STORYTELLING FOR CHANGE:
EDITING FOR BEGINNERS

HELLO!

My name is Lara

I am here because I love filmmaking.

You can find my films at:

https://vimeo.com/larasarlak

BEFORE BEGINNING

If you don't have a clapperboard, just use your hands and clap! This will help you to synchronize audio and video when you begin editing.

Film in standard landscape format.

Your subjects should avoid wearing stripes and checkered. It can be very distracting!

If you can, always shoot a back up roll.

Use **B-roll** (secondary video footage outside of the primary, used to provide more context)

1. ORGANIZE!

Editing is mainly about following an **efficient** structure.

ORGANIZING YOUR FOOTAGES

Name your files.

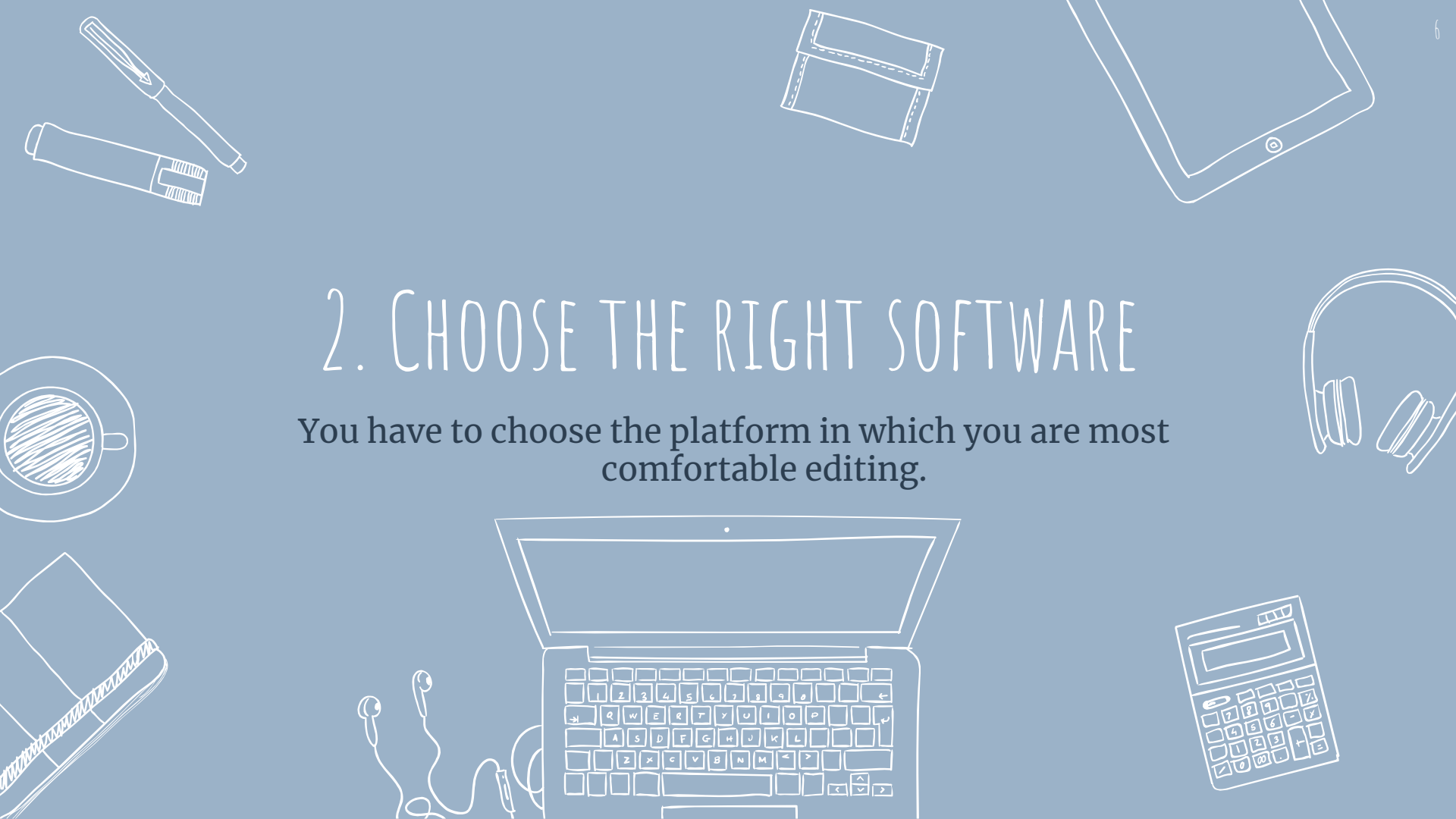Create project folders and organize your footages, audio files, transcriptions, images etc.
Watch all of your footages and take notes!
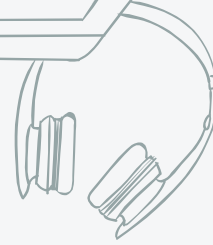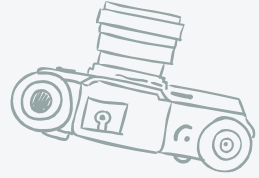Use external hard drives to store your project and always back up!

This process will save lots of time.
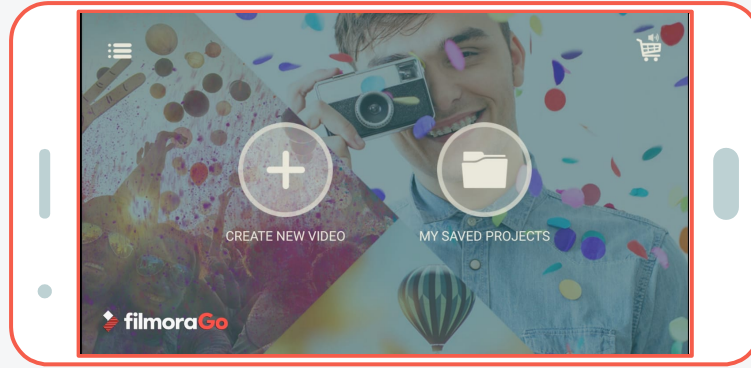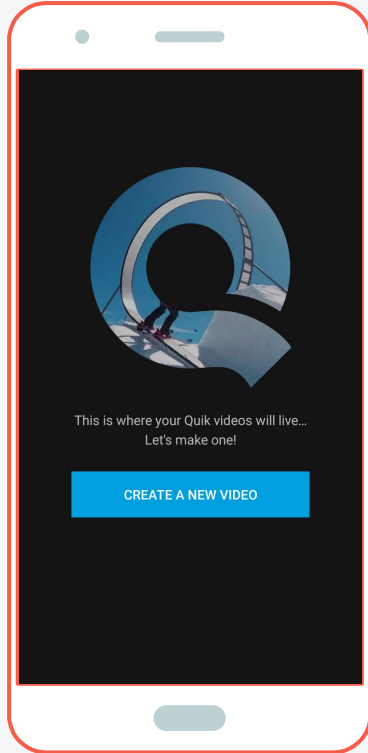
2. Choose the right software

You have to choose the platform in which you are most comfortable editing.

Play with your software. Download several and see which one suits you best. Don't forget to check out their tutorials!
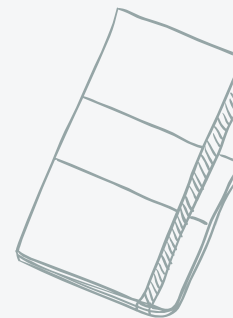
FREE EDITING APPS FOR YOUR DEVICES

This is where your Quik videos will live...
Let's make one!

CREATE A NEW VIDEO

CREATE NEW VIDEO

MY SAVED PROJECTS
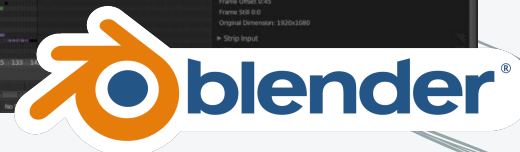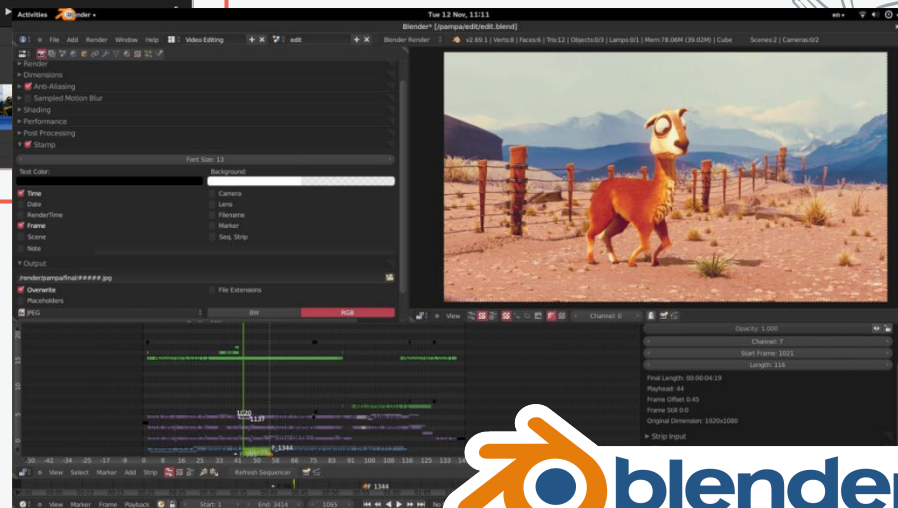
filmoraGo

GoPro Quik

filmoraGo
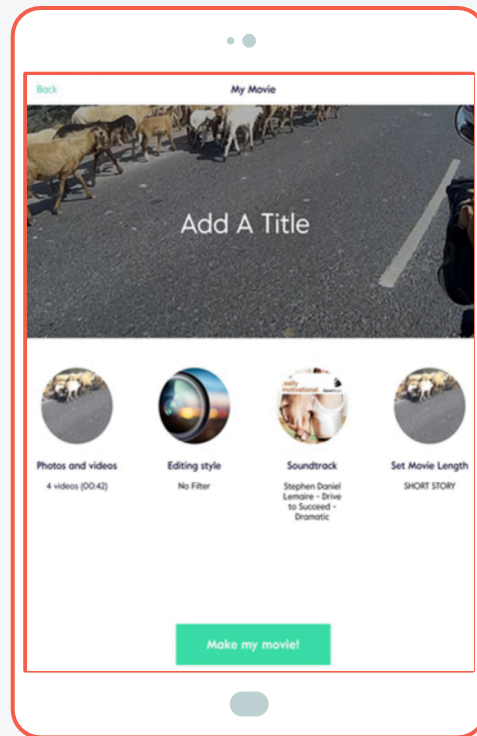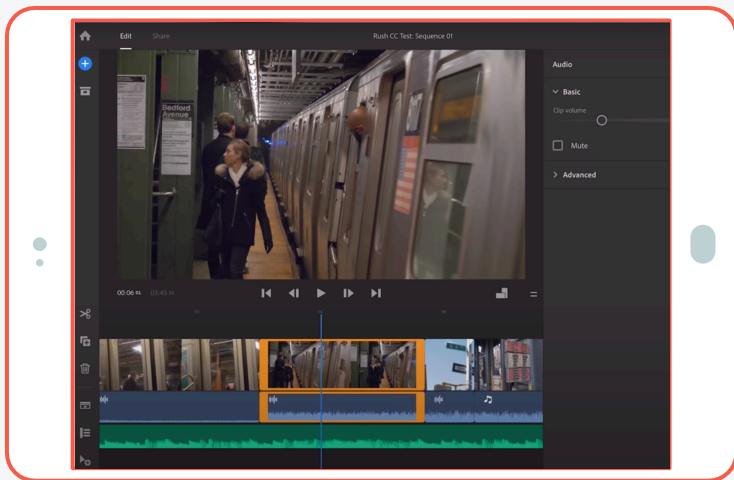
Adobe Premiere Rush

Magisto

Blender
iMovie

3. FIRST ASSEMBLY:

CREATE A SEQUENCE

Your script and storyboard will guide you in this process.
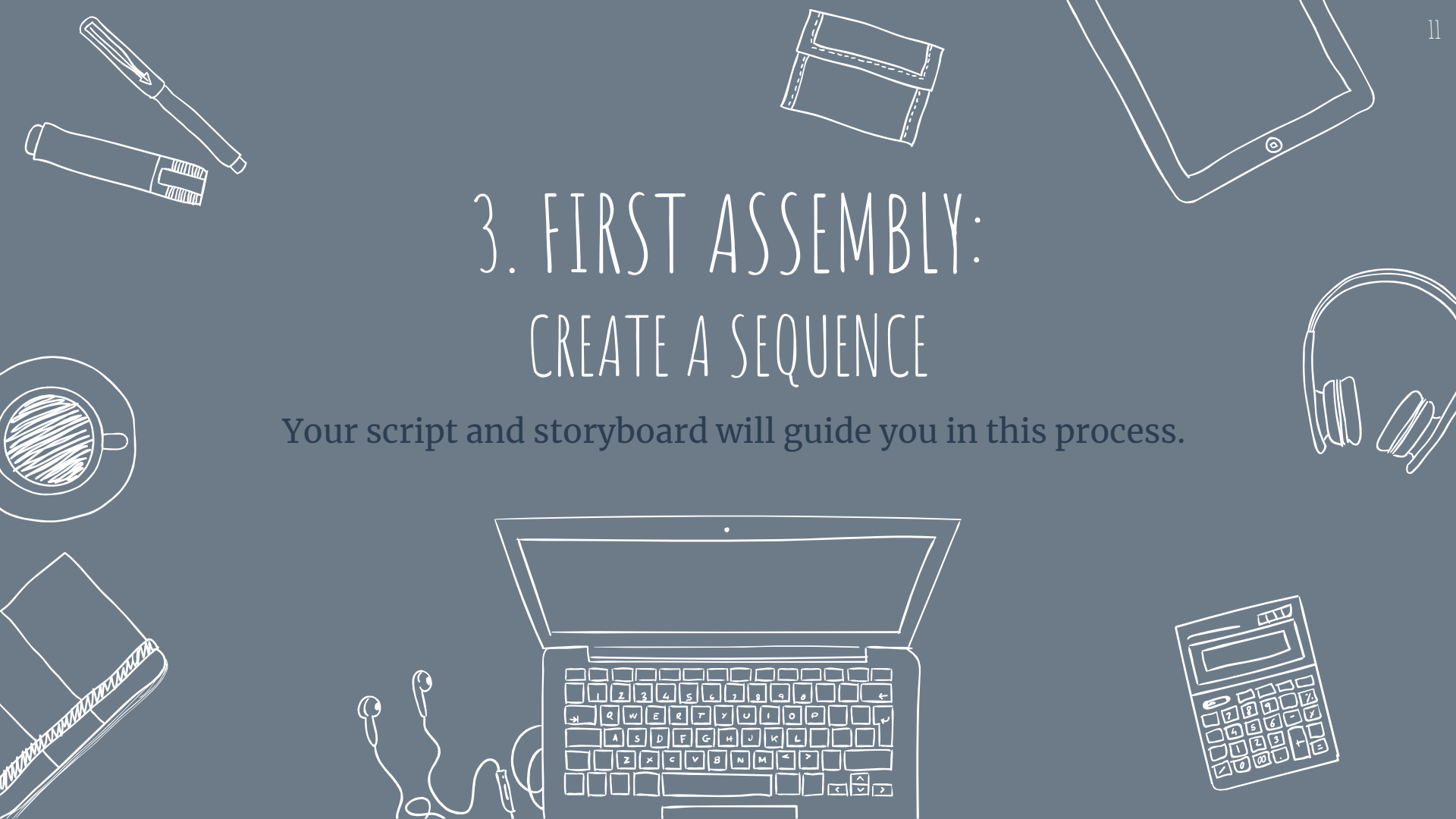
HOW TO BEGIN?

Create a "new project".

Import all your files into the software of your choice.

Make sure you adjust the **aspect ratio** according to the frame of your footages.

Add clips to your video **timeline**: Begin arranging your footages in order. Here, follow your storyboard and/or your script and use footages from your **A-roll** (primary). You can get back to your B-roll later.

Watch this long sequence and take notes! See which parts feel too long and which scenes are your favorite.

Always save as you move along.
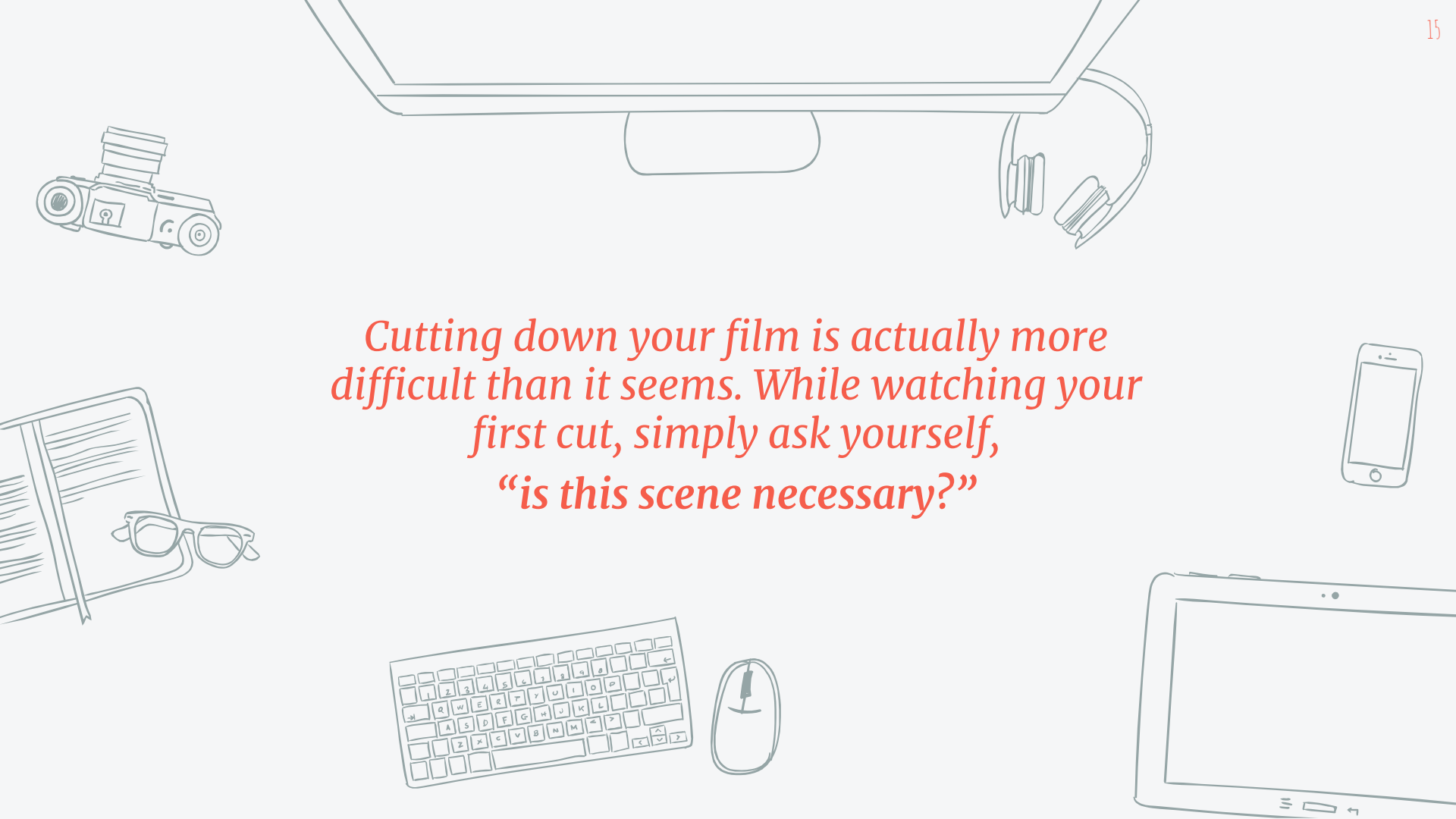
TIMELINE

4. CUT IT DOWN

Remember, you are aiming for a short film that is up to 3 minutes, which is very **SHORT**!
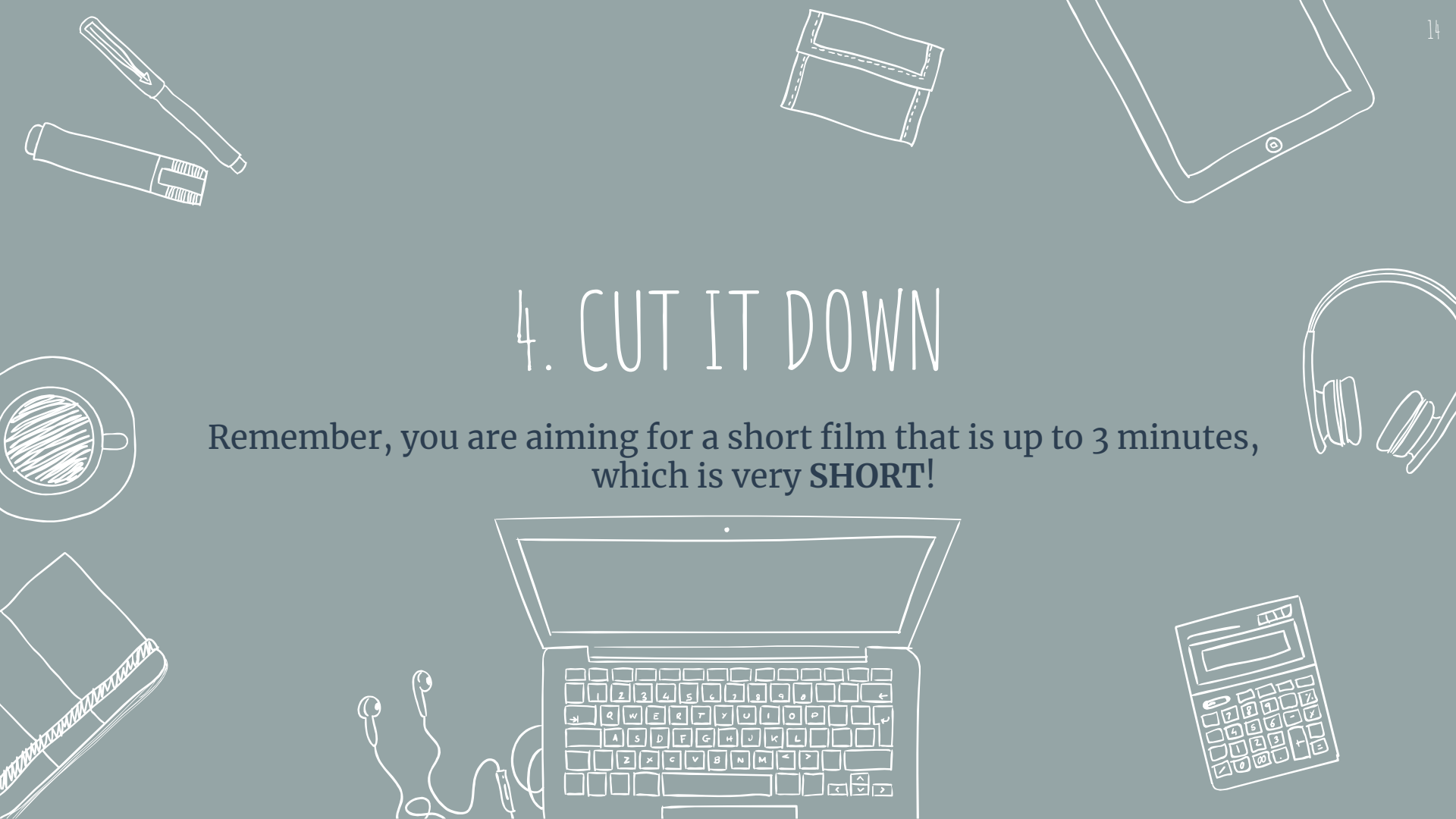
Cutting down your film is actually more difficult than it seems. While watching your first cut, simply ask yourself,

"is this scene necessary?"

HOW TO CUT TIGHT?

Avoid slow opening scenes.

Remove unnecessary pauses between your subjects' dialogues.

Cut redundant lines.

Remove scenes that do not contribute to your plot.

TYPES OF CUTS

Standard cut

Basic type. You cut from the end of one clip to the beginning of another. There are no transitions.

Jump cuts

An efficient technique that allows you to jump forward in time. Usually done within the same frame.

L cut

When you hear audio from the previous clip.

J cut
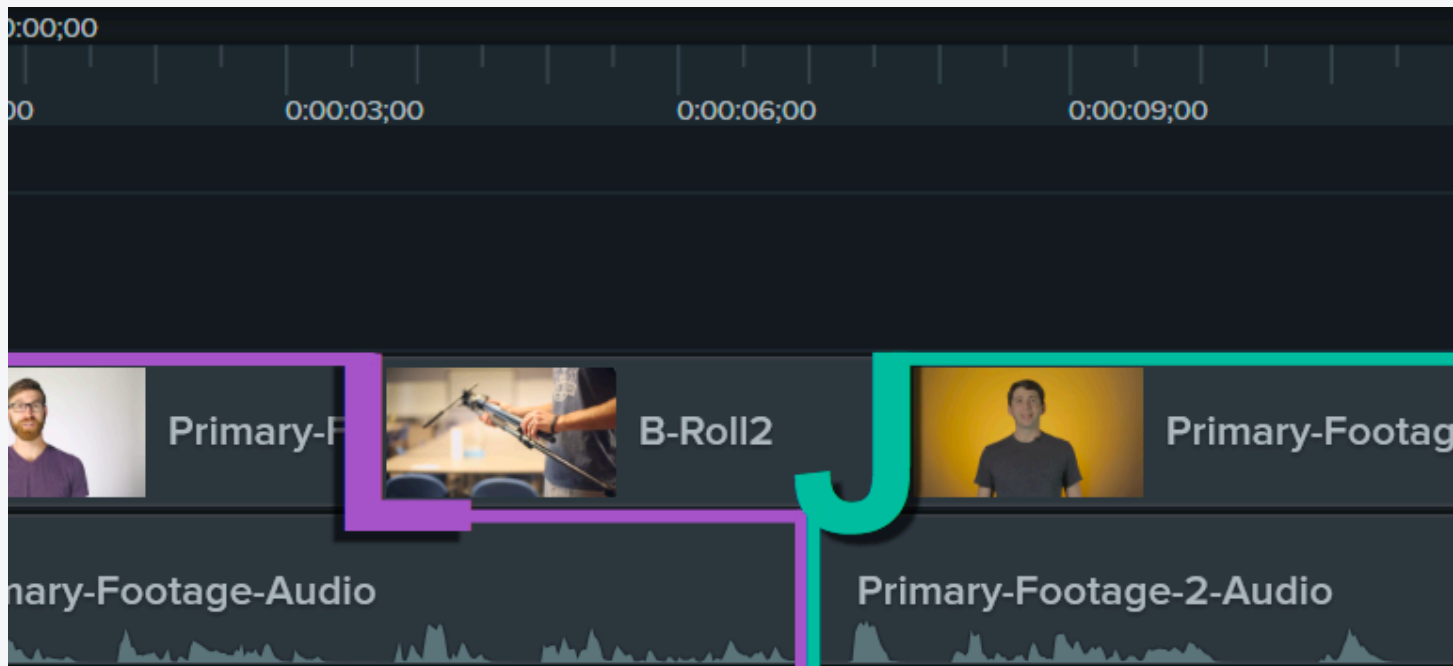
When you hear the audio before the clip.

Cutaway

An interruption to the continuous shot in order to add more visual information.

JUMP CUT

L CUT / J CUT

CUTAWAY

Before Cutaway

Cutaway Shot

Continue with Original Shot

PAY ATTENTION TO SOUND

Make sure your audio and video are in sync.

Set your volume levels very carefully. Listen to your project both with headphones and speakers at a medium volume level.

Select a good music! The song you choose can make or break your film. If you choose songs with lyrics, make sure they don't distract the audience. Always dissolve your tracks.

Use sound bites to boost the atmosphere. There are plenty of royalty-free sound database available online. See, for instance, Freesound.org or Soundbible.com

5. HAVE A ROUGH CUT

Once you have a rough cut, you can begin polishing your film.
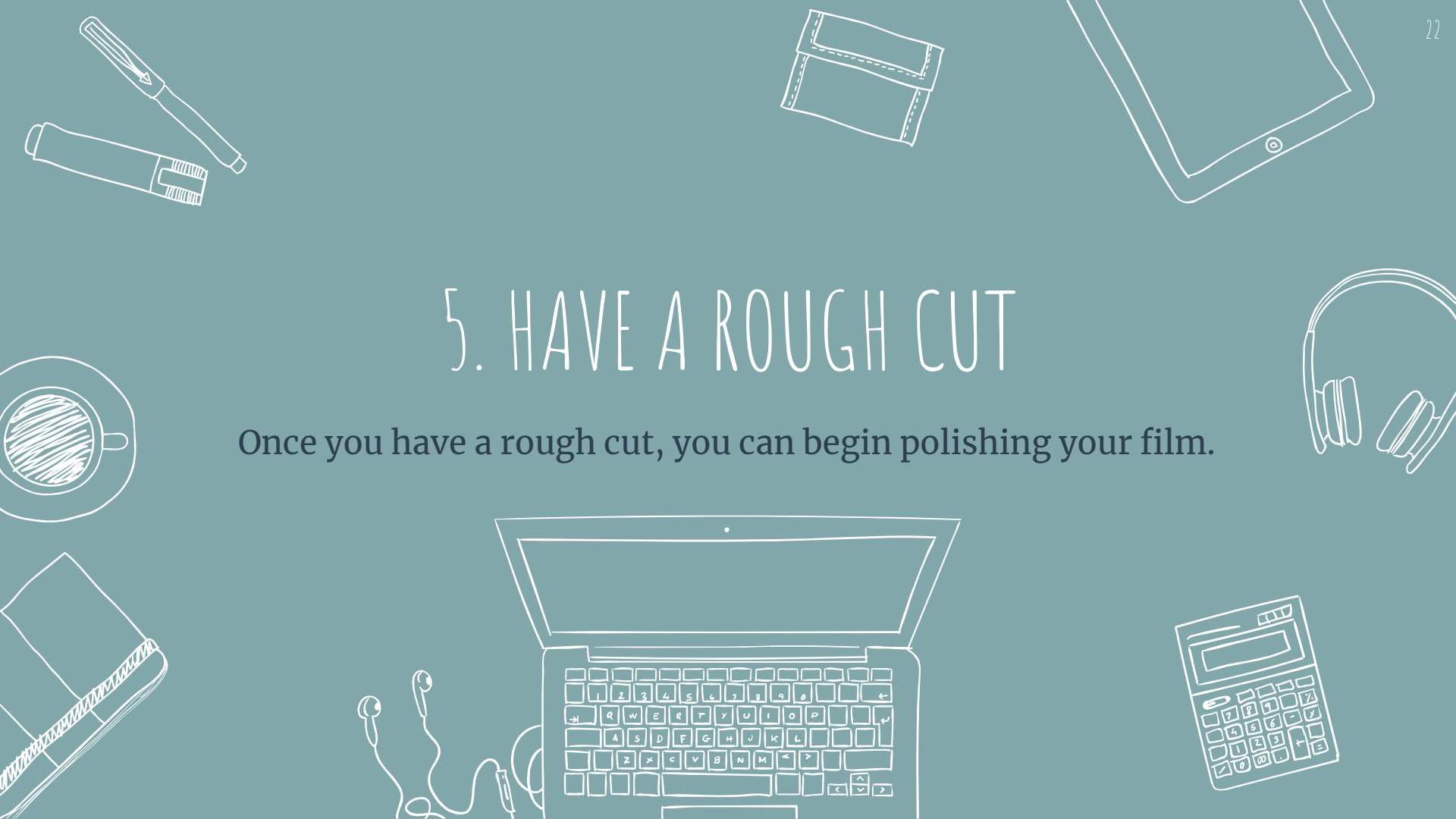
EFFECTS: ALWAYS KEEP IT SIMPLE!

Types of transitions

Fade in/Fade out:

Fades the shot to a single color (usually B/W). Technique to signal beginning/end of the scenes. Also used for audio.

Dissolve/Crossfade:

A gradual fade from one shot to the next. Crossfade is a transition between two shots. Also commonly used for audio.

Wipes:

One shot is replaced by another shot in a geometric pattern.

Zoom:

Zooming can be used as a transition between shots to switch scenes.

CROSSFADE

WIPE

When in doubt, cover it up!

If you don't find the visuals of your scene aesthetically pleasing, search for other footages. This is when your **B-roll** comes in handy. Just use those extra footages to hide undesirable frames and enrich your story.

FINAL ELEMENTS TO CONSIDER

Color Correction & Color Grading:

Fix your film's color to achieve a naturalistic appearance to the footage.

Improve the appearance of an image with an artistic touch.

Opening/Closing Credits

Always give credit to those who helped you to produce your film. Don't forget to mention the soundtrack.

Captions

Use clear subtitles. Make them look consistent in terms of font, color, size and position.

YOU ARE ALMOST THERE!
BUT BEFORE YOU FINALIZE...

6. HAVE FEEDBACK!

It is always great to have other viewers' opinion before you finalize your film.

HAVE A FILM SCREENING WITH YOUR LOVED ONES!

7. Finalize your film

Time to export! Don't forget to have multiple copies.

Export film

Export your film in a common video format. For online platforms, choose .mov / .mp4 / .avi

Test the resolution of your film: Always watch it in full screen. See if the export settings are adjusted for high-quality.

Let's review some concepts

voiceover (VO)

Audio from an unseen narrator that accompanies video.

raw footage

Pre-edited footage.

montage

A sequence of shots assembled in juxtaposition to each other, often set to music. Used to evoke emotions.

aspect Ratio

How the width and height of your video relate to each other. Dimensions are expressed through a ratio.

e.g. 16:9 or 4:3

sync (Synchronization)

Aligning video and audio to play in synchronization.

continuity error

When the action or elements of a scene are inconsistent and don't match across shots.

Thanks!

Any questions?

You can find me at:
lara.sarlak@gmail.com