

# Get Started in Video Editing

These slides are for the seminar: Get Started in Video Editing

# Topical Breakdown

1. Key Concepts
2. Disambiguation
3. History
4. Software
5. Video Editing Process
6. Common Projects
7. Salaries & Jobs

# What Is Video Editing?

It's combining different videos, audio, images, text and graphics together to form a new video.

But, it's a little more than that...

# What do editors do?

Editors combine together the raw footage of a film or video project.

An average, edited 2-hour film may have hundreds of hours of raw footage. Short-form projects will have less, but still far more than what goes into the final cut.

This is assembled into sequences, refined, music, soundFX, graphics and VFX are added and you have something you can call, a film

“what makes a movie a  
movie, is the editing”

Zach Staenberg  
Editor of the Matrix trilogy

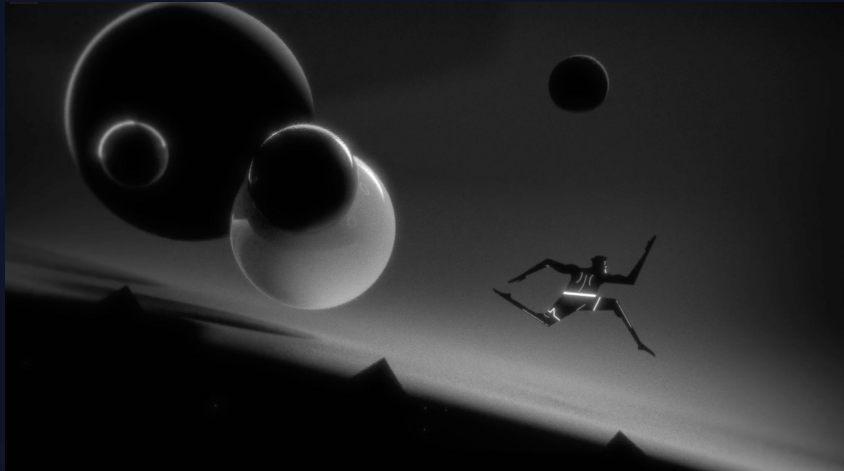
# Why the confusion?

A lot of people use the term video editing to describe:

- Motion Graphics
- Visual Effects
- Videography
- Anything else they can think of involving video

# Motion Graphics

Motion Graphic Design or Motion Design applies traditional graphic design and animation principles to motion projects



<https://vimeo.com/channels/bamograph>

# Visual Effects

The process of creating or manipulating imagery outside of the traditional filmmaking process for integration into a film or video project.



<https://vimeo.com/channels/960278>



# Videography

The process of recording or capturing moving images via an electronic device.



# What Is Video Editing?

Theory

Practice/Techniques

Technical knowledge

Lets learn a little history

# In the beginning...

There was no editing...

Lumiere Brothers

Thomas Edison

L'Arrivee d'un Train



<https://youtu.be/1dgLEdFddk>

# The first edited film was...

The Great Train Robbery (1903)

Editor: Edwin. S Porter



<https://youtu.be/y3jrB5ANUUY>

# What About Software?

# Common Editing Software

## Video Editing

1. Premiere Pro
2. Final Cut Pro
3. Avid
4. Davinci Resolve

## Audio Editing

1. Apple Logic Pro
2. Avid Pro Tools
3. Adobe Audition
4. Audacity

## Graphics

1. After Effects
2. Apple Motion

# Noble Desktop - Video Editing Certificate

## Video Editing

1. Premiere Pro
2. Final Cut Pro
3. Avid
4. Davinci Resolve

## Audio Editing

1. Apple Logic Pro
2. Avid Pro Tools
3. Adobe Audition
4. Audacity

## Graphics

1. After Effects
2. Apple Motion



# Premiere Pro

Made by: Adobe Systems Inc.

Who Uses it?

CNN, BBC (some departments), Penguin Random House LLC, The American Red Cross, Independent Editors & Production companies

Where have I seen it?

Deadpool (2016), Gone Girl(2014), Terminator:Dark Fate (2019)

# Final Cut Pro

Made by: Apple Inc.

Who Uses it?

MTV Networks, The American Red Cross, Penguin Random House LLC, Multiple cable TV networks, Independent film-makers

Where have I seen it?

The Social Network (2010), The Girl with the Dragon Tattoo (2011), John Carter (2011), 500 Days of Summer (2009), X-Men Origins: Wolverine (2009)

# AVID Media Composer

Made by: AVID Technology

Who Uses it?

Network Television Editors & Most Hollywood Film Editors

Where have I seen it?

The English Patient (1996), Jurassic World: Fallen Kingdom (2018), Ant-man and the Wasp(2018)

# Market Share

Adobe Premiere — 23.7%

Apple Final Cut Pro — 25.7%

AVID — <5%

Market Share : <https://enlyft.com/tech/audio-video-editing>

# Video Editing – PROCESS

1- Concept/Story

2 - Inspiration/Mood boards

3 - Script

4 - Assemble/Organize Assets

5 - Scratch Audio

6 - Storyboard Edit

7 - Assembly Edit

8 - Rough Cut

9 - Final Cut Locked

10 - Effects, Compositing,  
Graphics

11 - Sound Mix

12 - Delivery

# Types of Video Editing Projects

1- Narrative Projects : Film &  
TV Style

2 - Advertisements / Promos /  
Commercials

3 - Music Video

4 - Video Presentation /  
Seminar

5 - Interview / Documentary /  
News

6 - Travelogue / Travel Promo  
Videos

7 - Wedding / Sports / Event  
Videos

# Salaries

## SALARIES — Glassdoor.com

### Video Editor

A video editor is involved in video production and the post-production of film making. The video editor's responsibilities involve decisions about the selection and combining of shots into sequences, as well as the addition of accompanying sound effects and music—to ultimately create a finished video piece.

Range: \$38K–112K

**\$65,660 average**

# Salaries

## SALARIES — Glassdoor.com

### Senior Video Editor

A senior video editor is a type of managerial position in the video industry. In addition to having the same skills as a junior editor they would be expected to work without supervision and may often be responsible for assigning other editors to tasks and coordinating the overall project.

Range: \$50K–134K

**\$81, 473 average**



# Job Posting: Video Editor

## Company: Overtime

### What You'll Do:

- Create and edit original mid-form and long-form video feature stories for Overtime's YouTube page and social platforms, using creative storytelling and editing to produce the best possible video
- Work closely with the Overtime social media content team and the other video production teams to ensure we're creating the best video content up to Overtime standards

### Who You Are:

- Credits working in long-form doc/reality programming. We are considering candidates with a variety of experience for a host of different projects. We encourage people with a range of one year of experience all the way up the ladder to apply.
- A strong desire to incorporate the latest visual effects into their work (After Effects knowledge a big plus.)
- An understanding of the digital content atmosphere, meaning content needs to be fast, smart and attention-grabbing at all times.
- Have a track record of inheriting hundreds of hours of footage and editing it into an engaging storyline.

Interested candidates should watch our content on Overtime's Youtube Channel prior to applying. We recommend watching the shows Fear Nothing, Hello Newmans, and Superteam Prolific Prep. We also have a second channel, Overtime SZN, with great shows like To The House and Prime Time 2.0 (links to all content below).

Please watch this programming and include your detailed cover letter when applying. *In your cover letter, please include:*

- Why you'd be the right person to execute this type of content as an editor?
- What did you like about the content?
- What we can improve with the content?
- How did you hear about this job?
- Why you like Overtime?
- Links to reel and previous work

# Job: Video Editor - PART TIME

Company: SiriusXM

## How you'll make an impact:

Our Video Editor will be responsible for cutting interviews and social media clips for both in-studio and Zoom content, for SiriusXM Sports Radio & Podcasts. You'll work within a scalable workflow for producing multiple clips per day as we cover all that happens in sports at SXM.

## What you'll do:

- Responsible for making sure all videos they create meets overall look and feel of SiriusXM video
- Work within scalable work flows for editing clips on multiple platforms, including the current remote environment, in timely fashion
- Oversee editing process from video creation to video publishing
- Collaborate with a video producer as assigned
- Sit in on Zoom sessions to handle recording multiple angle
- Ensure on-time delivery and distribution of content to designated supervisor
- Edit original clip and long form content including potential multi-cam live studio shows.
- Create promotional graphics by request
- Help create our social media presence by versioning spots for Twitter, Instagram, YouTube, etc.
- Help manage SXM Sports video inventory and storage
- Other duties as assigned

## What you'll need:

- Bachelor's Degree preferred or equivalent combination of education and experience preferred
- Must have 3-5 years editing experience (sports and interview based experience preferred).
- Superior organization skills.
- Possesses a strong editorial eye for developing creative and strategic video programming.
- Ability to effectively manage, lead and influence to meet content objectives.
- Strong program and project management skills.
- Ability to work independently and within a team.
- Ability to meet deadlines and multi-task within a fast-paced and rapidly changing work environment; effectively manages stress and emotions under pressure.
- Prior experience working with high profile talent and celebrities.
- Familiarity with video publishing.
- Familiarity with metadata best practices.
- Entrepreneurial spirit; excited about the future of digital content and next generation video services.
- Good public speaking and presentation skills.
- Interpersonal skills and ability to interact and work with staff at all levels.
- Excellent written and verbal communication skills.
- Ability to pay attention to details and be organized.
- Spelling, grammar, proofreading and editing skills.
- Strong knowledge of PC based workstations.
- Expert knowledge of Adobe Premiere.
- Proficiency with other Adobe Software, such as After Effects and Photoshop.
- In-depth knowledge of video editing workflow, formats, codecs, plug-ins.
- Knowledge in sound design software such as Audition or ProTools is a plus.
- Thorough knowledge of MS-Office Suite (Word, Excel, PowerPoint, Access).
- Ability to shoot video and light.
- Must have legal right to work in the U.S.

# What About the Technical Mumbo Jumbo?