



MOBILE VIDEO EDITING WORKBOOK

**Its TIME! You KNOW your business
would BENEFIT from brand **VIDEOS**, BUT..**

**YOU WANT TO DO IT THE RIGHT WAY!
SAVE TIME, & EDIT AMAZING VIDEO ON THE GO
WITH CONTAGIOUS VIDEO MOBILE PRO!**



YOU WILL LEARN HOW TO:

- 1) CREATE A BRANDED INTRO
- 2) LAYOUT AN EFFECTIVE OUTRO
- 3) ARRANGE AN EXCITING SEQUENCE OF CLIPS
- 4) ADD TRANSITIONS
- 5) ADD MUSIC
- 6) ADD TITLES
- 7) EXPORTING



APPS YOU WILL NEED:



Canva



PicsArt
make awesome pictures

Pix Art



VivaVideo



Legend

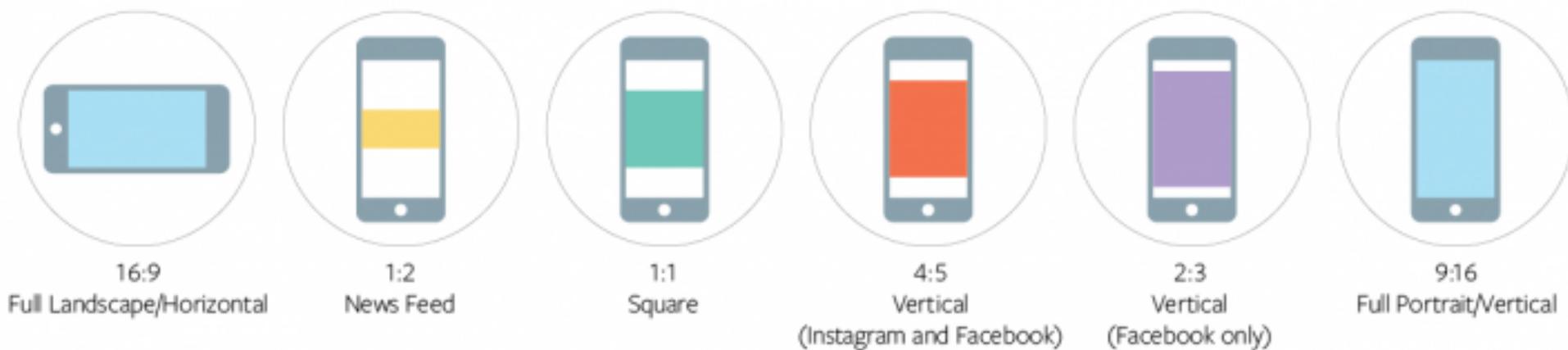
CREATE ENGAGING VIDEO CONTENT VIA MOBILE APPS



'Canva' App / 'Pix Art' app

Canva App will allow you to use pre-designed templates to make quick and easy graphics for social media. Pix Art will allow you more freedom to create images from scratch or using a template. Use whichever one you prefer.

Export a background image from Canva or PixArt that has an empty space for your titles, and matches aspect ratio configuration of the video you will create.



Horizontal (16:9) \implies 1280×720 px

Vertical (9:16) \implies 720×1280 px

Square (1:1) \implies 720×720 px



Legend App

The Legend app creates animated text sequences. You can use this app to catch the viewer's attention right away.

1) Intro:

Open "Legend" App, type in the name of your brand/series/channel/website/social media page.

Choose the background image from your camera roll, or Add background color configuration to the clip

Choose animation.

Export Animated text clip and save to your phone



2) Outro

Create 1-3 other Animated Text clips in the legend app.

- Thank you**
- Contact Information**
- Call to Action**

Export Animated text clips and save to your phone

THEN Combine the clips in Viva Video



ViVa Video App

ViVa Video is a good all around app to edit videos in, particularly for beginner editors. Here you will add a subtitle frame, using the same graphic which will be a part the Introduction as well.

- Open Viva video app**
- Import both your new Animated INTRO video, and an additional background image into the timeline of the Viva Video App**
- Add a Transition between the Legend video and background graphic. Add text to the graphic indicating the name of the topic of the video, and the presenter/star**
- Assemble and Export intro and outro sequences seperately in viva video, so they can be reused later.**

3) Arrange video Clips

**To clearly deliver the message through video
Put clips in an order that help ensure the viewer's
understanding of the content with a beginning, middle
and end.**

**Once you know what clips you want to use, keep in
mind any things you might like to edit out/add.**

**Trim away excess from clips to prevent dialog from
running off on a tangent, or repeating any already
stated dialog or information.**

**Once you're happy with the sequence of the content,
import and add your Intro before your sequence and the
Outro after.**

4) Add transitions

Make your video flow together seamlessly by adding a blend between the two clips that creatively merge them together.

5) Add Music

Viva Video app has a great array of different audio clips available in-app for free. Use royalty free music can also be found on external videos such as Soundcloud. Simply download the music and upload it into the video.

6) Add Titles

Insert text annotations and subtitles which add to the viewer's experience. Especially if they are deaf or hard of hearing. Make sure all the major information is also stated within the text in the video.

7) Export

- Instagram timeline

Your Instagram timeline posts have a 1:1 or square configuration. But will also accept a 16:9 or widescreen configuration

- Instagram Stories

IG stories, and IGTV uses a fixed Vertical orientation also known as 9:16, you can also export in an HD 720p or 1080p definition.

- Youtube & Facebook

For Youtube and facebook you will most commonly use a widescreen 16:9 configuration and an HD 720p or 1080p as your export definition.