



POSTPRODUCTION



ICRC



IFRC

POSTPRODUCTION

Now that you've collected your footage and audio, you have to edit it. This is the final stage before publishing and distribution. To edit, this is what you need to know:



MUSICALIZATION OR MUSIC SCORE:

The right music makes a great difference to set the tone of your video. You have to balance people's voice with the music. A good practice is to listen to the video with music – with and without headphones – to hear if it's good and understandable. These are some pages where you can find audio effects and music for free:



Creative commons



Wiki creative commons



Jamendo



Freesound



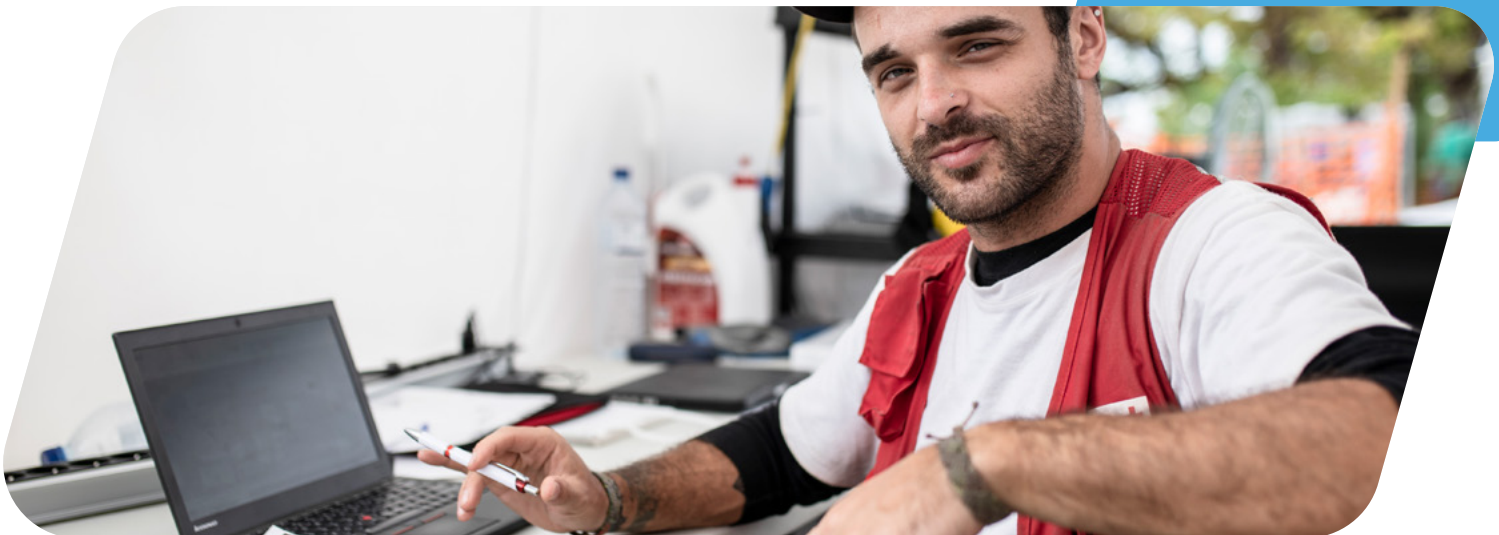
Youtube Studio

Enter into your account and find the studio



TRANSITIONS:

These are important, not only at the beginning and end of your video, but to separate key ideas between the video. However, we encourage you not to overuse them and avoid using them in between the video.





GRAPHICS:

The use of name tags and text place holders, or animated intros or outros and support images must follow a same style, a same colour palette and have coherence between each other to make your video or photos better. Make sure you place these elements within the safe margins so they don't get cropped when you publish to your chosen platform.



EXPORTING YOUR VIDEO OR PHOTO:

Make sure it has good quality, the right size for the platform you are posting it and the right format. The most common format for videos is mp4, and in photo it could be jpeg or png.



ALWAYS CONSIDER USING SUBTITLES:

Nowadays most people see their visual content on their phones, and some of them do not activate the audio, so it is important that they can read the subtitles to understand the video, even without audio. Pay close attention to the size of subtitles so they are readable in small devices.

There are many apps and programs available to help you edit your photos and videos, but here are some of the best free apps and programs to help you get the job done:

Photo editing:



Canva



Photopea



Fotor

If you want to learn more about photopea, here is other tutorial.



Video editing apps:



Capcut



Inshot



LET'S PRACTICE!

Remember the content you took in the previous exercises? Now it's time to edit them! Go through your videos and photos and edit them accordingly.