



EDITING IN WEVIDEO

TUTORIAL TRANSCRIPT

In this video we are going to look at the various editing tools and effects that WeVideo offers to enhance your storytelling.

So, here we have a timeline in WeVideo that contains both visual media and audio tracks. These elements have been placed in the desired sequence, but let's look at some of the different ways they can be edited in order to enhance or draw attention to different elements of the story.

So, on this timeline we can see still images, video clips and a voice-over. If we look at the still images, we can see that WeVideo treats a photograph as if it were a static, or non-moving, video clip. You can however, add motion or movement to a still image in order to draw attention to specific elements of that image.



So, we're going to go ahead and select an image on the timeline and we're going to click on the clip editor tool. Once you can see your still image in the clip editor window, select the animation tab on the top left hand corner.

So, here we can tell WeVideo how we would like the image to move. Two common ways to add motion are to zoom in or out of the still image and to pan across the image. So, to zoom in, I am going to tell WeVideo to “start” my image at the size that it is right now and then I'm going to tell it to “end” at this size. So, I can now preview that motion or animation and see what it will look like by clicking on the play button in the preview window.

In the same way I can pan across a still image by telling WeVideo where I want the image to “start” and where I want the image to “end.” If you're happy with the changes you've made to your still image, remember to click on “save changes” at the bottom of the screen before exiting the clip editor tool. If you don't want to save your changes, click cancel. You can also edit the motion of video clips as well.

Returning to our timeline, if we select a video clip and again click on the clip editor tool, the last option in the toolbar on the top left hand corner allows us to



speed up or slow down a video clip. We can preview this change by clicking on the play button in the viewer window.

So, here I am going to slow down the video clip and preview the change. and preview the change. Remember to click on “save changes” at the bottom of the screen before exiting the clip editor tool if you want to keep the changes and If you don’t, click cancel.

WeVideo offers a number of different special effects that you can apply to your still images or video clips. So, here I am going to select this clip and then I'm going to click on the clip effects tool. So, now you can see the different types of special effects that WeVideo can apply.

The clip effects tool doesn’t allow you to preview your changes in the same way as the clip editor tool does, however, let’s see what happens when we select dream and the scanlines effects. We're going to hit "apply" to apply that to our clip.



So, in our the timeline we can drag our playhead to the start of the clip and press "play" to review those effects.

[Voice-over: we must have talked but I can't for the life imagine what we would have said.]

These effects can really impact how an image is interpreted by the audience. All the effects that we've just looked at can disrupt the expected viewing experience and work to re-situate or reposition visual media.

For example, adding a sepia effect can make an image appear as though it was from the past whereas adding blur or using the dream effect can add a dream-like quality to an image or video clip.

Another storytelling device to use with both visual and audio materials is layering. Returning to our timeline, we can see that the still image and video clips are placed linearly side by side. However we can add a second video track by going to the left hand side of our timeline, clicking on the plus sign and adding another video track.



We can now place an image on top of another image or layer them.

WeVideo will always read from left to right and from top to bottom, so in order to see the bottom layer through the top layer, we need to adjust the opacity of the top image.

I am going to go ahead and return to the image of the rocks in the water and I'm going to overlay this image here of the roots by putting it into our recently added video track. So, again because this image is at one hundred percent opacity

WeVideo won't be able to show us the image underneath. However, if we click on opacity options, WeVideo gives us the opportunity or the option here to modify the opacity of the top image.

You can see that there's key frames at either end of the image clip, these act as anchor points. So, I'm going to add a keyframe here by clicking on the green line.

Now, I'm going to lower the opacity all the way down to zero of this first anchor-point. So, now let's move our playhead to the beginning of the clip and we can see the opacity change.



[Voice-over: we'd climb the rocks and listen to our mother sing in the boathouse while she...]

Layering can add a chaotic feeling when multiple complex images or video clips are layered over one another or it can also help the visual elements of your digital story flow from one to the next. Layering is a powerful storytelling tool, particularly for stories where there are multiple, competing narratives. Consider what feelings might be elicited by layering an image of a stop sign over an idyllic image of a city scene, for example.

You can also layer sounds so, let's say we'd like to add a sound effect to a portion of our voice-over. As I did before with the video track, you can add a second audio track to your timeline by clicking on the plus sign on the left hand side of our timeline. and adding another audio track.

So, let's say at the beginning of our voice-over I'd like to add the sound of footsteps. WeVideo has a stock sound effect of footsteps walking on a dirt path that I would like to use so I'm going to click on stock media and type in footsteps, I



hit enter and then scroll down and now we can see the different sound effects that WeVideo has available to us

[Footsteps walking on a dirt path]

There I've heard it in the preview window, I'm going to drag that now and place it on the timeline. So, now if I play the two tracks together,

[Voice-over: I remember walking with my sisters through the woods towards Sugar Hill. Believe it or not, that's what it was called. I'd made a meticulous list...]

And again, like we did with the layering of the two images on top of each other, you can click on the volume icon on either clip and go in and manually adjust the volume levels so that you can bring up or bring down the sound effect in different areas, thinking about how the voice-over and the sound effect work together.

Layering audio can add important elements of atmosphere and emotion to your digital story. Sound effects such as a heart beating or footsteps running can create tension and anxiety while nature sound effects such as waves crashing or birds chirping can really amplify peaceful feelings. Adding music can have similar



emotional impacts. Layering allows you to add these elements to your voice-over, if you're using one.

You can also add text to your digital story, either on its own or layered on top of other visual media. WeVideo has a plethora of text options which you can see by going to the text tab at the top left-hand corner of your screen.

WeVideo offers text with motion effects as well as static text options. Let's use the "puff" text effect to add a title to our digital story. By double clicking on the puff text option, we can see a preview in our preview window.

I am going to drag the puff text option onto our timeline. I am going to put it into the text track. Then, I am going to double click on the puff text clip in the timeline. And in the properties menu I can change the text I can change the font and I can adjust the size. I click on "manual" and then I can manually adjust the font size. I am going to click on "save changes" and now we can see the text

[Voice-over: I remember walking with my sisters through the woods towards Sugar Hill...]



on our timeline. We can see the title that we've added and we can hear the sound effect and the other visual elements that we've added.

The last tool to consider is transitions. WeVideo offers a number of effects that you can use to transition from one element to another. So, we can click on the area where two visual elements touch, and we can add a transition between these two elements.

The default transition is a fade transition. So, I am going to drag the playhead right here and now we can watch that on the preview window.

[Voice-over: ...meticulous list, one piece grape liquorice...]

Now, if I click on the transition element in the timeline you can see all the different types of transitions that WeVideo offers. Not every storyteller will use transition effects such as these. Moving from one visual element to another without transitions can be an intentional choice, particularly when each visual element is only on the screen for a short time. However, transitions such as fading can add a sense of calm and movement to the story, taking your viewer from one



element to the next. Consider how you want your viewer to interact with the visual elements of your story and maybe transitions can help in that aspect.

So, these are just some of the editing tools that WeVideo offers that can enhance your storytelling. Now that you know where many of them are found, I would encourage you to explore WeVideo, experiment, and see how layering, movement, text and transitions could help you to tell your story.