THE NEWBIE ART OF SIMPLE MEDIA EDITING

MIKE NELSON

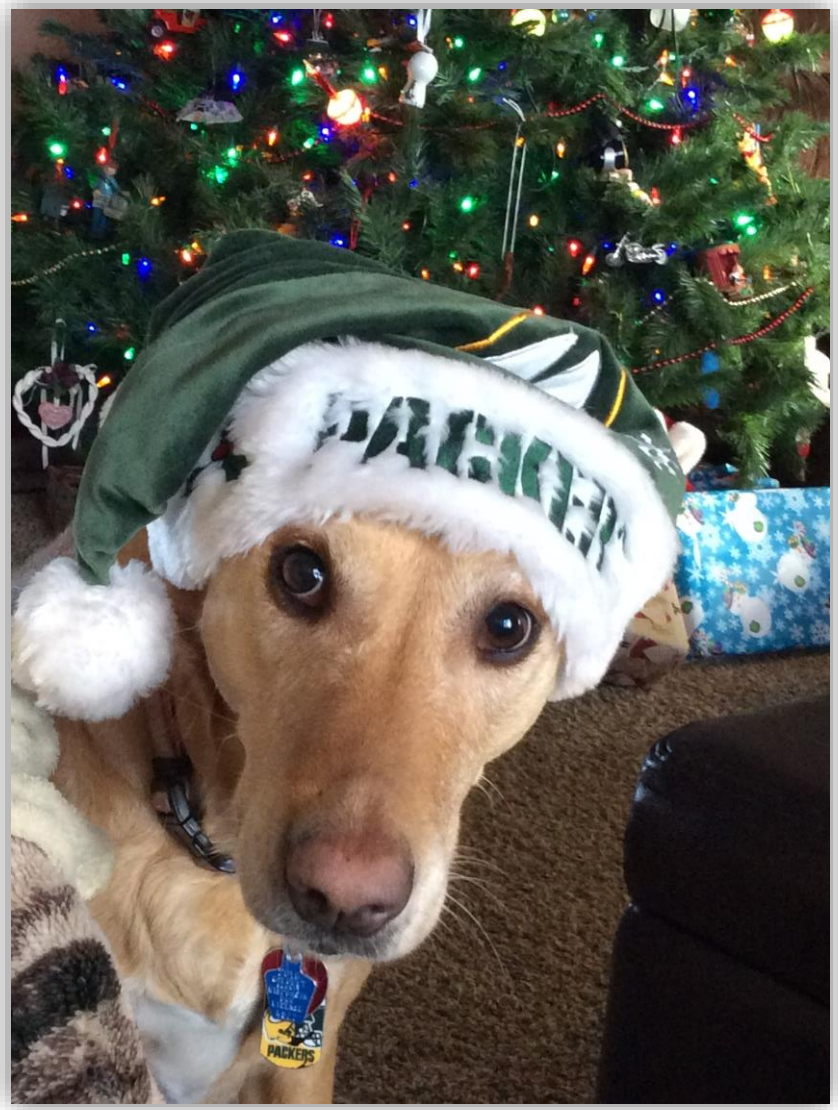
MVP (CDM)

SOLUTIONS ARCHITECT @ PURE STORAGE

@MIKENELSONIO

GITHUB – MIKENELSON-IO

LINKEDIN – LINKEDIN.COM/IN/NELMEDIA



- The Art of Simple
- Steps to Editing
- Tools & Tips

Teachers & Students… and Parents & Co-Workers… and Grandma & Grandpa… and…

K.I.S.S.

- Saves you time
- Keeps interest
- To the point
- Better retention

Hoomans! – Doggo says, “Don’t make your videos suck!”

TIME IS ‘THE’ ESSENTIAL… EVERYTHING REVOLVES **AROUND TIME**

Seconds of Interest:

2000 – 12 seconds
2015 – 8 seconds
2019 – 6 seconds

Optimal time is 6 minutes
Max time is 15 minutes

National Center for Education Statistics

STEPS

- Storyboard it
- Create It
- Edit it
- Publish it

TIPS

Use transitions

Video “tweet” intro

Double-check video

Audio is important

Learn blur & pixelate

Caption it

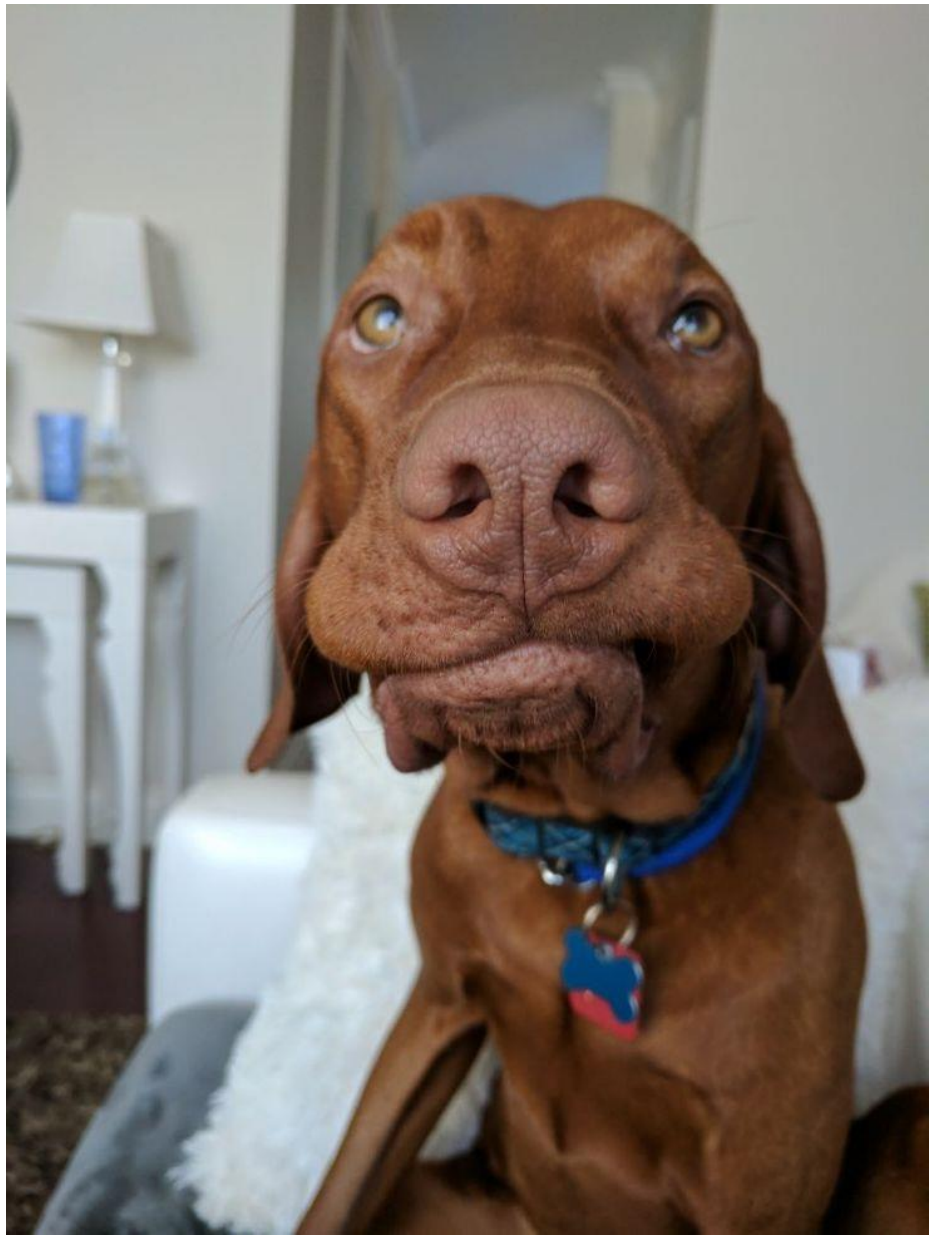
Always copyright

Don’t push the subscriptions

Clickbait is just wrong

Tame the muzak

Tasteful and Tactful



TOOLS I'VE TRIED
(CONSUMER)

	Windows	Mac/IOS	Linux
PowerPoint	☑	☑	
Camtasia	☑	☑	
SnagIt	☑	☑	☑
OpenShot		☑ ☑	
iMovie	☑	☑	☑
Avidemux	☑		
VSDC	☑	☑	☑
Audacity	☑	☑	☑
Reaper			

Captioning
- .vtt file
- Webcaptioner.com
- Zoom, G2M, Teams
- YouTube

BYO's:
- Amara (BYO)
- Subtitle Horse(BYO)

Freelancers:
- Fiverr
- Upwork
- Rev

DEMOS