

SOCIAL FRIDAY'S VIDEO EDITING GUIDE

You've documented all your event with your smartphone or video camera?
Great! Now you need to work with that material.

Let us give you some advice you can use while in the "cutting room" so you can edit videos like a pro.



The Tool

"Choose your Editor Wisely!"

Freeware

Do you look for something simple that only allows you to throw a few clips together and then add some text? [iMovie](#) or the [Windows Movie Maker](#) will work just fine.

Prosumer

There are a lot of prosumer editors like [Final Cut Pro X](#), [Adobe Premiere Elements](#) or [Vegas Movie Studio](#) that all do a good job.

Professional

If you're ambitious and looking for a lot more control, [Adobe Premiere Pro](#) will do the trick.



The Cut

"Trim the Fat!"

Editing is not about lining up your different takes just like you recorded it. No one wants to waste time watching an empty scene before the action happens. Seconds can feel like minutes. Trim the beginning and the end of a take to focus on the important bits. Then put the shortened takes in a meaningful order.

But remember to keep it short and sweet. 120 seconds is the maximum length.



The Sound

"... to the rhythm, to the rhythm!"

Contrasting image and sound hardly works. Try to harmonize audio and video.

By the way: Make sure that the rights to the music have been cleared. The easiest way is to use licensed music from sources such as [AudioJungle](#), [Premium Beat](#) or [AudioBlocks](#).

Avoid these Common Mistakes

Inconsistent Fonts

Don't use different fonts, different font sizes and different font colors and avoid colors that distract the viewer from the content. Try to maintain a consistent graphic look throughout your entire video.

Jump Cuts

Don't create jump cuts by just removing frames out of one single take - unless you want to highlight your protagonist's ability to teleport. When you cut, rather cut to a whole other take or angle. You might as well keep the soundtrack from that initial take.

Cutting Speech

Don't interrupt someone's words, a song or other audio with a hard cut. Wait for the end or a pause before cutting to the next sound bite. If you need to trim down a line, make sure that your cut takes place in the space between the words.

Crazy Transitions

Don't do page curls, flips and other crazy transitions. Stick with the classics: Simple cuts, maybe a fade, an occasional whip pan (camera pans so quickly that the picture blurs into indistinct streaks). They're so prevalent in movies and TV shows because they work.



Fine, but Who's Got the Time?

You don't have time to do your own video editing? No problem, we know someone who has and is an absolute pro.

For a fee of **USD 600** we create a professional clip of 60 to 120 seconds ([see example](#)) - all you have to do is send us the footage.

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