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IMPROVEMENT OF VIDEO EDITING PROCEDURE

The first step in improving your video editing process is to choose the right software for you and your work. They normally offer everything you need to perform standard video edits, but you may prefer one over others for their usability, digital interface, and features. The key here is to choose what *works* for you and your editing style instead of just the latest, most advanced video editing program out there.

Top favorites include After Effects, Premiere Pro, Avid Media Composer, Final Cut Pro, and DaVinci Resolve, which offers a free and comprehensive Lite version. You may also want to try Lightworks, Autodesk Smoke, and Sony Vegas, if you're looking to try other less-popular yet highly capable alternatives. Use a Fast Computer. You can choose whatever computer brand or model you want, as long as it's fast enough for you to store huge files and allows you to focus more on your editing work without having to worry about slow rendering. One of the most important takeaways from this article is to remember your creative goal: **to tell a great story**. Go beyond the basics—cutting away extraneous footage and correcting the order of your clips—and take the opportunity to make your film aesthetically-pleasing and dramatically compelling so as to evoke the right emotions and effectively impart your intended message. Use your practical and technical knowledge in achieving this instead of just adding a bunch of effects to impress your viewers. You can simply follow the storyboard used during filming, but there may be times when the director—or you, if you have the liberty to call the shots—will decide to make on-the-spot changes to the predetermined flow,

scene transitions, effects, and other editing elements for the sake of improving the story. Even with a super-fast computer system and editing software, you'll also need to be systematic and organized in order to become a more efficient editor. One way to improve your workflow is to **organize your projects and files in folders** that you can use again and again. Create homes for your projects, footage, audio files, images, and graphics, in which you can also create more subsections and folders. Another way that you can work faster is to **use external hard drives** for storing your footage, so you can free up more computer memory. We recommend that you choose hard drives that can be connected via USB 3.0 or Thunderbolt to enable faster file transfers.

Depending on your film type, you may have to include more text aside from the title, opening/closing billboards (for broadcasting), and film credits. You'll usually want to keep it simple, with a clean and white sans-serif font that doesn't grab too much attention. Have them dissolve in and out, and see how it works for your film. But if you need to add flashy graphics, you can create them using your editing software. Adobe After Effects is a popular choice for creating some of the best motion graphics. If you've yet to learn how to make your own by hand, you can always get impressive ready-made After Effects templates from RocketStock. One of the best things you can do to turn out a clear and consistent edit is to set a goal for the project. You should know what you're trying to achieve through the video you're creating. Before starting a project, determine who your audience is and what the narrative for the video will be. You can use this as the basis for every edit decision you make throughout the project. If the editorial choice helps to communicate the message of the piece and moves the audience towards the goal, then it's the right choice. If the edit doesn't contribute to overall goal of the video, then you shouldn't execute it. As previously mentioned, you can help yourself to maintain consistency by planning ahead for the edit and setting a goal. That said, there are also more pragmatic ways to stay on track as well. Music plays a large role in many productions. By choosing the music you will use at the start of a project, you give yourself a foundation that you can cut to and keep pace with throughout the edit. Likewise, you can use techniques, such as color grading, at the end of a project to unify the look and feel of the edit. In addition to poor-quality audio, having shaky footage can be a death sentence for your project. The good news is, there are great plug-ins and tools that will help you stabilize your footage that are out there, and even built-in to your editing software. Become very well-acquainted with them, because this can be a game-changer. Warp Stabilizer in Adobe Premiere/After Effects and SmoothCam in Final Cut X are the big ones, but there's a powerful third-party plugin called ReelSteady that works really well in After Effects, from my experience. You can find apps that stabilize your phone video, as well, such as the well-reviewed Emulsiio. When exporting for the web,

the goal is to create a file that maintains its high quality without making it too heavy for upload and online viewing.