

## **Briefing Document: How to edit video with transitions and effects**

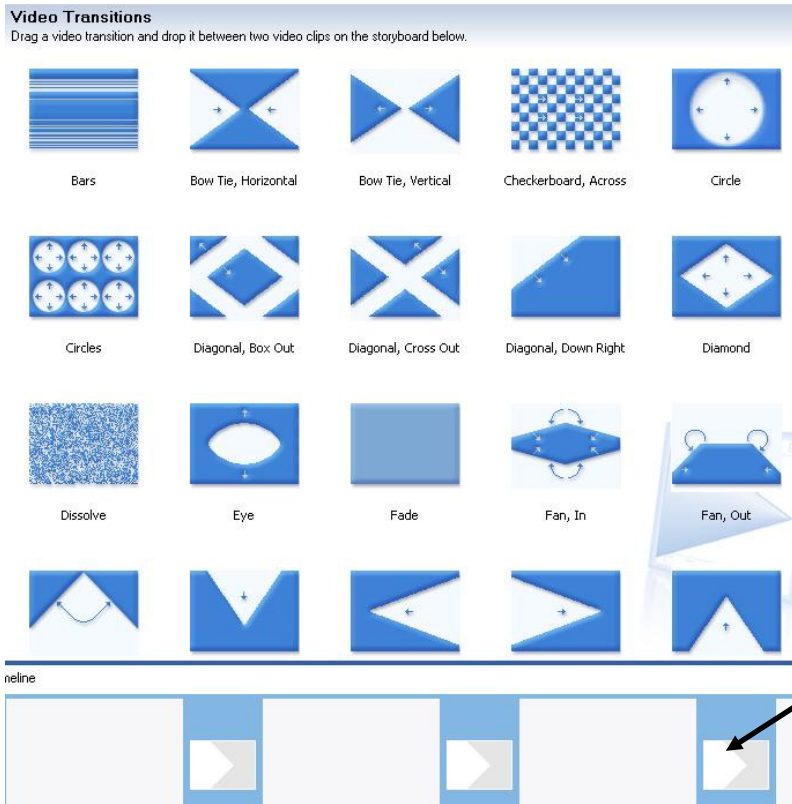
At this stage in your video production, you will have shot the video, selected the clips you want to use and produced a sequence in a video editing package. If you haven't reached this point, check out **How to choose the right clips for a video**.

The next stage is to add some transitions and special effects to your clips to make the clip sequence into a movie that has a professional feel.

### **Hints for editing video with transitions and effects**

- **Transitions** fit between clips to give different motion effects to the change from one clip to another. When you watch a sequence of clips without added transitions, the change between the clips is very fast and the same for each one - one clip ends and the other begins. However, you can choose different ways of ending one clip and beginning another that changes the feel of the whole video.
- The first thing to remember when adding transitions is not to use too many. Being selective with the transitions is very important. Because you can easily change the mood of the video, making sure the transitions fit the message you're trying to convey is really important. You also need to ensure that the transitions don't alter the timing of the video, particularly if you are trying to fit the video with music or a voiceover.
- Video editing software has transitions built into it so all you need to do is select the ones you like. They are usually added by dragging them to the space between the clips. The best way of doing this is trying them to see how they look. You can keep previewing the effect after inserting a transition. If you don't like it, you can easily remove them. Figure 1 shows the video transitions available on Windows Movie Maker. Figure 2 shows how to add transitions in Apple iMovie.

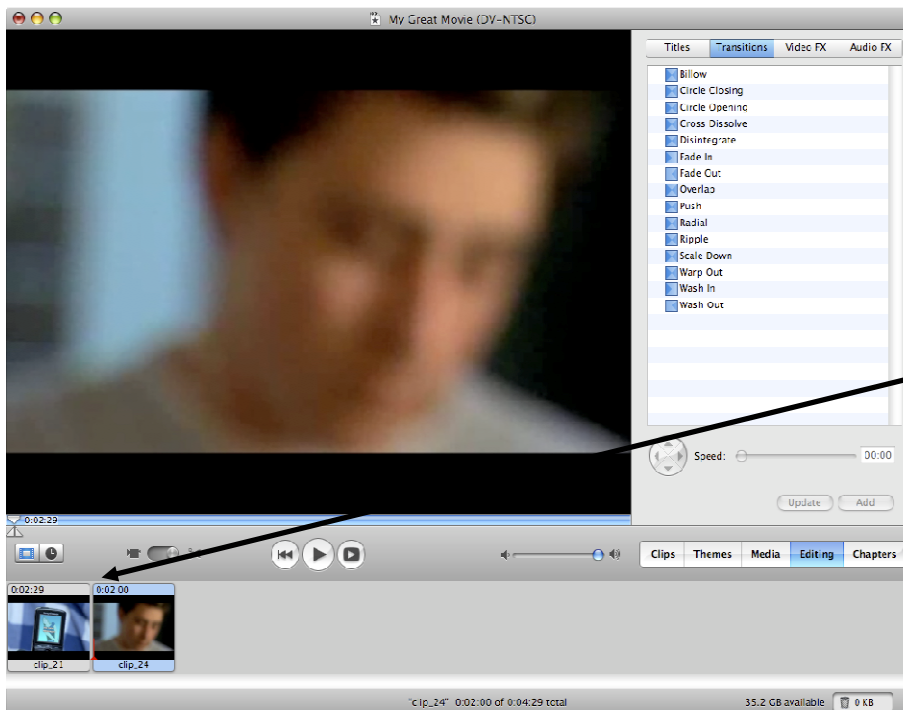
**Figure 1: The bank of transitions available on Windows Movie Maker**



Find the transitions under Editing in the Movie Tasks pane on the left of the screen.

Select the transition from those available and drag it down into the small box between the clips. Preview the video to check the effect is what you want.

**Figure 2: Adding transitions in Apple iMovie**



Find the transitions under the Editing option on the right of the screen.

Select the transitions from the list on the right and drag down to the timeline, placing the transition between the clips.

- Transition types are common to different software packages. For example, most have fades in and out, circles opening and closing, dissolving in various shapes, one clip pushing another, and disintegrating clips. All are exciting in their own way, but you really have to make sure the transitions are used well. Remember, not too many – you don't need one between every pair of clips, sometimes you can just let the clips change quickly without a transition – and try to make the changes fit with the music or the message.
- **Effects** are added to clips to change the way they look. You can make the film look old ('Aged Film' in iMovie, 'Film Age – Old' and 'Film Age – Older' in Windows Movie Maker), change the colour, add fog, ghostly trails and rain. You can add a mirror effect, change the film to black and white and reverse the film. Or if you want a simpler effect, just increase the brightness and contrast!
- Effects are added in Apple iMovie by selecting **Video FX** in the Editing option. In Windows Movie Maker they are listed in the Movie Task pane as **Video effects** under the Edit movie option. You will find the effects in other editing programs under the video editing options. It's a case of testing out the effects to see how they make your movie look and feel. Effects should add to a movie experience, not take away something from it, so you should not add too many and be selective when you choose them.
- Try to use effects that fit with the music or message your video is working with. Think about the mood you are trying to capture and try to select effects that fit. Look again at some music or promotional video footage and see what effects they feature to get some ideas.
- Try out some of your choices on friends. See if they feel your effects work. Listen to the feedback and change some of them if they are not adding to the experience. Remember, the video is for your audience in the end – not for you!
- To finish off your movie, you can add titles and credits at the beginning and the end. You might even want to add text to clips within the movie, particularly if you are trying to deliver a campaign message in project 2. Go to the **Titles or Credits** section of the editing option in your editing software, choose the way you want your text to appear and simply type it in. Check preview again to see how it looks. Make sure you spell everything correctly.