



# DIGITAL CONTENT CREATION

Day 11: Production & Post-production



**Week 3**

**Production & Editing**

**Editing & Feedback**

**Sharing & Feedback**

**Graduation**

# AGENDA DAY 11



180 minutes

**Shooting day!**

**Editing: basics & hacks**

**Repurposing content**



FILMING

rntc



EDITING

# Pre-production checklist

ITEM	STATUS	Notes
Target Audience map		
Persuasive Aim statement		
Storytelling strategy		
Creative Format decision (format & platform)		
Visual Identity (color palette, fonts,, thumbnails, style)		
Story script		
Storyboard		
Shooting script		
Project timeline		
List of media assets needed (music, sounds, video, images, text)		
Budget		



**Shooting  
time!**



# Video editing

Editing a video is a process of organizing and manipulating the different assets into a timeline to create a story.



**Can you think  
of editing  
styles?**

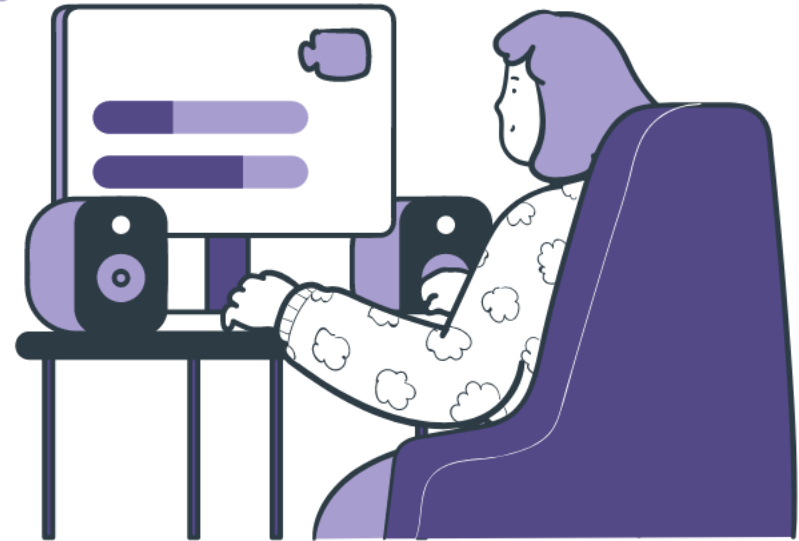




**TECHNICAL  
SKILLS**

**SENSE OF  
TIMING**

**EMOTIONAL  
LANDSCAPE**



# clipchamp

The screenshot displays the Clipchamp video editor interface. At the top, the title "Untitled Masterpiece" is centered, with "Upgrade" and "Export" buttons to the right. The main workspace is divided into three sections: a left sidebar with editing tools (Media, Stock, Text, Transition, Overlay, Background), a central video preview window showing a woman on a beach, and a bottom timeline. The timeline includes a text track with "Kaitlyn Eggersdorff", a blue "Bouncing" effect track, and a pink "IMG\_4481.mov" video track. A playhead is positioned at 1:00 / 2:00. The preview window shows a 16:9 aspect ratio.



**LET'S EDIT  
TOGETHER!**

# Video editing

- Creating a Project
- Workspace
- Importing Assets
- Organising Folders
- Adding footage to sequence
- Main Actions
- Editing
- Transitions
- Colour Correction
- Audio and Music
- Text and Graphics
- Exporting



# ASSIGNMENT

**Work on folders:** import your materials to the folder and structure them as is most useful/logical for you.



# Video editing

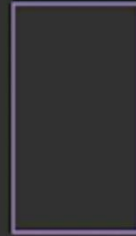
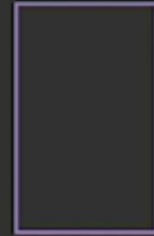
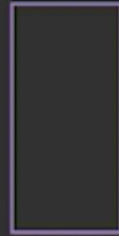
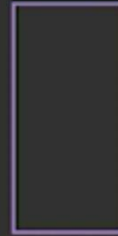
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# List of assets

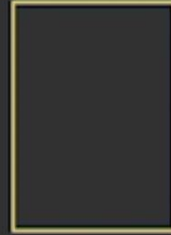
Titles



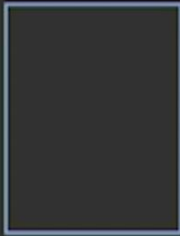
Images



Video  
(interview)



Narration



Music



# ASSIGNMENT

**Work on assets:** review the materials you have for your video project (audio, video, text, etc.) and make a list of the missing assets.





# ASSIGNMENT

**Work on basic editing:** spend some time to learn the basic editing actions. Try out different things, play around, make mistakes!

**Prepare a rough cut of your project!**



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# Video editing

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**Things to  
consider when  
publishing...**



# QUESTIONS



# INDIVIDUAL ASSIGNMENT

Work on your final  
assignments!





## REFLECTION

**What is your key  
takeaway from this  
session?**



# Thank you!