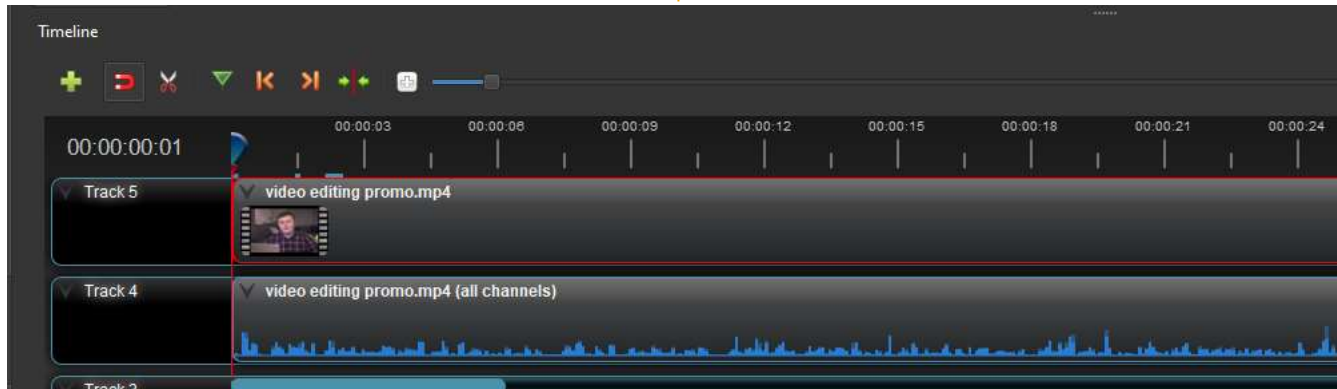
Audio

Cutaway 2

Cutaway 1

Main footage (A roll)
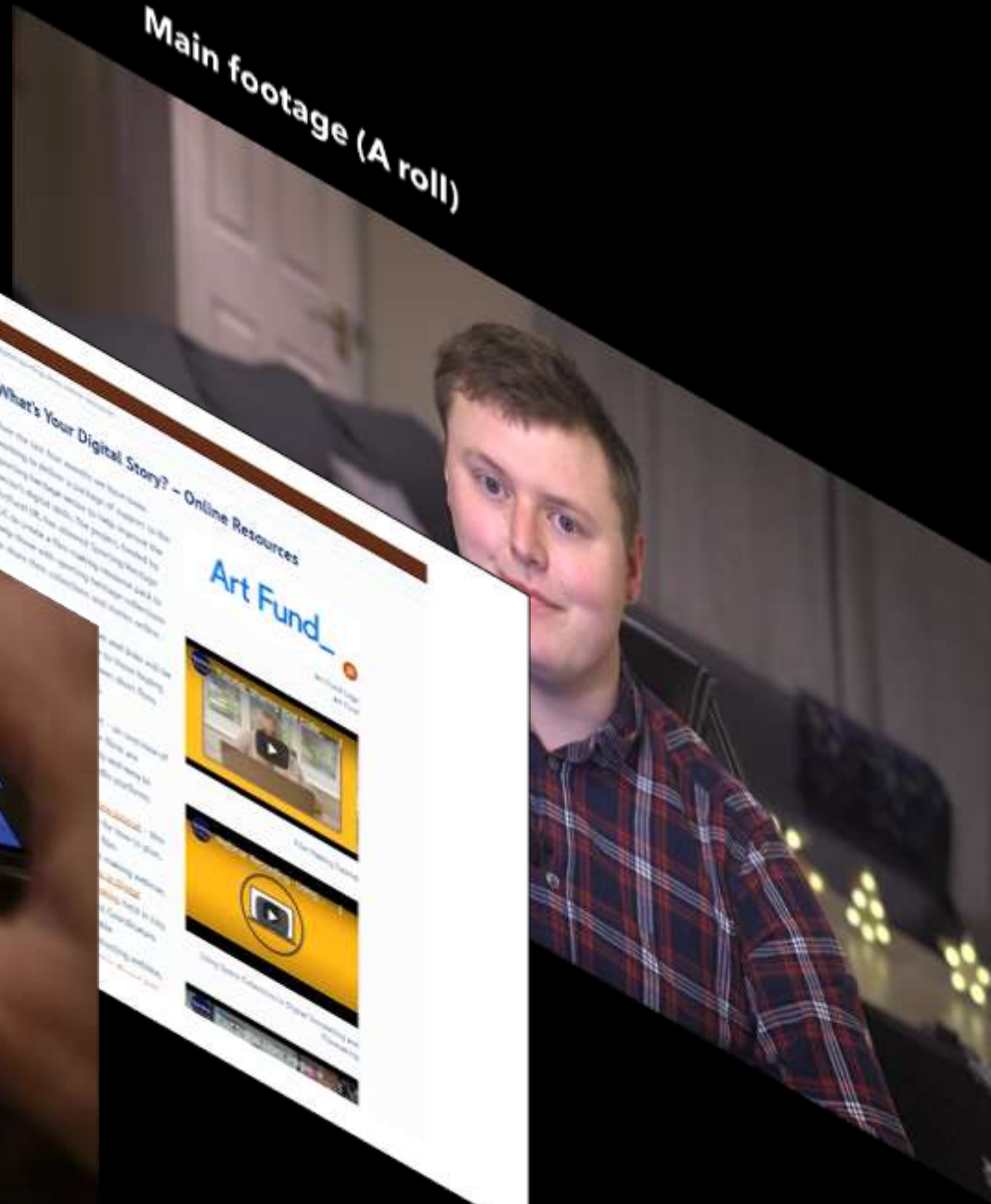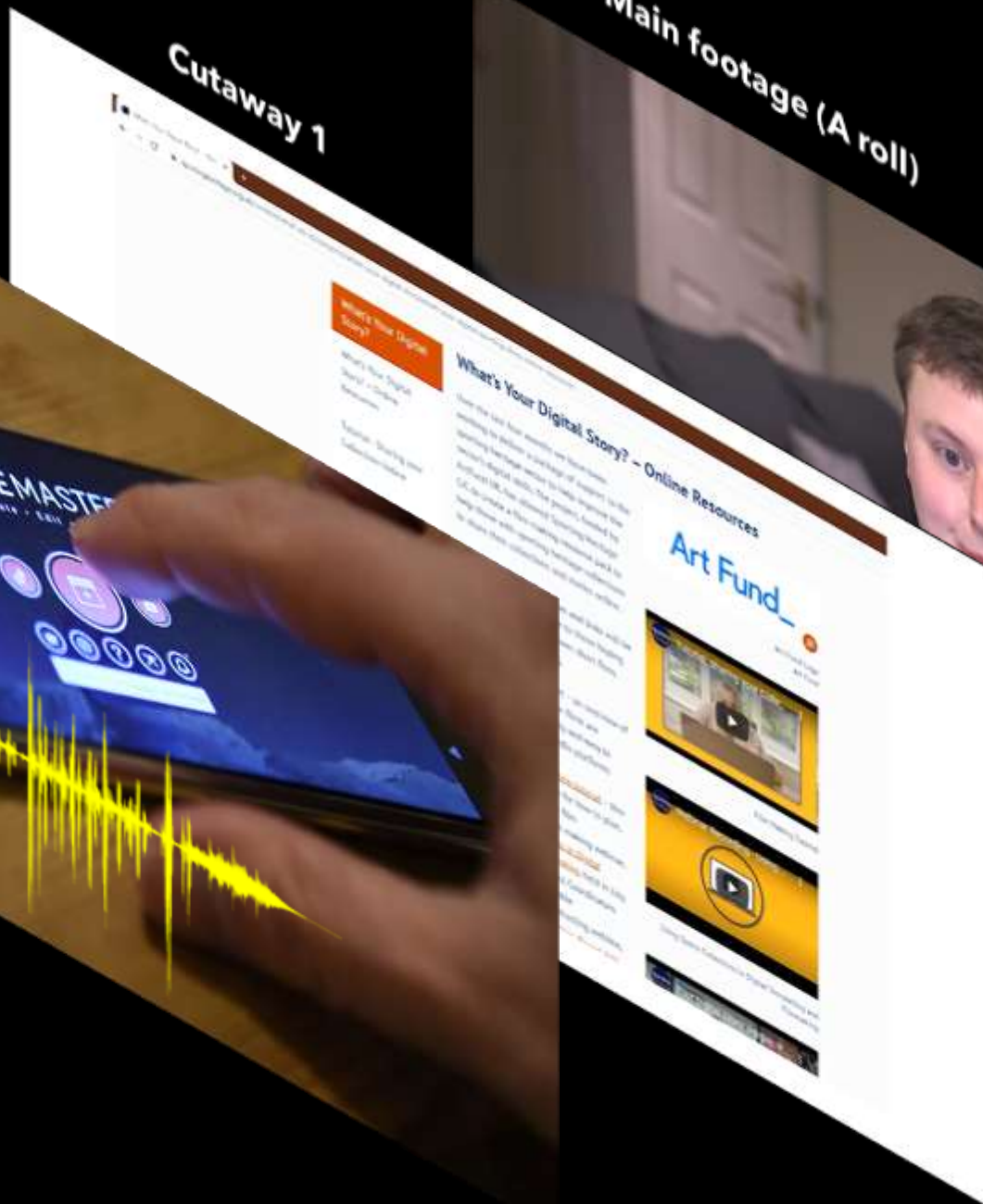
We can use the **Separate Audio** command to allow us to independently move the audio and video components of a video



The video and audio are now displayed on different tracks



This means that we can add cutaways, transitions, and effects to the video element without altering the audio. We can also remove the audio and replace it- useful for voiceovers, background music etc.

# Structuring advice

**Keep your mind on your message:** Stick to your main message and cut anything that doesn't support it. It's useful to keep a copy of your script to hand when you're editing

**Use your B roll:** Keep your edit varied with cutaways. If you don't have additional footage, use images. Strong visuals can often speak for themselves without vocalised explanations

**Get a second opinion:** Let somebody else watch your edit without commentary. Ask them if it made sense, and what the main points were. This is a good indication on whether your video is easy to understand of it needs more work
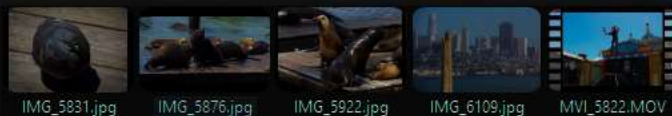
File   Edit   Title   View   Help

**Properties**

Selection:                    TitleFileName-1.svg

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| Property | Value |
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| Crop Width | 1.00 |
| Crop X | 0.00 |
| Crop Y | 0.00 |
| Duration | 10.00 |
| Enable Audio | Auto |
| Enable Video | Auto |
| End | 10.00 |
| Frame Number | None |
| Gravity | Centre |
| ID | 8DU12306RS |
| Location X | 0.00 |
| Location Y | 0.00 |
| Position | 0.00 |
| Rotation | 0.00 |
| Scale | Best Fit |
| Scale X | 1.00 |
| Scale Y | 1.00 |
| Shear X | 0.00 |
| Shear Y | 0.00 |
| Start | 0.00 |
| Time | 1.00 |
| Track | Track 6 |
| Volume | 1.00 |

**Project Files**

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TitleFileName-1....

Project Files   Transitions   Effects

**Video Preview**

Footer Text

**Timeline**

15 seconds

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| | 00:00:15 | 00:00:30 | 00:00:45 | 00:01:00 | 00:01:15 | 00:01:30 | 00:01:45 | 00:02:00 | 00:02:15 | 00:02:30 | 00:02:45 | 00:03:00 | 00:03:15 |

Track 5      IMG...

Track 4      MVI_5822.MOV

video audio   MVI_5822.MOV (all channels)
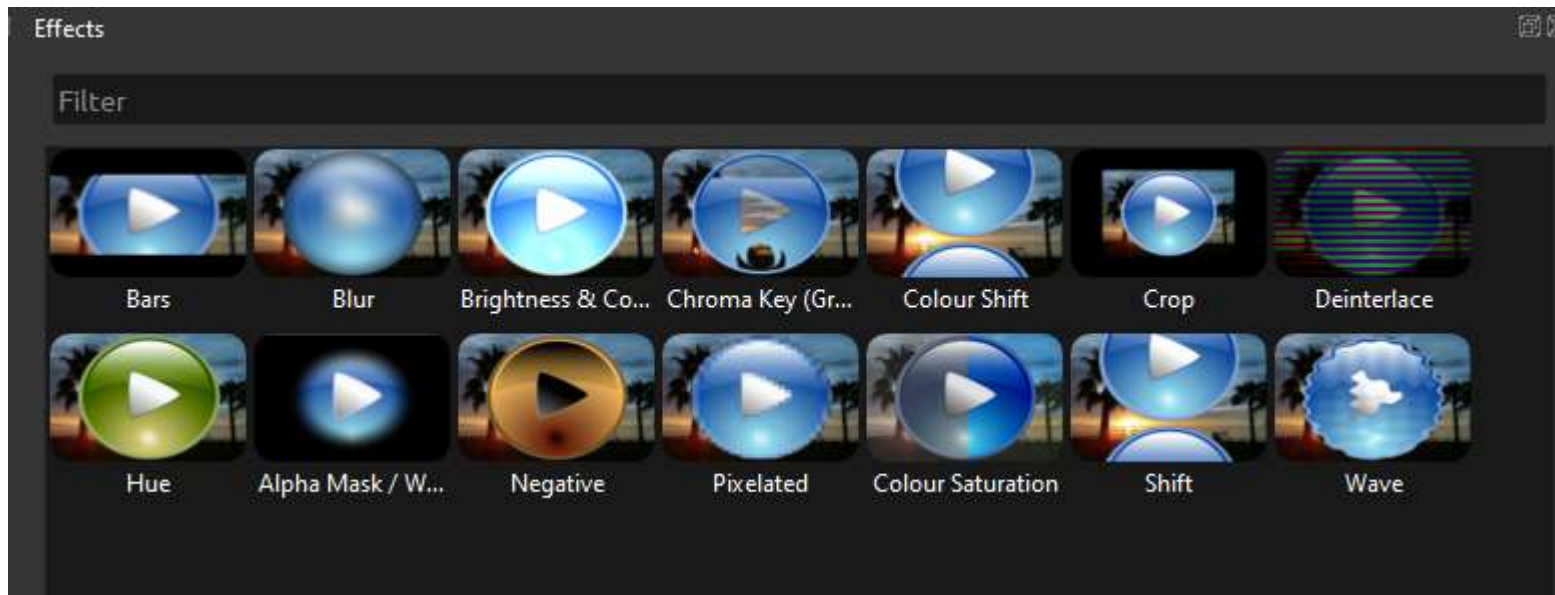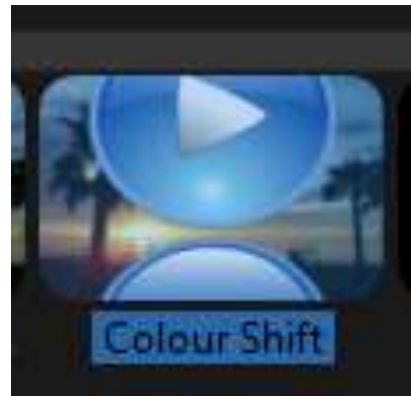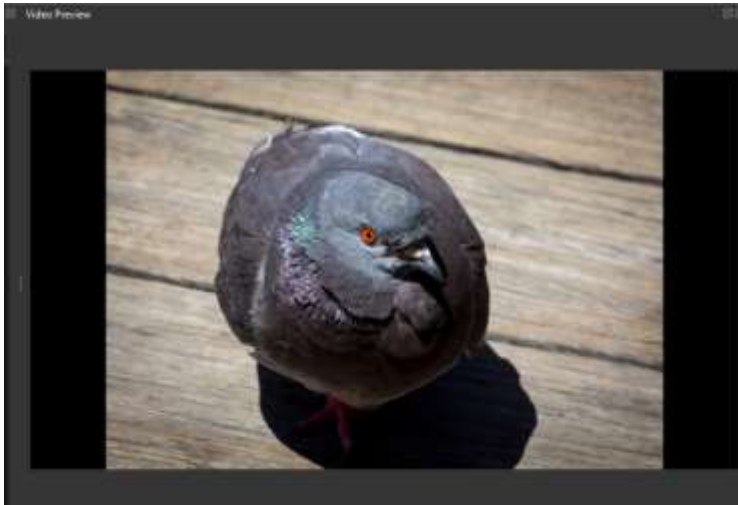
Search    ENG   11:57   29/11/2020

# Applying effects and animations



OpenShot comes preloaded with a number of effects that can be applied to videos and images. These can be dragged directly onto the **timeline elements** & controlled via the **properties panel**
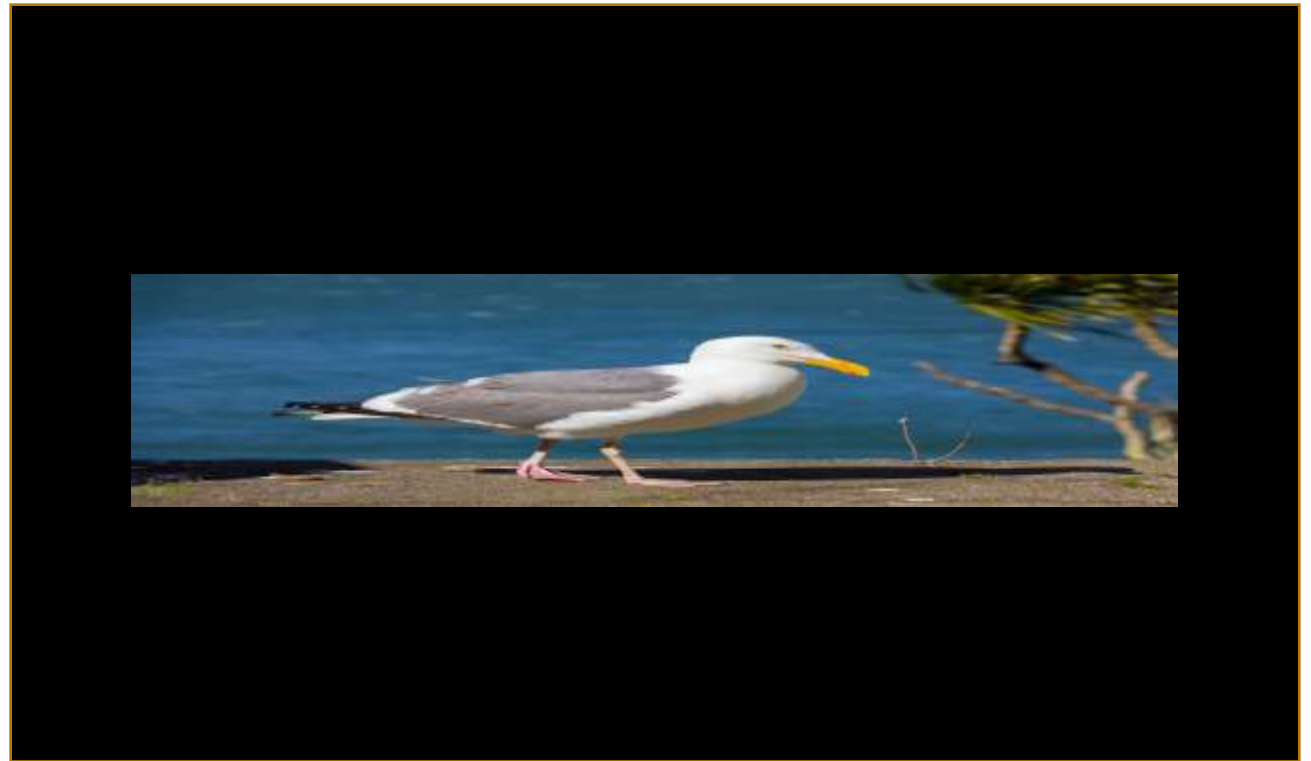
# Effects in action

# Transforming X & Y values

# Inappropriately scaled X value

# Proportionally scaled X & Y values



| | |
|---|---|
| Rotation | 0.00 |
| Scale | Best Fit |
| Scale X | 1.50 |
| Scale Y | 1.50 |
| Shear X | 0.00 |
| Shear Y | 0.00 |

We are able to see the pixels on an image when it is scaled to a certain point. Here, the left hand image has been scaled to around 16 times its original size. We should be careful to not apply inappropriate transformational effects to images & footage to avoid noticeable pixilation

# Animated scaling

# Using keyframes
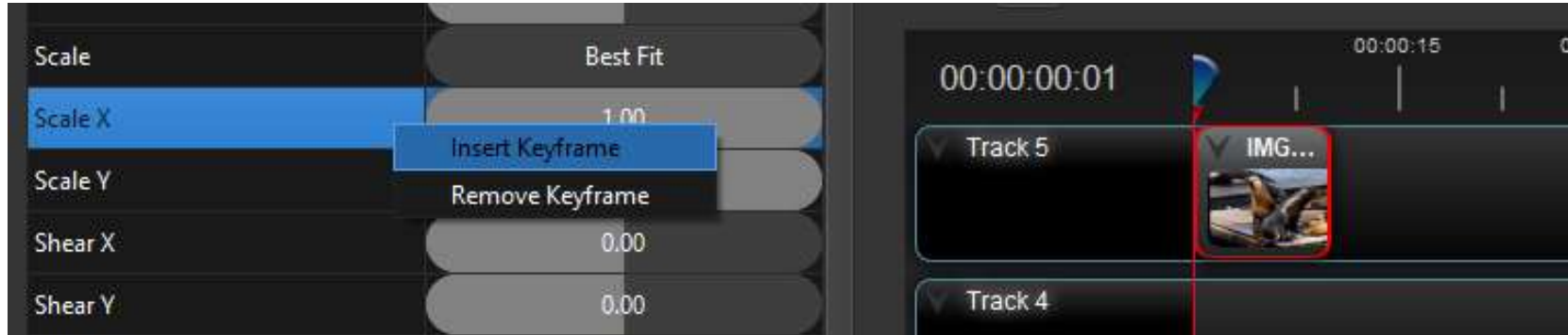


Select an element on the timeline panel. Right click the desired property, choose **Insert Keyframe**. This will allow you to set the initial value



Navigate to the end of the element, and repeat the process, ensuring that the final value is different from the initial value. OpenShot will then calculate the range animate accordingly

# Animation presets
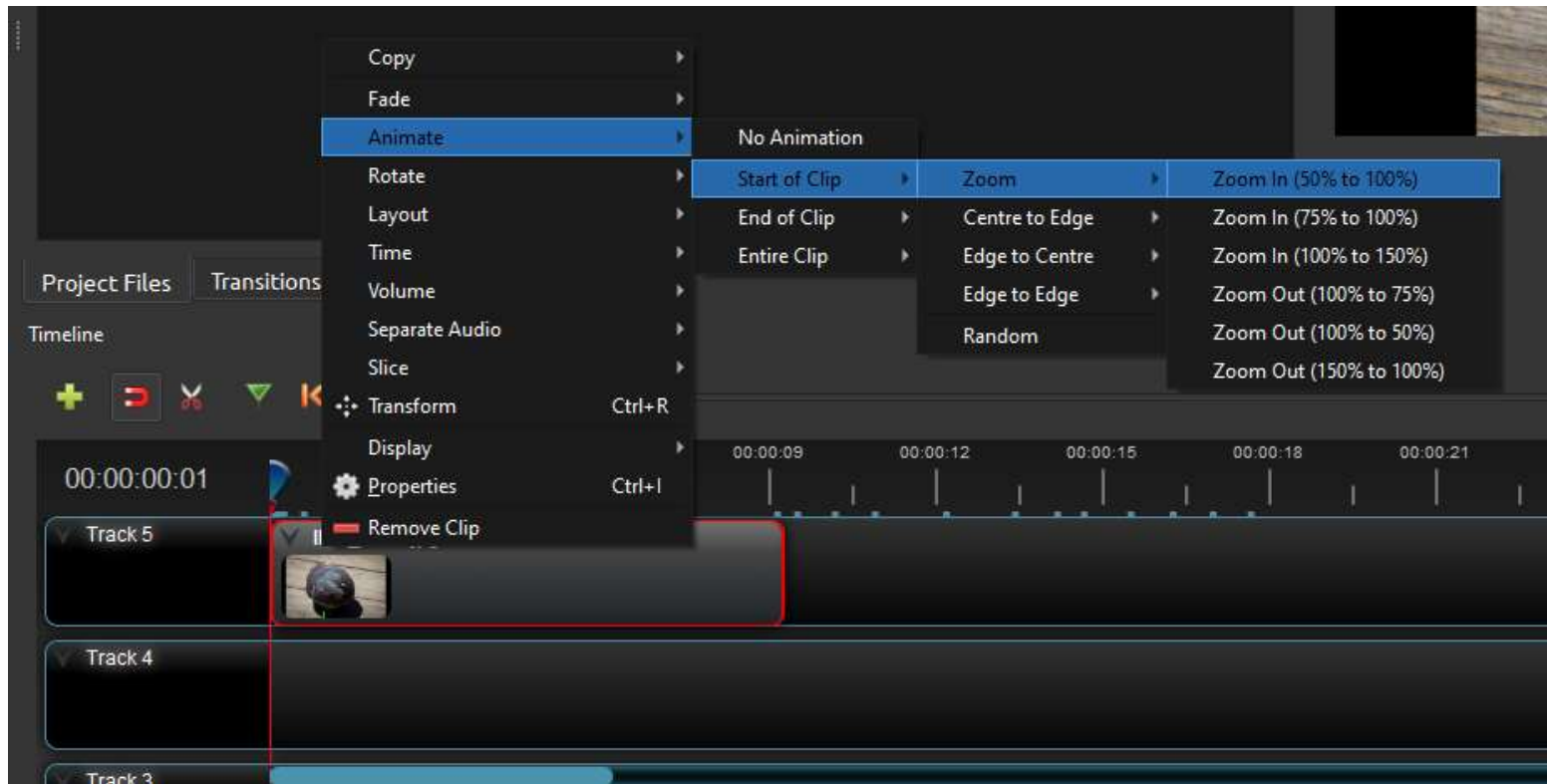


Some animation can be done in the timeline panel with the use of presets. These presets automatically generate a keyframed range which can then be adjusted as required. Presets are accessed by **right clicking** and then choosing the desired effect via the **Animate** menu
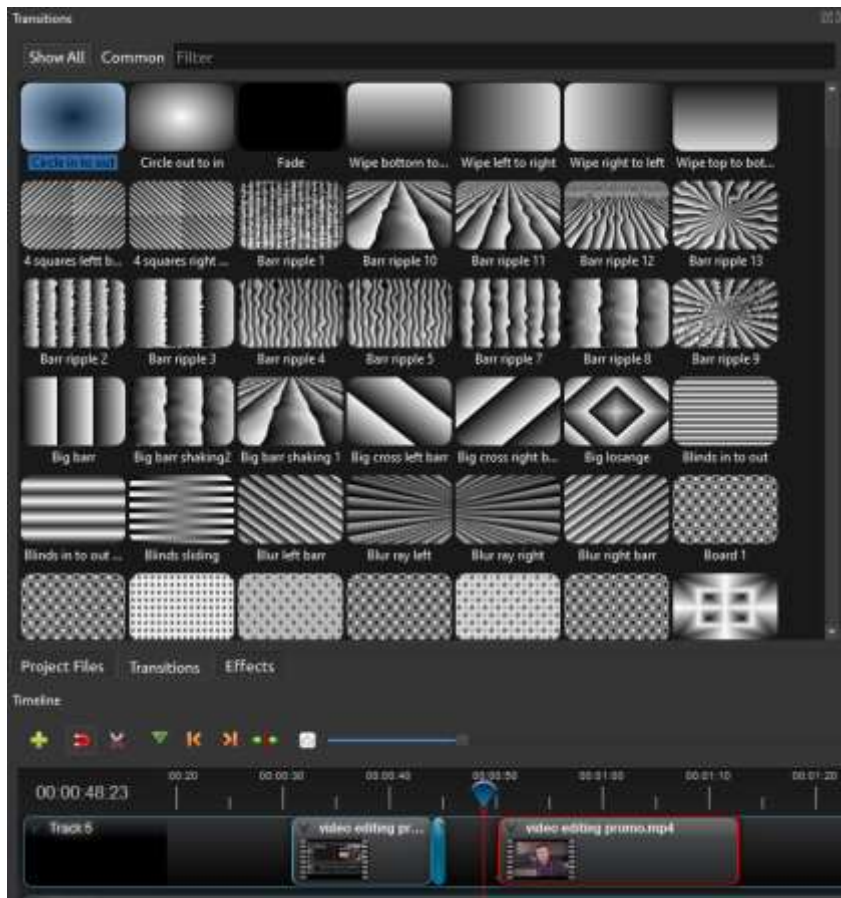
# Titles and typography
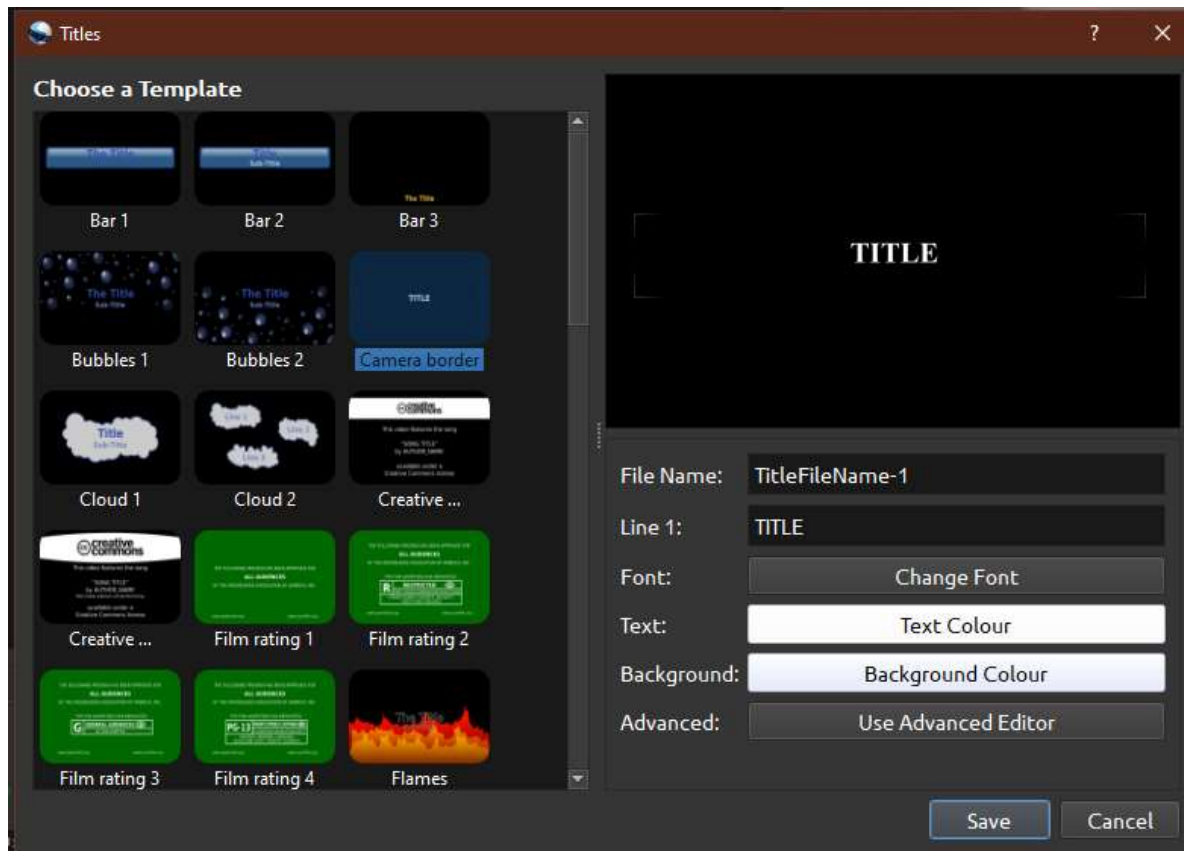


Titles are available via a dedicated button on the top toolbar. Editing and saving one of the options will bring the title into the project panel where it can be dropped onto the timeline.

# Titles on the timeline
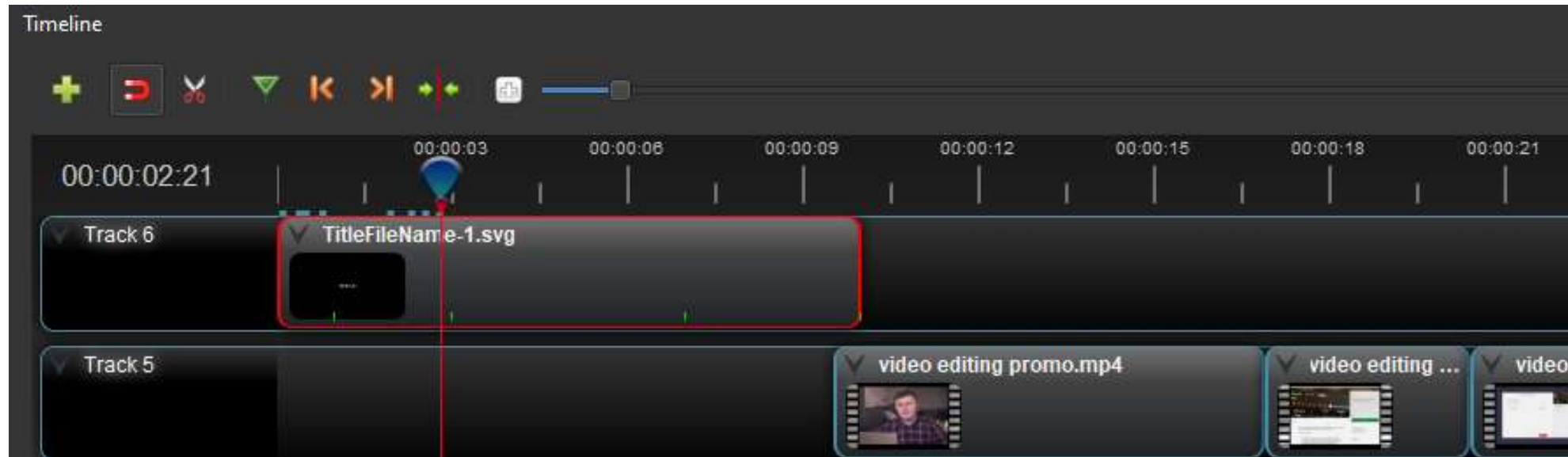
# Applying transitions



Timeline elements will cut together by default. This technique is employed in countless pieces of media is often the most effective way of doing things.

Other transitions can simply be dropped onto the timeline overlapping two clips on the same track and adjusted as required.

- Transitions can often be distracting, so use them with caution
- Transitions should compliment your narrative (e.g. fades to show the passage of time)

# Exporting your video
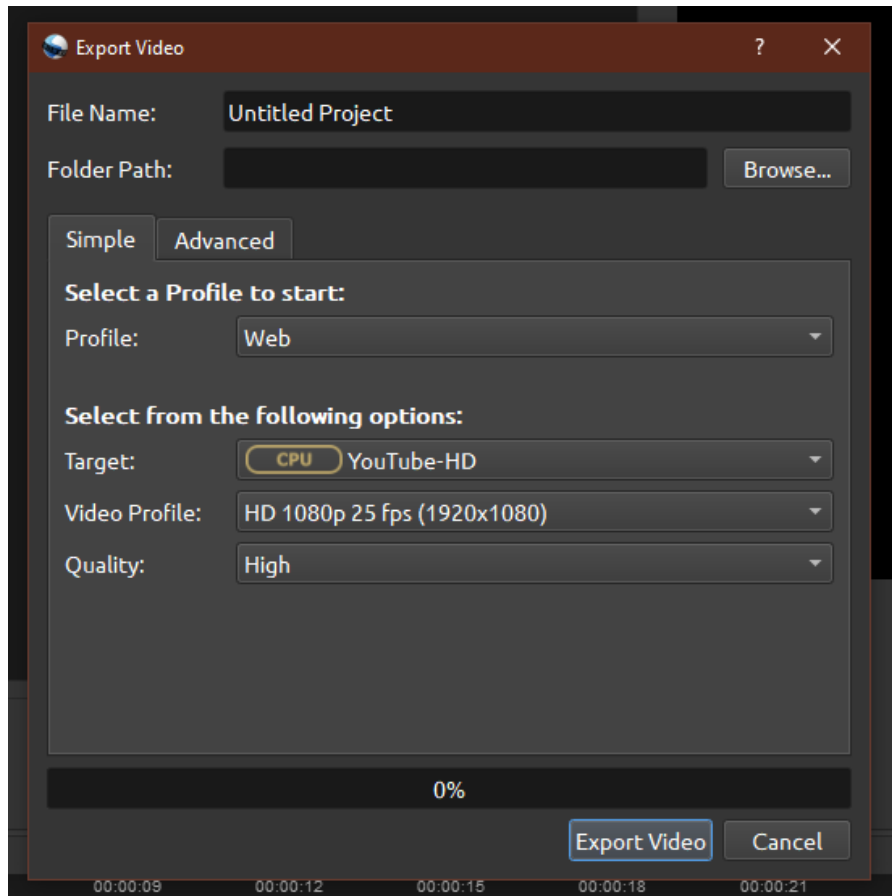


Choose **File > Export Project > Export Video.** A separate window will appear with options to configure your final file. Make sure that these options are correct for your final destination

# Next steps

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Animation and motion graphics

Graphic design

SEO & Social media optimisation

Audio editing

Filming

Editing

People & project management

Writing

# Alternative NLEs

## PC/Mac

- **iMovie** (Mac only) *Free*

- **Premiere Elements** *$99 per licence*

## Mobile

- **Kinemaster** *Free & paid options available*

- **Power Director** *Free & paid options available*

- **Premiere Rush** *Adobe subscription required*

# Resources to look at

**Download Sporting Heritage's online resources:** https://www.sportingheritage.org.uk/content/what-we-do/projects/whats-your-digital-story/whats-your-digital-sporting-story-online-resources

**Past Webinars:** Film making with Si Gamble
https://www.youtube.com/watch?v=Ed_J8XCSyMQ&list=PLo4dOSLqKYaiwkQbGD2KAlk0fowsFteXv&index=2

**Sharing your collection online:** https://www.youtube.com/watch?v=MSYGjxQeFS4

**Download OpenShot:** https://www.openshot.org/

# Call to action- your stories



**Interview**

One or multiple subjects, static shots with cutaways



**Feature**

Multiple subjects and locations, mixed camera work, cutaways and CGI images



**List videos**

Themed lists, entirely still images & CGI overlaid onto audio track



**How to videos**

Family friendly craft videos, minimal editing, footage placed over audio track

# FAQs/Q&A

6

What style should I go for in my videos? Is it appropriate to take cues from vloggers/Youtubers?

How long does an edit take?  How do I break down my time for a video project?

How do I measure success?

What's the best way to advocate for doing more video in my organisation?

I'm a one person team, but really keen to do more video. Any advice?

Who's doing a good job of video that I can be inspired by?

Are there any good resources available that'll help me produce videos?