



8. Art of Visual Storytelling Specialization

▼ Chapter 1: The Video Pre-Production

▼ Introduction to the Gears and Software:



"Pre-production is the first stage of any Visual storytelling process in which we have to decide what we want to tell to the audience (means which story)."

- This step is very important to know and understand all types of things related to the story.

"And we cannot able to tell story to the world which we can't even explain to our friend so research is must."

▼ Important Elements of Storytelling:

1. **A-Roll:** A-Roll is the main shot of your video. (Talking head video, Interview or Discussion).
2. **B-Roll:** This is the secondary or supporting shot which helps to explain our story in a much better way. (Photos, Videos, Animation, text, etc.).
3. **Voiceover:** This is similar to the A-Roll but only contains the voice of the storyteller. (Magnets Media).
4. **Sound effects.**
5. **Background Music or Main Music at Intro.**



"All the other things other than the A-Roll and voiceover are used to engage viewers, support our story by which audience can understand it better and with the help of music and sound effects the viewers can feel that they are in the story."

▼ **Different types of Shots:**

1. **Wide Shot.**
2. **Medium shot.**
3. **Close-ups.**



"Always use different types of shots in your story to engage the viewers better and gain the trust of them."

- **The wide shot provides the context of the place and where the event takes place.**
- **The medium shot provide the image or video of the objects which is above the waist level.**
- **While the close-up shot gives the specific part of the subject or their emotions of the face.**
- **Or the point-of-view shot which shows what the subject is seeing.**



NOTE: In the Point-of-view shot, we see what the subject sees.



**“And all this shots of different angle when combine in the editing which helps to tell a great story to the audience.”
This gives our story more professional feel and touch.**

▼ Equipment:

- Either use DSLR or your own phone camera according to your budget.**
- Use a expensive memory card for the storage of the footage and also SSD as an external storage option for long term storage.**
- Have multiple cards when shooting to avoid storage problems while actually shooting.**
- Use great tripods to shoot good footage and also for the stableness of the camera because we can't hold camera in hand, it will not be stable at all and footage will also not look professional and footage comes in a shaky.**



"Good audio experience is more important than video because the audience will not forgive the audio and not watch a video whose audio is bad."

- So always use great microphones while shooting as per the requirement of the scene and if you don't have microphone than you can use the mic of the camera and then edit and enhance it well before publishing.**
- Also use the headphones while shooting to check the quality of the sound being recorded.**
- Use different types of light like spot lights, ring light, soft light or RGB lights as per the requirement.**
- The light is not that much important but how you use it creatively to generate great output is what matters the most.**



"There are no rules for lighting, just try different lights and see what looks good. And if it looks good then use it. Simple."

- The temperature must match your story.**

[Basics.pdf](#)

▼ **Editing Software:**

- **Adobe Premier Pro for editing Videos.**
- **For creating Animations use the After Effects.**
- **These are the software used by the professionals and there are so many free options available in the market.**

▼ **Finding and Telling A Great Story:**



"We all are storyteller at heart whether we realize it or not because we tell story to our family, friends, teachers and so on."

"There are so many ways and methods of telling a great story but as a storyteller and editor we have structure our story which best suites the story and that which hold the interest of the audience."

But no matter how we tell a story but it must have 3 core elements:

▼ **The Begging - This sets the context for the story and upcoming scenes.**

- Introduction of the characters.
- Defines what the characters want.
- What is the theme of the overall story.
- This aware the audience and provide them basic information so that they also move forward with the story.
- And do not tell all the things related to the story up-front.

▼ **The Middle - The Middle level is know as the story Arc which tells more in detail.**

- The Middle tells more about the story.
- What the characters what and what are the challenges for the characters.
- Ant the struggle related with the characters holds the attention of the audience whether he win or not or reach the destination.

▼ **The End - This part conclude the story.**

- What is the end result.
- Who win or lost.
- Moral of the story.

Lessons.

▼ The Chart



"The narrative arc as a path that takes the audience on a journey, keeping them engaged at each scene. It depends on what story you want to tell, but remember, a story is carefully planned and structured. "

▼ What is Visual Storytelling?



"The Visual Storytelling is the art of telling story in which we show the characters of the stories are acts according to the events taking place in the story."

- **This requires us to collect the sound effects, background music, photos, videos and other elements which supports the story and help viewers to relate to the story.**
- **And this all elements combine gives the audience a sense of feeling that they are in the story and all the things are happening to them.**

"WE CAN USE STORYTELLING IN ALL THE INDUSTRIES AND SECTORS TO CREATE A POWERFULL EMOTION WITH THE HELP OF IMAGES AND VIDEOS WHICH CONNECT WITH THE AUDIENCE."



"The visual storytelling is for the ears because it contain words which are more conversational." So visualize before write the words will flow automatically.

▼ **Question to Ask Before Writing a Story?**

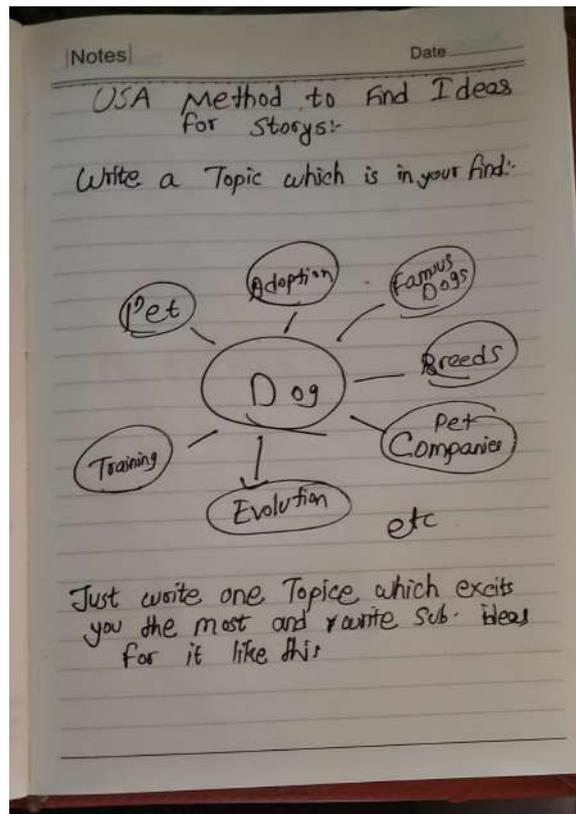
- What is Story About?**
- Why we care about it?**
- Visual- Main Shorts of the Story**
- Character of the Story or Subjects**
- What are the Emotions it convey?**
- How to Begin?**
- The Middle Part**
- The End**



"Great stories are taught by themselves but we have to plan and set tone and structure for it and make it memorable by which they view it again and again."

▼ **How to find Ideas for the Story?**

- It is very difficult to find the story ideas all the time so keep Journal or Diary with you to write when something sparks you.**
- Just be curious and find ideas around it and tell it in a best possible manner.**
- Or follow this method when you have no ideas.**



Go to Wikipedia and search Random article section to find something new.

▼ Message of the Story

- First identify what is central message of the story or what is at the "HEART OF THE STORY".
- Love, anger, hate, humor, pain, fight, conflict, ego etc.
- This will give you the focus statement which will tell you what is the story is all about and what it is for.



"If you not able to find the Focus Statement than you may not understand the story in-and-out." So go deep as much as you can.

Example The Rise and Fall of the Adani = Focus Statement "Do not do business in the wrong way and never do illegal activity."

▼ Main Characters



“Characters are those who have lived and experience the story that you are telling.” It might be a small person or some big powerful guy.

***It might be living things, non-living things, animals, car, house or something else.**

“Audience only remember what they feel not what they know.” And the focus of the story must be on the characters which share their dream, hopes, pain and fear.

▼ Script Format, The Treatment, and Pitch



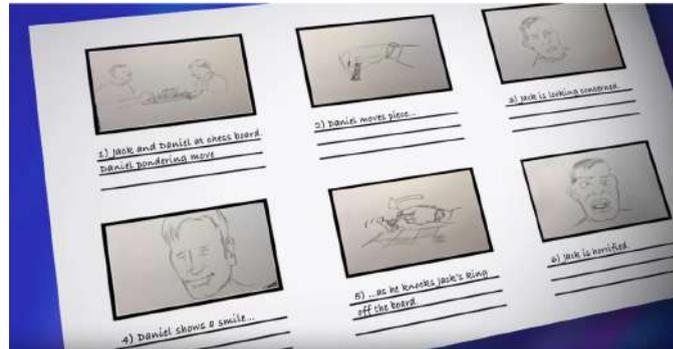
“There are two types of documentaries produced in the market; one in which the script is written and then the shooting takes place and second in which the shooting is done and then at last according to it, the script is written.”

▼ There are different types of Scripts:

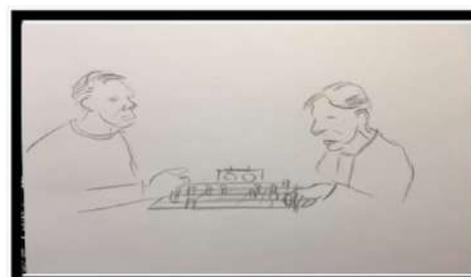
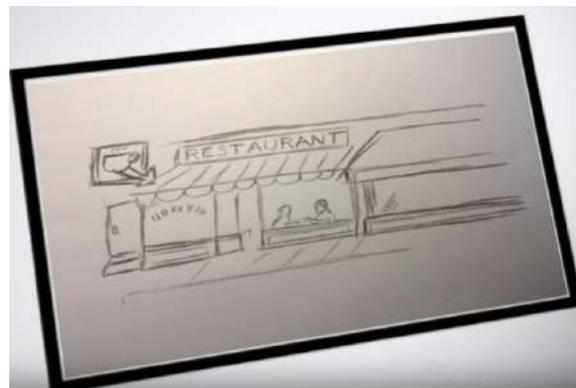
- 1. One which have words and sentences which was spoken by the actor or dover of the video like tutorials, how-to-videos, informative videos, Drama, Movies, Web series etc. in which the shooting angles and other information are less.**
- 2. Another one which contain the visual element like where and how the shoot will take place and what is to be shoot, audio components, music, natural sound and more, also the words and sentences to be spoken like documentaries, News Show, Interview of the Founder (Rahasiya Vadu aave ee Mandir, Place and more). (In this type of stories the script is written after the shooting of the footage).**

▼ Story-Board:

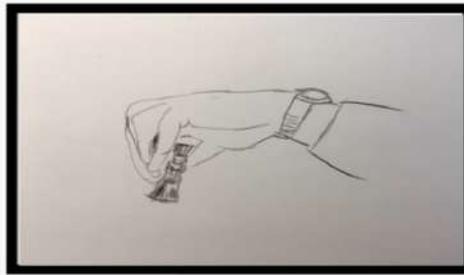
"A storyboard is the graphical representation of the story and its different elements and scenes."



- The storyboard is very important because it gives us power to create a great documentary because we have analyzed the story before it get produced.
- This is very important because it gives us the power to shoot the proper angle which is related to our story and also helps us to convey our story in a much better way.



1) Jack and Daniel at chess board.
Daniel pondering move



2) Daniel moves piece...

▼ Treatment:

"The treatment is the detail description of the story which is to be tell."

- All the stories not need the treatment but their are some Documentaries which are very complex, then it require the treatment document which contain the scene-by-scene detail of the story to be tell.
- And it is not just about the scene but it is about how our story will be display in the big screen at the end.

▼ The Pitch:

**"THIS SECTION CONTAIN INFORMATION ABOUT
"HOW TO CONVIENCE OUR BOSS TO GIVE US
MONEY FOR OUR PROJECT OR
DOCUMENTARIES."**

▼ Chapter 2: The Production Process



"The production process is all about getting the right footage for your story with the available tools like camera and lights you have."

The light and camera is not that much important but you must have understanding of how to use them in an effective manner and generate best output possible.

***We can also get the footage for our shoot from the website and latest AI image and video generated tools as well; the shooting is only take place when the production house have budget.**

▼ **Chapter 1: The Overview**



"ALWAYS SHOOT RAW FOOTAGE FOR THE EDITING PURPOSE AND ALWAYS MAKE SURE YOU MUST HAVE A CLEAR IMAGE ON HOW YOU WILL EDIT THIS."

All the shoot that we take must have proper light and make sure to use the tripod properly to get proper shoot because if we shoot without the tripod than the shoot might come in blur format and also the shoot looks like earthquake and shaky which force the viewers to move their attention from the story and they start thinking about the bad quality of the video.

- **The shaky shoot is very good and helpful for the videos which have the personal touch like vlog or entertainment purpose but for the professional use the steady movement of camera is must.**
- **The camera movement should not be in a random format but it must add something new to a shoot or reveal something new.**

3-Main types of shoots:

Pan: This is used to show all the things which is present at a place by moving the camera horizontally.



And the last one is dolly which means to move camera towards or away from the object.



Tilt: Means to move the camera up-and-down vertical form.



*This last two is true for all kind of the moving shoot.

Tracking : This is used to track the different objects present at a particular place.



Do not feel hessite to re-take the shoot until you get the perfect one.

▼ Chapter 2: The Right Approach for shooting



"The shoot is very important for the visual storytelling and how we frame each shoot will decide the success of the story and able to communicate our scripts in the visual form."

And do not shoot everything at a place and then try to fit in the story.

*WATCH LATEST OR ANY OTHER CNBC DOCUMENTRY ON USA TO UNDERSTAND THIS SHOOT SQUENCE AND FRAMING.

<https://youtu.be/m7yxfA7G4tc?si=gH9cQ3by1LXSWSpT>

https://youtu.be/h77un7ry5bY?si=hTW5mFqf3_0Qdp8p

“How good or bad your storyboard is but the when you arrive on the location than finally you know what to shoot and sometime your storyboard will change as well.”

YOU MIGHT SOMETIMES HAVE ONLY ONE CHANCE TO SHOOT A SCENCE AT A PARTICULAR LOCATION SO MAKE SURE YOU HAVE PROPER SCENCE WHEN YOU LEAVE THE LOCATION.

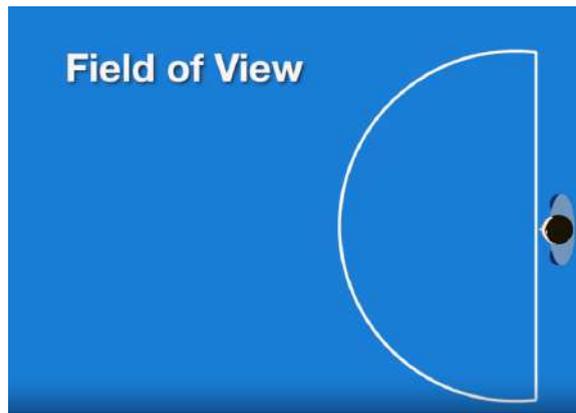
Use your hand like this to see which shoot will look good for your story and then place the camera accordingly.



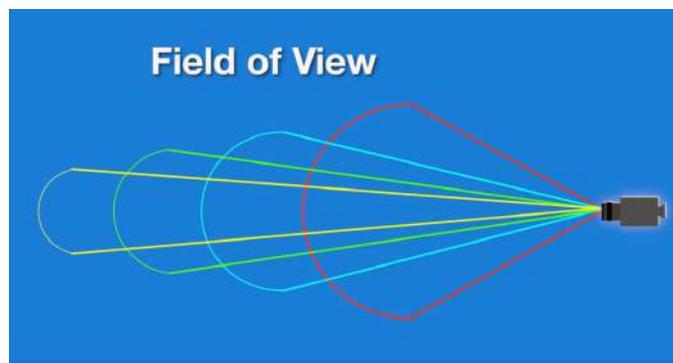
So when we go for shoot first look at what you can do with the location to convey your story in a more effective manner.

FIELD OF VIEW:

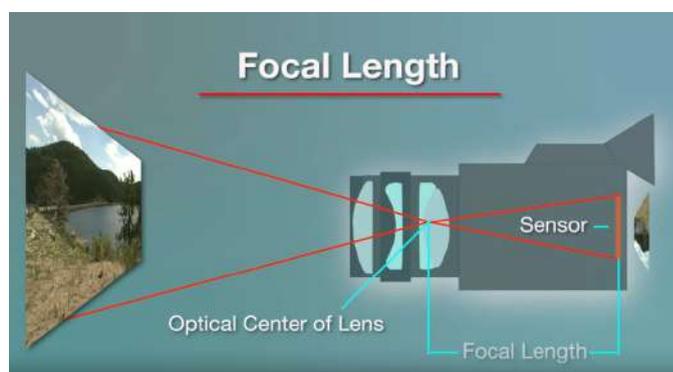
The field of View means how much our eyes can see. Our human eyes can see 180 degree



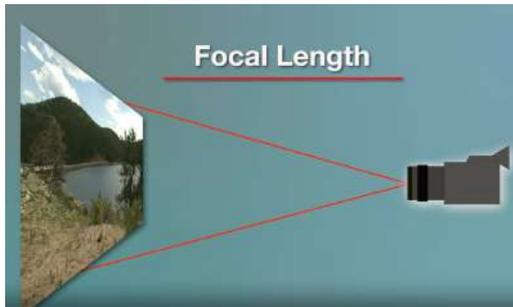
But on the flip side the camera have different field of View depending upon the lens of the camera. So we have to use the zoom, wide and medium lens depending upon the scene.



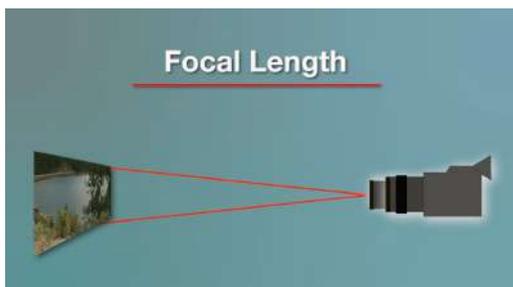
The focal length is the distance from the center of the lens to the imaging sensor.



A short focal length captures a wide field of view.



And a longer focal length narrows the field of view.



Zoom lenses are very useful in camcorders because they can vary the focal length in one continuous move, which makes them versatile. And they're easier to shoot with because you don't need to keep changing out lenses when you want to change the field of view.

The Axis:



"The activity in the scene or movie is known as action. So this action must be in one direction and in a continuous way irrespective of the change in the scene from wide to closer."

*WATCH THE ROHIT SETTY MOVIES TO SEE THE CONTINUOUS ACTIVITY OF THE CAR IN THE ONE DIRECTION ONLY.

This below action is shot in the wrong way and which violates the rule of axis.

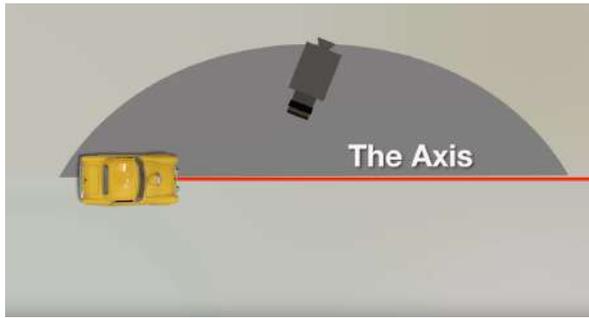


All the moving scene in a particular movie or OTT must be shoot from one side and not from the both side.



"CREATE ONE IMAGINAERY LINE IN THE DIRECTION OF THE SUBJECT AND THAT LINE IS KNOW AS AXIS AND THEN SHOOT FROM EITHER OF THE SIDE TO FULL 180 DEGREE AND CAPTURE THE MOVING OBJECT."





The above two image show that if we take shoot from the one side and then from the other side then the direction of the object change.

So always shoot from the one side of the axis by placing multiple camera on side if needed,

THE FOCUS OF THE IMAGE AND THE VIDEO:



"Always put the manual focus mode in the camera setting and not use the auto mode because when someone came behind the main object then the focus might change as well."



▼ **Chapter 3: The Lighting**

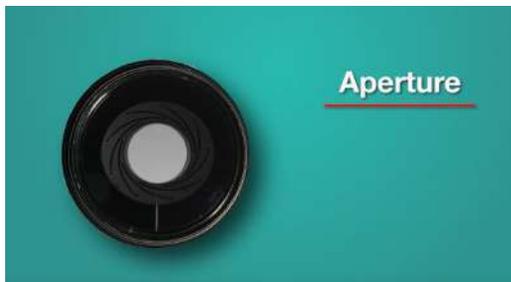


"It is very important for the videographer and photographer to check the right exposure of the light in the lens of the camera because too much light and too little light reduced the quality of the shoot."



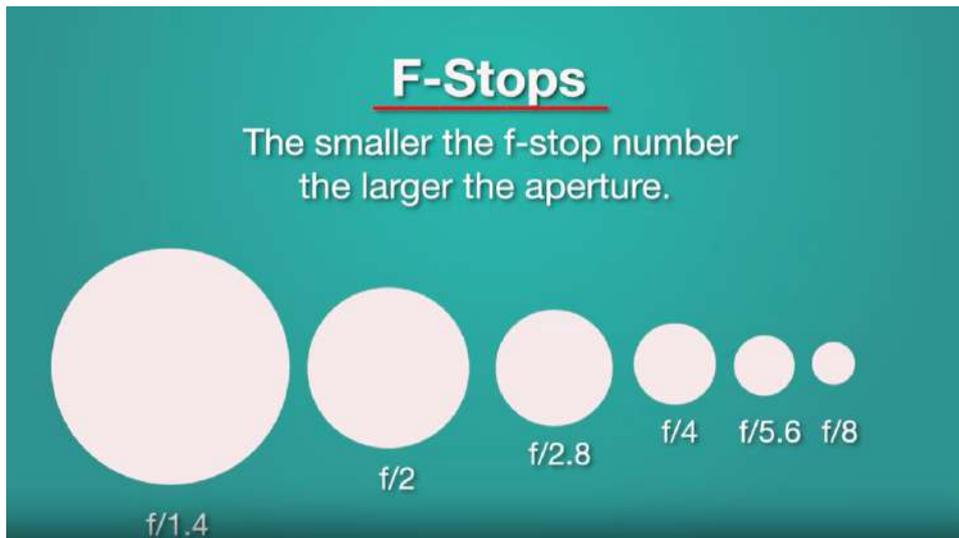
Light that enters the lens passes through the aperture, which is the opening of the lens itself.

The iris is the diaphragm that controls how much light passes through the aperture.



We express the amount of light on a scale called f-stops.

The smaller the f-stop number, the larger the aperture. Each time you go to another aperture size, you're either doubling the amount of light that enters the lens or reducing it by half.



To get the right exposure of the light the following is the checklist for the same:



1. **Neutral Density (NU Filter)**: It is used in the sunny day to recued the intensity of the white light in a shoot. (Like the Sun-glasses). And for the indoor shoot start this filter and in the outside shoot off the filter.



2. **Gain (ISO)**: Gain helps to increase the light intensity and it is very useful in the dark environment. It is last option while shoot because it also increase the noise of the shoot and also bluer. And also move to the next setting in the list by turning off the gain.



3. **The Sutter Speed** : It is like the garage door which opens and closed. And the photographers use it reduced or increase the amount of light fall on the subject.





And more faster the Sutter moves the less light enter the camera.

4. **And the last one is Iris:** This setting allows us to increase or reduced the light exposer in the camera.



White Balance:

Sometimes the image became so soo blues, if we are shooting in the outdoor because the sunlight is more blues and if we are shooting in the indoor or at some another place than the image became adjusted to the light in that environment.



So to balance out this environmental light exposer is very important.



"Our human naked-eye can easily adjusted to the color but the camera won't. This balance is know as white Balance means the white must look white in any environment."

Colour Temperature

Average indoor colour temperature

3200 K - appears reddish

Average daylight colour temperature

5600 K - appears blue

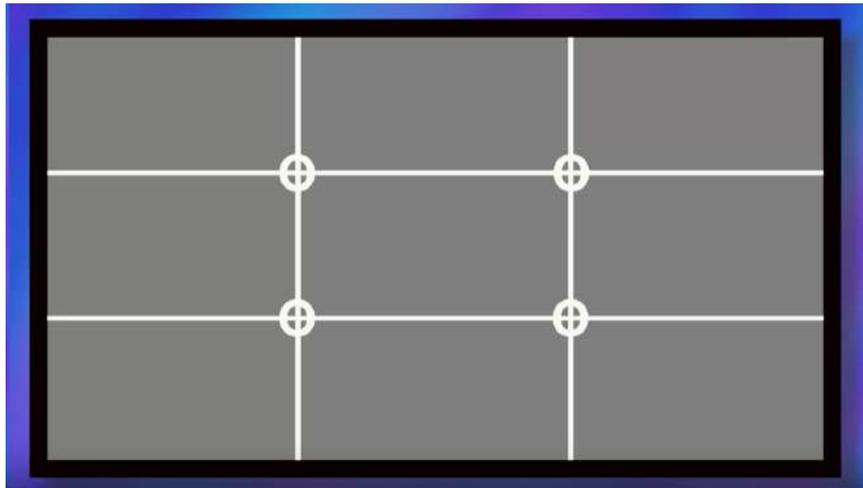


Many camera do the white balance automatically but we have to manually balance it to avoid any problems.

▼ Chapter 4: The Rule of Third



"Composition is the arrangements of visual elements within the frame that draws the viewer's eyes into the picture, and even direct how we should feel about the subject."



The Rule of Thirds says that we have to place an object at one of the four dots while shooting because our eyes naturally draw towards it.



It is not the only rule of thumb for shooting but it is the general guide for shoot and we can also place the object in the center as well; like rocket launched scene.

The Interview Shoot:



"The interview is the most important part of our story sometimes and it follows the rule of third rigidly."



Watch the CNBC interviews and The Secret movie to see this difference.

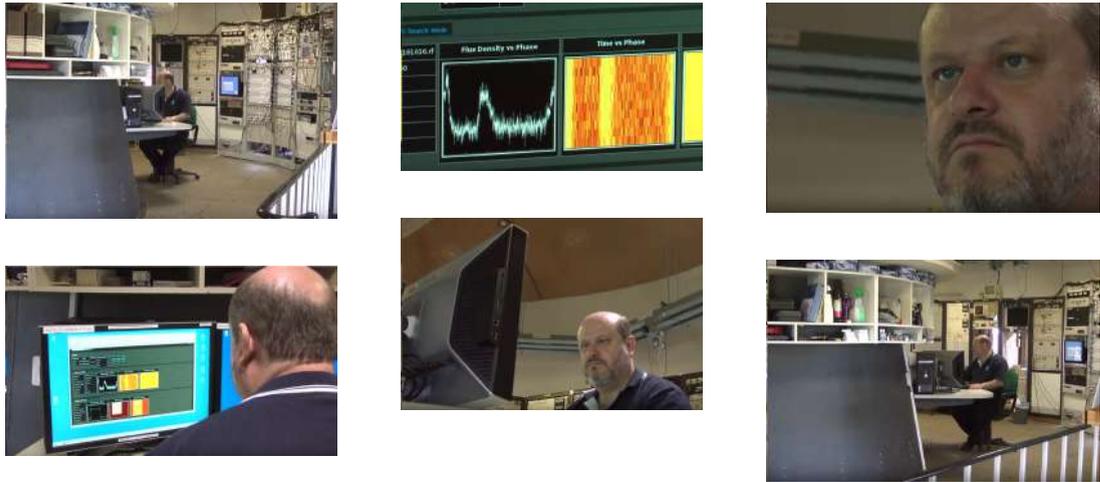
Make your subject comfortable before interview and create a strong bond with them and never record interview in which subject is seeing the camera make sure they are connected to you and follow the eye contact.

▼ Chapter 5: The Sequence



A sequence is a scene that is broken up into a series of shots that the viewer interprets as a narrative.

One shot follows the other in a logical progression that tells a story. Any action can be broken down into wide shots, medium, and close-up shots. A cyclist getting ready for a bike ride. A golfer striking a ball.



Shooting More Effective Sequences

- Watch for repetitive action
- Get a good opening/closing shot
- Get great natural sound
- Record each shot for about 10 seconds
- Get cutaways



Sometimes it is possible that we are shooting in the crowded space then people interrupt the shoot but we can use this as a natural transition effect.

Whenever this type of thing happen then shot 2 footage in which the people passing through the camera to create a great natural shoot .

And this could be anything from people, car and any other moving things.





▼ Chapter 6: The Sound



"The clean and clear audio is more important than a great shoot or footage because the viewers can forgive bad video but never forgive bad audio."

- The audio must be neat and clean with less or no background noise.
- As per Rohan view, always record the audio separately in the another microphone and not in the camera.
- Use the different types of microphones as per the need and requirement of the shoot. (Research more about it in the future if needed).
- And also hide the wires of the mic inside the clothes of the subject.
- Use the headphones if needed to check the sound quality of the interview.
- Record 20 seconds of the room sound after the shot for the editing purpose.
- If possible than shot the interview or podcast in the studio which contain material which element or reduce the background or any other noise. (Example the sound proof wall).

▼ Chapter 7: The Lighting



"The lighting so important that it set the mood and tone of the subject and also change the sentiment of the audience as well." So make sure to light our subject properly.

Follow the Ranveer bhai for more lighting tips by studying the different lighting elements as per the different videos.

The Lighting Aesthetics

- The Dark light is used to show the horror scene or to show the history effect or old version of something.

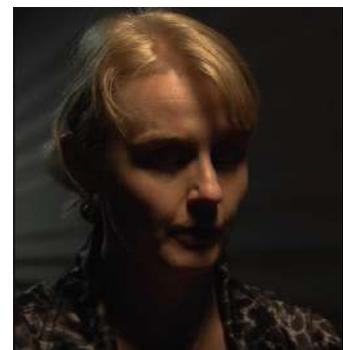
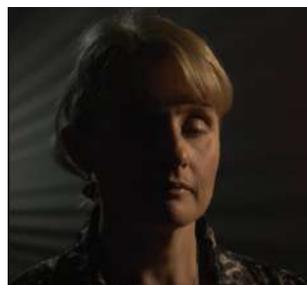
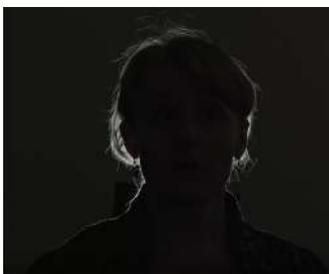


It is also used in the film making to create some mystery and suspense.

- If we want to capture something happy and joyful than use the white or bright lights.



- Use the light either from the back of the camera, side, up, below front of the camera.





We can also use high contrast lighting or low contrast lighting to change the mood and tone of the story as well.



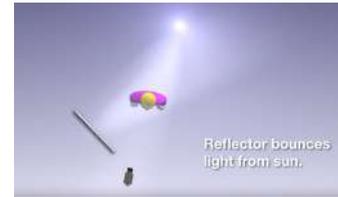
"THE LIGHT MUST MATCH THE TEMPRAMENT AND ALSO COMPLEMENT OUR STORY."

Controlling the Light:

So many of us do not have the professional light to use while shooting the video, in this case we can use the natural light of the sun as well.

We can use the reflection of the sun light as well at the time of noon because at that time the sun throws the harsh light as seen in the image 2 and 3.

So if possible than shot early in the morning or at the evening to eliminate the effect of the harsh light effect. And we can also use the key-light to get the effect of the sun in the indoor shooting.

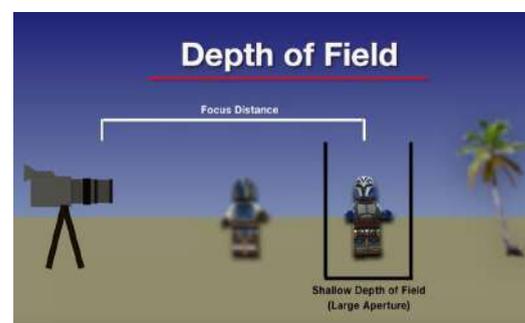
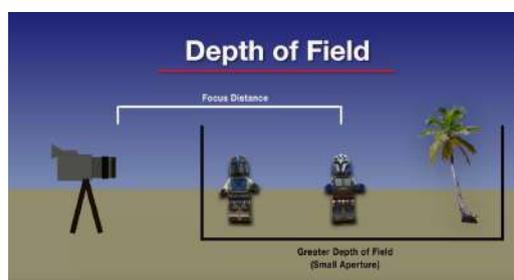


▼ Chapter 8: Advance Lighting Concepts

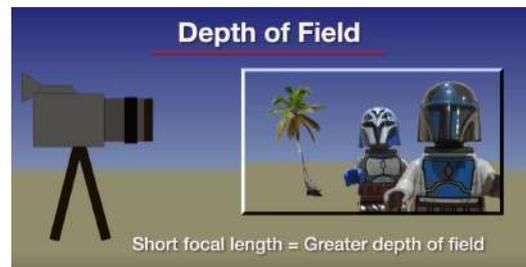
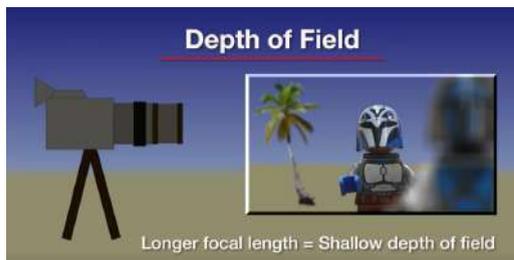
Depth of the Field:

Depth of the field is defined as the object which is the focus of the shot.

Shallow focus in which only one object is in the focus and greater depth of the field in which more than one element is in the focus.



The focal length of the lens affects the depth of the field. A shorter focal length create a greater depth of the field. While the longer focal length creates the shallow depth of the field.

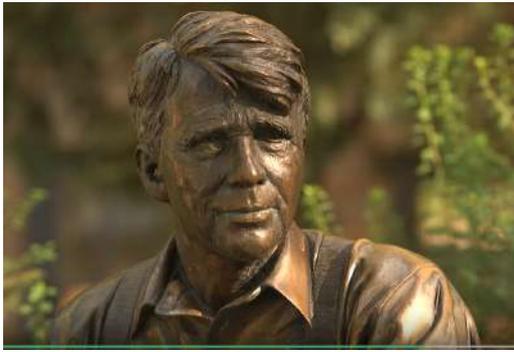


We can use the shallow depth of the field in the interview to get the focus of our viewers on the main speaker.



The depth of the field is decided as per the aperture of the lens and the camera.

For the shallow depth of the field one the aperture this allow more light to enter the lens and for the greater focal length reduce the aperture as less light enter the lens.



▼ Chapter 9: Different types of Lens



The wide angle lens has the shorter focal length and is used for the wide angel shot. And is best for the shot which has broad view and bad for the small view like a single image which is very close to the lens.



The normal lens has the normal human vision of the view. And it is best for the studio camera.



The telephoto lens has the various types of focal length and it is best suitable for the zoom-in-zoom-out scene.



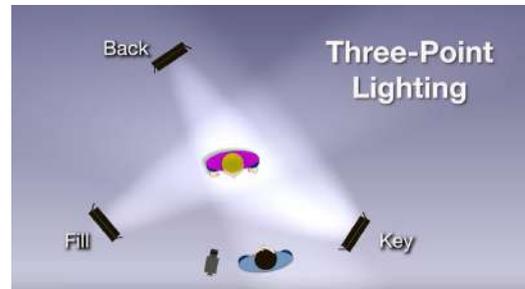
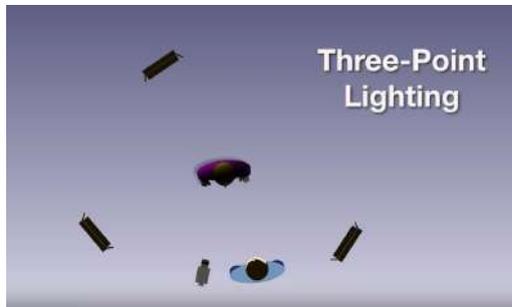
▼ Chapter 10: The 3-point Lighting



"Never relied on the indoor lighting which is in the room only but use your own lighting as well." And in this situation always carry the light bag with you."



“The light kits that are currently available in the market are very expensive but we can create our own light kit as well.” For that we need three-point lighting or triangular lighting which lights the subject from the all direction like this.



💡 “BEFORE USING THIS LIGHTS IN THE DOOR SHOTING CLOSE THE WINDOW AND CLOASE ALL THE INDOOR LIGHT AS WELL FOR BETTER SHOT.” Because the window nature light and the indoor light change the white balance as well.



The key-light:

The light is the main and the primary source of the light for the subject; and it is placed roughly 45 degree to the camera. By which the shadow on the person face is eliminated. and never use the key-light directly on the face but use some material to make is softer.

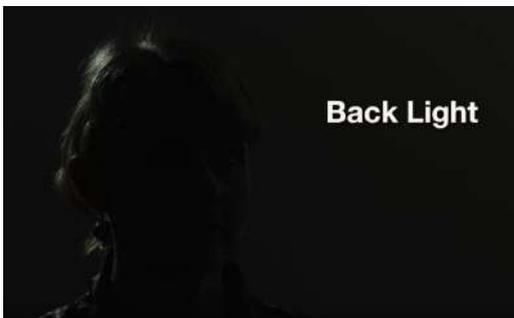


The fill-light:

The fill-light is placed opposite to the key light while shooting. Do not throw too much light from the fill-light because by which our subject will not look good. The left one has not the fill light.



The last one is called the back light which is used to separate the person from the background.

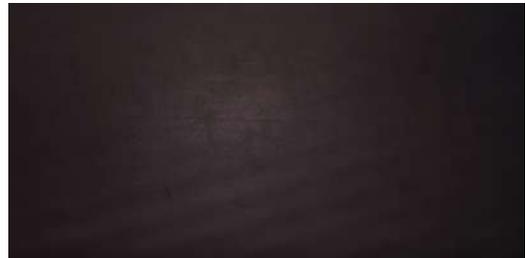


And if our background is blank then we can also use 4th light to increase our production value like the Ranveer bhaiya.





Another would be to shine the light through a cutout pattern in a board called a cookie loris, or a cookie for short. Shining the light through it projects a pattern on the wall that helps break up and otherwise bland background.



▼ Chapter 11: The Diffusion



There are two types of light one is directional light and another one is called the diffusion light which passes through some kind of paper and create a soft shadow.

*Be careful in using this diffusion light with tungsten or filament lights as they can get quite hot but LED lights like these not get heated.



The falloff:

Inverse Square Law of Physics

The light's intensity is inversely proportional to the square of the distance.

Doubling the distance between the light and the subject, the intensity of the light is reduced by one fourth.

The light is twice as far away, but is four times less powerful.

▼ Chapter 3: The Post-Production

▼ The writing of the scripts:



It is possible in so many cases like the documenters which is produced by the news channels in which they may sometimes shot the sequence first and then write the scripts according to it.

Always remember that first few second of the visual story is all about good hook which grab the viewers from their throat and force them to view the complete story.

Writing for the Visual scene:



Do not always relied on the words to convey your message but focus more on the visual part of the story.

A simple truism about visual storytelling is that the eye always wins. When the words and the images clash, it's the images that people remember the most.

“Never write a sentence in the script unless you know what picture will go along the sentence. **BECUASE**
DON'T JUST TELL BUT SHOW.”

The picture and the words always matter and the words not just tell about the picture but explain it.

Example : When a bicycle is in the scene not just tell that the man is wearing helmet and will start the bicycle but convey and narrate the meaning behind the scene.

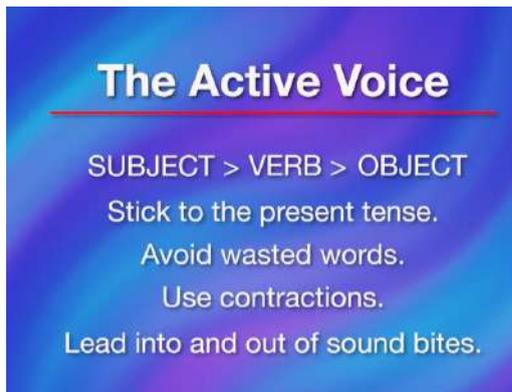


Writing Conversationally



"The words in the script is written in such a way which is spoken for the ears and not for the eyes because the eyes can convey meaning through the visual but the ears can only listen to the story by which all the senses of the human can be activated."

And write your script in the more conversational way because it is story and it will be never like reading newspaper or boring book.



The voiceover:

- The voice-over is very much important in the visual storytelling because it can make or break the story.
- Always record the voice-over in the mic.
- And never record your voice in the noisy area but always record in the silent spaces.
- If possible than record the voice in the audacity software or edit the sound in the audacity.
- We use either use the paper script by printing the script on it or on the digital devices.
- Have pen in hand to change the script if you need.
- Never eat food before speaking and recording the voice just take tea or warm water.
- Record the full script in one shot not in the different audio clips for seamless editing.

Pro-Tips:

- You have speak in such-a-way which will feel by your audience and they must be relate to it.
- Not just read the script.
- It was found in the study that when the message was convey in the language of the audience then it will create a greater impact on them.
- Speak slow and in a very relax manner never be in a hurry.
- And your voice must match the Temer of the story; happy, sad, energetic or dark.

▼ The Non-Linear and Linear Editing:

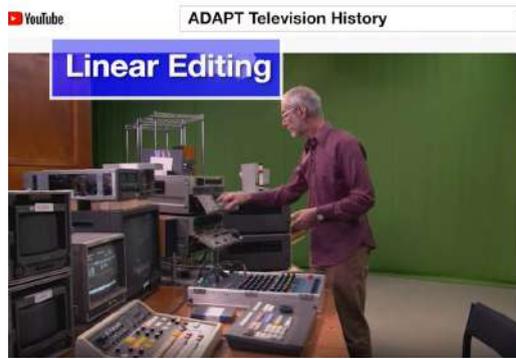


Non-Linear Editing allows instant access to video and audio clips which can be arranged in any order you desire within a timeline. Software like adobe premier pro and other are based on the NLE.



Difference between both of this:

- **Linear editing:** Like writing a story on a typewriter. If you make a mistake, you have to erase and rewrite everything after it.
- **Non-linear editing:** Like using a word processor. You can insert, delete, and rearrange words or sentences whenever you want.



Adobe premier pro:

- We do not have to learn all the things at once related to the editing.
- But focus on the fundamentals of the editing and then learn by doing stuff daily.
- Practice and repeat the editing daily and you will eventually become the master of it.
- WE CAN DO PROFESSIONAL ADOBE COURSE FOR THE PROOF OF WORK AND CREDIBILITY.
- <https://in.mindhub.com/p/ADBELRN-AFTEREFFECTS>

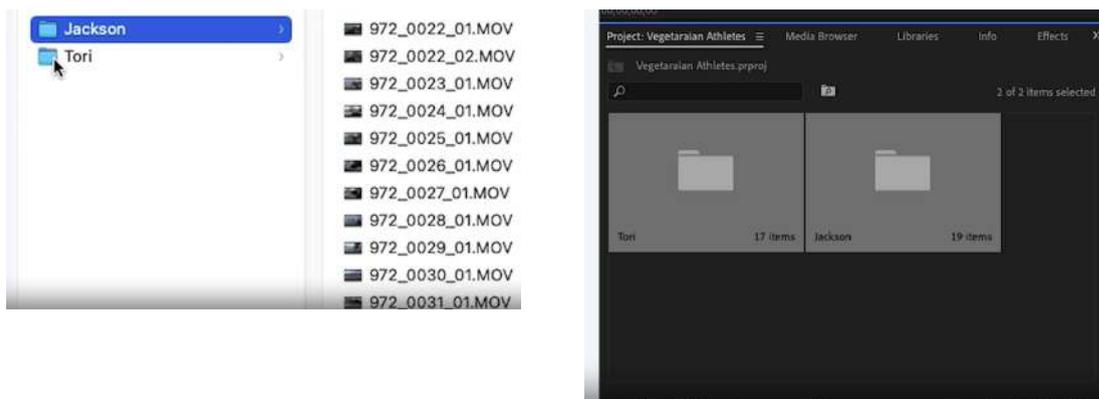
▼ **The editing best practices:**

The Best Practices for editing:

- Always have the backup for your important files and folder in the pc or in the cloud or in the external SSD.
- Create a new folder for the new editing project and store all your files in that folder.
- And within that folder create separate folder for different types of files like images, videos, music, sound effects, export files etc.
- And import the folder in the adobe not just the single files for proper management of the files.

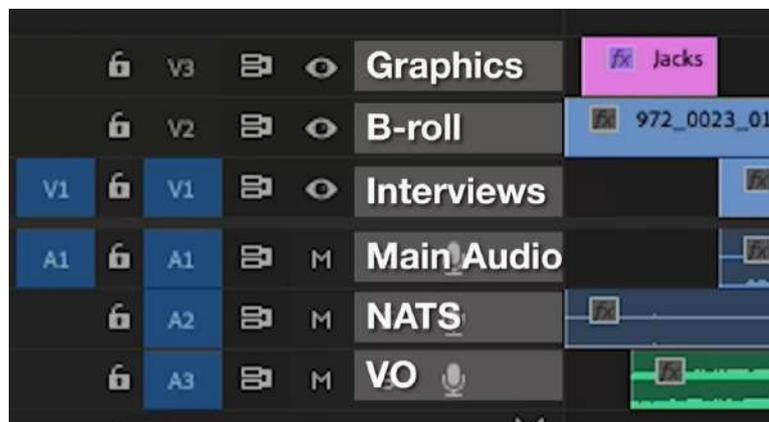


Never import the single files directly from the computer but past it in the folder and then use it; this will allow us to edit in a very clean way.



And change the file name after importing it in the premier pro because by which the file path will be broken so it is better not to change the file name before or after the import of files.

Arrange all the things properly in the time-line as well to avoid clutter and frustration.



▼ **The Work-space (Layout):**

The work space:



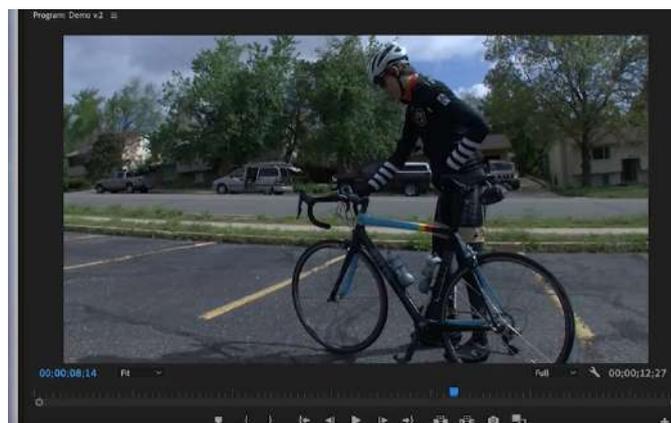
The section in which the editing software is divided is known as the work-space area.



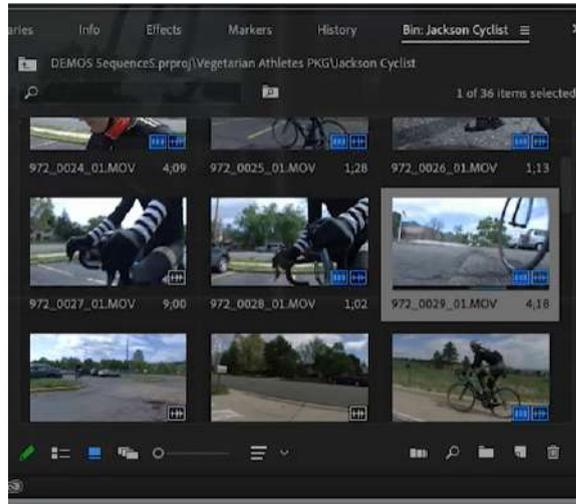
The first one is source monitor allow us to preview the files before inserting it in the time-line.



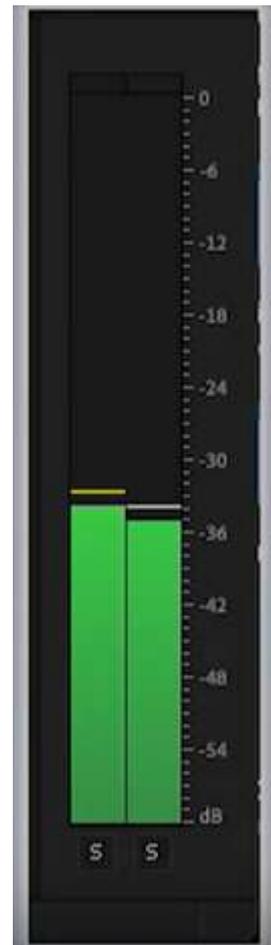
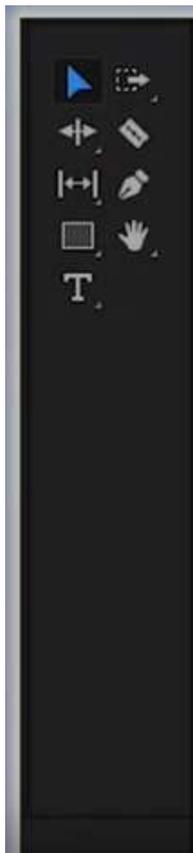
The program monitor allow us to view the main frame.



The project manner is where the imported files are showed.



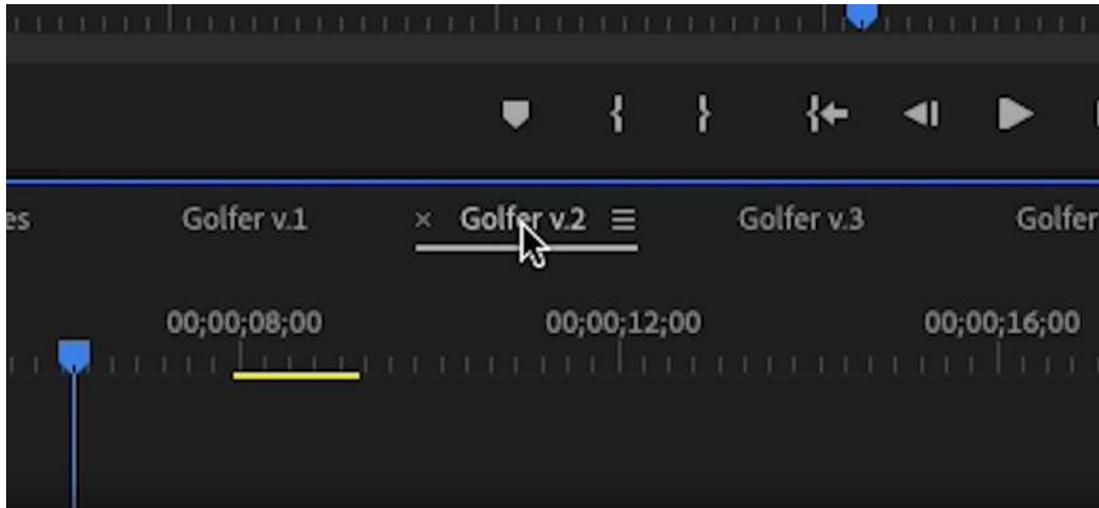
Finally, you'll find the usual tool palettes letting you select a variety of tools that will let you trim your edits more precisely and an audio meter to help you monitor the audio levels. [MUSIC].



▼ Importing and Sequences:

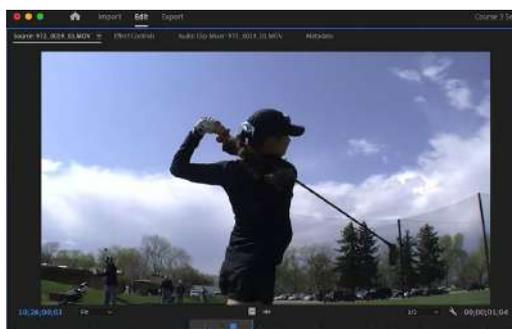
We can import the files in the adobe premier pro through multiple ways and then sequence it properly as per our story in the time-line.

We can create different sequences in the premier to see the different version of the same video.

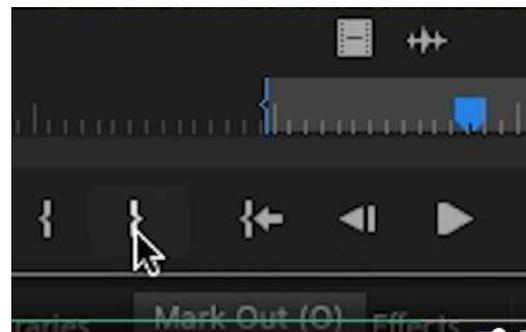
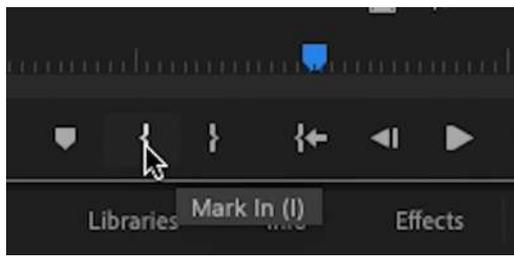


▼ The Basis of Editing (The Preview & Drag):

1. The first step in the editing is to import the files and necessary folders.
2. Then we have to preview the files we want to use in the editing in the preview tab to make any small markers or to take portion we want in the time-line.



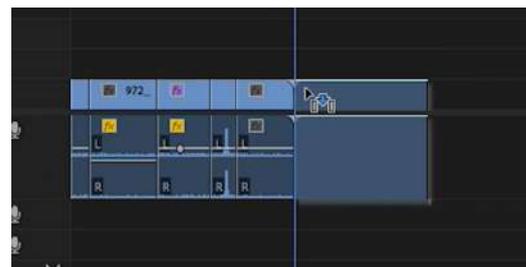
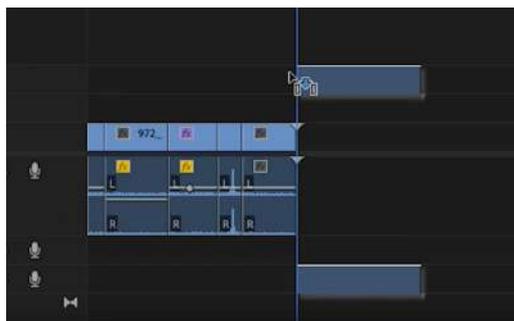
3. Then we can use the mark in and out button or shortcut key like I and O to decided where the video will start.



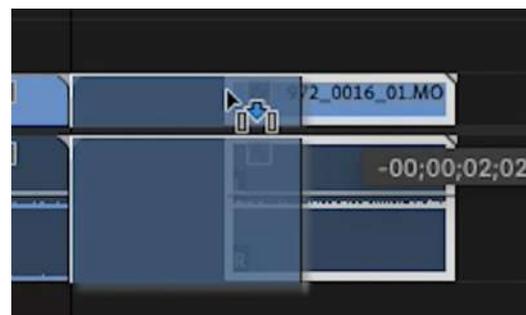
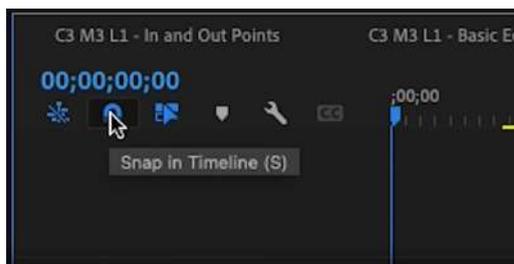
4. And at last drag that video file in the time-line for further changes and editing.

▼ **The Basis of Editing (B-Roll and more):**

1. To joint the different files and videos in the time-line we can drag and drop it.



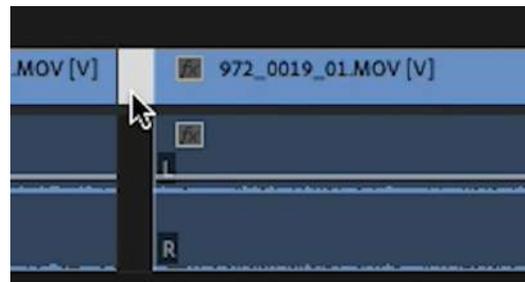
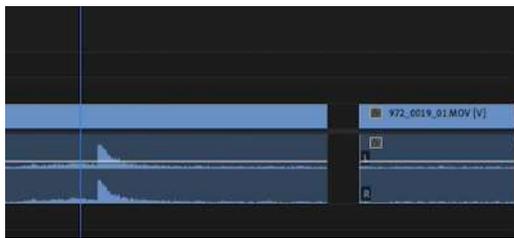
2. We can also use the magnet key to drag and join the multiple time-line at once which will prevent the files from overlapping.



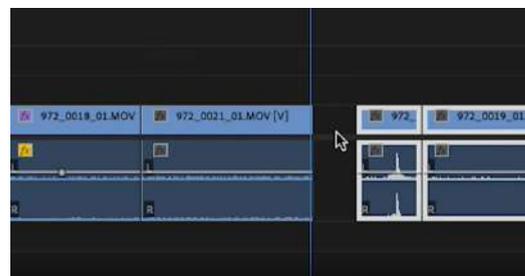
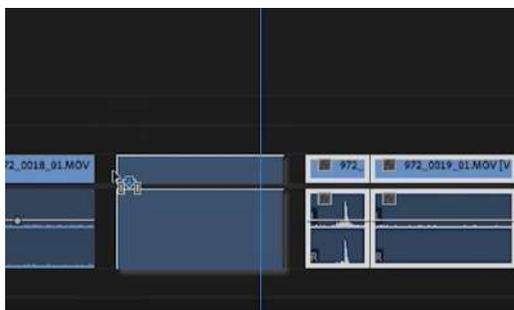
3. The human eye is trained enough to detect the gap between the two videos and we called this gap "a black hole."



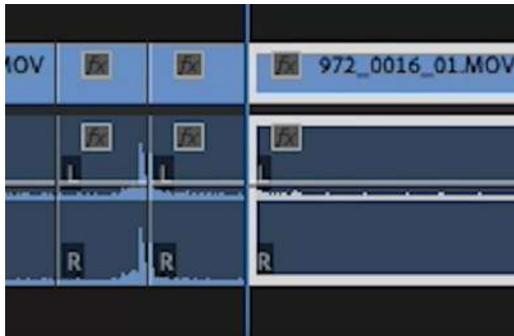
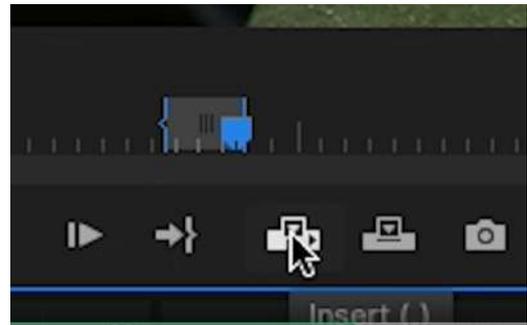
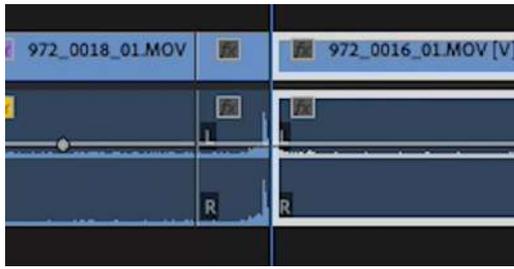
4. We can remove this black hole by zooming the timeline to see further and then we can delete the space.



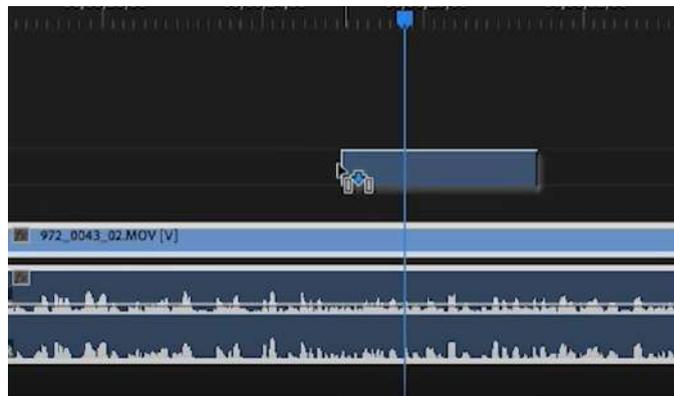
5. We can also add the clips in between the different key, the more old and tradition way to do that is to shift the clips manually and then insert in between.



6. The more modern and easy way to do that by clicking the upper down arrow to the point we have to insert the clip, then click on the insert button and the clip will arrange at that point.



7. We can also place the clips on top of the one another which is called the overlay or B-Roll in the editing.



▼ The Transitions:



The transition in the video is used to connect the one clip to other and move the story from one frame to another and move the story forward.

There are so many transition used in the editing and each one has its own purpose and place.

□ Do not use transition too much in your editing this will distract the viewers from the story but find a right balance for it.

1. Straight Cut: This transition is used in the movies, TV and in the interview to show the conversation between two people or to convey a sense of immediacy.



2. We use dissolve transition to show the fad of time. As one image fades down, another fades up and the two images briefly overlap.





3. The another one is fade: The fad-in is used to convey the start of the scene and the fad-out is used to convey the end of the scene.



Because the audience has believed by watching the stage shows that at the beginning of the show **'the light started'** and the at the end **'the light switches off.'**

4. We can also use wipe in between the scene to convey the passage of time.



▼ **The Important Guidelines for Editing:**

1. The first principle and rule of editing is the rule of "continuity". It means all the cut we make in the editing to add or delete the clips;

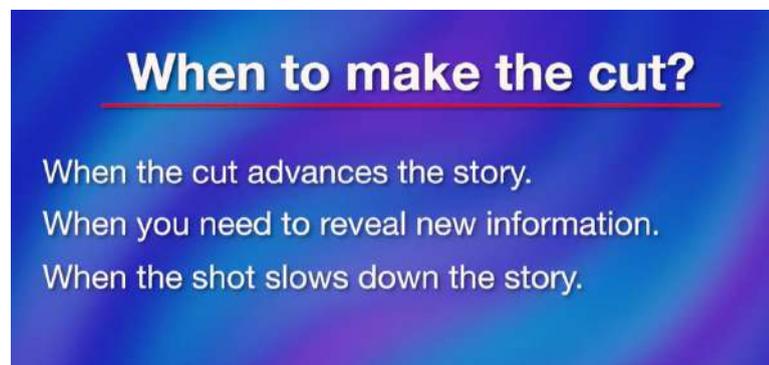
must make the whole video in the continuous manner and in the sequence.

“CUT THE ONE SHOT TO ANOTHER IN SUCH A WAY TO MAKE THE ACTION COMPLETE.”



2. The second principle of the editing is “discontinuity editing” and also know as cut the scene very fast. If it is done in a proper manner than it can add greater meaning to the story.

3. We also use the fast-cut editing to change the mood, tone and climax of the scene.
4. If we want to make the subject looks distracted then we can also break the 180 degree rule to shot from the the both angles.
5. And do not use the shot too long, use the shot only till its tell something new and then cut.

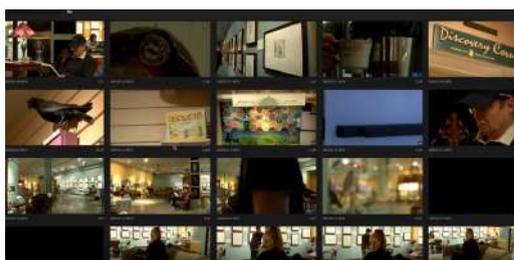


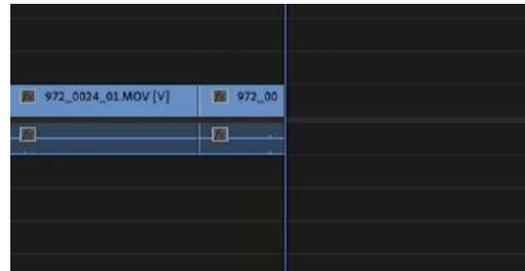
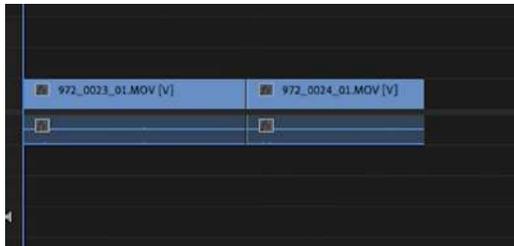
▼ **The Rough-Cut:**



The first cut of our editing is know as the "Rough-cut."

It is the process of selecting the best video clips from all the clips; as per the script provided to get the rough idea of the whole story and this selected portion is larger then the final one.





From the rough-cut we can identify any major problems with the scene and make changes before the final edit. And if anything we find is not good enough to use; than we can re-shot it.

Building the Rough Cut

Use the script as a blueprint.

Assemble the audio first.

Insert the b-roll.

Use only the best shots and sound.

▼ Challenges with Editing:

- In the documentaries; start with the build-up, climax and also give some context before the story started and then use the available interview of the people in between the documentaries.
- Then show more and tell less; as it is visual story.

Editing problems to look for

Does it tell more than it shows?

Do the images support what is said?

The Final-Cut:

After the rough cut is made, the final-cut is made after cutting, trimming unnecessary information and also he pacing and slowing down of the video.

In short the final cut is the cut you made before exporting the final video. Before doing final-cut; take a break from your editing to come-up with fresh eyes to see something which you have missed before.



"PUT YOURSELF IN THE AUDIENCE SHOES TO FIND OUT WHETHER THE EDITING IS GRABING AND HOLDING THE ATTENTION OF THE AUDIENCE OR NOT."

▼ Pacing and Rhythm:



Pacing is to change the speed of the story to move it fast or to make it slow as per the script and necessary information required in the particular shot of the story.

Make sure to give some time to the viewer to absorb the information in the scene and then change the scene.

Pacing and Rhythm

The more information in the shot, the longer it should be seen.

Moving shots are held longer than static ones.

The shot is held longer the first time we see it.

Shots in a sequence should never be the same length.

▼ COPYRIGHT ISSUES:

- If we want to use something great that we have seen on the Google or YouTube but it belongs to someone else then we cannot use it without the permission of the author or creator of that thing. And if we use it, then it came under copyright.
- And different countries have different rules related to the copyright and we can also check the use of the someone else material on the official site of the creator of that work for Fair-Use policy.
- Or simply we can give credit in our video or story to the creator; to whom that work belongs to.

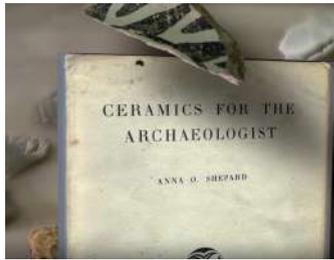
Fair Use

1. Purpose and character of the use
2. Nature of the copyrighted work
3. Amount and substantiality
4. Effect upon work's value

▼ Introduction to the types of the Graphics:



The graphics are the visually created element which are either static or in the motion; and helps us to understand the story better.



There are so many different types of Graphics:

1. The lower-Thirds gives information about the subject.
2. The animated graphics used by Think School.
3. The graphics contain more words and less images.
4. The full screen graphics.
5. The shoulder graphics which is behind the person like Dhruv Rathe.
6. Title for the intro of the story.

How to Create Graphics:

1. We can use the Plugins or templates and customize it.
2. or we can use Premier, After Effects, Photoshop and Illustrator.

Pro-Tips for Graphics:

1. The graphics should be in a proper position.
2. It is readable with proper text.
3. Not contain too much information.
4. Very clear and not clutter and mixed.
5. Focus on attention to details.

▼ **EXPORTING THE FILES:**



"AFTER DOING THE EDITING AND ONCE YOU ARE DONE AND SATISFIED WITH YOUR WORK THEN EXPORT THE VIDEO."

▼ **PRATICS AND JUST PRATICS:**