

# Course 2, Lesson 6: Edit Faster: From Shoot to Post in 15 Minutes

## 1. Core Concept & Learning Objective

**Concept:** "I don't have time to edit" is the #1 excuse for not posting. We're going to destroy that excuse. Editing on a "vertical-first" mobile app (like CapCut) is a system, not an art project. You will learn a 15-minute workflow based on 3 non-negotiable elements: The "Jump Cut," The "Caption," and The "Sound."

**Learning Objective:** By the end of this lesson, you will analyze the 3 core elements of a fast, engaging edit. You will practice "jump-cut" editing to remove dead air and use a mobile app (CapCut) to auto-caption your video and add a trending sound.

## 2. Interactive Content Activities (3 Activities)

### Activity 1: The "15-Minute Edit" Workflow (Strategic Exercise)

- **Description:** We're going to map out your 15-minute "assembly line" for editing.
- **Instructions:**
  1. **Minutes 0-5: The "Jump Cut"**
    - Import your footage.
    - "Split" and "delete" all your "ums," "ahs," and "pauses." This creates fast-paced, high-energy "jump cuts."
  2. **Minutes 5-10: The "Captions"**
    - Use the "Auto-Caption" feature.
    - Select a bold, readable "template" for your text.
    - Quickly scan and fix any 1-2 word errors.
  3. **Minutes 10-15: The "Sound & Polish"**
    - Add a "trending" (but not distracting) sound.
    - Set the "Volume" of the sound to 1-5% (so it's *under* your voice).

- Export.
- **Expected Outcome:** A clear, 3-step mental "checklist" for editing every video.

### Activity 2: "Jump Cut" Drill (Tool Exploration)

- **Description:** This is the most important editing skill. You will take a 60-second "raw" clip (that you will film right now) and edit it down to a 30-second, high-energy "jump cut" video.
- **Instructions:**
  1. Film yourself for 60 seconds, talking about your L2 "Character." *Intentionally leave 2-3 second pauses and say "um" a few times.*
  2. Open CapCut (or your preferred mobile editor).
  3. Import your 60-second clip.
  4. Listen... tap "Split" before an "um"... listen... tap "Split" after the "um"... tap the "um" clip... hit "Delete."
  5. Repeat this process for every *single pause and 'um'.*
  6. Watch the "before" and "after."
- **Expected Outcome:** A 30-second, high-energy video. You will see how "jump cuts" instantly make you sound more confident and "professional."

### Activity 3: The "Auto-Caption" System (Tool Exploration)

- **Description:** 80%+ of users watch video *with the sound off*. No captions = no views. We are using CapCut's "AI" to do 99% of the work.
- **Instructions:**
  1. Using your 30-second "Jump Cut" video from Activity 2...
  2. In CapCut, tap "Text" > "Auto Captions" > "Start."
  3. Wait 30 seconds.
  4. Now, tap "Style." Do *not* use a tiny, ugly font.
  5. Your "Drill Sergeant" Caption Style:
    - Font: A thick, bold, sans-serif (e.g., "The Bold Font").

- **Style:** Add a "Stroke" (a black outline) or a "Background" (a solid color block).
- **Color:** Use one of your MVB Brand Colors (L3, C1) for key words.
- **Expected Outcome:** Your 30-second video now has clean, bold, readable captions that match your brand.

### 3. Assignment & Project Milestone (Portfolio Deliverable)

#### Assignment: Your First "15-Minute" Edited Video

- **Description:** This is your "proof of concept." You will create one short video (30-60 seconds) that is fully edited with the "3 C's": Jump Cuts, Captions, and (Background) Clip (Sound).
- **Step-by-Step Instructions:**
  1. Film a 60-90 second "raw" video using one of your "Hooks" (L3) and "Sub-Topics" (L4).
  2. Use your "Simple Studio" setup (L5).
  3. Set a timer for 15 minutes.
  4. Execute the "15-Minute Edit" workflow (Activity 1):
    - **Jump Cut** the pauses.
    - Add Auto-Captions and style them.
    - Add a Sound at 1-5% volume.
  5. Export the final video file (e.g., as an .mp4).
- **Evaluation Criteria:**
  - **Excellent:** The video is 30-60 seconds. The pace is *fast* (good jump cuts). The captions are *bold* and *readable*. The background sound is *quiet* and not distracting.
  - **Adequate:** The video is 3 minutes long. There are long, awkward pauses. The captions are tiny, hard to read, or missing. The background music is *louder* than the voice.

- **Connection to Final Project:** This final video file is your first Portfolio Piece. You will add this to Section 6: The "Before & After" Edit of your Viral Velocity Strategy & Portfolio. It's the first tangible asset you've created.

#### 4. End-of-Lesson Assessment (7 Questions)

1. (MC) What are the 3 non-negotiable elements of a "15-Minute Edit"?
  - A) The "Jump Cut," The "Caption," and The "Sound."
  - B) A 10-minute intro, 3D graphics, and a "like and subscribe" animation.
  - C) A cinematic filter, a slow-motion shot, and 5 different fonts.
  - D) A green screen, a celebrity cameo, and a drone shot.
2. (MC) What is a "jump cut"?
  - A) A "jump" transition between two different scenes.
  - B) The process of "splitting" and "deleting" pauses and "ums" to create a fast pace.
  - C) When you "jump" to a different sound.
  - D) A video of you jumping.
3. (MC) Why are "auto-captions" non-negotiable in 2025?
  - A) Because 80%+ of users watch with the sound off.
  - B) Because they look cool.
  - C) Because the algorithm requires them.
  - D) Because they are easy to add.
4. (SA) What is the "15-Minute Edit" workflow (3 steps)?
5. (SA) What is the correct volume level for a "trending sound" when used *behind* your voice?
6. (SA) Name the one app we recommended for fast, mobile editing.
7. (Scenario) A student posts a video. The music is so *loud* you can't hear them speaking, and their captions are the tiny, default white font. What two "Drill Sergeant" fixes do they *immediately* need to make?

*Correct Answers: 1(A), 2(B), 3(A) 4. 1. Jump Cut (5min), 2. Captions (5min), 3. Sound*