



FOR VIRTUAL
ASSISTANT
CERTIFICATION

ONE MINUTE VIDEO EDITING GUIDELINES & CHECKLIST



Dennis Yu
HOST OF COACHYU SHOW

GUIDE VERSION

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Welcome!

You're here because you're a virtual assistant who wants to get pro at editing one minute videos! Your client believes in you-- and that's why they purchased this program for you.

We're going to show you, step-by-step, how to get access to your client's videos, how to edit them, how to use templates to make work fast and easy, and how to organize your projects.

-Dennis Yu

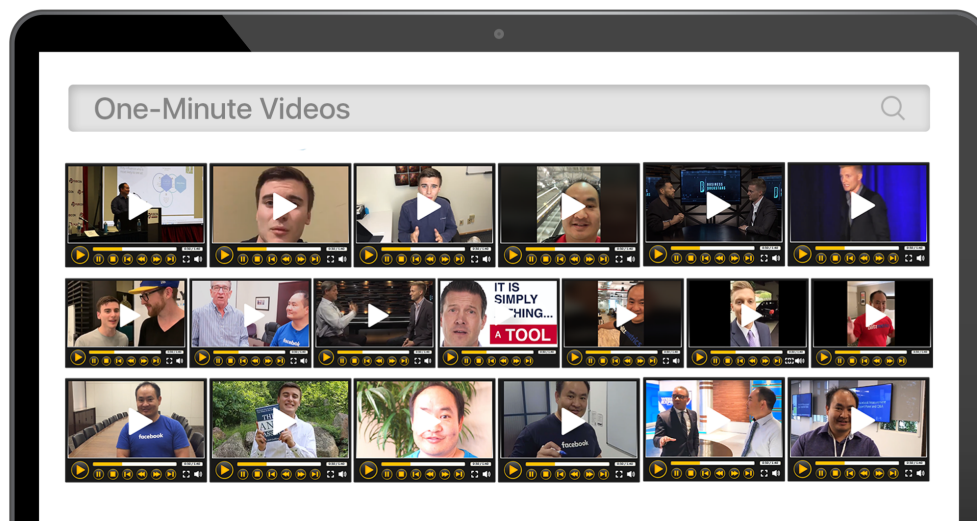
Host of the CoachYu



Customizing a One Minute Video




We are now moving our video editing to the next level. Having our clients customize their one minute video according to their preference is now something we offer. Take note that the turn-around time for each video is within 24 hours with top-notch quality.

Here is an example of our Square (1:1) format and what can be customized.



What are the Templates we have in Store?

Our creatives are second to none and we offer several templates to each video type. But it's best for you to understand which format works best in social.

	Facebook	FBStories	Instagram	IG Stories	IGTV	Linkedin	YouTube	Twitter
Square 	✓		✓			✓		✓
Landscape 						✓	✓	✓
Portrait (4:5) 	✓	✓		✓	✓			

Template Library

- Square (1:1)
 - With Banner
 - Without Banner
- Portrait (4:5)
 - With Banner
 - Without Banner
- Widescreen (16:9)
- Audio Visualizer
- Caption Style

What do we need to start working with client videos?

Detailed information on how the client would like to have their videos are important to prevent delay and getting back and forth in the middle of their project. So we made a set of questions they need to answer before we get started.

Type of Edit:

- Video
- Video/GIF Quote Card
- Timeline Video
- m Meme Video
- Audio (Audio Visualizer)

Link to RAW file:

Link to Other Assets (If available):

Video Format:

- Square (1:1)
- With Banner
- Link to the template of choice
- Without Banner
- Link to the template of choice
- Portrait (4:5)
- With Banner
- Link to the template of choice
- Without Banner
- Link to the template of choice
- Widescreen (16:9)

Quote (for quote cards):

Title of the video (for meme videos):

Person/s featured in the video:

- Name of the Company
- Title/Position

Logo watermark

- ON - link to Watermark logo in PNG:
- OFF

Banner color:

- Primary:
- Secondary (for accent):

Font color and style

- Color:
- Style
- Italicized
- Regular
- ALL CAPS
- Standard
- Caption Style:

Progress bar:

- ON
- OFF

Call to Action:

- YES - Notes to add:
- NO

Tailslide:

- YES - Link to Tailslide:
- NO

Once we have all the necessary information and materials, the turnaround time for completion will start running and we expect the output to be at its finest.

Tips when Shooting Videos for Online Programs

When creating a video program, quality is one of the most critical factors. These are our guidelines which might also be applicable to yours.

Visual

Check your settings: shutter speed, aperture, ISO (should not be more than 1.5k for DSLRs), white balance, color setting (applicable to video - capable camera with adjustable settings).

- 1080p, 24 or 25fps - The value of the shutter speed must always double the value of fps

Commonly used settings

- 24 fps, 50 shutter speed
- 60 fps, 120 shutter speed
- 120 fps, 240 shutter speed

- Always use a tripod for stability.
- Camera is an eye-level medium shot.
- Professional sound - use a lavalier mic or, if you're using an audio recorder or in-camera recorder, use a dead cat (wind noise usually heard when shooting outdoors).
- If the video will be shot in front of a green-screen, be sure that your setup matches the background image that will be used. (e.g., on a couch with a background of a living room). Do not wear green clothes or use green props.
- Keep the background clean - minimal amount of table in the frame (just the edge of it) or, rather, keep it plain.
- Natural colour (3200K-4000K)³

Ideal look:





Use a bright white background, equal soft light, and some color against the wall to break the white and separate the subject from it. Preferably include plants and natural wood, and wear a darker shirt (dark blue, grey, black) with no major patterns-- a natural, bright, and aesthetic setting. If there isn't a bright background, please use the same notes as above but for the darker background.

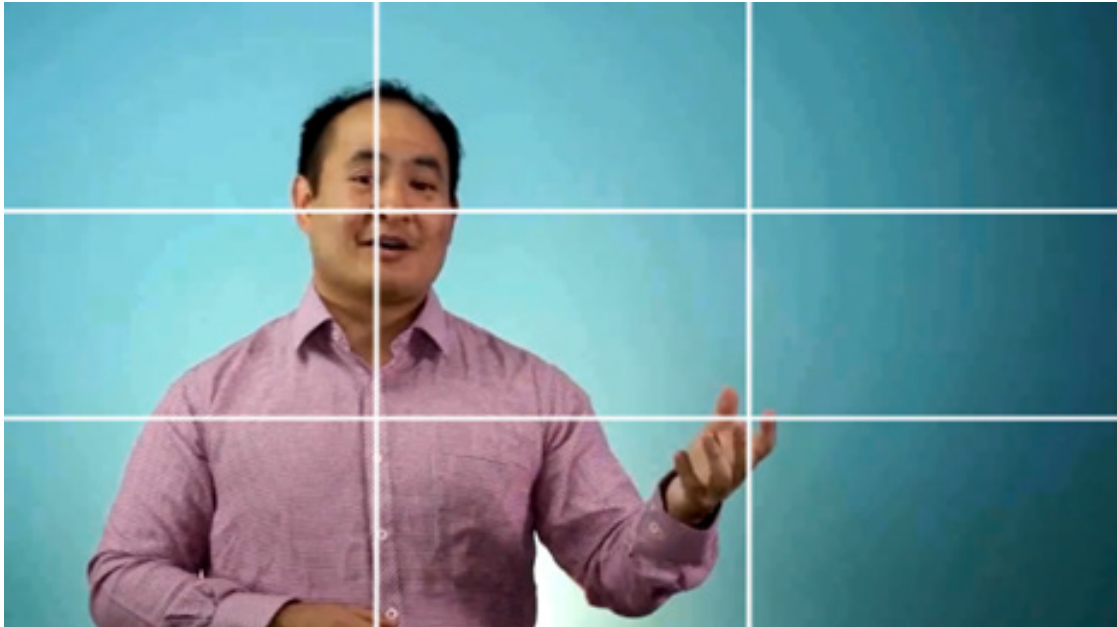
Try to avoid a bright exterior background when shooting indoors and vice versa. This is for the white balance and exposure.

When filming they also have a forelight to brighten the subject's face, and front facing body.

Recording

Try to follow the rule of thirds, where you would divide the screen into three parts vertically and place the subject's face on the top-left or top right intersection.

This will give the editor some space for superimposed text. See sample below.



Note: If you're capturing at 4k quality, try to give space on the video since the editor can zoom in with virtually no quality loss.

- If you have a couple of cameras recording, record them completely from start to end and clap at the beginning of the recording so it will help the editors sync them much more easily.
- Try to leave 3 to 4 seconds of dead space before proceeding to your agenda at the beginning and end of the video. (It will help editors to eliminate background noise from the surrounding areas.)
- Clap once. Clapping at the beginning of the video helps editors to sync when you're using more than one piece of recording equipment.
- Try to use multiple cameras. This will help editors cut out unnecessary bits of the video without making it look choppy.
- Always check focus before pressing the record button. Use the zoom feature to check focus. When in auto mode, the camera only focuses whatever is on the center.

Sound

- No background noises or hums (usually comes from electronics, appliances, environmental noise, and mic setup issues).

Check this by doing a test recording. Listen to the recording and check if your voice is audible enough. Also check if the background noise is too distracting.

- Little to no echo (usually comes from un-dampened hard surfaces in your recording space or from recording in too big of a space).
- Try to speak somewhat slowly so that you're more audible. (Remember, you're trying to reach them with your topic, and you're not in a race to finish.)
- Don't rest your microphone on the table or anywhere it might get bumped or moved. It may pick up any noises from being bumped.. We recommend that you use a shock mount or put it in a place where it would not be moved nor receive any noise other than your voice.

Good delivery includes:

- Straightforward speaking style with very few "umms" and "ahhs". Use an enthusiastic and energetic tone of voice. Recording equipment can strip some energy from your performance; aim to deliver a little more enthusiasm than usual.
- Clear pronunciation of words and use of pauses to emphasize important points.
- For the interviewer, don't talk until the speaker is done talking.

Editing

Add the title of the program. Make sure that the title will stay on the screen long enough for people to read it at least 3 times (see sample below).



Chapter 7 - Lesson 1 (04:25)

Superimposed text or graphics are great to emphasize important points in the topic being discussed.

These are texts or graphics that appear on screen during a video presentation (see example below).

This makes your video more engaging, and it also helps the viewer remember the content of the video by adding a visual component to it.



Add lower thirds - make the lower thirds stay on the screen for at least 5-6 seconds so the audience will have enough time to read it.

Add background music - We highly recommend non-copyright music. Adjust volume to 20% and be sure that it will not overpower the voice of the speaker. You may increase its volume in the intro (where the title of the video is shown) and at the tailslide part (if there is one).

Exporting Videos

Once you've created your video, you should consider compressing it to reduce the file size as much as possible (try your best to not lose its quality). This will make your upload and download speed of your video much faster. You can use any video editing software you prefer. We recommend using [Format Factory](#) (it's free and works for both Windows and Mac).

[Download it here](#)

Note that .MP4 is the most popular and widely used file type across all browsers. We highly recommend using that.

Ideal file specs for editing and compressing your videos:

- Video Codec: h.264
- Resolution: between 640px and 1920px wide
- Bitrate: 5,000-10,000 kbps. The higher the bit rate, the better the quality

- and the larger the file.
- Aspect ratio: 16:9 works best for programs and landing pages.

Audio

- Codec: AAC (Advanced Audio Codec)
- Sample rate: 44.1kHz
- Channels: 2-channel Stereo (not surround)

List of Shots That All Public Speakers Should Get When They are on Stage

This will serve as a detailed checklist that gives the video a sense of direction and gives our editors the best materials to produce a high quality one-minute video.

In the editing phase, selected shots are assembled into a scene, and scenes into the final piece. The editing is done in such a way that the video is told most effectively.

Extreme close-up shots show only a part of a character's face. It fills the screen with the details of a subject.

Close-up shot shows a character's face and shoulders. It is close enough to show subtle facial expressions clearly.

Medium shot shows a character's upper-body, arms, and head.

Medium wide shot (American shot) usually cut off across the legs above or below the knees. It is wide enough to show the physical setting in which the action is taking place, yet it is close enough to show facial expression.

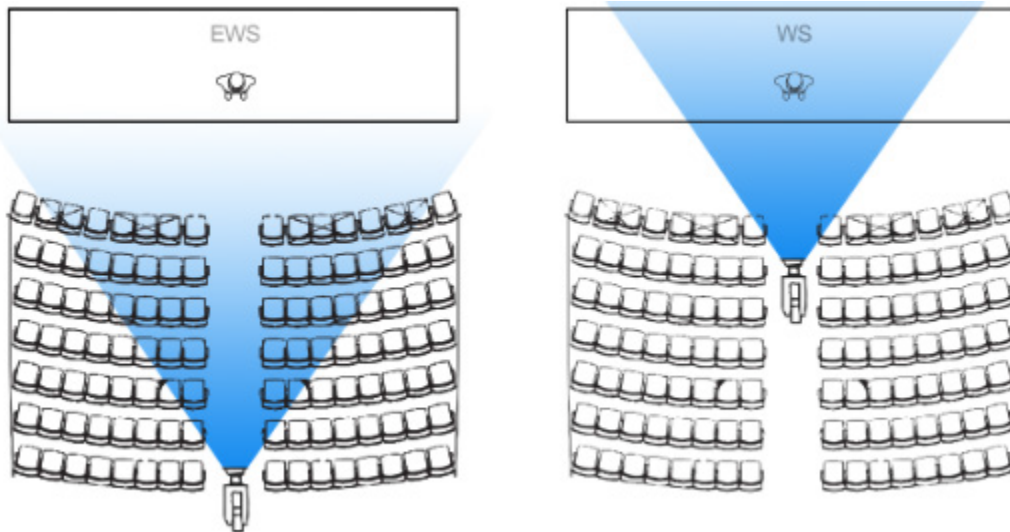
Wide shot (full shot) shows an entire character from head to toe.

Extreme wide shot (long shot) shows a broad view of the surroundings around the character and conveys scale, distance, and geographic location.

Capture the speaker being introduced and walking up the stage.

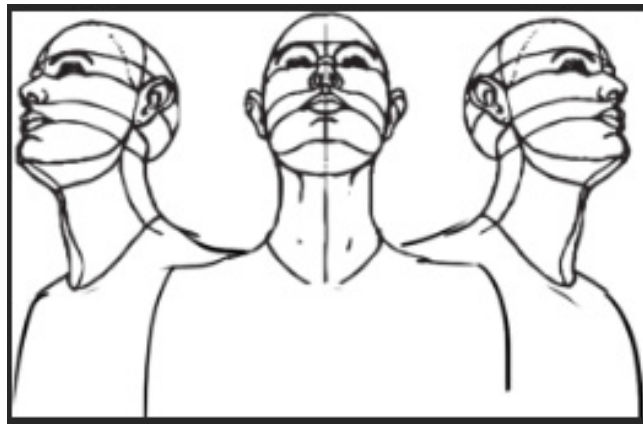
Stage Videos

Static frontal EWS (extreme wide shot) or WS (wide shot) Use tripod for stability



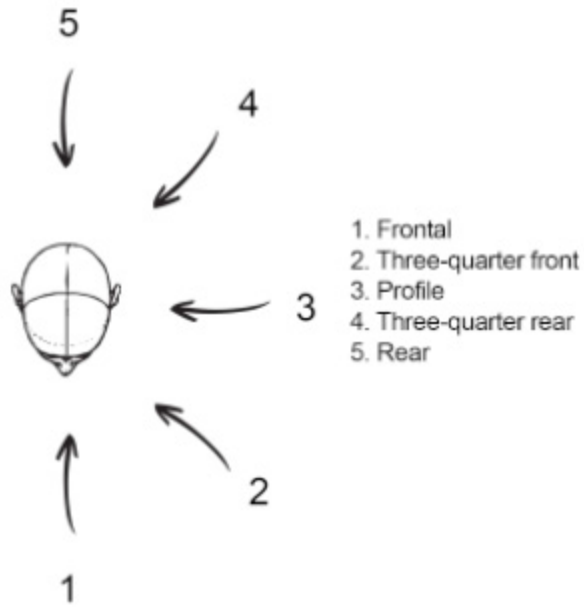
Low angle MS (mid shot)

The camera is placed below eye level, looking upward. A low angle shot (upshot) can make a character look bigger, stronger, or nobler. It also gives the impression of height.



Tracking MS (mid shot) or MWS (mid wide shot) (1-5)

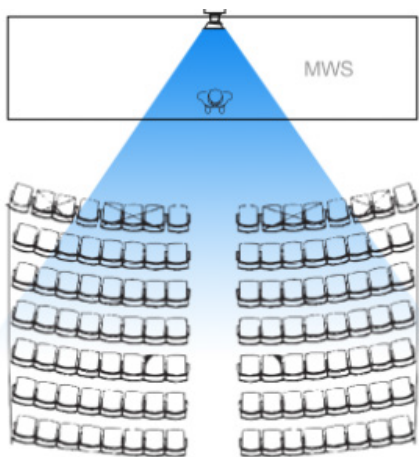
Tracking shot is any shot where the camera follows backward, forward, or moves alongside the subject being recorded.



In the audience

EWS (extreme wide shot), WS (wide shot) or MWS (mid wide shot)

Rear MWS (medium wide shot) and MS (medium shot)



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