

# So I have to make a video ... ?

You can do this. The best advice is to not be afraid. After that, follow these steps to build your final project.

- 1. Start with sound.**  
Go through your interviews, your footage and look for pieces of sound that will craft your story. Don't worry about where you cut. The audio is what tells your story; start with that. Remember to look for natural sound moments to put **in-between** your interviews.
- 2. Build sequences.**  
Once your audio track is roughed out, go searching for the b-roll needed to cover shots. Make sure you think about how you're stringing these shots together. You can't cut from medium to medium or reverse direction. If you're using still photos, consider just dropping these onto the timeline and moving on -- you can come back and tween and size later.
- 3. Perfect your edit.**  
Now go through and be critical. Is everything tight enough? Does that photo tween flow? Are there dropped frames (black gaps) between clips? During this stage, put the final edits on all your B-roll.
- 4. Add transitions and color corrections.**  
Do this only once your final edit is done because adding and re-adding transitions can get laborious. When using the color correction filter (this is not necessary on all videos), make sure you drop the same filter on shots done in the same light environment. Don't do individual color corrections for every clip if you can avoid it.
- 5. Add IDs and lower thirds.**  
This is a journalism class. Everybody who speaks and is a character in your project needs to be identified, first and last name. It needs to be spelled correctly and in AP style.
- 6. Smooth out sound levels.**  
The very last thing to do is to check your sound. A general rule: speakers should peak at -6; natural sound should be -12 and background noise should be -18 or lower. Use the level meters to make sure sounds are even throughout the piece. Then with the pen tool, go fade in/fade out any rough spots (if you haven't already done this.)
- 7. Go find an audience.**  
Make somebody who has never seen your project before watch it. Ask them if they could follow the story, if it was repetitive, boring. What did they like? Watch them watch your project. Are they reacting where you intended? If necessary, you may have to go back and make some changes.