



EDITING FOR SOUND AND VISUALS TOOL

Sound and Video Editing Made Easy

Use this tool to learn how to create smooth transitions of audio and visuals in your professional video.



SIGNATURE BETH PRODUCTIONS LLC

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Visual Effects

To Polish Your Video

- **Brightness Effect**

- Most editing software has this option
- You may have to tone down the brightness if it washes out the color too much.
- You will need to do a case by case basis analysis.

- **Skin Smoothers**

- Big Hollywood Secret.
- This is a plug in effect you can add to some software programs that allows you to remove wrinkles, lines and smooth out the skin. There are free and pay to play versions of the skin smoother if your software program accepts them.
- It has the added bonus of making you look flawless and younger on camera.

- **Transform Video by Enlarging It**

- Gets rid of some of the detailing. Don't go too big. The benefit of Skin Smoothers is that the rest of the video is still high definition while your face is smooth so nobody notices or questions the filter.
- These video effects compensate for poor lighting in video clips. When you apply them, it gives your video a very professional appeal.
- There are additional effects you can use to change the look and feel of your video clips. You can scroll through them to see if you want to apply any of them.
- If you have a specific color theme, the colorize effect may help you to match those clips to your color scheme but I would not go crazy on this video.
- As long as you keep it moving and stick to the template, you will easily stand out from the crowd.

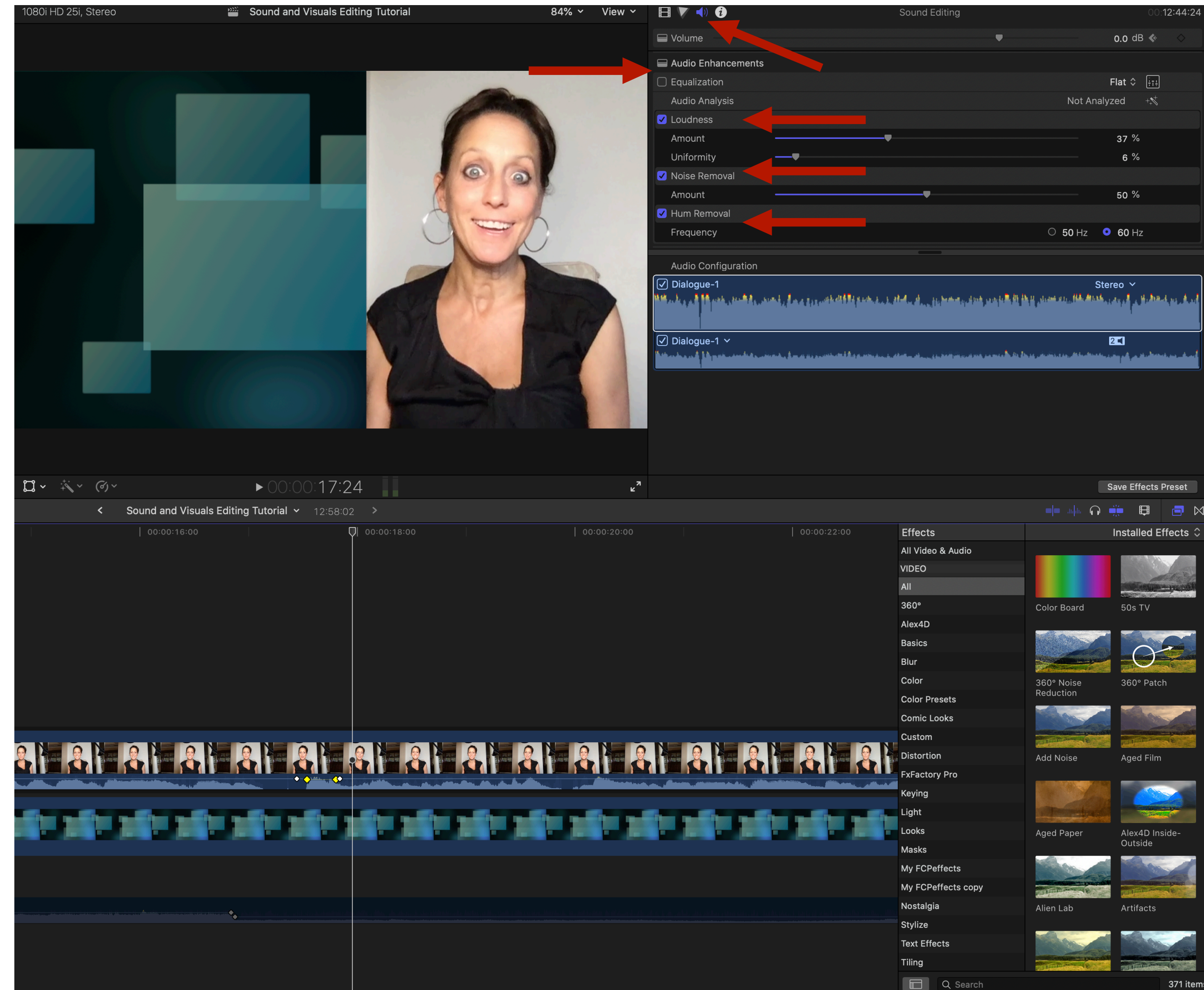


Editing for Sound

To make it professional

- You want your sound transitions to be smooth. Nothing jarring.
- Eliminate pops, sounds from turning on and off microphones and video capture, and abrupt noises in clips.
- Audio should be uniform throughout.
- Use audio enhancements to adjust the loudness of the clips, remove hum removals and background noise such as refrigerators, generators, air conditioners, room tones.
- Use the pan option to set to dialog or music, depending on which one you are editing.

Audio Enhancements (click on blue microphone icon on Final Cut Pro): Make sure to check off loudness, noise removal and hum removal (or the equivalents in your software). It should be automatic adjustments when you check them.

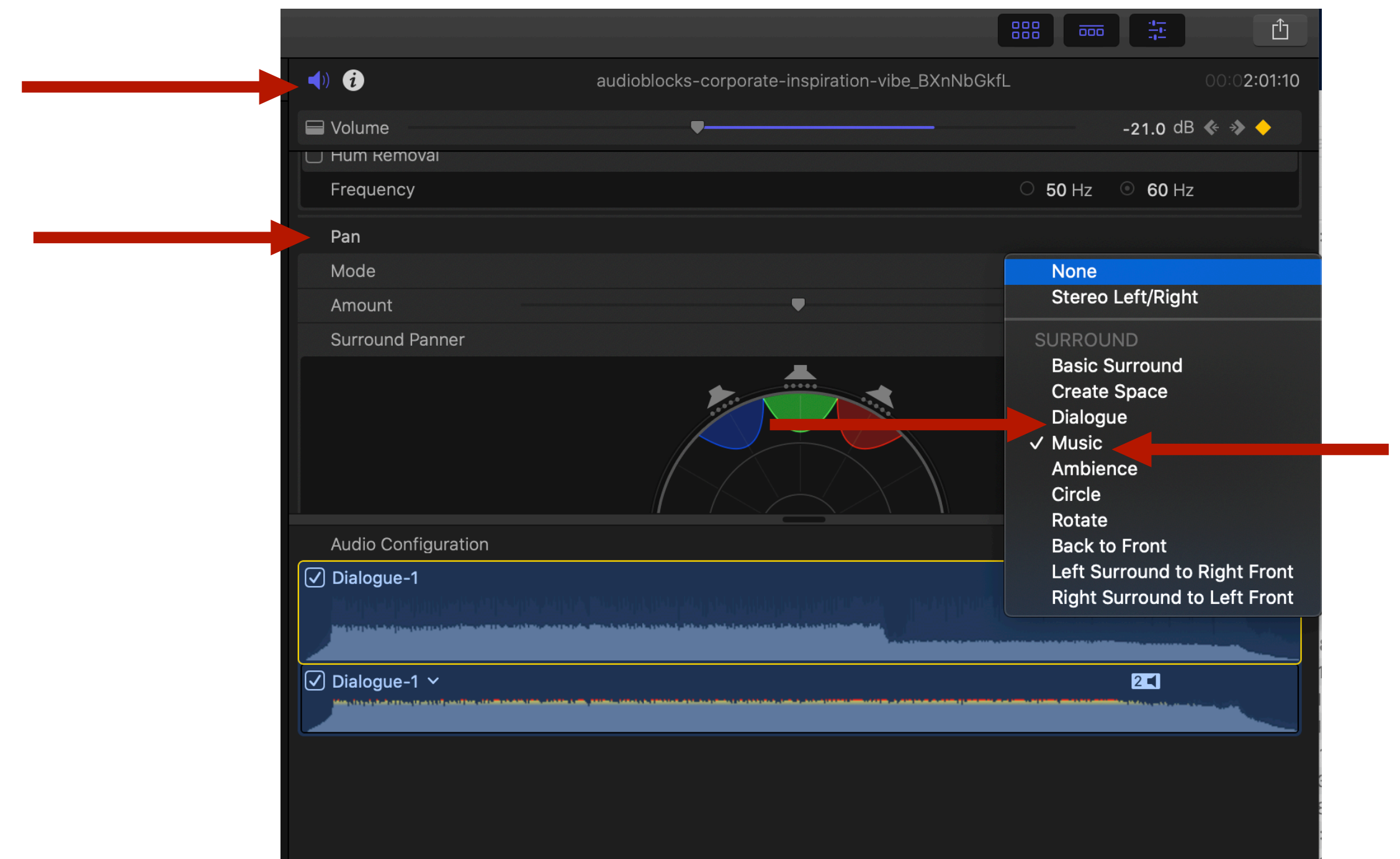
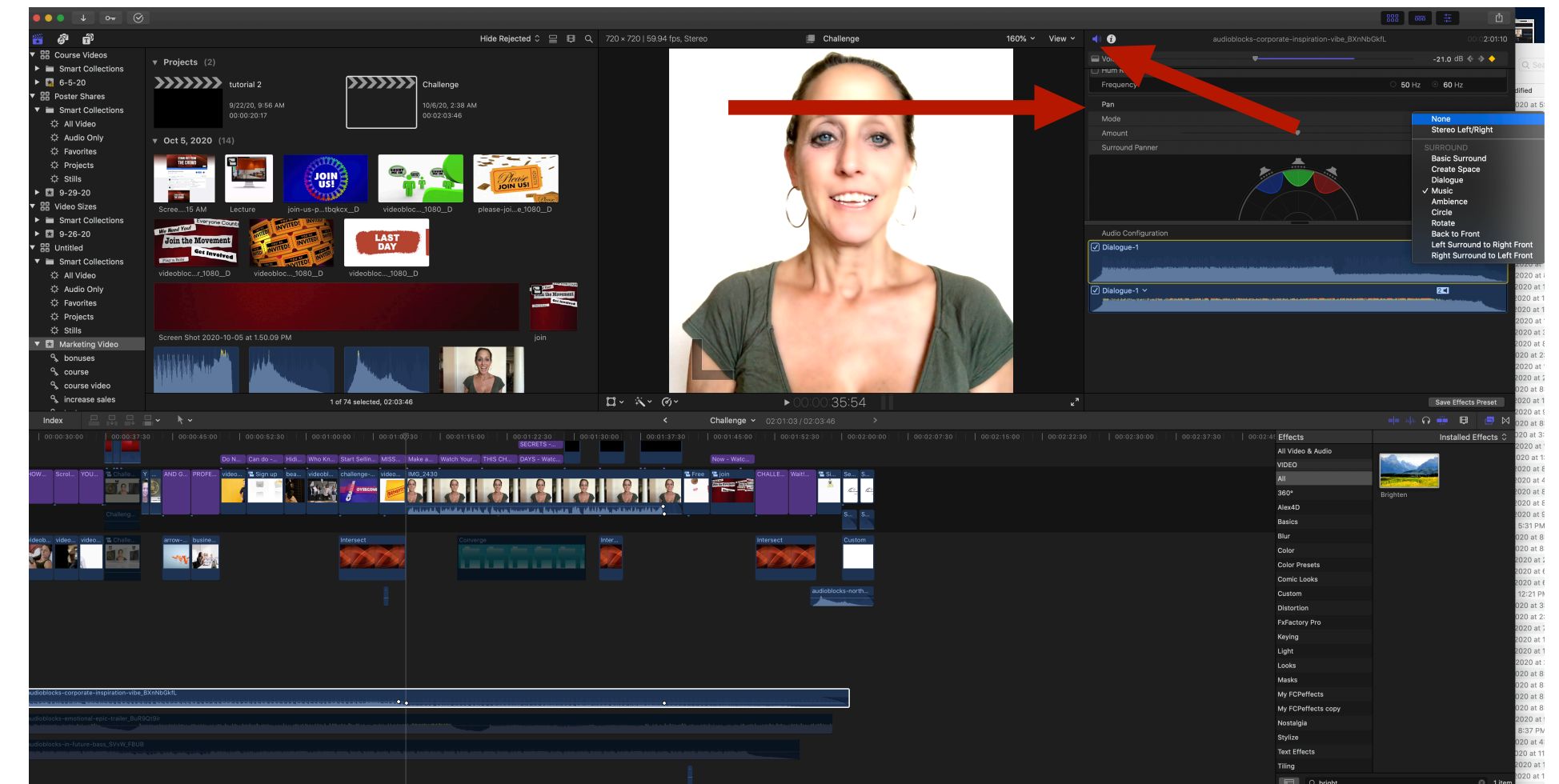


Editing for Sound

Music or Dialog: Pan Mode

- Use the pan option to set your audio to dialog or music, depending on which one you are editing. This will make sure your listeners get audio in both ears if they are listening on ear pods or head phones or on both left and right speakers.
- Music and sound effects or sound accents should be set to music.
- Dialog should be set to dialog.
- With video clips that are M.O.S. (no sound), you do not have to worry about sound editing.

Make sure your sound is the proper mode: dialog or music.

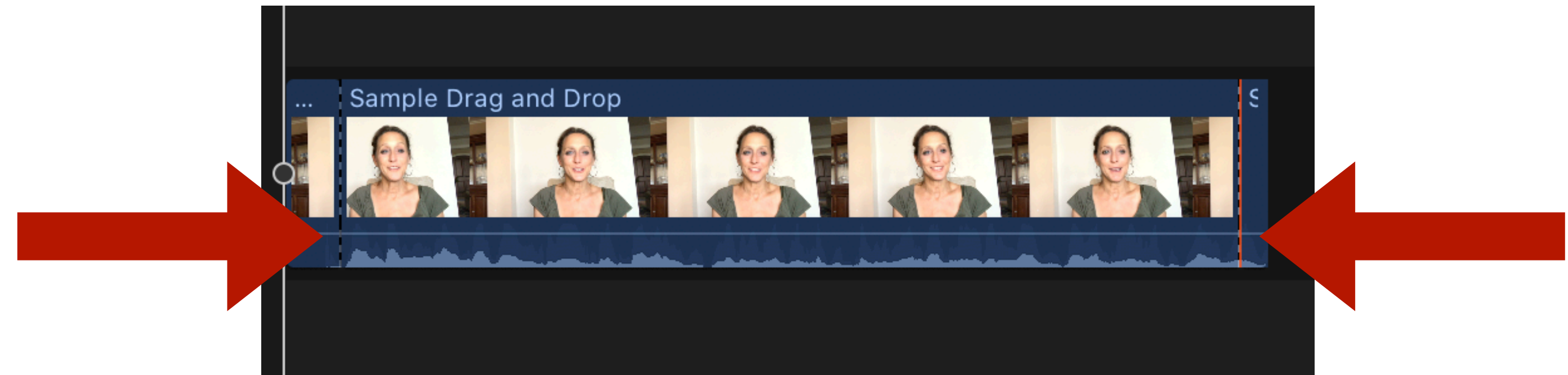


Editing for Sound

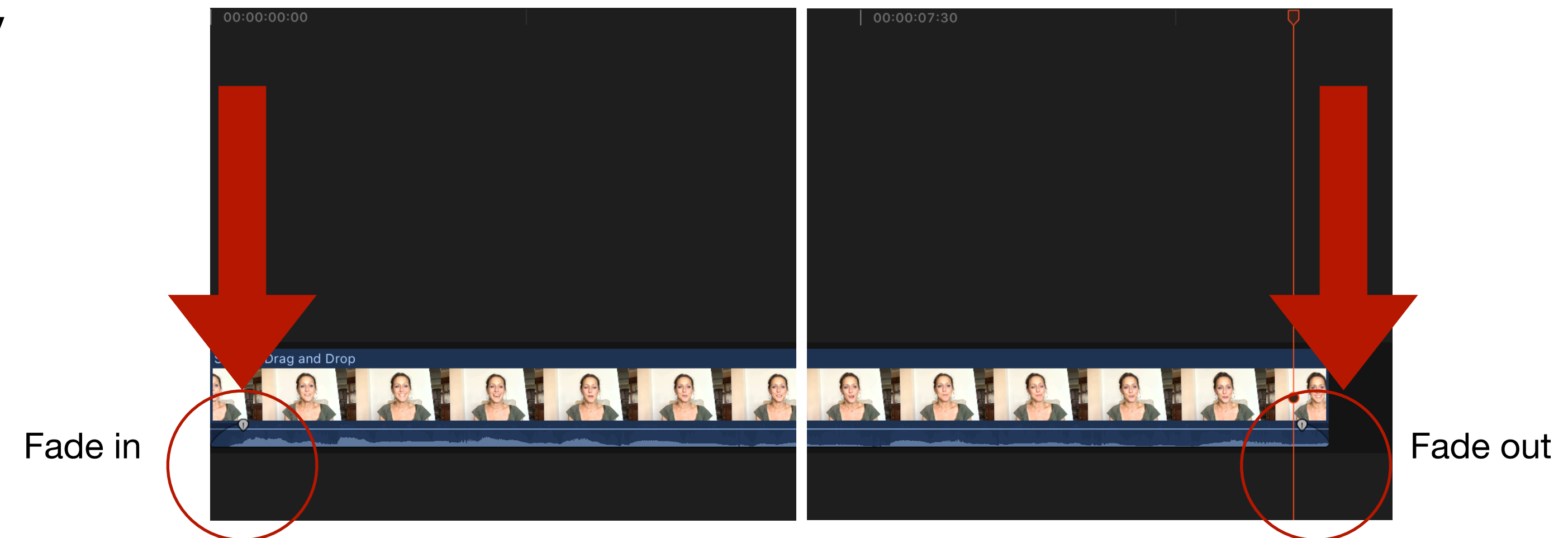
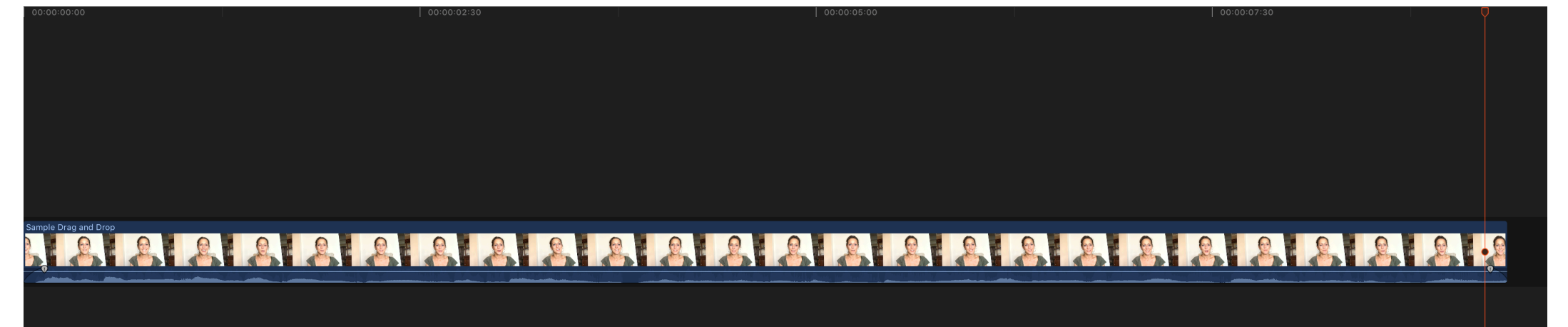
Trimming the Clip

- Trim the beginning or end of your video and/or audio clips to eliminate the microphone turn on and off sounds, and any other sounds before you speak.
- Fade in and out of the audio very slightly so it's a smooth transition.

Trim the beginning and end of the clip and delete those pieces.



Fade into the beginning of the clip and Fade out at the end of the clip.



Keyframe Editing

For Audio and Video

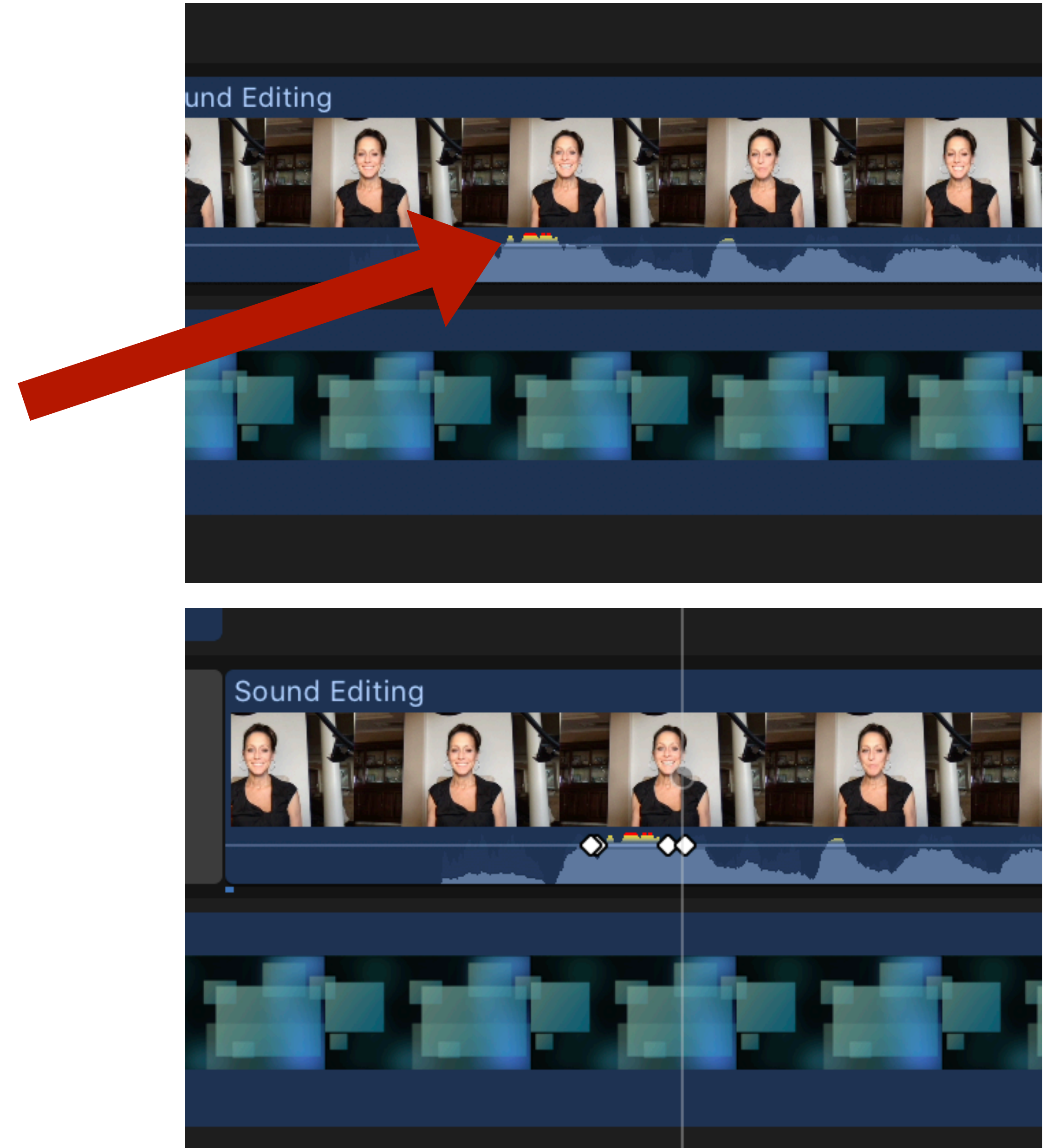
- In Final Cut Pro a keyframe is represented as a diamond. It may look different in other software programs.
- You use a Keyframe at specific points in a clip to change the parameters values of those points.
- It could be audio or video, or both.
 - Parameters can include audio volume, video size, position, effects, etc.
 - Keyframes can be used to animate your video clips.
 - For purposes of this marketing video, you can use a simple transition or effect for animation of video clips. When you get more advanced in your editing, you can start playing around with keyframing for video clips.
- You can set keyframes in the timeline or in the video inspector (the *i* in Final Cut Pro).



Editing for Sound

Keyframing for Audio Volume

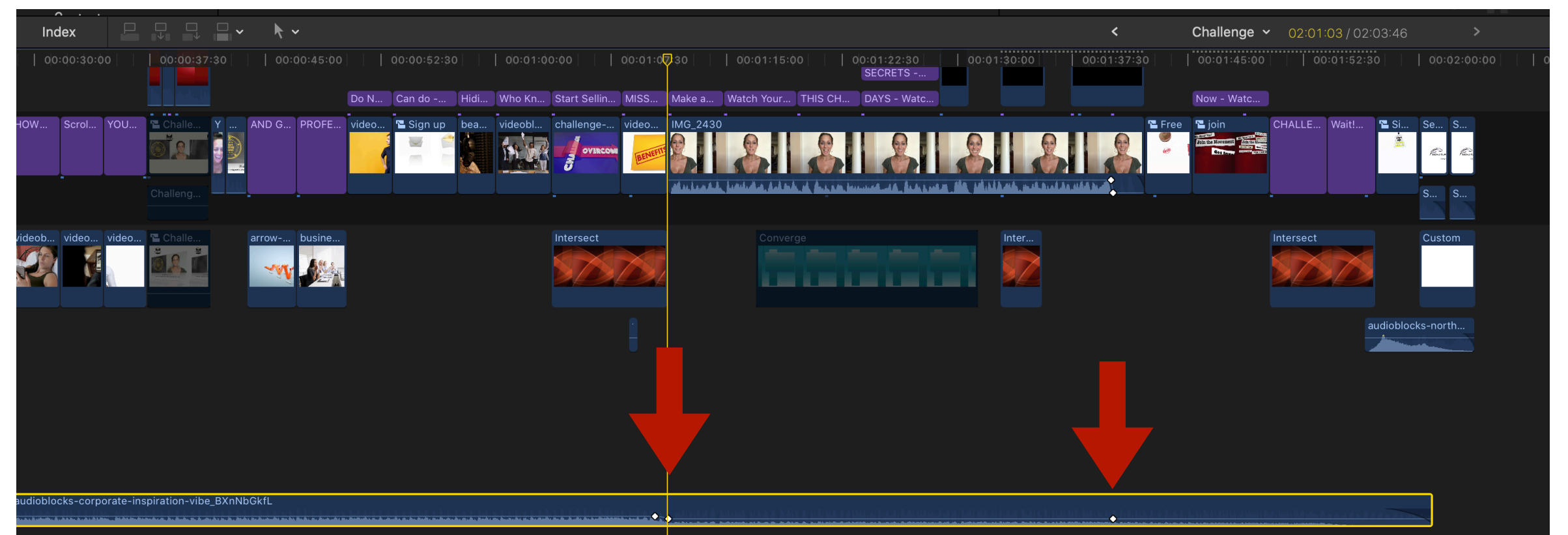
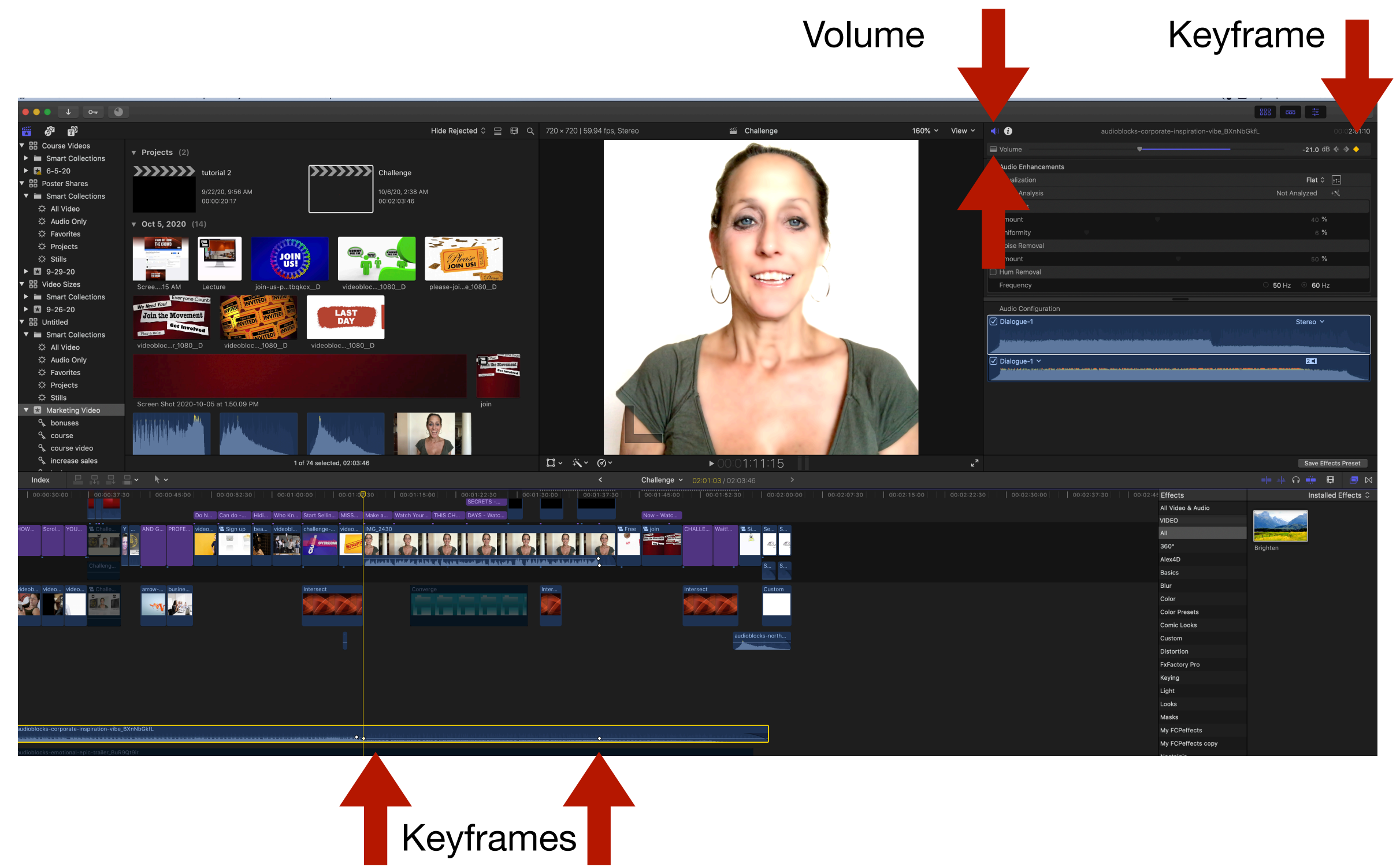
- Add keyframes as necessary to adjust audio volume. You will need to add a keyframe (1) right before you want to adjust the volume, (2) where you want to adjust the volume, (3) at the place where you want the volume adjustment to end and (4) at the very next frame where you want it to go back to the normal level. In the example to your right, there are 4 keyframes.
- Lower the volume where there are loud red spots because they will be too loud and distracting for your audience. Yellow is okay.



Editing for Sound

Video with Audio and Underlying Music Track

- Add a music track to your video.
- The Music will sit below your video clips, titles and the clips of you speaking.
- You can use key frames right before and after you speak to lower the volume of the background music while you speak.
- Remember to add another keyframe right before the adjustments and after it (unless you are already fading out in the music toward the end as in the example to the right).



Music & Video

Final Touches with Synching

- Synch the start and end of each video clip and moving titles to the beats or transitions in your underlying music.
- You can also position your video clips so that certain movements in the clip fall on beats or accents in the music.
- This gives it a professionally polished feel.
- Best practices is to use headphones when editing for sound and music to make sure you can hear the beats and also to make sure you're getting audio in both ears.
 - If you don't hear audio in both ears, then go to the audio settings in the editing software inspector and look at your pan mode to make sure it's on dialog or music.
- Watch some of my marketing videos and you will see how the video clips change with the beats in the music and how some of the movements in the clips are timed perfectly to match the musical beats.
 - How to Write a Professional Screenplay: <https://www.youtube.com/watch?v=lcj9mCO92ZI&t=38s>
 - How to Make a Professional Marketing Video: <https://www.youtube.com/watch?v=p-oTjmO6lfM&t=2s>
 - Stand out from the Crowd Challenge: <https://www.youtube.com/watch?v=DOt6uzO6RL8&t=1s>
 - Conquering the Creative Block: <https://www.youtube.com/watch?v=J4u3tTiwOsY&t=4s>
 - The Back Door to Hollywood Flagship Course: <https://www.youtube.com/watch?v=VnXPYq35PqI>
- You do that with drag and drop editing, moving the part of the clip that you want to match the music to those beats.
- It's done by trial and error.
- You may need to move it a few times when you are editing.
- Be careful when you start cutting and pasting and inserting different clips because it may change where clips fall on the music.
- Before you export any video, watch it in the timeline and make adjustments for any clips, titles and movements that may not be synched with the video clips.

