

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