



Beautiful Social Research Collaborative

Please use the following guidelines when preparing client videos.

Standards

Video Editors

- Adobe Premiere: Preferred, but not required
- iMovie: Acceptable alternative, but understand it has limitations
- Other Editors: Not acceptable

Accessibility

- Subtitles: All videos with dialogue must be prepared in two versions: with embedded English Subtitles and without Subtitles; Subtitles font must be white **Arial Bold**.
- Transcripts: All videos with dialogue must include a Word doc with a complete transcript

Export Standards

See Export Tutorial for formatting requirements

Soundtrack

- All soundtracks must hold a Creative Commons license or be in the Public Domain.
- Songs or scores must be cited in closing credits, including artist, title, date, URL, and Creative Commons License or if it is in the Public Domain

Saving and Backup

- Save your work to **the external hard drive** every **15 minutes**
- After significant edits, export a version **without soundtrack** (but not muted) **to your computer**. In the rare instance that a hard drive fails, this file will ensure you can continue editing where you left off.

Multiple Videos

- All aesthetic, creative, and editing decisions should be consistent across all videos.

Folder Organization & File Naming

Perhaps the most important parts of video editing are Folder Organization and File Naming. With the amount of footage we have, there's a possibility for you to have up to 75 potentially usable clips. You want to be able to find clips quickly. **Follow these guidelines closely.**

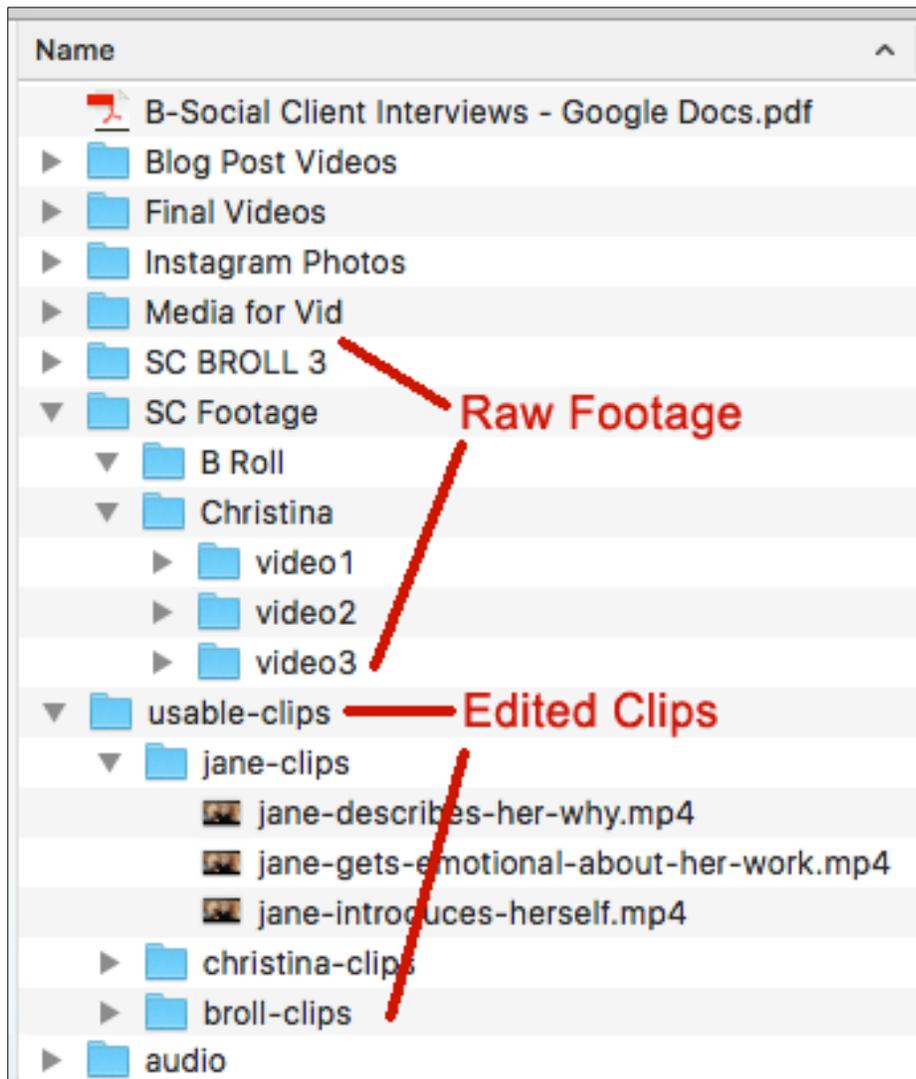
Overall Tips

- Use the hard drive for all your work (except as stated in Saving and Backup, above)
- Keep your organization consistent and concise
- Avoid having so many folders that you don't know where things are
- Create meaningful file names that tell you what's in the drafts or clips
 - Good: Landsdowne-PromoVideo-Draft1.mp4
 - Bad: Our-Video.mp4
 - Good: jane-discusses-her-why.mp4

- Bad: jane2.mp4
- Good: broll-train-arriving.mp4
- Bad: broll47.mp4

Folder Organization

On the external hard drive, create a folder for the larger project, then work in meaningfully named subfolders, for example:



Clarity and Consistency in Project Vision

It is vital to keep in mind the client vision throughout the process of creating your videos (and other media). Complete the following steps beginning editing, before finalizing the rough draft, and before finalizing the final draft.

1. Go back to the initial contract to be sure you know what you are creating.
2. Go back to your notes from the first client meeting. Go back to your notes from the second client meeting.
3. Compare

4. What have they repeated? What seems to be the point they keep reiterating? What are they asking for without directly asking for it?
5. Use these answers to help direct your editing and creating decisions.
6. List b-roll scenes that you think will help you make that vision a reality.
7. Create a storyboard of how you want the video to look.

Consciously Applying Storytelling Theory & Platform Standards

As you plan and create your media, consciously apply the storytelling theories, as appropriate:

Aaker & Smith on Principles of Engagement	Lambert on Digital Storytelling	Vaynerchuck on Creating Great Content
Tell a Story	Point of View	It's Native
Empathize	Dramatic Question	It Doesn't Interrupt
Be Authentic	Emotional Content	It Doesn't Make Demands
Match the Media	Gift of Voice	It Leverages Pop Culture
	Power of Soundtrack	It's Micro
	Economy	It's Consistent & Self-Aware
	Pacing	

Ensure the media you are creating matches the platform on which it will appear. For example, if videos are for Instagram, they should be square. Look to the two articles you read and wrote about in your Background Research:

- How to create video that captivates on Twitter
- How to Figure Out the Right Length For Your Motion Graphics

Workflow

Maintaining a consistent workflow is essential for an enjoyable editing experience. Please complete the following steps for each stage: Concentrating, Editing, and Combining.

Concentrating

Concentrating is the process of selecting clips you think might appear in the video.

1. Skim through your interview footage quickly to get an idea what you have. You don't need to look at all of it (and you shouldn't – it will take days). This is just to get an idea.
2. If you conducted interviews with a note-taker, go through your notes, highlighting all interesting, meaningful, and potentially useful statements.
3. If you did not have a note-taker, watch each interview, noting the question asked, the time it was asked, and a summary of the response. Then, go through those notes, highlighting all interesting, meaningful, and potentially useful statements.
4. Determine a primary video footage to use (I suggest footage in your video1 folder). In the video, go directly to the times for each section you have highlighted. Select that portion of the video and make it a single clip. Name the file meaningfully and store it appropriately.
5. Repeat step 4 until you are finished.
6. If you have b-roll, skim through the footage until you locate each of the scenes you have identified as necessary to help create the vision you and your client want.
7. Make single clips for each scene you think you might include. Name the file meaningfully and store it appropriately. Repeat as needed.

Editing

Editing is the process of correcting footage so it looks the way you want it to.

1. Make all color, stabilization, and/or audio corrections that need to be made on each individual clip. Doing the edits on each clip might seem tedious, but in the long run, it will take significantly less time than if you try to apply them to combined footage.

Combining

Combining is the process of bringing together your clips. When doing so, look to your storyboard and client vision notes, and keep the social media and storytelling theories in mind.

1. When combining, experiment with clip placement (don't be wedded to the storyboard).
2. Locate places where you can use alternate camera views (video2 and video3 folders) and replace the one you have been using.
3. Save work every 15 minutes.
4. After major editing sessions, export .mp4 version without soundtrack to your computer.
5. Apply the soundtrack(s) toward the end of editing, adjusting the clips to match.