

Video Editing

ANTH 4100 Making Anthropology Public

Dr. Carie Hersh

Fall 2024

Taught By: Sara Morrell and Halima Haruna



Discussion & Goals

- Has anyone started editing their video?
- What are your goals for editing your video? What would you like your video to look like after editing?



Workshop agenda

- Important questions
- Video editing vocabulary
- Vimeo tutorial
- Hands on practice
- Discussion

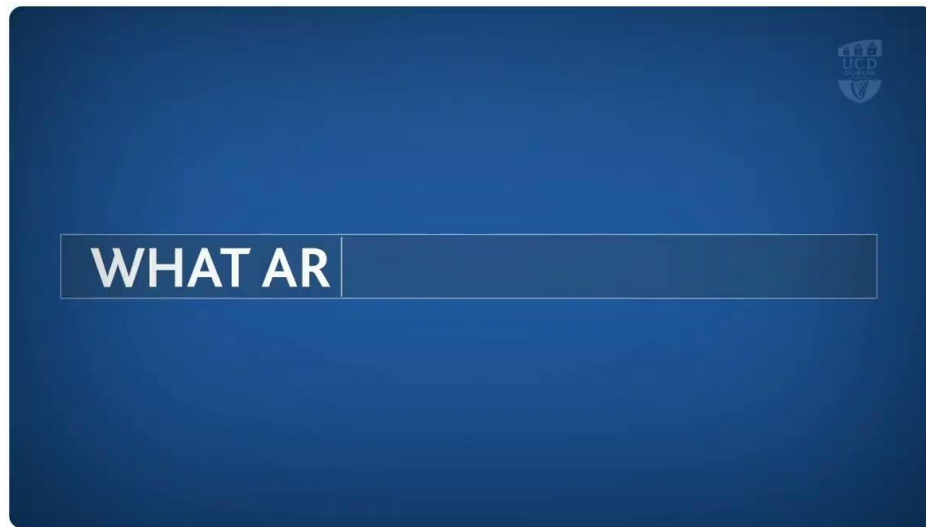
Slides, handouts, and data available at

<https://bit.ly/fa24-hersh-anth4100-video-editing>



Important questions

- Who is your audience? What are you trying to communicate to your audience?
- How can you integrate the videos, images, and audio you have collected to effectively communicate your message?



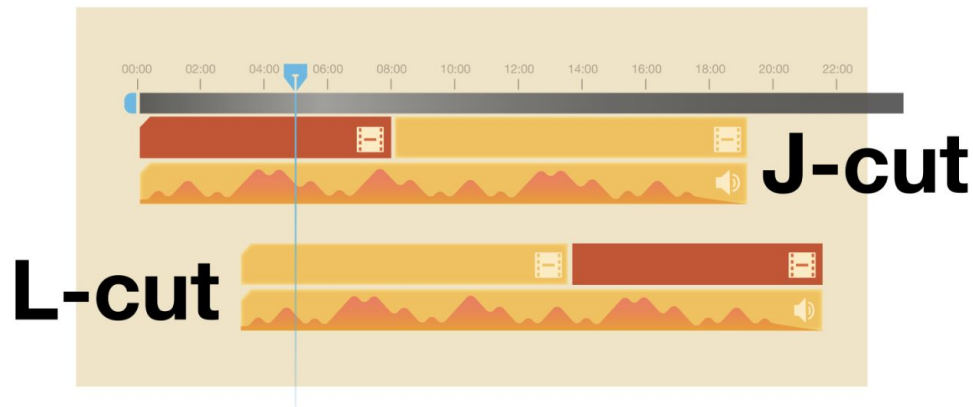
What are Social Sciences?

UCD College of Social Sciences & Law. "[What are Social Sciences?](#)" *YouTube*, 7 Nov. 2017.



Vocabulary

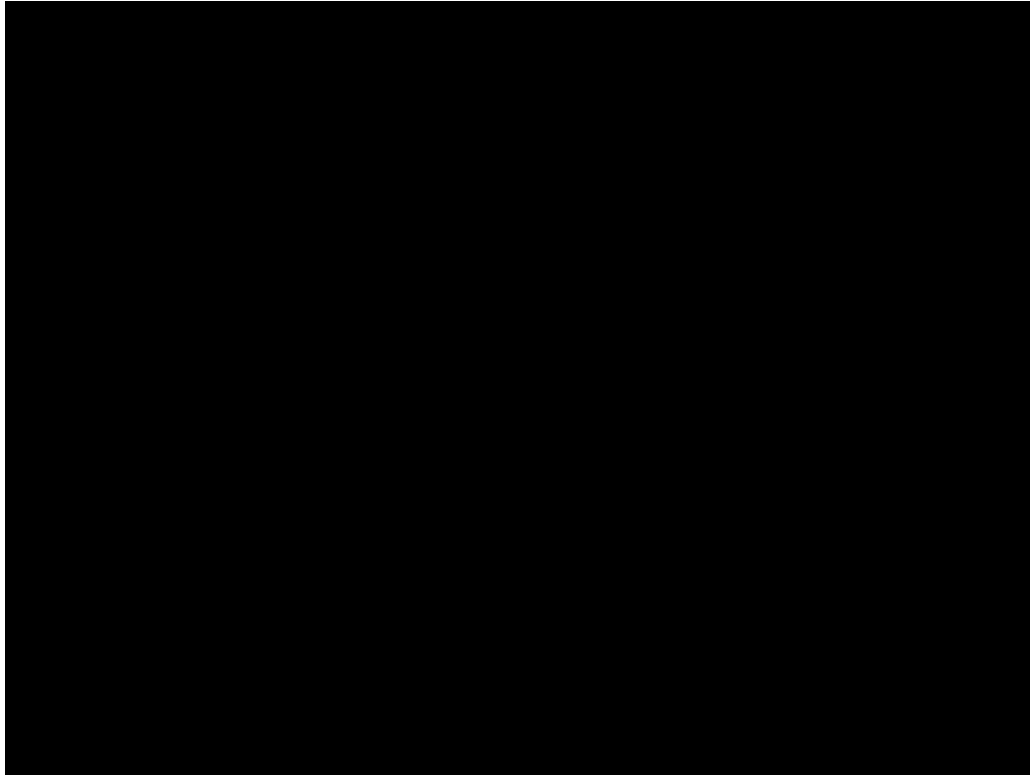
- **J-cut:** audio begins before the associated video
- **L-cut:** audio continues after the associated video
- **Synchronization:** synchronizing video and audio



Aldredge, Jourdan. "[How and when to make jump cuts, L-cuts, and J-cuts.](#)"
Vimeo.



Example: J-Cut and L-Cut



Oxford University Press.
“Very Short Introductions
across the Social Sciences.”
YouTube, 9 Feb. 2016,
[https://www.youtube.com/
watch?v=9SpEVu_u9fM](https://www.youtube.com/watch?v=9SpEVu_u9fM)



Tutorial



Northeastern University
NULab for Texts, Maps, and Networks

*Feel free to ask questions at any point
during the presentation!*

Example Media

- “What is social science? | Part 1 #SocialScience.” *YouTube*, uploaded by ESRC Social, 28 Feb 2012,
<https://www.youtube.com/watch?v=kUApnFN2vGk>.
- MacLeod, Kevin. "Farm." Incompetech,
<https://incompetech.com/music/royalty-free/music.html>. Licensed under Creative Commons: By Attribution 4.0 License.
- Merrill, Brian. *Pedestrians, People, Busy image*. Pixabay, 23 July. 2014,
<https://pixabay.com/photos/pedestrians-people-busy-movement-400811>. Free for use under the Pixabay Content License.

Example videos and images: <https://bit.ly/fa24-hersh-anth4100-video-editing>



Vimeo



Northeastern University
NULab for Texts, Maps, and Networks

*Feel free to ask questions at any point
during the presentation!*

About Vimeo

- Online video editing software suitable for beginners
- Basic account is free
 - Limited to three edited videos
 - No auto-generated captions
- [Link to Vimeo](#) (basic)
- For more information on captions in Vimeo, see the article [How to add captions and subtitles to videos](#)



1. Create account or login

Join Vimeo for free

Create and share videos in seconds.



Continue with Google

OR

you@email.com

Continue with email

Already have an account? [Log in](#)

By joining Vimeo, you agree to our [Terms of Service](#), [Privacy Policy](#) and [Cookie Policy](#).





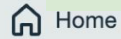
2. Create new video



Upgrade



New



Home



Library



Live events



Showcases



Analytics



Monetize



Upload from computer



Import from Drive and more



Record s
webcam



Create new or from template



Host event or webinar



Upload



Create video



Record video



Host event

Recent videos



New video



00:48

J.R.R. Tolkien on Allegory
5 months ago

Click New and select
Create video.

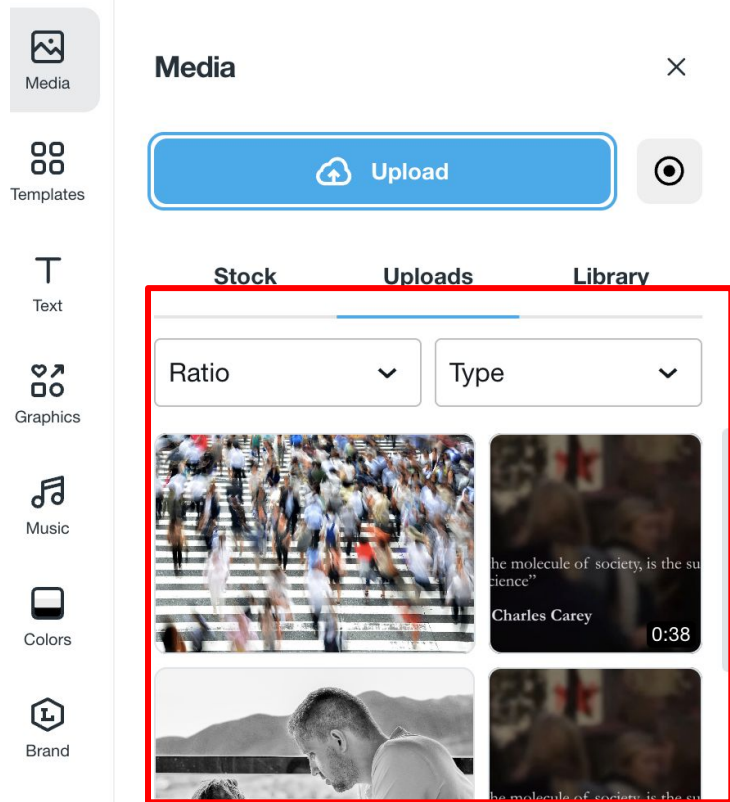


3. Upload media

The screenshot shows the Vimeo Media upload interface. A red box highlights the 'Upload' button in the top left. A file selection dialog is open, showing a list of files in the 'Example-Media' folder. The dialog has a sidebar with 'Favorites' (Recents, Applications, Desktop, Documents, Downloads, iCloud, iCloud Drive) and a main area with a table of files. The table has columns for 'Today', 'Size', 'Kind', and 'Date Added'. Three files are listed: 'Pedestrians...I_Pixabay.jpg' (399 KB, JPEG image, Today at 11:50 AM), 'Whatissocia...CSocial.mov' (89 MB, QT movie, Today at 11:26 AM), and 'MacLeod_F...petech.mp3' (5.4 MB, MP3 audio, Today at 11:08 AM). A red box highlights the 'Open' button at the bottom right of the dialog. A green text box at the bottom left contains the instruction: 'Click **Upload**, then select and upload media from your computer.'

Today	Size	Kind	Date Added
Pedestrians...I_Pixabay.jpg	399 KB	JPEG image	Today at 11:50 AM
Whatissocia...CSocial.mov	89 MB	QT movie	Today at 11:26 AM
MacLeod_F...petech.mp3	5.4 MB	MP3 audio	Today at 11:08 AM

Click **Upload**, then select and upload media from your computer.



3. Upload media

Uploaded media will appear on the left.





Media



Templates



Text



Graphics



Music



Colors



Brand



Help



?

Media



Upload



Stock

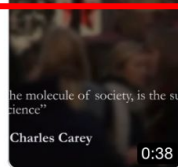
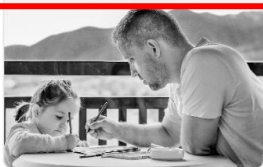
Uploads

Library

Ratio



Type



4. Splice together images and videos



Drag and drop media
to add it to the video.



S

0:00

0:30 / 0:38.92

1:00



1:30



5. Overlap images and videos with voice over



Media



Templates



Text



Graphics



Music

Media



Upload



Stock

Uploads

Library

Ratio



Type



the molecule of society, is the su
science"



vimeo

Place videos and images above a video with audio to have the audio playing while the image or video is displayed.

Split



Delete



0:16.30 / 0:38.92



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Media



Templates



Text



Graphics



Music



Colors



Brand

Music

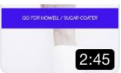
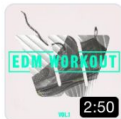
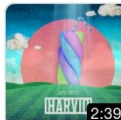
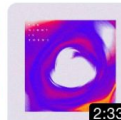


Upload

Featured

All music

Uploads

Vaporize
SquidLooking For L...
Aldenmark Nik...Family Time
View PointsSleeping In M...
SiineLike Heaven
OomieeTravelers Par...
GuustavvPlease Leave ...
HarvioTen Feet (Dax...
Curio

6. Add music

Select **Music**, then
drag and drop tracks
to add them to your
video.



0:00

0:30

Fit

Travers Paradise



6. Add music

The screenshot shows the Music app interface. The 'Upload' button is highlighted with a red box. A file selection dialog is open, showing a list of files in the 'Example-Media' folder. The file 'MacLeod_F...petech.mp3' is selected and highlighted with a red box. The 'Open' button in the dialog is also highlighted with a red box.

	Yesterday	Size	Kind	Date Added
	Pedestrians...l_Pixabay.jpg	399 KB	JPEG image	Yesterday at 11:50 AM
	Whatissocka...CSocial.mov	89 MB	QT movie	Yesterday at 11:26 AM
	MacLeod_F...petech.mp3	5.4 MB	MP3 audio	Yesterday at 11:08 AM

Buttons: Show Options, Cancel, Open

You can also add your own music by clicking **Upload**, then selecting and uploading music from your computer.



Music

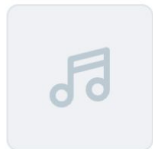


Upload

Featured

All music

Uploads



MacLeod_Far...

6. Add music

Go to **Uploads**, then
drag and drop music
to add it to your
video.

Split

0:00

2.87



Fit

0:30



MacLeod_Farm_Incompetech.mp3



Ratio

☒ 16:9

☐ 9:16

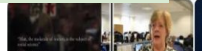
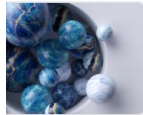
☐ 1:1

Portrait

Good for mobile videos, TikTok, Instagram reels, and stories.

7. Select ratio

Go to the square ratio option in the upper left and select the desired ratio.



Delete

▶ 0:21.80 / 4:52.87

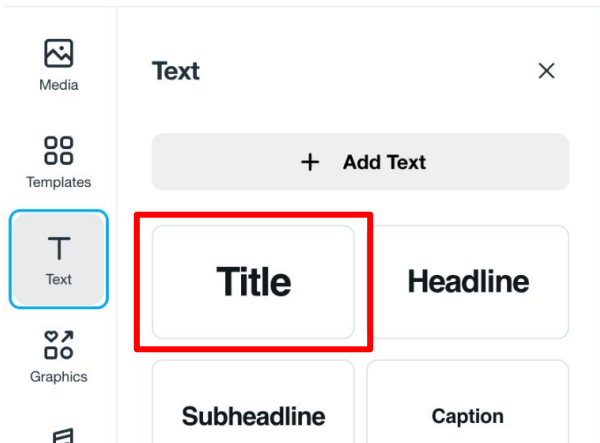
1:00

2:00

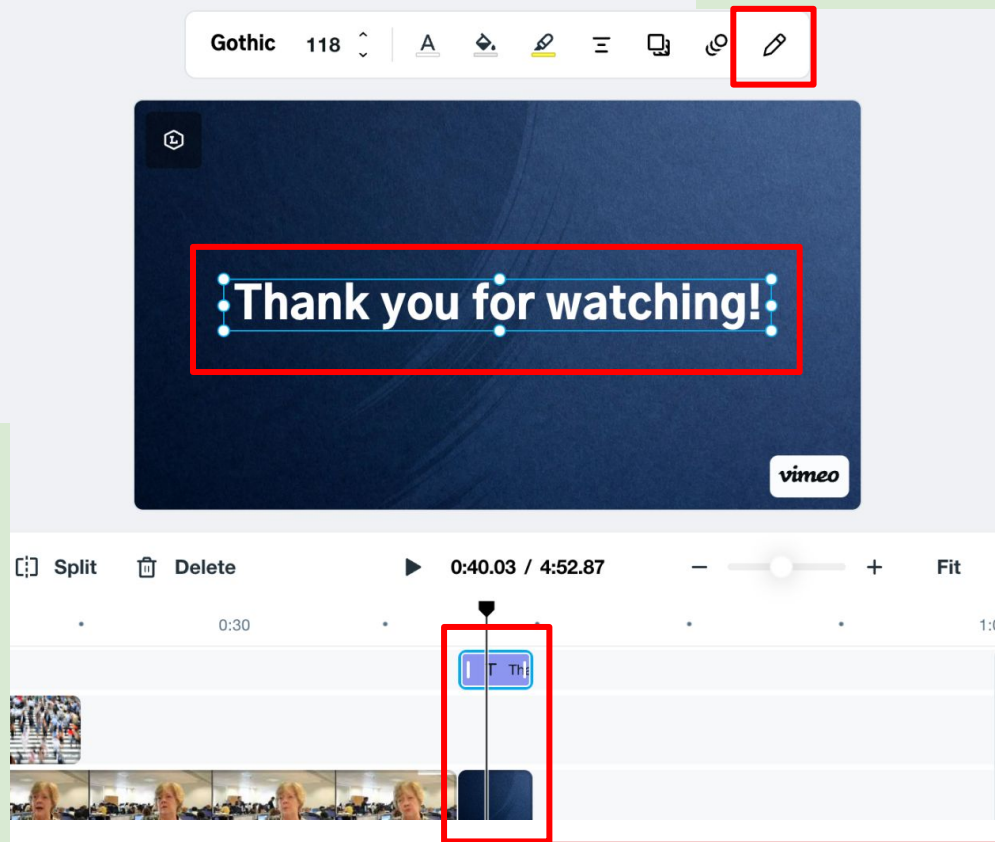
3:00



8. Add text



Select **Text**, click the type of text you would like, then position it on the video preview and place it above where you would like it to appear in the video. Click the pencil icon to edit the text.



8. Add text

The screenshot displays the Vimeo text editor interface. On the left, a sidebar contains icons for Media, Templates, Text, Graphics, Music, and Colors. The 'Text' tab is active, showing options for Title, Headline, Subheadline, and Caption. The 'Caption' option is highlighted with a red box. The main area shows a video preview of a woman in a classroom setting. A text box with the text 'Example Caption' is overlaid on the video, also highlighted with a red box. Above the video, a toolbar includes options for font (Gothic), size (64), and various editing tools, with the pencil icon highlighted by a red box. Below the video, a timeline shows the video's duration (0:32.62 / 4:52.87) and a red box highlights the text placement on the timeline.

Select **Text**, click the type of text you would like, then position it on the video preview and place it above where you would like it to appear in the video. Click the pencil icon to edit the text.



9. Save your video



Upload



Stock

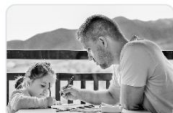
Uploads

Library

Ratio

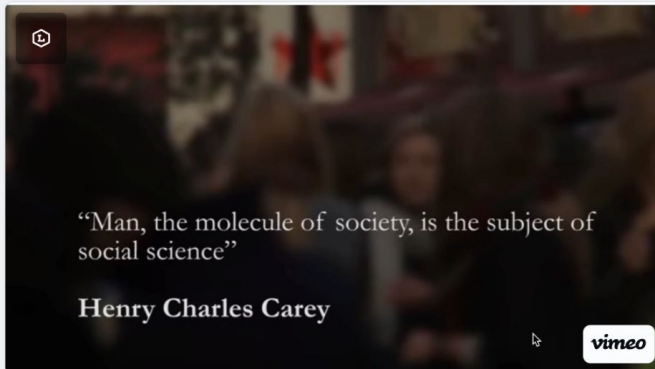


Type



Test 1

Test 1



Split



Delete



0:03.17 / 4:52.87



Fit

0:00



0:30



MicLeod_Farm_Incompetech.mp3



Exam



Analytics



Comments



Share



10. Share your video



Copy link



Copy embed code



Download...



Publish



“Man, the molecule of society, is the
social science”

Henry Charles Carey

Click **Share** and copy the link.



vimeo



vimeo

Social Science Example Video

Northeastern University
NULab for Texts, Maps, and Networks

*Feel free to ask questions at any point
during the presentation!*

Thanks for joining Vimeo! Time to [create a password](#) for your account.

10. Share your video

Analytics

Comments

Share

Copy link

Copy embed code

Download...

Publish

To download your video,
click **Share** and select
Download.

Title

Social Science Example Video

Description

Add description...

Thumbnail



Northeastern University
NULab for Texts, Maps, and Networks

*Feel free to ask questions at any point
during the presentation!*

10. Share your video



Analytics



Comments



Share



Social Science Examp

Sara Morrell

Download



1080p 21.4MB | 1920 x 1080



720p 14.26MB | 1280 x 720



540p 11.83MB | 960 x 540



360p 9.69MB | 640 x 360



240p 8.4MB | 426 x 240



Choose a resolution and
click **Download**.



Vimeo

Demonstration

Go to

<https://vimeo.com/>

1. Create account or login
2. Create new video
3. Upload media
4. Splice together images and videos
5. Overlap images and videos with voice over
6. Add music
7. Select ratio
8. Add text
9. Save your video
10. Share your video



Your turn!

- Try uploading some of your own media to Vimeo and editing it together.
- If you do not have media, you can download the examples from GitHub.

Slides, handouts, and data available at

<https://bit.ly/fa24-hersh-anth4100-video-editing>



Discussion

- Are there any questions?
- How might various edits help you communicate your message?
- Are there edits that might distract from your message? If so, how can you eliminate distractions?
- Which video edits do you plan on using?



Free video editing software

- [Vimeo](#) (basic)
- [Lightworks](#)
- [VN Video Editor](#)
- [DaVinci Resolve](#) (advanced)



Thank you!

—Developed by Sara Morrell, Kasya O'Connor Grant, Lawrence Evalyn, Halima Haruna, and Carlos Arriaga Serrano

- For more information on the DITI, please see:
<https://bit.ly/diti-about>
- Schedule an appointment with us! <https://bit.ly/diti-meeting>
- If you have any questions, contact us at: nulab.info@gmail.com
- We'd love your feedback! Please fill out a short survey here:
<https://bit.ly/diti-feedback>

