

# Video Editing project

Giammaria Capuzzi  
Digital Marketing student

# Index

1. Introduction
2. Raw editing
3. Adding music
4. Color correction and color grading
5. Conclusion

# 1 Introduction

For my project I chose to focus on the ecosystem of our planet, my aim is to reach as many people as I can in order to sensibilize them about how fragile is the ecosystem of the Earth and how it is under threat mainly because of us.

So I decided to make a short video that is mainly fit for youtube, but it can be adapted to other format.

I used FilmoraX for the editing part.

## 2 Raw editing

First of all, I downloaded some raw videos on pexels, a useful resource when it comes to find videos or photos free to use and they are absolutely good.

I chose a forest, a beautiful waterfall, the sea and a land full of waste, to make contrasts.

Then I cut and attached them to make sure the video was no longer than a minute.

Along the way I added some short and simple phrases.

# 3 Adding music

For this part I simply chose one of the free soundtrack available on youtube studio.

I chose a song that was calm and sad, due to the aim of the video.

I did just an easy cut to attach it properly.

## 4 Color correction and color grading

At this point, all I had to do was to adjust the brightness of the various scenes.

Thanks also to the function called “color matching” that helped me to let the frames be more organic.

Then I added a filter called “Reign”.

# 5 Conclusion

Here I will attach the link to the video.

I enjoyed the time I spent for the project and I will continue to use the programme to make and edit other videos.

Thanks.

[Link to the video](#)