

Final ID Report: Learning How to  
Edit Videos for TikTok, and Instagram Reels

Group 2: Edits WorldWide

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### **Inquiry**

For anyone with little to no video editing experience, editing videos takes time, a lot of time. Having little to no experience in editing videos seems like a daunting task but once learned is quite simple. Also having to use software programs such as Premiere Pro can be intimidating for first-time users that plan to use it for social media. Taking time out of a busy schedule to learn how to do video editing can be one of the hardest choices a person can make, which is why we aim to create a video between 5 to 10 minutes.

### **Training Goals & Objectives**

The primary purpose of the training is to have the learner be able to edit a video from start to finish and then be able to have a finished video to post on social media platforms such as Tiktok and Instagram. The organizational problems we are trying to solve are customer satisfaction and relationships, and innovation. To address customer satisfaction and relationships is to show that video helps to engage with their customers through social media, giving their customers interactions constantly through their videos via social media. For innovation, it is what companies and small businesses do to develop new ideas and expand their products and services; which is where video editing comes in. Video editing can easily be made to the company's standards or branding and others in the small business can contribute ideas as well, some ideas could be following trends on Tiktok or Instagram such as the ghost photoshoot trend and use that to show off products or the business' location or new and exclusive products for the holiday months.

### **The Constraints**

Some of the constraints that will be present involve the plethora of information available on Youtube. There are hundreds of videos that present information on the topic of editing, but all of them are close to or over a year old. This presents an issue due to the frequency of software updates that can create meaningful changes in a user's experience. Additionally, an issue will be having to make sure the tutorial is less than 10 minutes because our audience does not have a ton of time or attention to spend on a tutorial that will only teach them the basics. We will also need to be sure it is easy to follow and relevant to the current editing style standard as well as follow the social media trends that are current. Another constraint is that the software that will be covered for the learner is paid software, which will require them to purchase it before they can utilize the features within it. Also, another constraint present is that the software will only run on computers and tablets, and cannot be utilized on smartphones. A final constraint present is access to a stable internet connection, which is essential for importing media, exporting media to social media platforms, as well as performing updates on the software to ensure smooth operation.

### **Task Analysis**

Learning Objectives & Outline

What are the learning objectives?

LESSON #	LESSON TITLE	LEARNING OBJECTIVES
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#1	Video Tutorial	Watch the Video Tutorial or follow along with the video
#2	Starting to Edit	Proceed into Premiere Pro
#3	Import Videos and Audio	Be able to Import Videos and Audio into the Project Window
#4	Change Frame Size	Change the Frame Size to 1080 x 1920
#5	Unlink Videos from Audio	Be able to Unlink Videos from their Audio
#6	Cut Videos	Be able to Cut Videos using the Razor Tool and lining up the videos to the audio
#7	Add Video Effects and Transitions	Be able to find and add Video Effects and Transitions
#8	Sequencing Effects and Transitions	Be able to Render Effects In to Out to address the red line
#9	Exporting	Be able to Export following all Export Settings
#10	Be able to find where the saved video is	Making sure to save the video to the correct folder and being able to find it for posting to social media
#11	Checklist	Make sure to fill out the Checklist to see if objectives were met
#12	Feedback	Provide Feedback to improve how this online course is presented or arranged

The video(s) need to capture people's attention faster and hold them longer so they are interested and invested in that business or person that is being shown on their social media. The video needs to be able to show what the business or person is and that it has an actual person behind it so that they are able to make a connection to their audience. Video editing is seen as a difficult task, requiring special skills to know how to edit videos in a way that creates something that will gain attention and garner interest. There is a constantly increasing need to establish a presence on social media as platforms are designed to capture the attention of viewers and maintain that attention (Alter 2017). The competencies being delivered will include video editing, image editing, and the importance of creating content tailored to popular trends. Keeping

up with trends will be the only dynamic aspect of the design. It will be important to include information on trends that are translatable across time for this reason, as the audience the learners are targeting will be motivated to absorb content that pertains to current trends or “challenges” (Ahles, Nilsson & Sandstrom, 2020). The importance of this aspect is evidenced by accounts owned by businesses who participate in social media trends, even when it does not specifically pertain to their business gaining a lot of traffic and views. This includes accounts such as Scrub Daddy, a popular brand that makes sponges and runs a TikTok account that uses popular sounds and trends in nearly every video. The account has 7.3 Million likes as of September 11th, 2021. It is clear that using certain sounds or creating videos under certain hashtags may not be enough though as research has emphasized the phenomena of attention and social media in recent years. This is illustrated simply in the complex ways social media uses our attention, including competing sources of stimuli, the time capacity of our attention and even our memory (Firth et. al. 2019). This emphasizes the impact the learner can have if they are able to achieve the competency of creating a concise, well thought out video showcasing their product or services. For this reason, the video editing instruction will be the foundation of our design. The overall importance of taking advantage of social media and using it correctly could be attributed to the mere-exposure effect, or the idea that stimuli that have been presented previously will likely be evaluated more positively than novel stimuli (Inoue & Yagi 2018). Without the knowledge of how to properly and effectively participate in the world of social media, businesses are likely to miss out on readily available opportunities to grow their business.

### **How to edit Videos for TikTok, and Instagram Reels**

Steps on how to edit using Premiere Pro:

1. Open software program Adobe Premiere Pro
2. Select new project or it will already open to a new project window
3. Select the main folder provided to you, named How\_to\_Edit\_Videos that holds video folders 1-3. The folder you will save your first edited video in is Video\_1.
4. Name the video and where to save it then press OK
5. Go to file > import > Select the main folder provided to you, named How\_to\_Edit\_Videos that holds video folders 1-3
6. Once done importing select on the video(s) just imported and drag them into the timeline
7. To import audio files it is the same as video except that it will be an MP3, MP4, or Wav are the most universally used. Then select the audio file once it is imported and drag it into the timeline it will appear under the video(s) depending on how long the audio or video(s) are. Now your videos and audio should be in the project window
8. Then go to Sequence > select Sequence Settings
9. Then go under the video heading and make sure the Frame size is 1080 horizontal by 1920 vertical (1080 x 1920) or a 9 to 16 ratio (9:16) then press OK.
10. Once video is in the timeline you can start by either leaving alone your audio that you have in a video or get rid of it.
11. To get rid of it right-click or select the film in the timeline that you want to get rid of the audio and select on unlink and your video and audio are now separated. You can now delete your audio and replace it with new audio.
12. We are then going to cut the videos to match up with the audio.

13. To do this we use the razor tool to cut the videos to match up to the audio, you are allowed creative liberty to cut the videos as you please or follow along with the video. Now that the videos match up with the audio it is time to add effects and transitions.
14. To add effects to a video go to your Project window where the double arrows are and click on the Effects tab > Video Effect > Color Correction > Color Balance then drag it onto the video clip(s) on the timeline.
15. To add transitions to videos you will need to have either two videos or have cut one video. Again go to your Project window and click on the Effects tab > Video Effect > Video Transitions > then select which transition works best or is in trend (currently Film Dissolve is trending) then drag it between the video clips on the timeline.
16. After cutting, adding effects, and transitions go to Sequence > Render Effects In to Out it will show up as a box saying that it is rendering the effects and you will see a bar above your videos going from red to green.
17. Before exporting your video make sure you are clicked on the timeline (it should be highlighted with a blue box around it).
18. Then go to File > Export > Media
19. The Export Settings box should be popped up and make sure your format is H.264
20. Change the output name to whatever you wish to name it and make sure it is still saving to the file you want it to.
21. Then make sure it is exporting the video and audio (these will have a box and a checkmark next to them).
22. Scroll down and make sure your frame rate (usually 24 or 30), field order (progressive) are correct.

23. Then select the box saying Render at Maximum Depth.
24. Then you should see 6 boxes unchecked select on the two boxes saying Use Maximum Render Quality, and Use Previews.
25. Make sure Time Interpolation is selected on Frame Sampling.
26. Then press export and wait for your video to finish exporting.
27. The video will be saved wherever you selected it to be saved into at the beginning.

How we will measure that the learner has accomplished these objectives is if they were successfully able to import the videos and audio, they were able to edit/cut the video to their liking, seeing if they added effects and transitions, if they were able to change the frame size - unless they shot from their own camera/phone they more than likely wouldn't have had to, if they were able export the video and know where it is saved on their tablet or computer; we will know this by them tagging us on social media using the #WorldwideEdits and seeing the videos they have created from the tutorial video instructions.

### **Learner Analysis**

This project is a comprehensive digital resource for business owners, who are seeking to improve their presence on social media in order to take advantage of platforms such as TikTok and Instagram in order to promote their business. In this case the learners would be groups or individuals who are seeking out a way to use social media to their advantage in promoting their business, art, ideas, or knowledge but have little to no experience in video editing or have had a hard time finding success on platforms such as TikTok or Instagram. This can also include



learners who already have content but need to be able to fit this content into the physical parameters that social media allows in a more concise, attention-grabbing way. The learners will be able to meet their social media needs giving them the necessary information such as what dimensions are needed for TikTok and Instagram Reels (both are 1080 x 1920). We also need to be able to show cuts, and transitions (i.e. L-cuts, 3D Motion, Dissolve, Immersive Video, Iris, Page Peel, Slide, Wipe, Zoom transitions, etc) and how they create interest in videos. We also want to be able to satisfy their “hunger”; whether for gathering more people to a business location, page, website, or to gather a personal following on social media we will show how to create a captivating video (Fulgencio 2021). The product and tutorials will be multi-disciplinary in that groups or individuals from many fields or topics that have an interest in social media could use the ideas and resources provided. It will be assumed that the learners have some kind of motivation to learn and absorb the material since they themselves would be pursuing this as a resource to enhance their knowledge. This would also imply that the materials can be accessed by learners at a broad range of knowledge and skill levels. This is a model that small or large businesses should be taking advantage of regardless of the content or products put out by their business. In this case, we would assume the learner would be motivated to absorb the materials provided in this resource as business owners would be the ones seeking out a previously developed product. With that in mind, the tutorials will be applicable in multiple disciplines and not curated with a specific owner, product, or business in mind. Being that the tutorials will not be designed for a specific business it will be imperative to include details and concepts that will be digestible to learners at any level of prior knowledge on the topic of video editing and social media. Although not guaranteed, it is likely that learners seeking this information will have close

to no knowledge or a beginner's level of knowledge on the topic. However, content must be designed to enhance understanding at any level of knowledge.

### **Context Analysis**

The context in which the program will be delivered is a comprehensive tutorial that can be accessed digitally and is easy to follow, and you are able to pause the video in case something is missed. The product will contain elements such as a video example of how to make edits to videos from start to finish using the Adobe Creative Cloud Suite's Premiere Pro. This component will include a video recorded by us that walks through the editing process using various resources as well as our SME, and how to add the simplest edits such as color corrector, transitions to liven up the video (will do this in our own video to emphasize the point). The program will also include resources from other content creators and examples of businesses that are utilizing the platforms TikTok and Instagram to promote their business and generate traffic. Since standards and trends change daily in video editing as well as in social media, in order to keep up to date with such trends make sure the engagement with the audience is at a constant, meaning that setting up a posting schedule for when videos go out and making sure to stay up to date with it. The Algorithm in social media takes note of how often the account is active and how well it is at keeping audience engagement which is why having a set schedule is important, i.e. Posting Monday, Wednesday, Friday, and Saturday and what times the posts will get the most attention and viewer interaction (Pelaez 2021). These data analytics add further opportunity for the users to improve their skill.

## **Instructional Design Plan**

### **[Gagné's Nine Elements of Instruction, Learning How to**

### **Edit Videos for TikTok, and Instagram Reels]**

The model or theory we based our instruction on is Gagné's Nine Elements of Instruction. The elements we will incorporate are: Gaining attention - show a video about how it will entice the audience to be able to gain more followers to business/prospective business. As well as show audience retention is about how much of each video your viewers watch. It's usually expressed as a percentage, so if your viewer gets halfway through, they will have a retention of 50 percent (Bennett 2021). Inform learner of the objectives - how to edit a video from start to finish, how to use color corrector and transitions to create interest, Stimulating recall of prerequisite learning - how to shoot a video on phone and how you're able to keep memories of family, pets, etc, Presenting stimulus material - have a video with how to edit a video from start to finish, Providing learning guidance - ability to give learners a video bundle with sample videos to be able to learn along with video, Eliciting performance - ability to give learners a video bundle with sample videos to be able to learn along with video, Providing feedback - by accessing this video learner they will be able to get feedback on the first three videos (i.e. SkillShare), Create a personal narrative - share our own experiences, they can be a motivating factor for others -- and help us reflect on our lives and choices, Record interviews (in person or virtually) - The people

around us and around the world are living history. Their experiences, information, and advice is a treasure trove waiting to be mined, Make a video tour of a significant location - If students visit a place -- on a field trip, on vacation or any time -- they can share their learning experience with others by recording video of it and narrating as they go, Assessing performance - giving feedback with tips on what the learner accomplished and what they can improve upon, Assessing retention and transfer - show how powerful video and social media is (Khadjooi et al 2011). The final product will allow the learner to better understand their target audience, in turn motivating them to meet the learning objectives.

### **Existing Content**

The content or instructional materials that already exist that we can leverage for our training is that there are free resources such as freesound.org where you can get sound effects, music and other sounds for free. These will be useful after the learner has completed the video tutorials as they will have access to thousands of different sounds that they will be able to use for future videos. There is also a reading called “In the Blink of an Eye: A Perspective on Film Editing” by Walter Murch, which is helpful in getting used to some of the terms that are used in video editing. These are both found in our presentation under Free Resources, these will both help the learner if they want to use different sound effects or go further into video editing. Adobe Stock is also a resource that would be useful for finding backgrounds or artwork, however, Adobe Stock is something you have to have a paid subscription for which the learner will more than likely have since they will have to purchase Premiere Pro and that should be included. The learner can also look at popular social media accounts such as Scrub Daddy, the San Diego Zoo,

and looking up hashtags such as #smallbusiness to get inspiration for videos to shoot and taking inspiration for editing styles to help improve their focus for the type of image the learner is going for.

Lesson Number	Lesson Title	Learning Objective
1	Introduction to Premiere Pro.	The learner will be able to use the basics of Premiere Pro as it pertains to elements discussed in the procedural video.
2	Resources for Long Term Use of InstructionEditing Procedures	Provides the learner with tools and resources that will allow them to use the content in the document in the future. The learner will be able to edit a video.
3	Editing Procedures	The learner will become proficient in editing videos by using a self-assessment checklist.

## Design Blueprints

# VIDEO EDITING FOR BEGINNERS

By Worldwide Edits

## STEP 1. MATERIALS NEEDED

You will need a computer or a tablet, Adobe Premiere Pro, Video package (provided by us), and optional a mouse the computer or pen for tablet.



## STEP 2. EDITING FOR SOCIAL MEDIA CONTENT

End goal is to have videos to post on TikTok and Instagram Reels.



## STEP 3. BASIC EDITING IN PREMIERE PRO

Show basic editing from start to finish. Cutting videos and audio, adding transitions and effects.



## STEP 4. LESSON TOPICS AND FORMATS

It will be an online course - you will need a computer or tablet to be able to use the video content.



## STEP 5. LEARNING RESOURCES

Provide websites to get free audio - freesound.org and optional reading to have a better understanding of editing - "In the blink of an Eye: A Perspective on Film Editing".



## STEP 6. ACTIVITIES AND ASSESSMENTS

After the learner finishes the course in the Google Slides, there will be a Checklist and Feedback on the video and presentation. We will also provide feedback on up to 3 videos to critique.



### [Design Blueprints infographic](#)

#### **Instructional Implementation Plan**

The primary instructional delivery method will be through online learning. The learner will need a computer or a tablet, Adobe Premiere Pro, Video package from Skillshare, and optional a mouse for the computer or pen for the tablet.

#### **Communication Plan**

Our video tutorial will be online and the learner will be able to purchase it through Skillshare. The learners will become informed about the instructional program through us reaching out on social media or from the learner themselves wanting to learn how to edit videos to be able to make content for social media to promote their business. We will communicate with the audience about any ongoing basis as it relates to changes, updates, etc through our social media being Tiktok and Instagram. We will also keep our presentation updated as new trends come, and update the video by creating a playlist by years to show past trends, and any updates that occur within Premiere Pro.

#### **Change Management Plan**

This training implementation will impact the way people do their work because learning any new type of process is complex, especially with taking and editing video, it takes time and videoing for social media is the fun part however editing is where it is time consuming. It can

take anywhere from ten minutes to an hour depending on how long your video is. If the video is less than a minute or two it should take no longer than ten to twenty minutes, that will only happen after the learner is able to understand the basics that were taught in the tutorial. We can help them to adapt to these changes by letting them know that the video is only eight minutes long, and that they can follow along with the video or use the pictures in the presentation to follow along. We will also let them know that this is a self taught course so they can learn at their own time and work at their own pace to complete the video tutorials, we will also provide feedback for them on their first three videos after they have completed the tutorials.

### **Training Curriculum and Schedule**

For the training to be effective as well as the components of the needs analysis to be met, the course itself will be easily completed in one session, with the video tutorial only lasting 8:05 minutes. The resources cited above work to show the importance of the length of instruction in respect to learners' attention capacities. The total length of the instruction will vary based on the learner, and how they chose to proceed through the slides. For learners who would prefer to listen to the instruction, the video is available to be paused and played as projects are created. For learners who would rather prefer to listen to the instruction, the video is available to be paused and played as the instruction proceeds. For those who prefer to click through the procedures in the slides while they edit their own video. For this reason, total time of training will depend on the learner's preferences. The table below lists the time need to proceed through each lesson of the instruction:



SECTION #1			
Lesson #	Lesson Title	Audience	Time
#1	Watch the Video Tutorial	The learner will either watch the video and follow along with the tutorial or will watch the video and use the pictures as their guide for editing the video(s).	08:06
#2	Take a look at the Free Resources	The learner will take a look at the free resources provided to them - freesound.org and “In the Blink of an Eye: A Perspective on Film Editing” by Walter Murch.	05:00
#3	Checklist	The learner will fill out the checklist to make sure they are able to check off almost all of the boxes.	05:00
#4	Feedback on the Presentation and Video	The learner will fill out the feedback to give us information on anything that needs fixing for the first tutorial or if anything that the learner would like to see for future tutorials.	10:00

### Training Logistics

This instruction will be made available through the platform Skillshare, which provides public online classes on a wide assortment of topics for users to explore. In order to participate in this instruction, the learner will need access to a Skillshare account where they can enroll in the course. This will assume the learner has available internet and a computer to not only login to

skillshare and interact with the course, but also to edit their own videos, as well as upload them to social media after completing the instruction and their own video project is accomplished. To follow along with the instruction, the learner will also need to have purchased and downloaded Premiere Pro, which is disclosed to the learner within the course. What the learner does with their project is up to them, however the instruction will imply that the intent of the finished content is to be used for social media, meaning the learner will likely also have access to their own Instagram or Tiktok account. Finally, the learner will have the course and instruction available to them to reference at any time after completing the initial training. This will allow them to follow along with the procedures of how to edit a video however much they need to, allowing them to be successful in creating video content in the long term.

### **Practice activities to be used in the instruction, including feedback strategies**

The instruction will include resources throughout the written text that will link learners to resources such as existing internet videos that will illustrate the concepts being covered throughout the content. Our procedural step by step instruction on editing a video for Tiktok or Instagram reels will be a screen recorded video. The video will be inserted into the instruction and intended for use as a side by side comparison to the learner's own screen so they can follow along while the instruction is taking place. The entire instructional document will be self paced, with knowledge checks throughout. These will include short checklists that learners can use to ensure they have included all elements into their video project. The checklists can be used on two levels: The first is confirming comprehension for the learner so they know that they are able to move onto the next sections of instruction. The learners will also be able to use these

knowledge checks as a tool to reference later, when they are creating additional videos independently.

### **Examples and non-examples of the procedure**

We would provide the learners with Google Slides that would contain YouTube videos that change to be up to date with the current trends in video editing as well as for social media to continually build up skills. For the learner we would also suggest doing some photography work with their phone or camera since no matter what age anyone can point and shoot a camera and take a picture with no assistance necessary. Since photography and video are easily accessible, and in the palm of your hand the use of professional equipment isn't necessary to create better content.

### **Flow**

The instruction will be in a linear flow format with the exception of knowledge checks. The written instruction will be organized in an intentional way. Instruction will begin with lessons that build a foundation of knowledge for the learner that allows them to comprehend the importance of the instruction, as well as motivate them to learn. This will be followed by the

procedural tutorial, which will include the mentioned knowledge checks. Once the learner has completed the lessons, they will be able to access the material in a non-linear way to confirm the appropriate application of the material. Finally the concluding lesson will include resources that can be accessed again later that will allow the learner to maintain an understanding of current content.

Lesson Number	Function	Purpose
1) Introduction to Premiere Pro.	This section will get the learner's feet wet into Premiere Pro, showing basic functions and where the locations of things are. This will allow for smoother operation during later phases of the instruction.	This section will include resources from subject matter experts. These resources will be used to detail the significance individual aspects of video editing have on the finished product they will be creating.
2) Resources for Long Term Use of InstructionEditing Procedures	This section will provide the learner with a step by step procedure on how to edit a video. This will serve to teach the learner	This lesson will have examples such as Scrub Daddy from TikTok and Instagram to show how to give viewers a glimpse into what goes on behind the scenes and how they should go about showing the creation of their products

	how to create their own content.	as well as customer interactions and showing the location of the business.
3) Editing Procedures	This section will function as a “send off” to the learner and will be used indefinitely as the learner interacts with social media. It will provide them with sources to keep up with the constantly changing aspects of the social media platforms.	This lesson will have quick links to step-by-step procedures that will allow them to quickly find instruction on a specific editing procedure, style, or topic. This section will be accessible to the learner even after course completion to allow them to refresh their memory and skills should they need to.

### **Motivational strategies to be used in instruction**

The instruction will discuss two important topics in order to motivate the learner. One being a full understanding of the learner’s target audience, their motivation, and their interests, including where these groups are directing their attention on social media. The second motivational piece of instruction will be resources that demonstrate the impact a well edited

video can have on its target audience, speaking specifically to the potential the learner has to create effective content. In one example, Friend illustrates the importance specific edits have on the story being portrayed in the video, as well as where and why to make these edits (2019).

### **Basic plans for instructor materials**

In the context of our design, learners will be given the instruction in the form of a product and use the information to absorb and apply information independently. For this reason, tools and materials will be their own. In order to interact with this procedural learning guide, learners will need a computer or tablet, a mouse and keyboard, Adobe Suite specifically Premiere Pro. To complete the step by step process, learners will be using their own content, meaning the learner will approach the task with an unedited video to use during the instruction.

### **Testing mechanisms for assessing mastery of objectives**

Being that the instruction is self paced, there will be no active instructor direction or feedback for the learning while interacting with the material. However, the learner will be provided with a self assessment in the form of a checklist. A study done by Nielsen discussed the use of self assessment in another learner directed task, writing. The research showed that using self assessment was an effective way of promoting success of learning during self directed tasks (Nielsen, 2012). For this reason, the instruction provides the learner with a checklist that will confirm understanding and allow the learner to feel comfortable moving forward in the lessons.

### **Assessment strategies to be used in the instruction**

Similar to testing mechanisms, the learner will be assessing their own material. However, the final lesson in the instruction will specify aspects of the resources provided that demonstrate the concepts used in the instruction. For example, the learner will be provided with Tiktok and Instagram accounts that have found success on these platforms promoting their business. The instructional design will specify aspects of these accounts that the learner can look for to compare to their own material. An example of criteria the learner could be comparing is whether their account is actively utilizing trends to create content.

### **Introductory presentation of instruction**

[How to Edit using Premiere Pro for Beginners for Tiktok and Instagram Reels](#) - Contains our Google Slides with video and picture tutorial, access to our Google Drive, checklist, and feedback.

[Checklist](#) - For the learner to be successful they will need to be able to check off almost everything on the checklist since some learners will want to keep the original audio, or won't have to change the frame size since most people will be using their phones to shoot videos.

### **Formative Evaluation**

[Feedback](#) - This is the link to the feedback. We will collect responses to make improvements to the product and keep up to date with the latest in technology and make sure to update the video whenever there is a major change to Premiere Pro. We will also have a report sharing to show what findings and trends are needed to improve our product. We will also provide feedback on up to 3 videos to critique after they have finished the video tutorials; they will be able to do so by tagging us on social media using the #WorldwideEdits.

Based on the testing that we had, based off of that testing we made revisions to our presentation by adding additional information such as adding a table of contents for easy access and locating. We also added to our video downloads slide to let the learner know “If you plan on working on your project as you go, please have your videos ready before you proceed to the next slide”. Additionally we added a “Please Note” slide that says “If any issues or errors occur while using Premiere Pro, or using the videos you can press okay it will not affect your editing or videos”. As during testing an error occurred for our learner that we had not come across, so we added this information to let others know that it will be okay if errors occur for them as well. We were also told by an observer that for computers you can also use the ALT key, and click then press delete to unlink your videos and audio faster. Which was helpful to be able to add since hotkeys are used quite frequently to lessen time. In addition we added a note for the learner telling them that they don’t have to follow the cuts made in the video or in the pictures and that they can take creative liberty or they can follow the video or pictures as they like. We also added the reason for using H.264 is because it is the industry standard in the film industry and is widely used for video formats. Which means that the video will be easily translated to Tiktok and Instagram. We will implement this video editing tutorial for beginners by selling it on Skillshare,



which is how learners will gain access to the video tutorial in the presentation or on YouTube, the presentation, checklist, and feedback. Skillshare is an online learning community which we decided was the best option considering the last year, as well as being able to learn about video editing at any time and anywhere no matter where the learner is, they will be able to learn at their own pace and after purchase they will have lifetime access. If the learner forgets something then they will still be able to go back into the video tutorial, presentation, checklist and feedback.

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