Movement Hub

Video Editing for Beginners



quick & dirty: Subtitles, Overlays & Cuts on Your Phone

Agenda

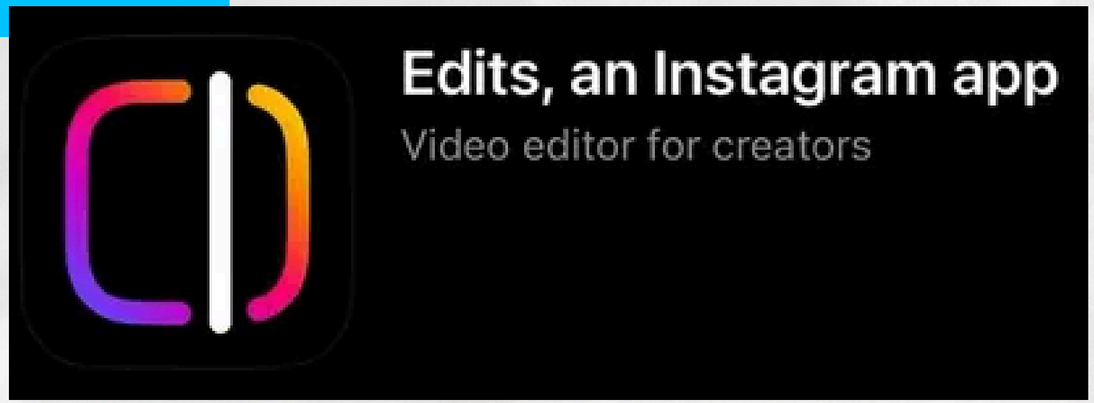
1. Input: Which Tool? Which platform? Basic Tips
2. Record & Let’s go
3. Cutting & Subtitles
4. Overlay & Finish

1

Basics







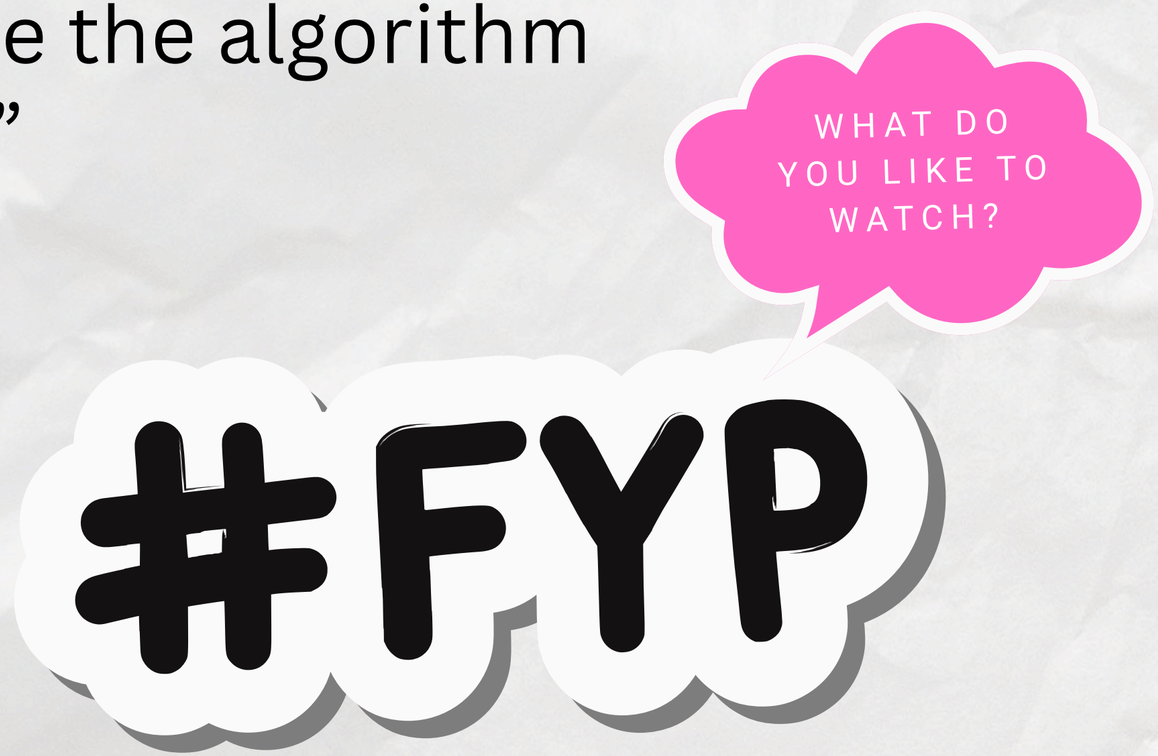
Data Protection

- Apps use content to train “AI”
- Alternatives:
  - VN Video
  - Opencut
- Judge your content & select only what you allow them to see

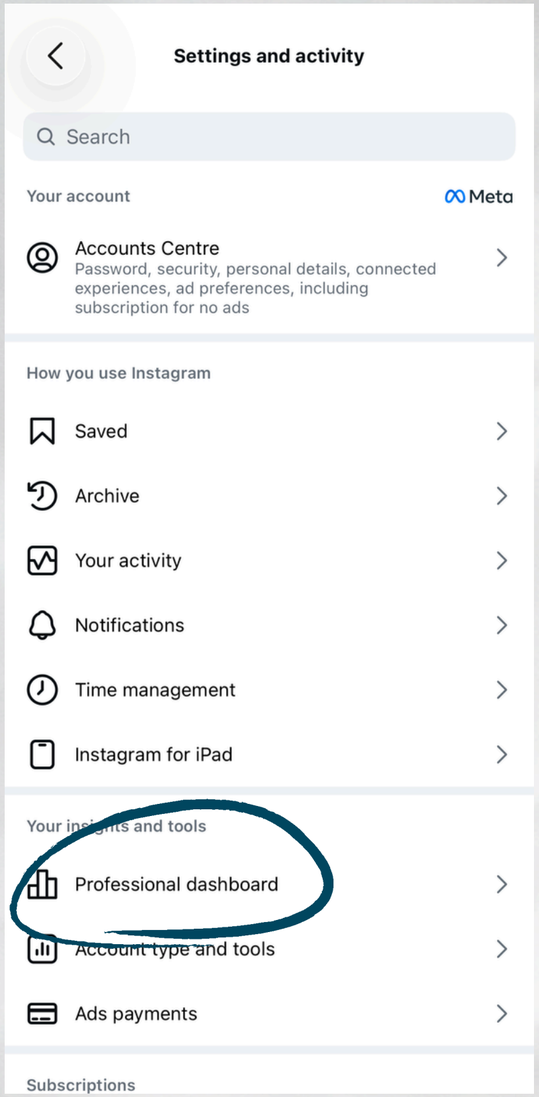


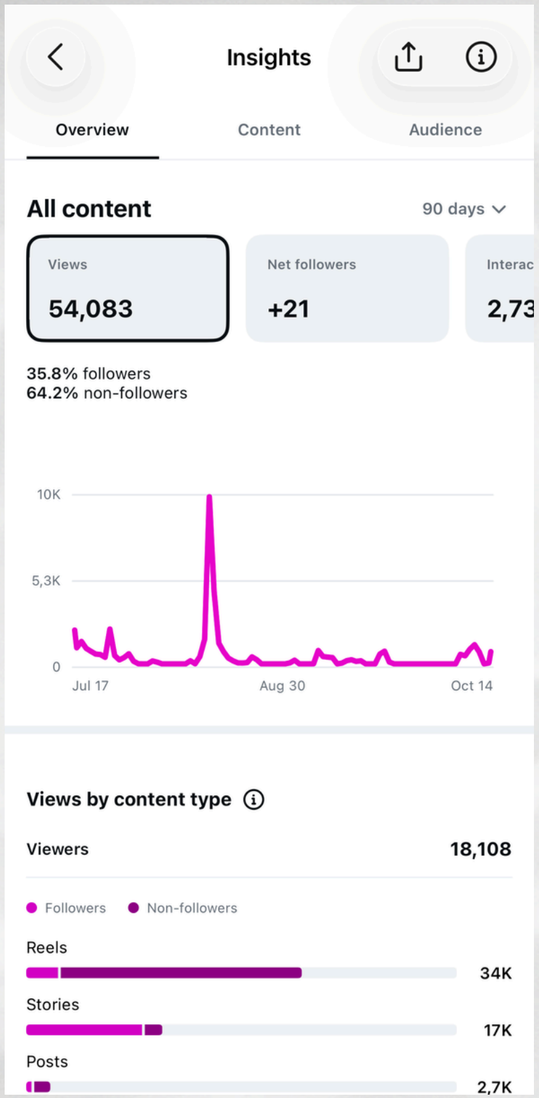
Reach

1. **Target audience is key** - you are the algorithm
2. Interactions and “Engagement”
    a. Likes, Comments
    b. Duration
    c. Sharing
3. Attention span

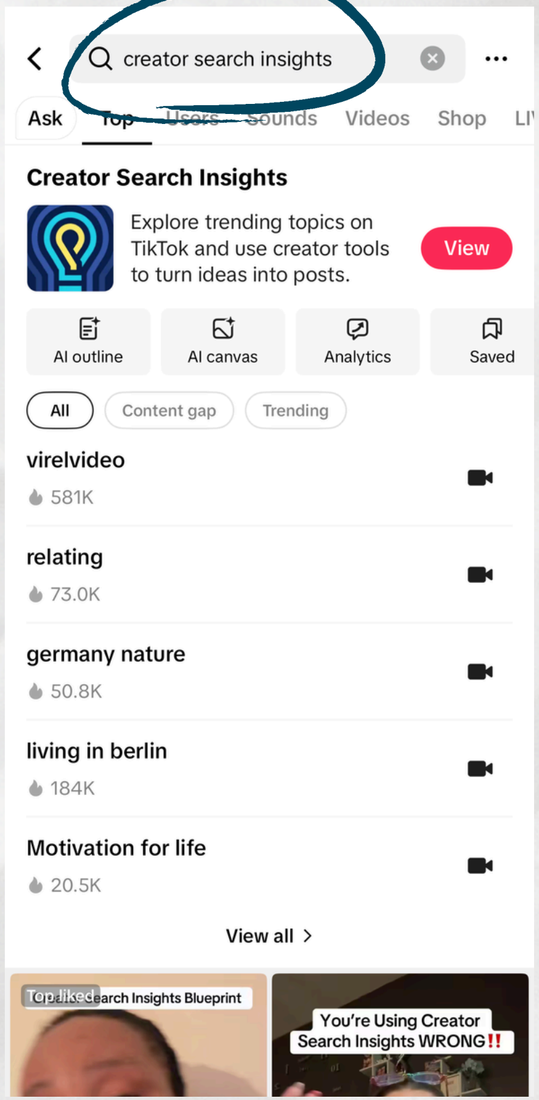


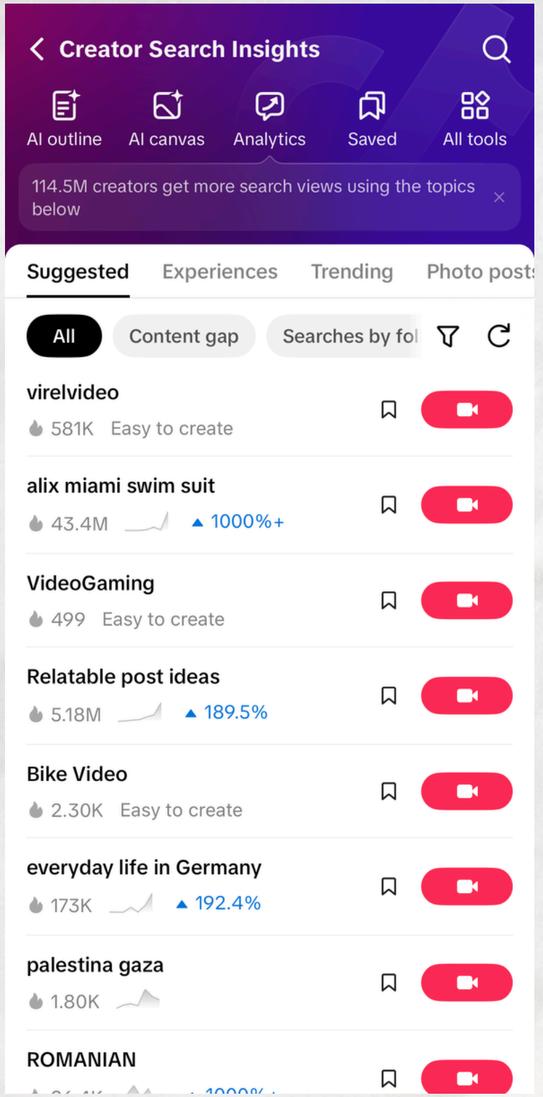
Instagram: Insights





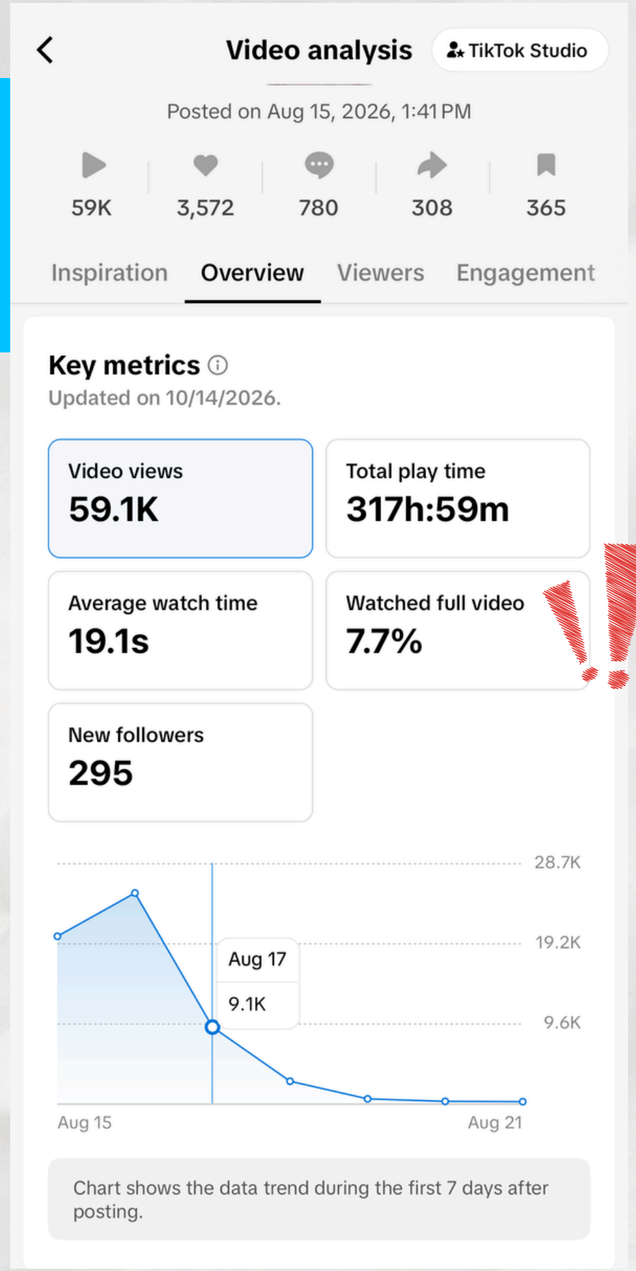
TikTok: Creator Search Insights

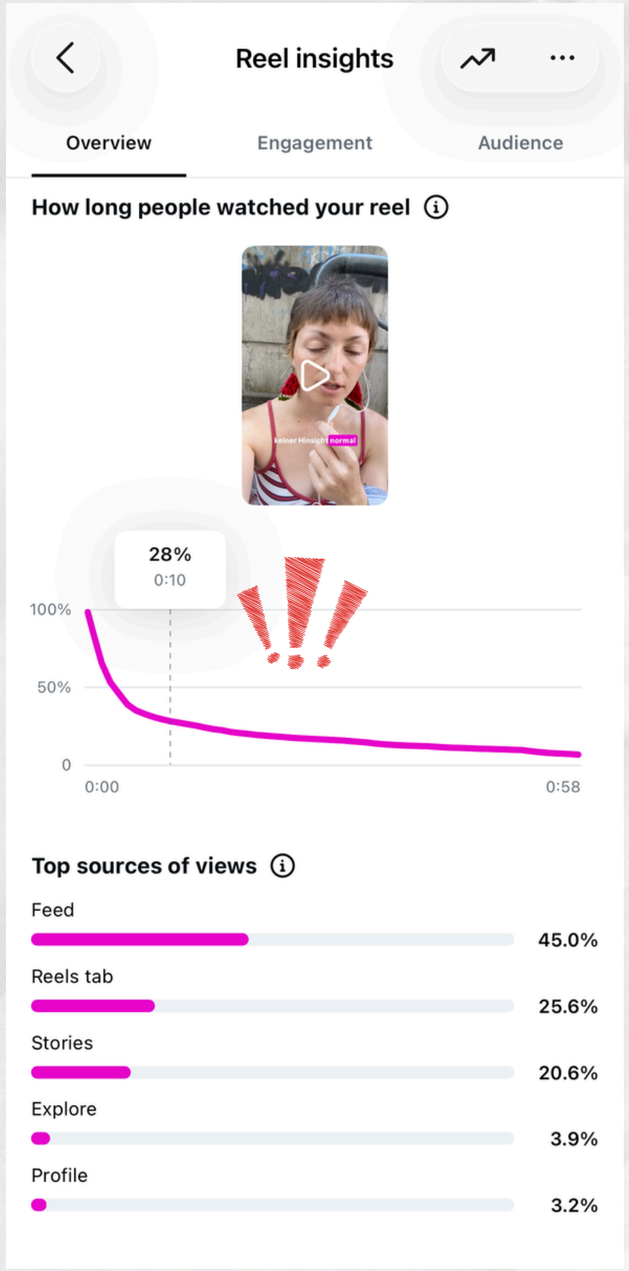




Analytics & Insights

→ the first seconds are key





Don’t

x overthink it
x forget the format
x bad quality: Sound & photo
x make it too long
x too much at once



Do

- Visual anchors
- place subtitles
- Plan the format
- write a useful caption





Basic Tips:



Shooting

- write a script
- Film: Distance, mic
- Faces, Hooks & Call to Action
- Short sentences & video sequences

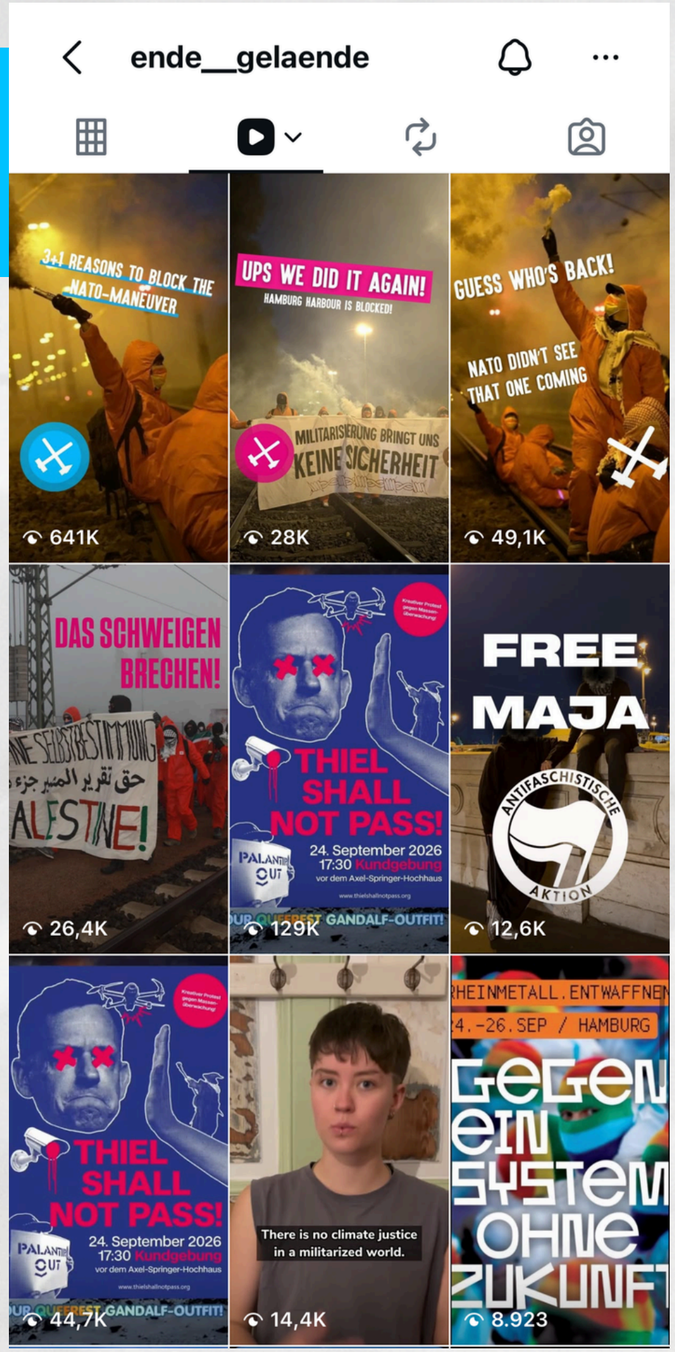
Text:

- Titel, Captions, Overlays: less is more

Basic Tips:

Post

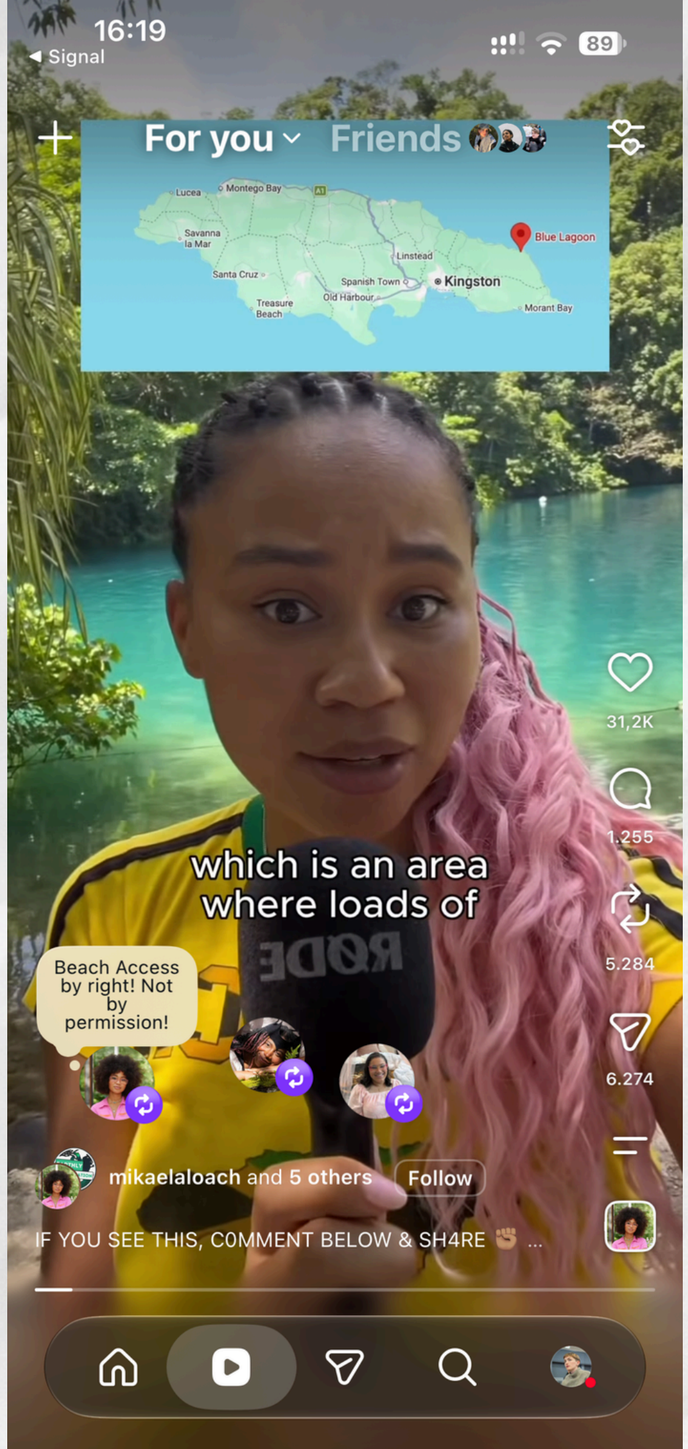
- Caption draft
- Music: be very careful
- Thumbnail
- Check best posting time
- relevant collabs

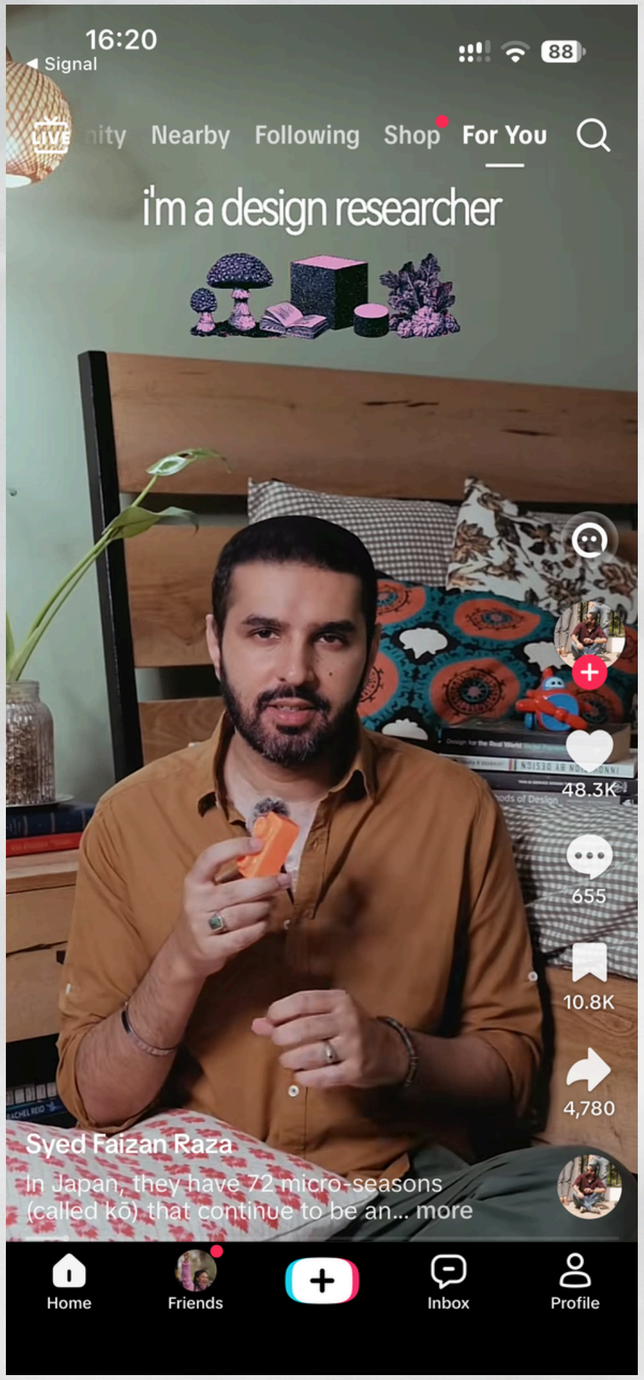


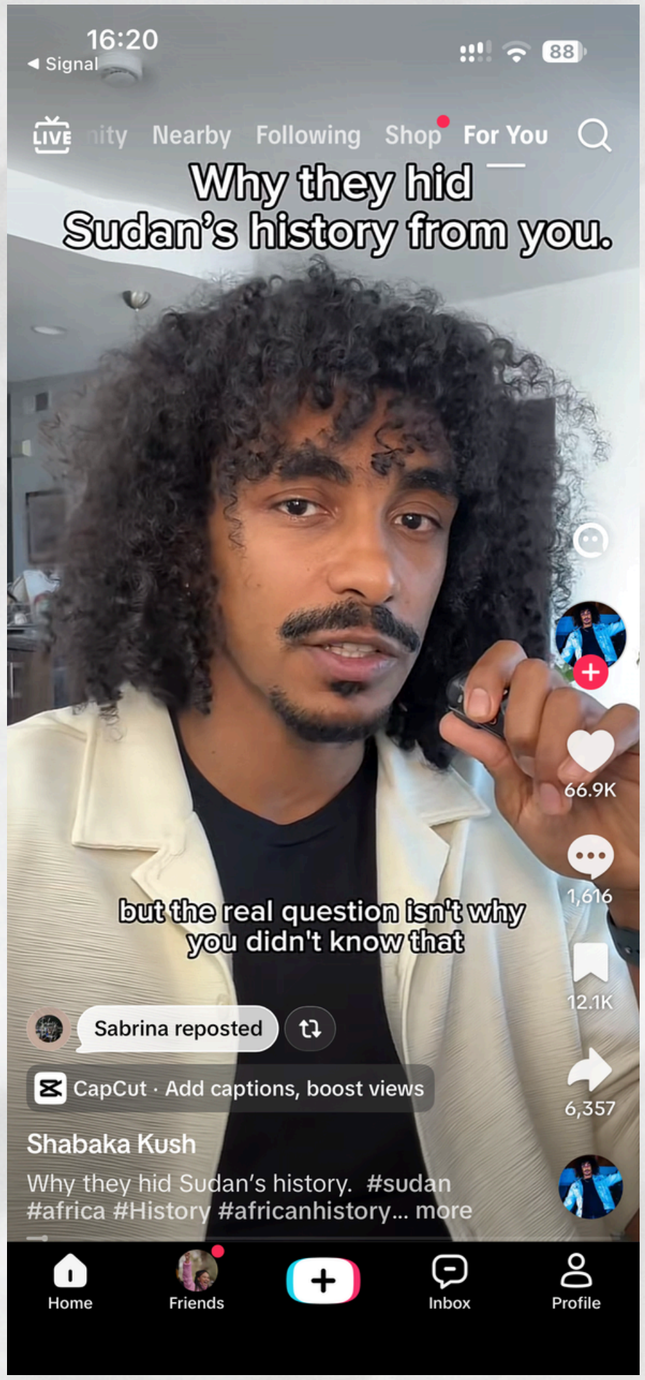
Examples

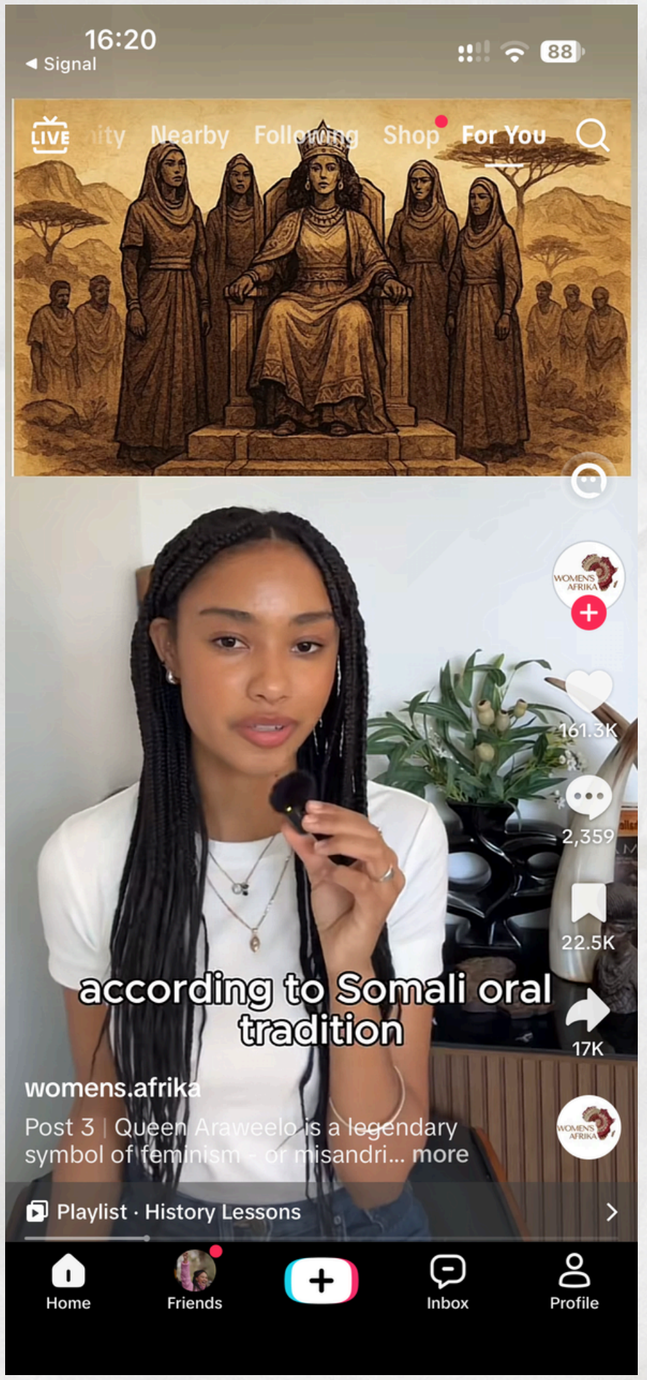


Look at how your favorite creators do it!




16:20
Signal
88
Nearby
Following
Shop
For You
i'm a design researcher
48.3K
655
10.8K
4,780
Syed Faizan Raza
In Japan, they have 72 micro-seasons (called kō) that continue to be an... more
Home
Friends
Inbox
Profile


16:20
Signal
88
Nearby
Following
Shop
For You
Why they hid Sudan's history from you.
but the real question isn't why you didn't know that
66.9K
1,616
12.1K
6,357
Sabrina reposted
CapCut · Add captions, boost views
Shabaka Kush
Why they hid Sudan's history. #sudan #africa #History #africanhistory... more
Home
Friends
Inbox
Profile


16:20
Signal
88
Nearby
Following
Shop
For You
161.3K
2,359
22.5K
17K
according to Somali oral tradition
womens.afrika
Post 3 | Queen Araweelo is a legendary symbol of feminism - or misandri... more
Playlist · History Lessons
Home
Friends
Inbox
Profile

1. Shoot script
2. Load videos in Edits

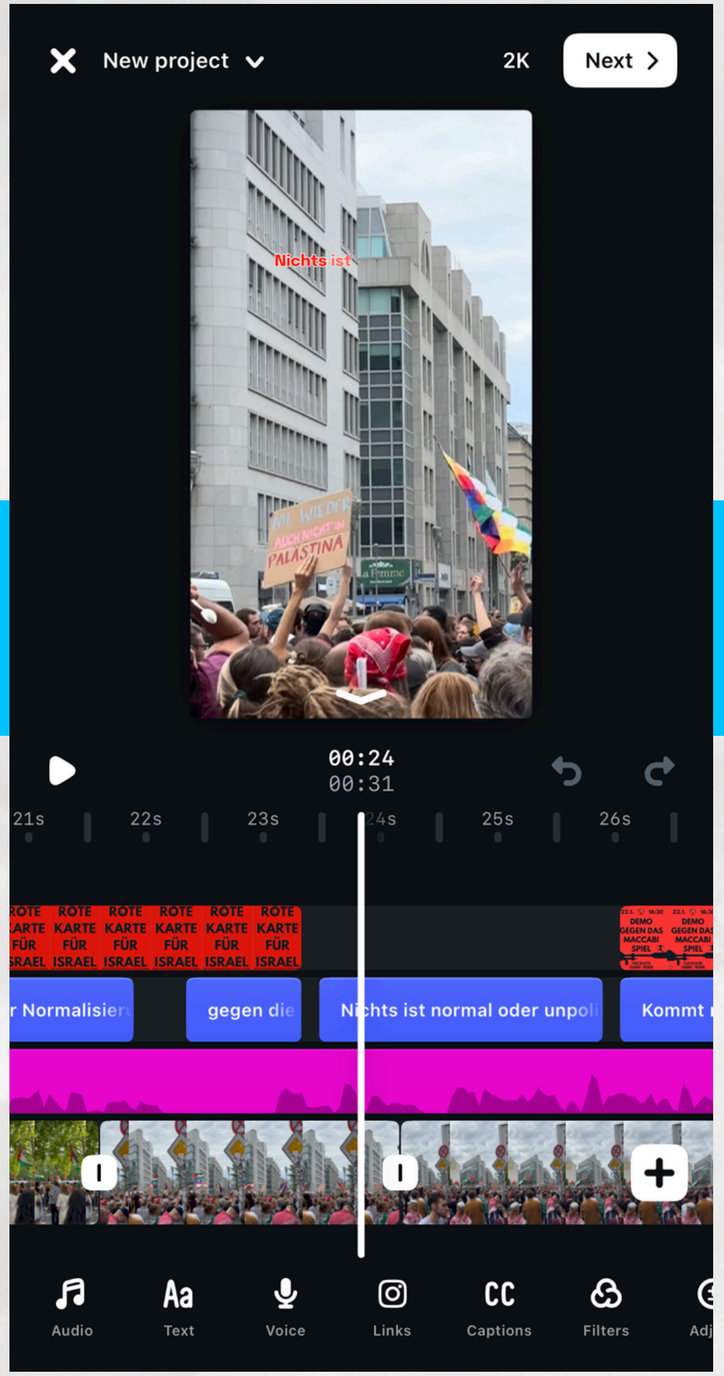
Let’s go!

→ open Edits, shoot & add subtitles

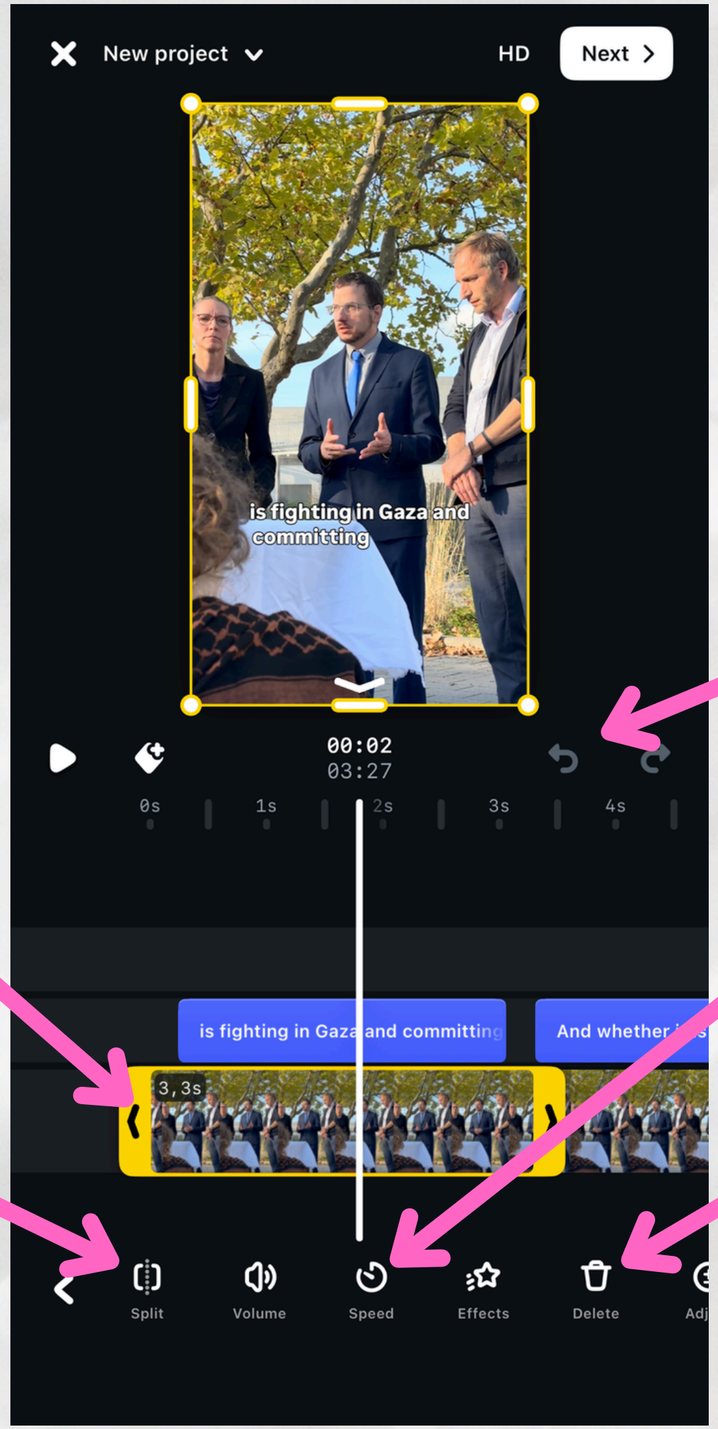
or

1. Use the shared video

Let’s go!


New project
2K
Next
Nichts ist
00:24
00:31
21s
22s
23s
24s
25s
26s
ROTE KARTE FÜR ISRAEL
DEMO GEGEN DAS MACCABI SPIEL
r Normalisier
gegen die
Nichts ist normal oder unpoli
Kommt
Audio
Text
Voice
Links
Captions
Filters

Edits:



undo

shorten/lengthen Video

adjust speed

cut video ‘in 2’

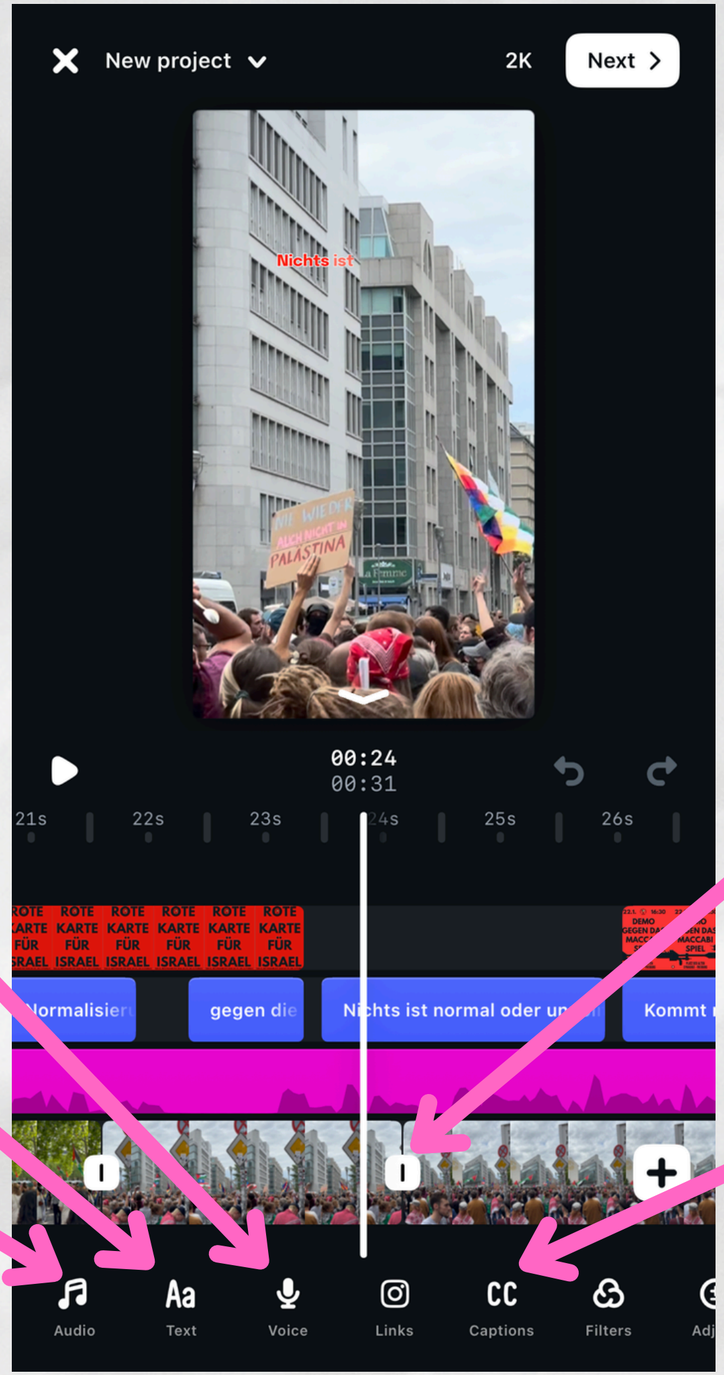
delete video

Edits:

Voice-Over: speak over existing Audio

add text

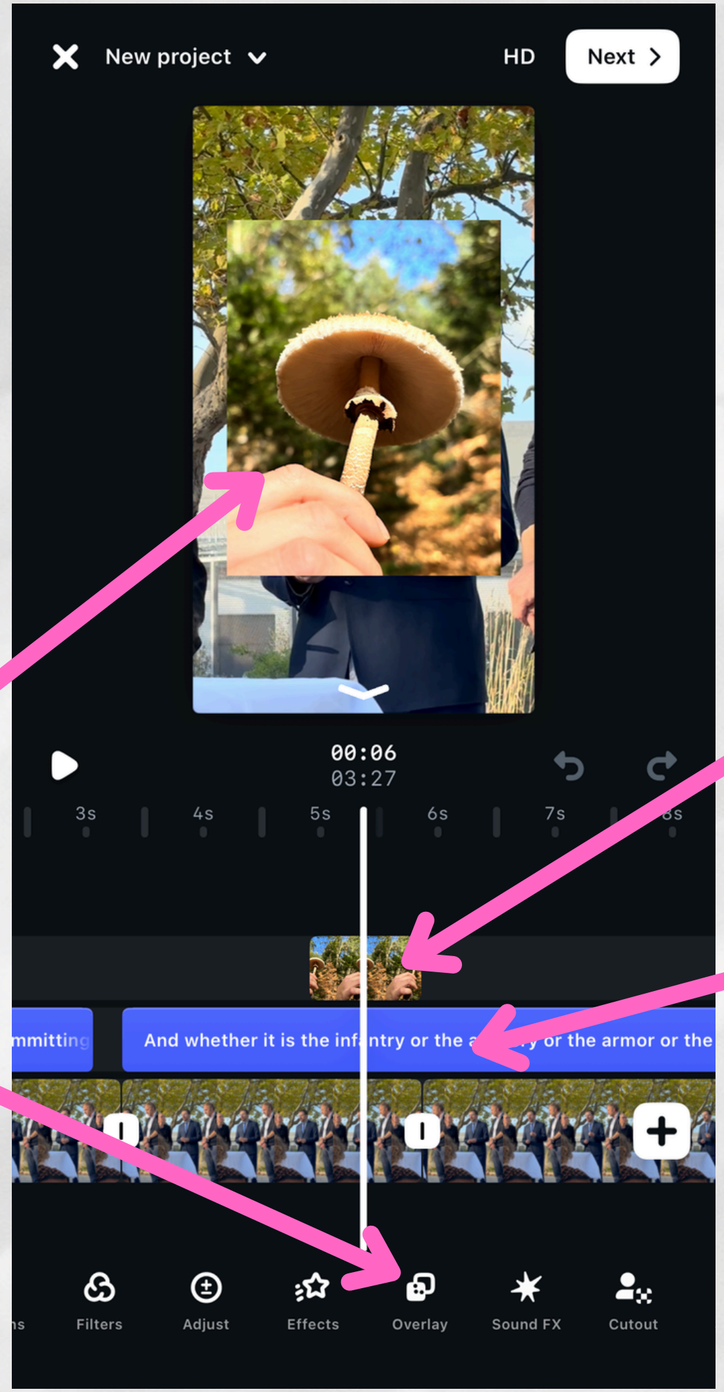
add audio/music



add transition/effect

generate captions/ subtitles

Edits:



adjust overlay position

add overlay (photo/video)

adjust duration of overlay

adjust captions