



Video Editing Software Slides

Choose the Right One for You (Free or Professional Pay to Play)



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Open Shot

One of the best simple video editors for beginners

- Free video editing software with full editing suite
- Available for Windows, Mac and Linux
- Good for small business because you can:
 - Resize clips
 - Scale (i.e. make something pop from zero to full screen)
 - Trim
 - Snap (which allows you to have clips attach to each other and fit together automatically so there's no gaping image between clips. Very useful!)
 - Rotate
 - Edit Audio
 - Has a Real Time Preview.

Open Shot Features

<https://www.openshot.org/>

- Customizable title-card templates
- Drag and drop functionality so you can just drag you audio, video and images into the timeline
- Video Effects
- Available in 70+ Languages
- Keyframe animation which is an advanced editing technique to change size, sound, effects, visuals and animation frame by frame of your video.
 - I will do a video tutorial on audio key framing to show you how to fix pops or sound problems that cannot be fixed with an audio effect.
- Video Effects to remove backgrounds from your videos (green screening), invert colors, adjust brightness, etc.
 - Brightness is important for the marketing video because if the video clip of you talking is too dark, you may be able to brighten it with the brightness effect. That is why many videos where people are talking against a white background seem so bright - they are brightly lit but they often have a brightness effect added to them in the postproduction video editing phase. You will be able to use that trade secret with this software.
- Slow Motion and Time Effects with pre-set animations for playback
- Unlimited layers
 - so you can drag one clip over another and use your green screen Done For You Clips
 - You can put a title another clip
 - Can add audio (music and sound effects like a pop) underneath a video clips

VSDC Free Video Editor

Full Editing Suite for Windows (professional version also available)

- Free video editing software with full editing suite
- Available for Windows, Mac and Linux
- Good for small business
- You can:
 - resize clips
 - scale (which is make something bigger or smaller, which you may want to do if you want your face to fill up more of the screen, you can scale the video clip so it's bigger)
 - Trim
 - Snap (which allows you to have clips attach to each other and fit together automatically so there's no gaping image between clips. Very useful!)
 - Rotate
 - Edit audio
 - Has a real time preview

Apple iMovie

Good for Beginners

- Free video editing software with editing suite
- Available for Mac only
- Studio-Quality Titles that allow you to customize the font, size, color and formatting
- 10 Creative Filters
- Pre-set Video Trailer Templates
- Advanced Editing Tools:
 - Fix shaky videos
 - Green screen effects
 - 24 transitions
 - Some background effects like colors, curtains and world maps
 - Cut from iPhone, to iPad to Mac using airdrop
- You can:
 - Record your voice over to clips
 - Add music or sound effects
 - You can trim and cut
 - Add a Ken Burns effect which is movement to a still photo or movie video
 - Change to Black and White or Sepia
 - They do not support plug-ins so there are limitations to what you can do

Windows Movie Maker

Free App that comes with Windows - Good for Beginners

- Available only for Windows
- Free app
- Easy to use
- Features include slow motion, speed-up, trimming, video playback, preview
- Can add
 - various backgrounds
 - music
 - effects
 - titles
 - transitions

Filmora

Good for Beginners and Semi-Professionals

- Free video editing software with editing suite (Filmora9 also has a pay to play pro version FilmoraPro))
- Available for Mac and Windows
- Drag and drop editing
- You can
 - Trim
 - Cut
 - Overlay
 - Add Filters
 - Add Transitions
 - Add Motion Elements
 - Apply Green Screen and Blending Modes
 - Color correction
 - Speed adjustments
- Custom Titles
- Background Noise Removal
- Keyframe Audio Editing
- Audio Equalizer and Crossfades
- Stabilisation

Blender

Good for Designers, Graphic Artists and 3D Enthusiasts

- Available for Windows
- Animation and Rigging
- Modeling
- Sculpting
- Interface isn't as user friendly

Kdenlive

Mac Users

- Available for Mac
- Configurable interface and shortcuts
- 2D Titler with effects, colors and zoom ability
- Audio sculpting
- Keyframeable effects
- Automatic backup

Final Cut Pro

Good for Professional

- Available for Mac
- Pay to Play 1 Time Payment \$299
- Easy to Use Interface
- Titles
- Effects
- Transitions
- Green Screen
- Keyframe Editing
- Audio Effects, Audio Background and Hum Removal
- Cut and Trim
- Layering with Drag and Drop Editing
- Allows Plugins - Really Cool and Cheap Title, Effects and Motion Graphics Plugins.
- If you buy this, let me know so I can tell you where to find the free and paid plugins I have and I can send you an XML file - actual templates from my own professional marketing videos.

Adobe Premiere Pro

Best for Professional Video Software for Windows

- Available for Windows
- Pay to Play Fee/month - different pricing for each plan \$20.00/month to \$52.99/month for all apps
- Drag and Drop Editing
- Detects Edits Automatically
- Industry standard video editing tools
- Free trial available
- Automatically reformat your videos for different sizes and platforms
- Cloud collaboration
- Audio Panel
- Motion Graphics Templates
- Effects
- Transitions
- Video Titling and Graphics
- Virtual Reality Editing and Support

Corel VideoStudio Ultimate

Video Software for Windows

- Available for Windows
- Pay to Play Fee \$39.99 to \$49.99/Free trial available
- Industry standard video editing tools
- Templates and Overlays
- Video Masking
- Color and lens correction
- Color grading
- Green screen
- Custom Split Screens
- Customize Motion
- Crop, Trim and Rotate
- Video Stabilization
- Screenrecording
- Titles and Creative Content
- Fast and Slow Motion
- Pan and Zoom
- Motion Tracking
- 360 Degree Editing

Avid Media Composer

Free and Paid Versions

- Available for Mac and Windows
- Pay to Play Fee/ \$23.99 to \$49.99/month Free trial available
- Trim and Smart tools
- Color correction
- Audio editing and effects
- Titles
- Snap to Edit
- Video and audio plugins
- Screenrecording

Lightworks

Good for Professionals

- Available for Windows, Linex and Mac
- Free and Pay to Play Fee (\$24.99/month)
- Easy Timeline Editing and Trimming
- Templates and Overlays
- Effects
 - Chromakeys (Green Screens)
- Keyframes
- Color correction and blending

Getting Started

Choose Your Software

- Watch the tutorial on getting started once you choose your software.
- They will have videos on how to use the different features and how to create a project.
- You can use the Professional Marketing Video Structure Model to Begin Creating Your Project, dragging and dropping titles and clips for each sequence of your video, layering the different videos and music, using the actor on a stage analogy.
- You'll be able to import and drag and drop Done For You Clips into your software.
- Download the Free App Handbrake so that you can convert large movie files to smaller files for uploading to websites and the internet.

Sample Easy Editing

Using Your Editing Software

- Create a Project
- Import Files or Drag Files into your Editing Timeline
 - Done For You Clips
 - Your Magical Video Piece
 - Stock Footage
 - Royalty Free Music
- Start Editing
- Trim, Cut, Lengthen
- Apply Effects and Transitions
 - Do that after the music is in - remember below all of the video and title clips - like the orchestra below the stage
- Clean up sound and apply brighten effects to your videos so it looks professional
- If you are using Final Cut Pro X, you will have an opportunity to import the title, effects and generator plugins I list for you in a separate tool in the next session.
- Get creative.
- Choose your titles.
- Choose your color scheme and stick to a few colors for titles so that it is consistent throughout the video.

Stock Footage & Music

You Want to Find and Add Royalty Free Stock Video Footage and Music Clips

- Facebook videos only (music cannot be used elsewhere on the internet)
 - Creator Studio > Creative Tools > Sound Collection
- <https://pixabay.com/videos/>
- <http://www.stockfootageforfree.com/#content>
- storyblocks.com is a pay to play site.
 - Audio version and video version
 - Audio version has music, sound effects and loops
 - Video has green screen clips, backgrounds, arial shots, drone shot, amazing stock footage
 - Fast, easy to use, lots of stock footage, many M.O.S. (mit out sound/no sound)
 - Industry standard used in may films and TV shows.