

# Video Editing

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ANTH 4100 Making Anthropology Public  
Dr. Carie Hersh  
Fall 2024



Northeastern University  
*NULab for Texts, Maps, and Networks*

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

# 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

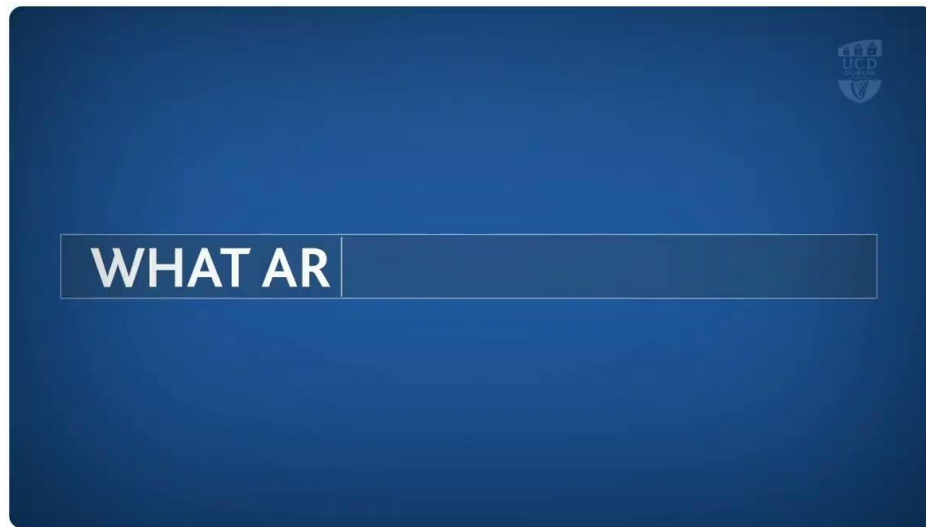
Slides, handouts, and data available at

<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?



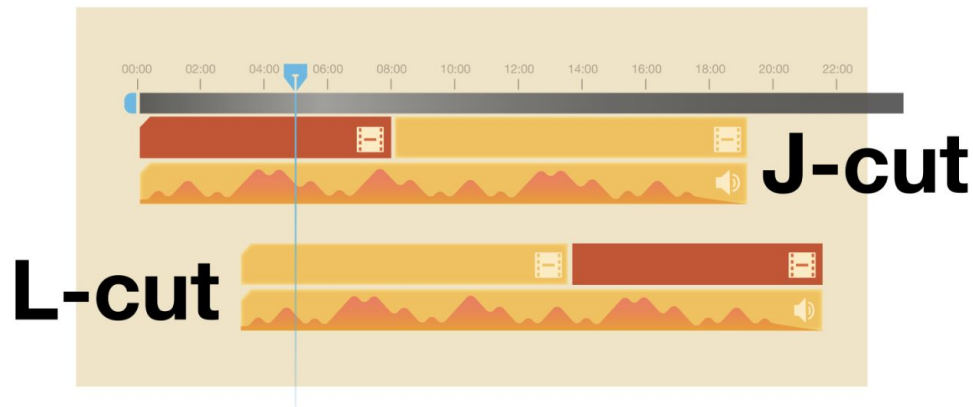
What are Social Sciences?

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



# Vocabulary

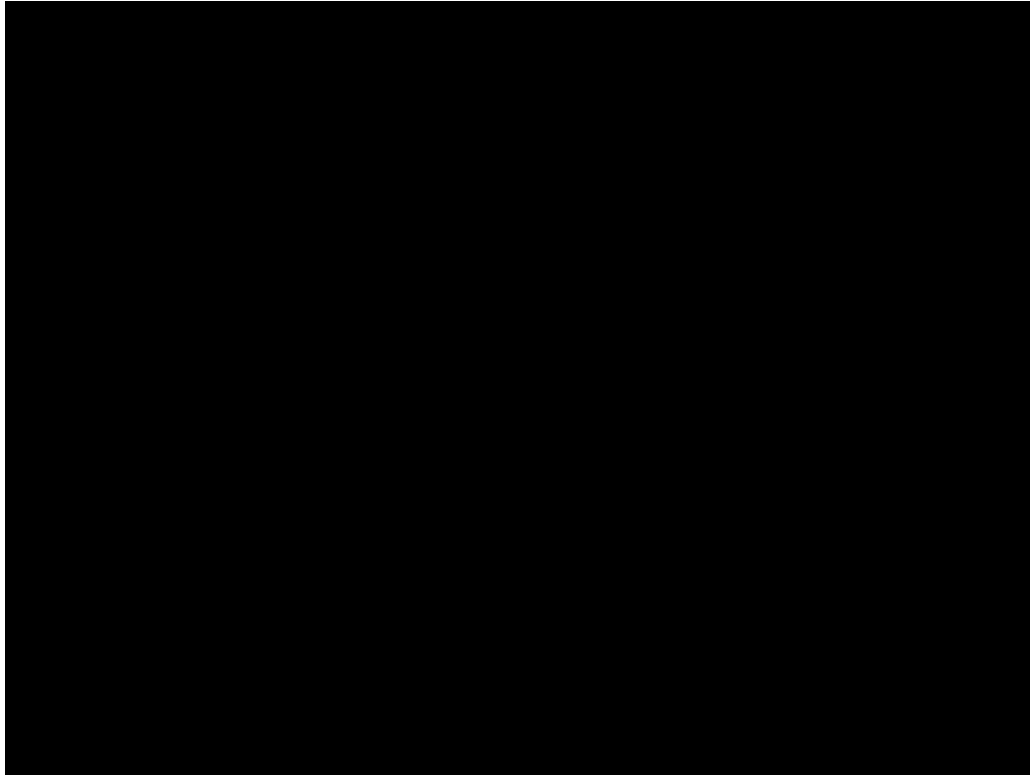
- **J-cut:** audio begins before the associated video
- **L-cut:** audio continues after the associated video
- **Synchronization:** synchronizing video and audio



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



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*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



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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 video** and select **Create video**.



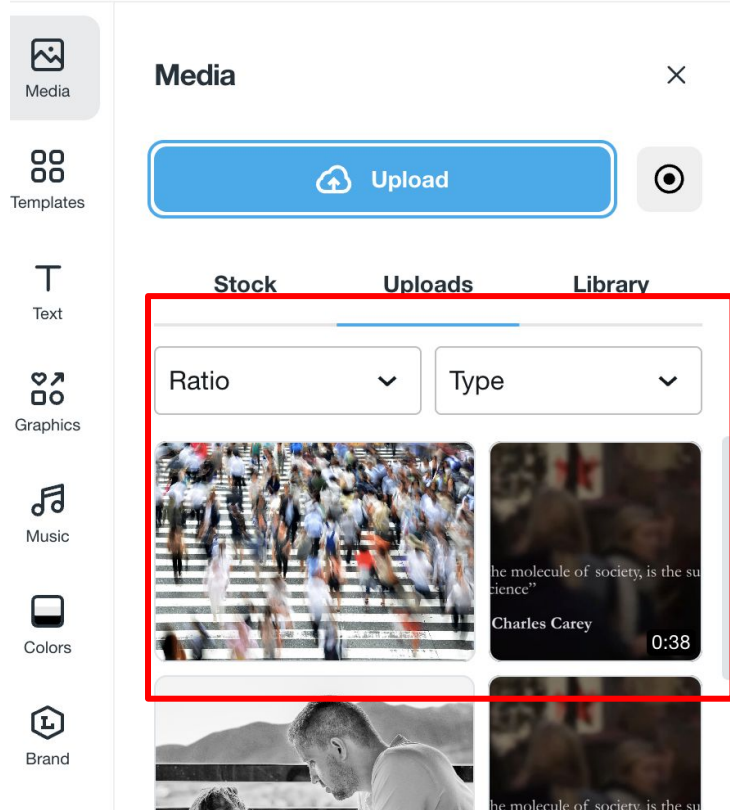
### 3. Upload media

The screenshot shows the Vimeo Media 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. A red box highlights the list of files, and another red box highlights the 'Open' button at the bottom right of the dialog.

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



Upload



Stock

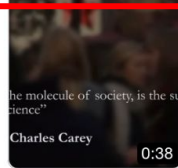
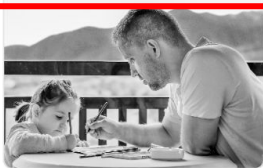
Uploads

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

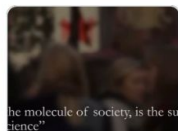
Uploads

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

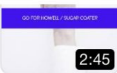
Featured

All music

Uploads



2:46

Vaporize  
Squid

2:45

Looking For L...  
Aldenmark Nik...

2:50

Family Time  
View Points

2:50

Sleeping In M...  
Siine

2:38

Like Heaven  
Oomiee

2:33

Travelers Par...  
Guustav

2:39

Please Leave ...  
Harvio

2:33

Ten Feet (Dax...  
Curio

## 6. Add music

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



Spl

0:00

0:30

Fit

Travers Paradise



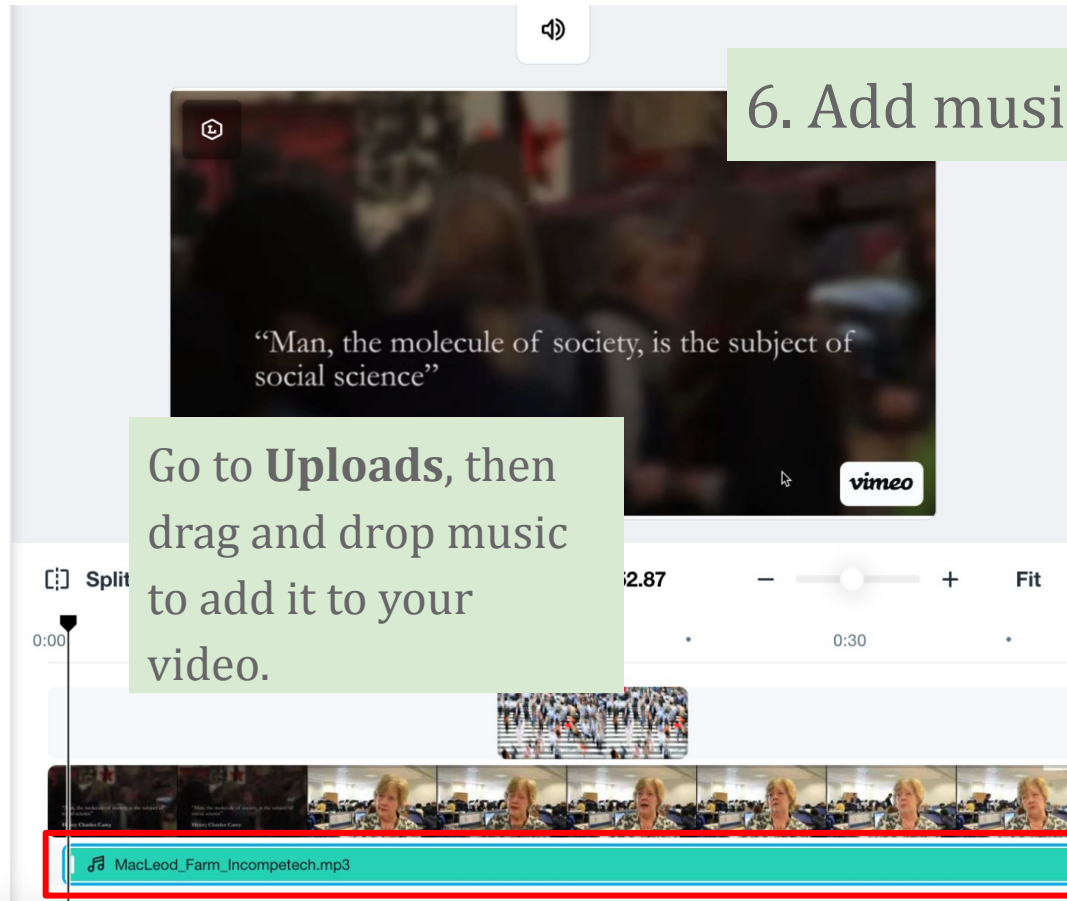
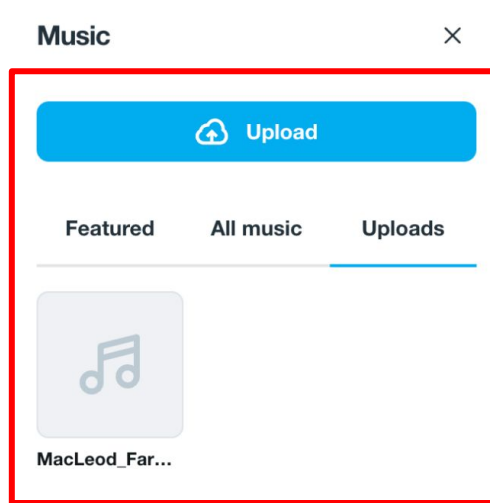
## 6. Add music

The screenshot shows the Music app 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 file 'MacLeod\_F...petech.mp3' is selected. The dialog has buttons for 'Show Options', 'Cancel', and 'Open' (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

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





Ratio

☒ 16:9

☐ 9:16

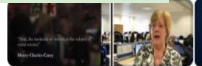
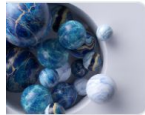
☐ 1:1

**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.



vimeo

Delete

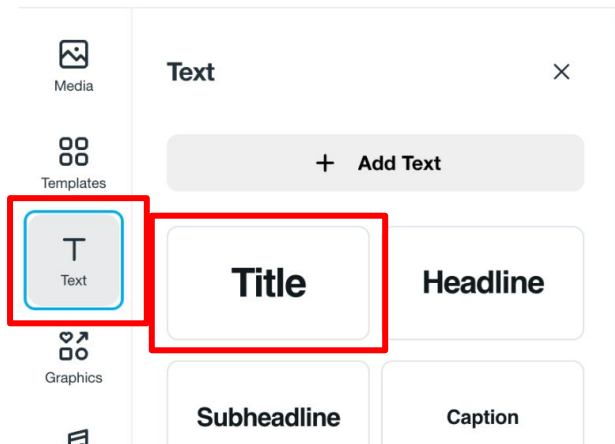
0:21.80 / 4:52.87

1:00

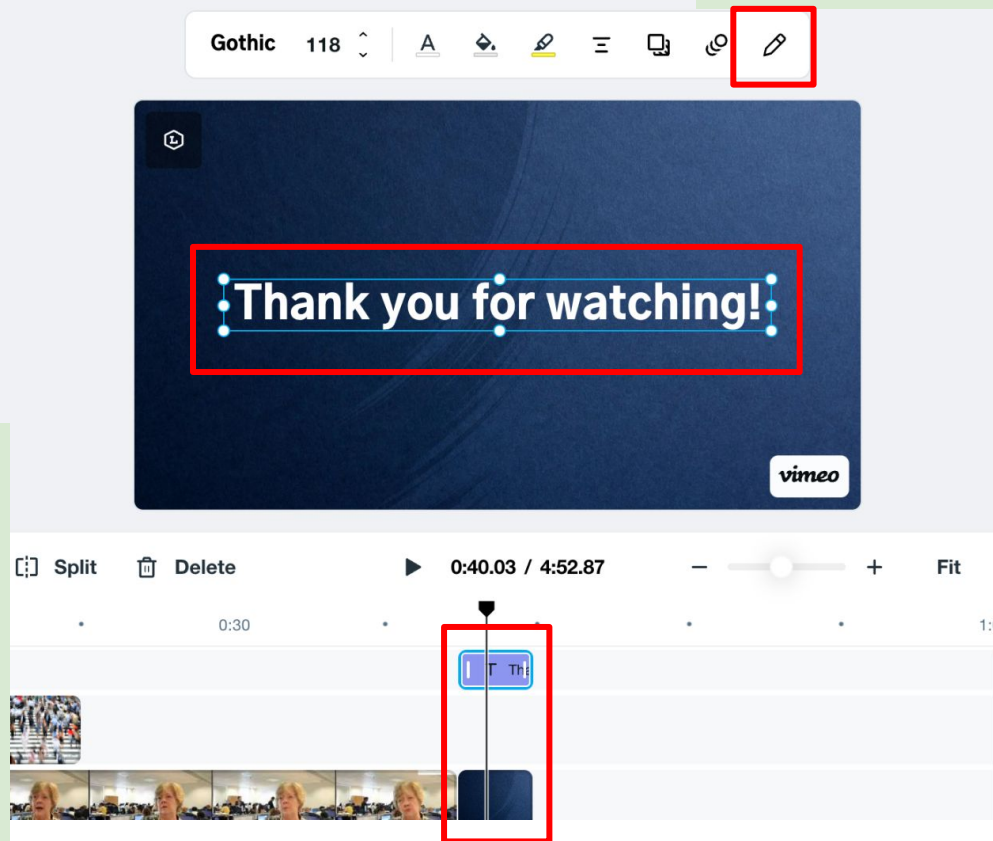
2:00

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

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

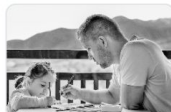
Uploads

Library

Ratio

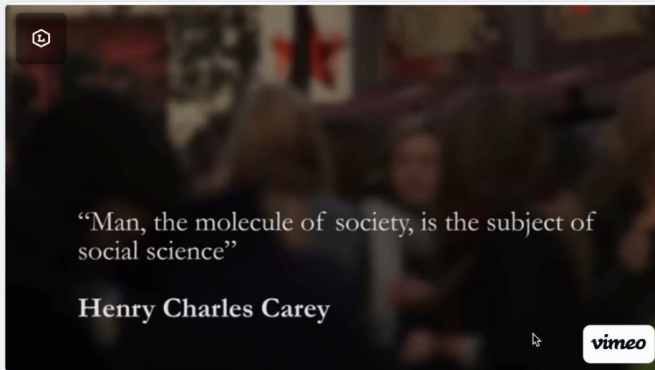


Type



Test 1

Test 1



Split



Delete



0:03.17 / 4:52.87



Fit

0:00



0:30



MicLeod\_Farm\_Incompetech.mp3



## 10. Share your video

The screenshot shows the Vimeo 'Share' dialog box. At the top, the 'Share' button is highlighted with a red rectangle. Below the dialog, the video title 'Social Science Example Video' and a description 'Click to add a description' are visible. The 'Link privacy' section shows 'Public' as the selected option. At the bottom right of the dialog, the 'Copy link' button is highlighted with a red rectangle. A green text box on the right side of the dialog contains the instruction: 'Click **Share** and copy the link.'

Library > Vimeo Create > Social Science Example Video

Public Share Embed Publish

10. Share your video

Embed

Add name or email Upgrade

People with access ⓘ

Sara Morrell  
morrell.s@husky.neu.edu Owner

Link privacy

Public  
Anyone on the internet can see.

Customize Copy link

Click **Share** and copy the link.

Title  
Social Science Example Video

Description  
Click to add a description

Unlisted Upgrade  
Only people with the link can access.

Password Upgrade

Private  
Only you and people on your account can access.

Public  
Anyone on the internet can see.

Allow public comments ⓘ





## 10. Share your video



Share

Embed

Publish



Social Science Example VideoUntitled

Sara Morrell

“Man, the molecule of soc  
social science”

Henry Charles Carey

vimeo

To download your video,  
click the three dots and  
select **Download**.

Download

Move

Make a copy

Version history

Replace video

Review video

Send file

Video file links

Delete video

Privacy

Link



Unlisted

Only pe  
access.

Passwo

Only pe  
access.

Hide fro

Private c  
embedd

Private

Only you and people on your  
account can access.

Title



## 10. Share your video

### Download

1080p 20.92MB | 1920 x 1080



Download

720p 14.21MB | 1280 x 720



Download

540p 11.74MB | 960 x 540



Download

360p 9.67MB | 640 x 360



Download

240p 8.38MB | 426 x 240



Download

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, 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](mailto:nulab.info@gmail.com)
- We'd love your feedback! Please fill out a short survey here:  
<https://bit.ly/diti-feedback>

