

Video Editing Workflow

1. Discovery — Understanding the Vision

Every project begins with clarity. This phase defines what the video needs to achieve and how it should connect with its audience. Objectives, creative direction, and timelines are established so the project starts on solid footing and everyone aligns on expectations.

2. Asset Handoff — Building the Toolkit

Before editing begins, all materials are gathered and organized. This includes raw footage, slides, demos, branded bumpers, lower thirds, and approved music tracks. Any relevant brand guidelines are shared to ensure visual and tonal consistency throughout the edit.

3. Assembly — Building the First Cut

This is where the edit takes shape. Footage is organized, synced, and arranged into a structured sequence that reflects the intended pacing and flow. Dialogue, sound, and music are placed to build a cohesive, complete version of the video.

4. Feedback & Refinement

The assembled video is sent to the stakeholder for review. All feedback is documented for accountability, and revisions are made to ensure accuracy, clarity, and alignment with expectations. This stage focuses on fine-tuning — tightening pacing, polishing transitions, and locking the final version.

5. Delivery & Versioning

The final version is sent off to the client. At this stage, any additional assets — such as closed captions or alternate versions — are confirmed and delivered as needed.