VIDEO EDITING
BASIC GUIDE

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1. INTRODUCTION TO VIDEO EDITING

According to Cisco (2016), it is estimated that 80 % of the content to be consumed on the internet will be by means of videos. A good example is YouTube, the second most visited site worldwide with some extraordinary statistics: more than one billion registered users, over four hundred hours of uploaded videos per minute and 2,500 million views of internet’s most popular video.

Video is an emergent format, both for those who consume content and those who produce it. Therefore, at a time when technology is everywhere and it is becoming increasingly easier to use, it makes sense having expertise in the area of video production and creation.

Broadly speaking, videos are edited in two different ways depending on the type of support used:

1. **Linear or analogue:** This method uses videotapes. Editing is mainly done through a video recorder. Typically, it consists of a player where the tape with previously recorded images is inserted and a recorder unit where the editing is done. It is called linear because during the editing process you need to record the images in an orderly manner on the same tape where the editing is done. If at a later point you want to change the order, you need to start over or else cut the tape and splice the pieces together. In other words, it does not allow you to freely manipulate the takes. Therefore, a very precise order at the time of its editing is absolutely required.

Source: Wikimedia Commons
2. **Non-linear or digital:** The different generations that this type of editing have depended on the technological evolution at the time. This meant a considerable advance in the field of video editing. At present, the most popular method involves working with digital files and the editing is done through a computer, tablet or telephone. This support allows to freely manipulate each take and alter the order of the takes during the editing process order.

Source: [Wikimedia Commons](https://commons.wikimedia.org/)

Many different digital video recording format systems have emerged following the technological development experienced by the professional video industry.

According to Espinosa y Abbate\(^1\) (2005), video editing consists in manipulating a video in order to elaborate an organised and coherent discourse, one that is sustained in time. Editing entails selecting previously recorded shots or clips and combining them into sequences based on the message to be conveyed, creating a discourse. This also allows us to insert fixed images, music and sound items, effects, graphical elements as well as any other resource that will help us to create a complete audiovisual product.

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This way of editing also allows to correct and improve aspects derived from the recording. The idea is to improve the overall quality of the audiovisual product by treating sound and colour, adding filters, effects, transitions and so on.

It is very important to consider that the editing process has its limitations and that, therefore, some basic technical requirements must be met during the recording process. This is so because you won't be able to completely correct certain elements during the editing process.

For example, if the recorded images get burnt due to the overexposure or if the recorded audio is distorted or saturated, we will only be able to reduce these imperfections and not to correct them during the editing process.

Presently there are several technological solutions in the market for non-linear video editing, with a wide range of software with commercial licenses available for free. Some other solutions are intended for professional, semi-professional or domestic use.

Next, this guide presents you with some recommendations for video recording. Later you will find technical points to consider while engaged in video editing, as well as video editing tools for desktop and mobile devices and online tools. The main functionalities of some of these editing tools are also found in the guidelines, which conclude with various recommendations for the publication and dissemination of videos on the internet.
2. GENERAL RECOMMENDATIONS FOR RECORDING VIDEO

Make sure that, before starting any recording, you come up with a work plan. In other words, consider the subject and what is to be shown and explained in the video, clearly describing your goals and what you want to record. From here on, write the script\(^2\) and decide on the resources that you be need.

Once this is done, you will need to consider certain technical requirements if you want a high-quality recording that adapts to the means at your disposal. In this regard, there are many examples of professionals on the internet that have shared their guidelines and knowledge so that anybody, without any previous technical knowledge or experience, can record a video that is well-suited to their purpose and avoid potential mistakes.

\(^2\) To learn more, visit Sandra Ramírez Bravo's Guía de elaboración de un guión documental (in Spanish).
For example, *El Periódico de Catalunya* audiovisual journalist Mònica Tudela gives us some tips for shooting great videos in this article: “How to record a good video”.

London-based journalist and consultant specialised in multimedia and online video production Adam Westbrook also gives some useful tips in his blog, as for example 10 quick hits to make your videos better right now.

Here is a summary of the main recommendations, together with other recommendations by other experts in the field:

1) **Using a tripod**

   Since modern cameras are now smaller and lighter, they also become more unstable and sensitive to movement. Even though most cameras now incorporate image stabilizers, this is a common issue, particularly in mobile devices. Therefore, whenever possible, it is recommended to stabilise the camera when recording to avoid tremors or unwanted movements, especially in case of a panoramic take or any other camera movement.  

   **Tip**
   Get hold of a tripod or a selfie stick (some models may also include a tripod), or, if you do not have them at hand, use elements from your surroundings to hold your camera still (such as a basket bin, a chair, a bench, a wall, etc.).

2) **Recording shots**

   A common mistake among beginners is that they tend to zoom out to a long shot.

   In this regard, you need to ask yourself where the real interest of what you want to show lies. If you want to show details, then focus on them, especially if you want your video to be displayed online in services like YouTube or Vimeo. Screen displays of these services are 640 pixels wide, which is not a particularly suitable size to observe details in very general shots.

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3 To learn more, watch this video by David Burns, which includes interesting tips on planning and recording: [https://www.youtube.com/watch?v=4xaiL3EiDSLc](https://www.youtube.com/watch?v=4xaiL3EiDSLc)

4 For more information on camera movements, see [Wikipedia](https://es.wikipedia.org/wiki/Movimiento_de_la_cámara) (in Spanish).
Another common tendency is to record a sequence shot, ie pressing the button to record a long take until you decide to stop the recording. Although this is a film technique, bear in mind that using it means having to deal with greater editing work, unless you choose to do so expressly and in a well-organized way. Therefore, it could be very useful to experience with various shots before editing. For example, you could do a first take of a general shot to locate the place. Afterwards, you could record other types of shots in different positions and angles. This would let you draw on more resources and have more flexibility while editing. In these cases, it is advisable to do the takes by separate and not through the camera zoom, unless it was planned beforehand as something necessary. Remember that, while editing, you should be able to organise the shots based on the story to tell, meaning that you don't need to record them in a certain order.

Tip
Do short takes of various shots; pay special attention to close-ups and detail shots.

3) Choosing camera resolution

When recording with the camera it is important to take into account the format or formats included in the device, as well as its resolution.

If a video with good image quality is needed, then you need to set the highest resolution. Different options can be found in the camera menu to select both format and desired resolution.

Remember that image quality is linked to file size; therefore, the higher the resolution is, the bigger the storage space required.

Tip
Select the highest possible resolution. You can always choose to lower the resolution, but you can't do it the other way around: you can't increase the quality of images recorded at a lower camera resolution.

5 For more information on sequence shots, see Wikipedia (in Spanish).
4) Controlling the light

This is a very important feature.

When recording with the camera, we usually deal with different light environments: very bright or low-light places, or work with natural or artificial light.

In order to control the light, there are two concepts to consider: white balance and exposure. You can either use the automatic modes of your camera or adjust the camera settings manually. As for white balance, you need to know that it refers to colour temperature\(^6\) and that it is directly related to light. When white balancing a camera, we tell the camera what the colour white looks like so that it can display all colours correctly.

Cameras usually have different preset white balances, depending on whether the recording takes place in daylight, with clouds or indoors. The most popular modes are “Daylight” “Tungsten”, “Fluorescent”, “Cloudy”, “Flash” or the camera’s own automatic setting, “AWB” (probably the best choice for beginners). When the auto white balance setting is selected, the camera determines the colour of light and corrects the previously pre-programmed calculation. Although it is not a perfectly accurate or reliable option, in recent years this function has greatly improved in digital cameras.

Exposure, the amount of light that the camera lets in, is also an important feature. In video cameras, this opening is called iris and corresponds to the diaphragm in digital photo cameras.

Cameras also have the “Gain” option. This option allows you to electronically increase the light signal when it is very weak. The problem is that it can create a lot of noise (grain) in the image.

Another feature that lets us control overexposure (too much light is captured) or underexposure (images that are too dark) is the “Zebra pattern”. This feature tells you what highlights

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\(^6\) For more information on colour temperature, see [Wikipedia](https://en.wikipedia.org/wiki/Color_temperature)
(or details) are blown out or warns you about the areas of the image where there is not enough light so we can readjust it.

In any case, you should avoid shooting in direct sunlight (contre-jour) to avoid blown out highlights. It is better to rely on back lighting and side lighting.

If you record under natural daylight, remember that it is always subject to unexpected changes (weather conditions, clouds, etc.). Night recording is usually more complicated, and it depends both on the camera features and the user's knowledge and skills to set them correctly.

Tip
If you are not very experienced, it is better to rely on auto mode and avoid recording in poorly lit spaces or do night recording.

5) Pay attention to sound

When recording anything, image and sound quality are equally important. The two features are key.

You should take into account that, in most cases, built-in camera microphones —particularly those in low or medium range models— record all kind of noises, both external and those of the camera itself.

To avoid this problem, an external microphone can be used whenever possible. It is also advisable to eliminate the wind noise associated with built-in camera microphones using a windscreen. If you do not want to buy one, then another option is using a piece of foam or a sock as simple solutions that could partially mitigate the annoying wind noise.

If the camera does not incorporate an external microphone input, an external recorder could be used instead. Alternatively, you can use this feature on a smartphone or tablet.

During the editing process, the externally recorded audio has to be integrated separately and then synced with the video track. In this regard, and to facilitate synchronization, an indica-
tive sound signal—a clap, for example—can be made during the recording to know where it begins.

When recording interviews, avoid noisy environments whenever possible.

Tip
Use a recorder or microphone. If possible, avoid noisy environments when recording interviews.

2.1. Recommendations when recording with a mobile device

Telephones and tablets have some specific features to be considered that complement those tips mentioned in the previous section:
1. **Lens cleaning.** Although lens cleaning is a must to do to any camera no matter what, smartphones and tablets are used a lot and therefore their lenses are more likely to get dirty from fingers, grease and dust.

   **Tip**
   If you want to record sharp images, use a soft or a microfiber cloth to clean the lens.

2. **Record the video horizontally.**

   Avoid vertical recording if you use your smartphone or tablet.

   Vertical recording appears to be the logic position as is the way we use the phone in most cases.

   ![Source: Pixabay](https://pixabay.com)

   Notice that when you record with a video camera, you usually do it horizontally — landscape orientation— unless you specifically choose to do it vertically.

   That would not be a problem if your videos were only played on your smartphone.

   The problem arises when the video is displayed in other screen types, like computers or TV sets that are horizontal and with a 16:9 resolution.
In this case, when displaying images vertically, you will see black bands appear on either side of the footage as proportions are reversed.

This is the reason why we horizontal recording is recommended when using phones or tablets.

When done incorrectly, you can get images like the following:

Horizontal (Recommended)

Vertical (not recommended)

It is also important to look for a reference line in the horizon; do not hold your camera crooked as this will tilt your subjects within your recorded images.
Tip
Put the device horizontally and find a reference point in the horizon.

3. **Be careful with the digital zoom.** Telephones and tablets are fitted with a digital zoom, but when recording, you have to be careful as the final image can exponentially lose quality since it usually adds noise to the image because they do not perform as well as high definition cameras do.

Move the camera smoothly, both when zooming in and out.

Tip
Avoid tampering with the digital zoom.

4. **Battery and internal memory.** Video recording involves using storage capacity and a high use of battery power in smartphones or tablets. Therefore, before recording you need to check how much internal memory is available and that of the memory card. In addition to that, you need to check the levels of electric charge of the battery.

Tip
Charge the battery and free up space on the internal memory and memory card. Whenever possible, have an external battery and extra memory card at hand.

5. **Stability.** You should try to keep a steady hand when recording an event with your smartphone, avoiding brisk or quick movements, or else the footage will be jerky. For example, you should use a tripod when recording panoramic images. If you do not have one, you need to stand still and then gently move your body, firmly holding the phone with your hands as shaky camera motion can make viewers feel dizzy.

Tip
Make sure your movements are both slow and controlled. A way to achieve stability is to stand with your legs apart.
6. **Audio checking.** Make sure not to block the smartphone or tablet microphone with your hands.

**Tip**
Make sure you know where the microphone is located and be careful not to cover or block it with your hand or fingers while recording.
3. TECHNICAL ASPECTS TO BE CONSIDERED WHEN VIDEO EDITING

3.1. Video format

When talking about formats in digital video, concepts like codec or container are often mixed. Confusion arises because we usually think that format is the type of file or file extension. However, as far as video editing goes, it is a little different.

It is important to have an idea of these concepts as they are the reason why sometimes a video can't be opened inside the editor, uploaded on a platform or played correctly. In these cases, the software is unable to read the file contents because it cannot identify the codecs. This is a widespread problem among video users.
We will cover these aspects in-depth at a later point, but as a mere introduction, a video file consists of a container, which is like a box or package that encapsulates the content of this file, mainly audio, video and text data. In order to efficiently open the internal content of the file, we need codecs, which are encoders-decoders of video and audio signals. Among other things, codecs are used to interpret data and to compress and decompress the encapsulated data.

This is all part of the video file, and the video format would be the structure of this file or container.

Let's now look at these concepts in more detail.
3.2. Compressions, codecs and containers

3.2.1. ¿What is video compression?

Video compression refers to the reduction in amount of data used to represent digital video images and is a combination of image compression and temporary motion. Space is reduced with this process since redundant data and data with low perceived impact are eliminated. This, however, may lead to a loss of quality.

3.2.2. What is a codec?

As explained at the start of this section, the codec is used to encode and decode video, audio and text content. Additionally, it can compress and decompress all that encapsulated data within the container file.

In other words, a codec is a specification that tells you how to encode and decode a type of data.

Regarding video codecs, here are the most common ones:

**H264**: used mostly to export videos and upload them to various platforms on the internet. It is currently one of the most popular formats for video editing. Created in 2003, it has evolved over the years. It keeps its bit rate low, so the videos produced are high quality videos. It has a simple structure design and it can be used widely because of its flexible format. H264 is a codec that needs a container format to be able to store this video. It is ideal to be used as YouTube format or as any other tool for internet transmission.

**DIVX**: it is the first video codec used with the first films in DVD format to reduce file size and be able to fit the content onto a CD. The images it produces are almost as good as those of a DVD, but it requires less storage capacity. To display DIVX videos, you have to install decoders or codecs that work in most cases with accessories. It is an obsolete format today.
As for audio codecs, the most popular ones are:

- AAC
- FLAC
- Mp3

3.2.3. What is a container?

As previously explained, a container is like a box or package that contains the content of a video file. It mainly contains audio, video and text data that, for the user's convenience, are grouped into one file only.

The order in which this content is stored in this file is the container specification.

There are several types of containers. The following table includes the most commonly used ones.

<table>
<thead>
<tr>
<th>Container format</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>.AVI</td>
<td>This is one of the best and most widely known formats. It is mainly used to store series, films and other similar types of videos. AVI was released in 1992 and it was the video export file par excellence because it was compatible with Windows, Apple, Linux, Unix, etc. At present it is one of the most standard formats used with Windows. As for disadvantages, it requires a great deal of memory to store audio and video data. Another disadvantage is to do with video playback. Since it is an old format, it has been uploaded with codecs and the old players can no longer read the updated formats and vice versa.</td>
</tr>
<tr>
<td>.MOV</td>
<td>This standard developed by Apple allows transmission and playback of high-quality visual content on the internet both in Apple operative systems and Windows. QuickTime is fitted with its own integrated player and from version 7 onwards it is a player that recognises most current video files.</td>
</tr>
<tr>
<td>.MP4</td>
<td>It is an MPG format with worldwide compatibility. Audio and video compression with little loss of quality makes it possible to easily download these files from a web page.</td>
</tr>
</tbody>
</table>
## Container format

<table>
<thead>
<tr>
<th>Container format</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>.FLV</td>
<td>It is mainly used for video transmission through the internet and it requires Flash Player. Websites like YouTube use this format to play their videos.</td>
</tr>
<tr>
<td>.MKV (Matroska)</td>
<td>MKV format is mostly used for films, series and 3D content. This format is used because it is possible to store a lot of data in the same file, for example, to include audio tracks in several languages. It is mainly played in computers, but also in devices such as TV sets with USB ports.</td>
</tr>
</tbody>
</table>

We recommend using VLC Media Player for video playing because it is free software that can read many types of video files. Click [here](#) to download this software.

Other players, like Windows Media Player, are more limited.

For further info on containers, codecs and formats, click on the following links:


- **Compression, formats and video codecs, all you need to know**. In this video you can learn about the currently available formats and how to use them so that our recorded videos are of a smaller size and with the best possible quality. It will also help you to better understand the difference between the different available encoding types and how to get the best possible quality.

3.3. Video and audio converters

If you cannot open a video with the editor, you need to know about the type of file that opens and reads it, so that it can then be converted into the appropriate format.

A list of free converters that depend on to the operative system used are listed below.

3.3.1. Windows converters

- **Format factory**. It converts all type of files. It offers a multitude of choices for the output format and quality can be set at low, medium or high.

- **Video to video converter**. It is quite simple and intuitive. It supports over two hundred output formats, like AVI, MPEG, MP4, MKK H.264, etc. It allows you to convert several files at the same time.

- **Freemake video converter**. It is rather usable, with several input/output format options. Apart from converting, you can also do some basic editing (like cutting or flipping the image).

3.3.2. Converters for Apple environment

- **Total Video Converter Mac Free**. It is directly integrated with iTunes, allowing the converting process to be more agile and simple.

- **Free video converter**. It is easy and intuitive, but you can’t do a preview of the files before converting. Therefore, you need to be clear about what you want to export. This converter can convert several files at the same time.

3.3.3. Multiplatform converters

- **Handbrake**. It allows you to add subtitles, create new audio channels and edit fragments or clips.
3.4. Basic settings during the editing process

Depending on the editor you are using, apart from elaborating the audiovisual narrative discourse itself, during the editing process corrections or improvements can be done on both image and sound. Several filters effects can also be added and use transitions between images (cutting, fading, dissolving, wiping...) and graphics.

These items should be used wisely in order to reinforce the audiovisual discourse of what needs to be communicated. They can also be used to correct imperfections resulting from the recording but without overusing special effects, filters or transitions.

Also, it is important to keep an eye on continuity or match cut\(^7\) and monitor the 180-degree rule.

Some of the most popular settings are listed here below.

3.4.1. Colour and light correction settings

Source: Wikimedia Commons.

\(^7\) To learn more about the 180-degree rule, see Wikipedia: 180-degree rule.
During editing, you usually need to make some basic colour or light corrections of the recorded audiovisual material.

Some simple corrections often serve to improve the recorded images:

- Ajustar el contraste, para resaltar las partes más oscuras y las más brillantes.
- Dotar de más o menos luz a la imagen, dependiendo de la necesidad de la toma (si esta está demasiado iluminada o demasiado oscura).
- Remove colour saturation, but only a bit to get a sharper look.
- Adjust the hue if you notice that a tonality becomes too predominant.

You will have to find out how these values are adjusted in the video editor that is being used. If the editing program does not allow these changes, there are some online editing services like YouTube or Vimeo that allow you to edit the videos after uploading them and make these and other adjustments.

3.4.2. Audio editing

Source: Wikimedia Commons.
During the video editing process, you may have to make some improvements or adjustments of the recorded audio. For example, you may have several shots with different volumes or noises that should be reduced, or you may want to add a sound effect, etc.

To do so, if the video editor is too basic it won’t allow you to work on the sound too much. It can mute the sound if you do not want to use the audio of an image and, in some cases (depending on the editor), it can erase it completely.

However, there are some editing programs that allow you work on the sound properly by separating it from the image.

If you want to add a voice-over voice to the final audiovisual product, you can use an audio editing program to record it.

One such audio editing programs is **Audacity**, as free, multi-track audio software. It allows you to record sounds, play and edit them and import and export WAV, AIFF and Mp3 files, among others. This software can be downloaded from [http://audacity.sourceforge.net/download](http://audacity.sourceforge.net/download). When installing it, the a pop-up offers you some support methods:

To use it efficiently and as required, you can check the updated version of the video tutorial at [https://www.youtube.com/watch?v=S1AilgCR5OQ](https://www.youtube.com/watch?v=S1AilgCR5OQ).
For additional information, check the manual in English at http://manual.audacityteam.org.

3.5. Download reusable video excerpts or resources

YouTube Editor offers you the option of creating a project with Creative Commons licensed videos by choosing the CC option. It also lets you download videos that are labelled under these licenses. Notice the CC option in the image below:

Once the videos to be reused are chosen, you can bring them to the project timeline.

In case you only need the video but not the audio, the YouTube editor allows you to lower the volume by muting it, as shown in the following image:
Vimeo also offers the option to browse videos that have Creative Commons license applied to them and that are available for download and display: https://vimeo.com/creativecommons.
4. VIDEO EDITING TOOLS

As mentioned at the start of this guide, there are currently several options for video editing.

All programs have a timeline where all selected images are organised into the tracks, together with audio and graphics:

Notice, at the bottom of the image, the timeline with the video and audio tracks. Source: Flickr.

As for professional-grade editing tools, these programs are not available for free but they are very comprehensive. Some examples include Season Premiere, Avid, Final Cut...
There are also some other simple, free video editor tools: Despite not being intended for professional use videos can still be edited in an efficient and intuitive way.

Some of these tools and links to tutorials are listed below.

### 4.1. Desktop tools

#### 4.1.1. Movie Maker for Windows (updated version)

Up until relatively recently, it was included in the operative system programs package. It is a very simple tool.

- Video tutorials: [https://www.youtube.com/watch?v=bDdm4ANdEnA](https://www.youtube.com/watch?v=bDdm4ANdEnA) (in Spanish, CEIP Pedro Duque, Madrid. CC), [https://www.youtube.com/watch?v=YXEksrnUDzU](https://www.youtube.com/watch?v=YXEksrnUDzU) (in Spanish, by Libra Producciones. No CC).


#### 4.1.2. iMovie for users of OSX users

- Video tutorials: [https://www.youtube.com/watch?v=mk7GpCfsye4](https://www.youtube.com/watch?v=mk7GpCfsye4) (in English, by Dawn Drisdale. CC); [https://www.youtube.com/watch?v=vMO8sjsw1Qc](https://www.youtube.com/watch?v=vMO8sjsw1Qc) (in Spanish, by Apple 5×1. No CC).


#### 4.1.3. Openshot, for GNU-Linux users and also multiplatform

- Video tutorials: [https://www.youtube.com/watch?v=0a_B4LxTy3Y](https://www.youtube.com/watch?v=0a_B4LxTy3Y) (in English, by Tux Designer. No CC).

- Help & support: [http://www.openshot.org/features](http://www.openshot.org/features)
4.1.4. Lightworks, available on all platforms


4.1.5. Shotcut, open source and cross-platform

- Video tutorials: https://shotcut.org/tutorials/

- Help & support: https://forum.shotcut.org/

4.1.6. Kdenlive, free software, for GNU/Linux users and cross-platform


- Help & support: https://forum.kde.org/viewforum.php?f=263

4.2. Online editing tools

4.2.1. Wevideo. Also available on mobile devices

Help & support: https://www.wevideo.com/support

4.2.2. YouTube or Vimeo online editors

Apart from being a tool for publishing videos on the internet, YouTube is aware of the need to edit them. That’s why they have developed their own video editor, which is easy to use and very efficient. This editor can help us a lot: through this tool we can create simple videos on any computer. It is available online and we can publish the videos on our YouTube channel. For help and support, visit: https://support.google.com/youtube/answer/183851?hl=es.
Vimeo, like YouTube, is a video-based social networking site launched by InterActiveCorp (IAC) Company in November 2004. This site also allows to share and store digital videos, and users can comment on each of them on their respective pages. Users must be registered to upload videos, create their profiles, load avatars, comment and create favourite lists. To learn more, visit Vimeo editor help page: https://vimeo.com/tools.

4.3. Video editing applications on mobile devices

4.3.1. Vivavideo (Android / iOS)

Vivavideo is an application available for Android and iOS. With this app, you can directly record a video and add effects that will be superimposed on the screen, as well as filters, music or effects such as fish eye, mosaic, etc.

Another characteristic is that it lets you edit videos stored on your mobile or create videos using photographs.

Videos can be trimmed and rotated, you can add presentations and filters, replace the original audio by music, voice-dub them, add them text, stickers, transitions, etc.
For further info, visit the official tutorial in English at https://www.youtube.com/watch?v=fBrXpRkwqyk. You can also find the video in Spanish, created by a user and verified by Vivavideo: https://www.youtube.com/watch?v=-0fG8pF3J0k

4.3.2. iMovie (iOS)

It is devised for iPhone users. This application allows you to play and browse films, do Hollywood style trailers or homemade films. If you need more information, visit https://support.apple.com/es-es/imovie.

4.3.3. KineMaster (Android)

KineMaster is a video editing tool that combines a user-friendly interface flexible and simple software management with several features.
For editing purposes, choose the multimedia content you want to add to the video, the order in which you wish to display it, and add a title to the final work. Once this is done, you can choose an overall theme which will also add an introduction.

Video editing can also be done directly from the timeline. By doing this, various transition types can be added between video fragments (be it photographs or video). Text or subtitles can also be added.

The project can be saved in different qualities. It can also be uploaded directly to Facebook or to a YouTube account.

Official video: https://www.youtube.com/watch?v=Sy_lgxyBrA
5. PUBLICATION AND DISSEMINATION

Once we have seen how to record and edit a video, let’s now look at the guidelines to publish and disseminate them.

5.1. Most popular platforms

As mentioned in the editing section, Vimeo and YouTube have become two of the most relevant platforms for video publication and editing.

Here are their strengths when choosing where to host the videos:

5.1.1. YouTube

- Popularity: it is the most visited platform and the one with most daily views. However, competition is fierce.

- Video length: with a standard account, YouTube lets you upload videos of up to fifteen minutes.

- Private video sharing: YouTube gives you the option to make videos private and to share them with certain people only. This option has a limit of up to twenty-five people; it requires prior registration on the platform through a Gmail account.

5.1.2. Vimeo

- Resolution: Vimeo stands out for the quality of its content. This is the main reason why many film professionals choose to use this platform as they can better work on details in their videos.

- Video length: Vimeo has no limit regarding video length, but there is a limit to the size of videos to upload. With a free account, Vimeo lets you upload videos of up to 500 MB on a weekly basis.

- Video advertising: There are no pre-roll, post-roll or overlay ads on Vimeo player.
• Private video sharing: Vimeo offers several options. Videos can be kept private, shared with other Vimeo contacts and shared with only some Vimeo users. Also, there’s the option of password-protected video playback.

5.2. Recommendations for publication and dissemination

1. **Save a video for display on a website.** If the idea is that the final product is displayed on the internet, you have to make a proper compression. Often times, some HD videos are pixelated when displayed due to improper compression. In this regard, remember that there are several file formats and video codecs, as seen in section 3 of this guide. However, variations are simple for online publishing. First, the suggested resolution to export most videos is 1280 x 720 (720 p) despite not being the largest size. Vimeo and YouTube convert videos to this size, so if it is done before uploading to these platforms, we will reduce the file size. Videos can be uploaded to the internet in a wide variety of file types: MP4, MOV, AVI or FLV to name but a few. The first three types use the H.264 codec that offers compression with good image quality.

   **Tip**
   
   If the video was recorded in HD, save it at 720 p. The video must be compressed in MP4, MOV or AVI using H.264 before uploading it to internet.

2. **The video must have a meaningful title.** It is advisable to use key words at the beginning.

3. **Be clear about how to share the video** and configure it properly: **public** (anybody can search and view the video), **private** (only people you select can view the video) or **hidden** (only users with the link to the video can view it).

4. **Select the best possible thumbnail or initial image.** The thumbnail is a snapshot of your video that can be viewed before the video is loaded. It is like a book cover, so it is very important to make a good choice. Most programs generate thumbnails by default, still frames taken at random from the video.
Tip
Choose the best available thumbnail. For example, YouTube gives us different options to choose from, whereas Vimeo invites you to upload your own image.

5. Metadata use. A common mistake—shared by companies and media alike—is to ignore the metadata, overlooking descriptions, categories and video tags. This is truly important if you wish to correctly position your work on the internet. Without metadata, video files are almost invisible to search engines. Therefore, the only way to identify a video on the internet is by using metadata.

6. Description: It is important to use the description and explain what the video is about and not just rely on keyword labelling.

Tip
You must make sure that all videos have detailed descriptions (transcriptions if necessary), including tags and considering the existing ones as they could help us to position our video.

7. Categories. Remember to select the appropriate category based on the video content.

8. Use permissions. It is important to be clear about how you wish to share the audiovisual production that is uploaded to the internet. In this regard, you can draw on Creative Commons licenses to decide on use and dissemination permissions. Also, be careful if you use other people’s resources, such as third-party music or images, and make sure that you are granted the have appropriate permissions to use them.

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8 For additional information on metadata, see https://www.uoc.edu/portal/es/arxiu/gestio-documental/model-gestio-documents-electronics/esquema-metadades/index.html