



# VIDEO CREATION SCIENTIST

LEARN TO CREATE VIDEOS  
LIKE A GENIUS MAD SCIENTIST!

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## Introduction to Video Creation Scientist

Video creation is one of those things a lot of people seem to believe you have to be a super genius mad scientist to be able to pull off, but nothing could be further from the truth. Absolutely anyone who can use a computer can create a video with the tools and resources that are available today.

A lot of people who feel video creation is extremely technical are those who have seen software like Adobe After Effects and other software that is complex to use. However, you don't need to add these high end effects to your average video. You're not looking to create the next Lord of the Rings movie. Marketing videos should be simple and to-the-point.

Because you only need relatively simple videos, you can use simple software. There are tons of resources you can use to create videos, and many of them are so easy to use that even children are able to use them successfully.

In this report, you're going to learn about some of the tools and resources you can use to create amazing videos that look completely professional and get results without spending a fortune on complicated software or outsourcing the creation and spending hundreds of dollars.

So let's get started.

## Choose a Video Type

The first thing you must do is figure out what type of video you want to create. To do that, you need to ask yourself a few basic questions.

1. What is the purpose of your video?
2. Is it purely for marketing on sites like YouTube?
3. Is it for a sales page?
4. Is it an educational video you'll be selling?

Different types of video require different video creation methods, different elements (such as photos, video clips, voiceover, music, etc.) and different techniques.

Here are some different types of videos you may want to create:

1. **Marketing Video** – A marketing video is meant to sell a specific product via sites such as YouTube. Think of this type of video as a television commercial.
2. **Sales Page Video** – A sales page video is a bit like a cross between a movie trailer and a television commercial. Its purpose is to excite potential customers, present some basic information about the product, and assist in the sales process. A sales page video can also be submitted to sites like YouTube, however due to its nature, it won't be as effective without the aid of the sales page.
3. **Educational Video** – An educational video is typically created for one of two purposes. It is either meant to be a free video uploaded to sites like YouTube in order to generate traffic, or it is meant to be sold in some way (such as on Udemy, ClickBank, or in a membership site.)

4. **Video Blog Posts** – You may also want to create a post for a vlog that could be informative, instructional, present industry news, interview someone, or it could just be entertaining.

There are other types of video you may want to create, but these are the most popular for the average marketer.

Once you know what type of video you want to create, and what the purpose of that video is, you will be able to choose the best tools and resources for creating that video.

## Video Creation Tools

The number of video creation tools available is absolutely astounding. Video has become the preferred media of the internet thanks to ever-increasing bandwidth availability, and companies have responded by creating tools that make the video creation process faster and easier than ever.

We are going to take a look at some of the easiest ways to create videos.

### Windows Movie Maker

>> <http://windows.microsoft.com/en-us/windows-live/movie-maker#t1=overview>

If you're a Windows user, you can create simple movies with the free Windows Movie Maker software. This software is relatively simple to use, though not as simple as some of the web-based solutions.

This software makes relatively basic videos. It doesn't include a lot of fancy templates with impressive effects. The effects it does include are simple transitions such as fades and swipes. But it includes enough features to get the job done, and it's free.

There are many tutorials online that can teach you how to use this software. Just search for "Windows Movie Maker tutorial" on YouTube or your favorite search engine and you'll find a plethora of learning material.

### Apple iMovie

>> <http://www.apple.com/mac/imovie/>

Apple users also have a good option in iMovie. Unlike Windows Movie Maker, iMovie is not free. The Mac version is currently \$14.99 and the iOS version is \$4.99. However, iMovie comes with a plethora of templates that can be used to create stunningly professional videos with no experience.

If you want to create truly professional videos quickly and easily, iMovie is definitely one of the best options. Their built-in themes and the music that comes with them is hard to beat, and the software is relatively simple to use for a non-web-based solution.

As with Windows Movie Maker, there are plenty of tutorials online that can teach you how to use iMovie.

## Wideo

wideo<sup>beta</sup> explore learn create

# Make and share awesome videos online

Capture your audience and bring your brand to life with wideo, the easiest animation tool that anyone can use.

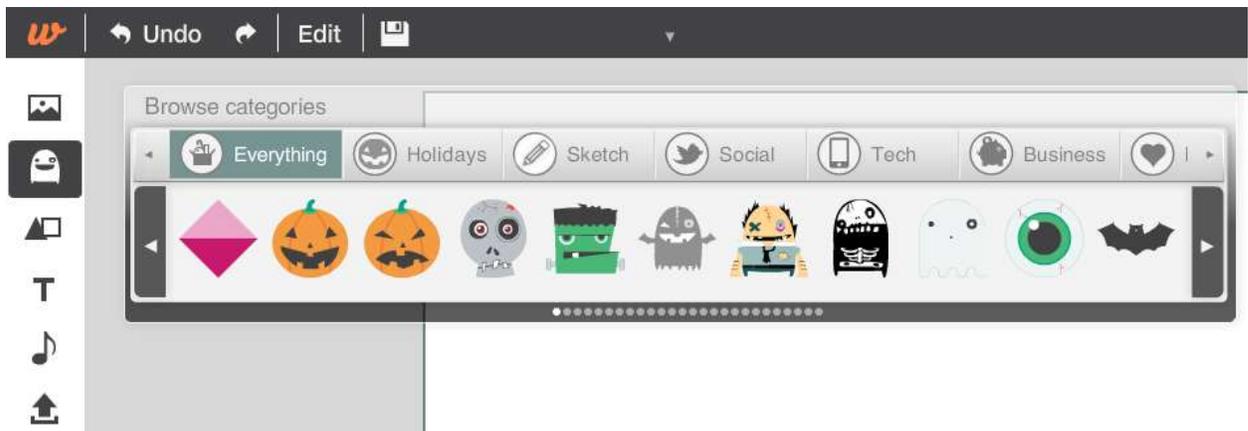
**get started now**  
Not a user yet? we'll take care of it

free!

Email  **create my account!** f | sig

>> <http://www.wideo.co>

Wideo is a bit different than most web-based video creation solutions. Instead of providing a few themes and having users insert photos and videos to produce a basic slideshow, Wideo goes further by providing a way to create custom animations using various shapes and icons.



Above you can see an example of some of the icons they have available for use in animations. These icons, along with various background colors and images, shapes, text, and music, can be used to create very cool animated movies quickly.

If you're looking to make something like a cool Flash animation, Wideo is a good choice.

Wideo has several different payment plans to fit all budgets. For example, you can pay \$9 to remove their branding from a single video, or you can pay \$150 to remove the branding from every video you create for an entire year. You can also download a 1280x720 HD MP4 of a single video for \$29, or you can pay \$249 to be able to download every video you create for a year.

## Stupeflix

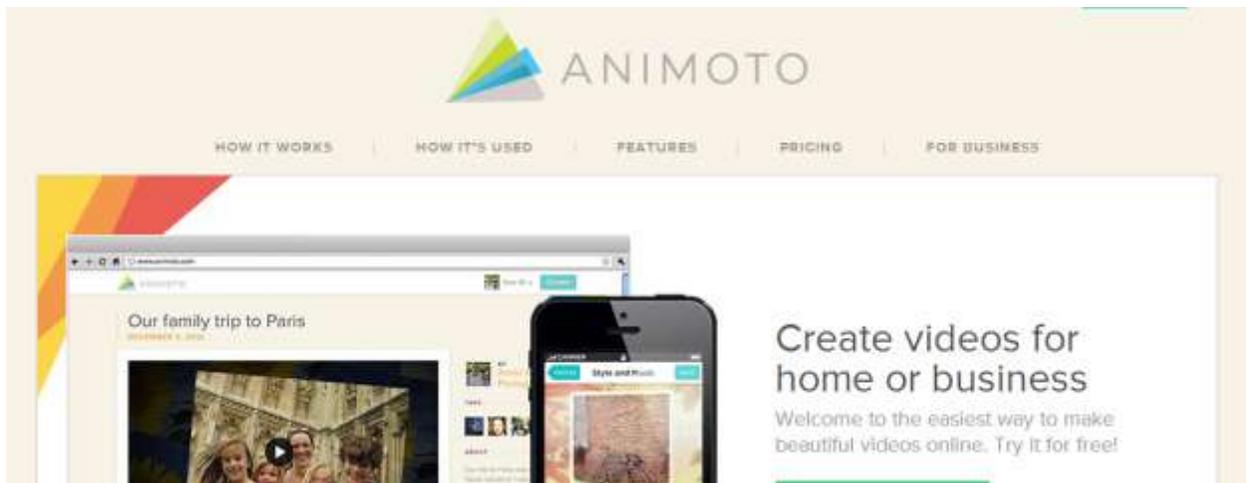


>> <http://www.stupeflix.com>

Stupeflix will allow you to make general slideshow type presentations with standard effects using a variety of templates. There aren't a lot of templates to choose from, but those that are available are attractive and interesting.

Stupeflix has plans that start at \$5 per month for personal use and \$39 per month for professional use.

## Animoto



>> <http://www.animoto.com>

Animoto is another video creation system that uses templates to allow jazzed up slideshow type videos. They have a wide range of templates for everything from general use to more professional styles.

Their system is very easy to use. You just need to upload some pictures, choose your music, add a little text, and press a button and your video is created.

At the moment, they have nearly 50 themes available for pro users. Pricing starts at \$39 per month, or \$249 per year if you pay annually.

## One True Media



>> <http://www.onetruemedia.com>

One True Media is a good option if you need something easy and free and you don't mind branding in your videos. For creating a bunch of short, 30-second or less videos, it's a great option.

However, if you want to download your videos and use them for something like a Udemy course or you want to upload them to places like YouTube and Facebook, you'll need a pro account.

A pro account increases your storage from 200 MB to "nearly unlimited", lets you create 1-hour videos instead of 30-second videos, and allows you to have unlimited songs in each video, as opposed to a maximum of three in a video with a free account.

A paid account is only \$3.99 per month or \$39.99 per year if you pay annually.

## Go Animate

The image shows a banner for the GoAnimate website. At the top left is the GoAnimate logo. To the right are links for 'Sign Up', 'Login', 'Blog', and 'Plans & Pricing', followed by a 'Make a Video' button. The main headline reads 'Make Professional Animated Videos' with the tagline 'Low learning curve. Low budget. Simple do-it-yourself tools.' Below this is a laptop displaying the GoAnimate software interface, which includes a library of assets on the left and a central workspace with a play button. At the bottom of the banner, there is a call to action: 'Make your first video in less than 5 Minutes', a 'Sign up for free' button, and a 'Plans & Pricing' button.

GoAnimate

Sign Up Login Blog Plans & Pricing Make a Video

# Make Professional Animated Videos

Low learning curve. Low budget. Simple do-it-yourself tools.

Make your first video in less than 5 Minutes

Sign up for free

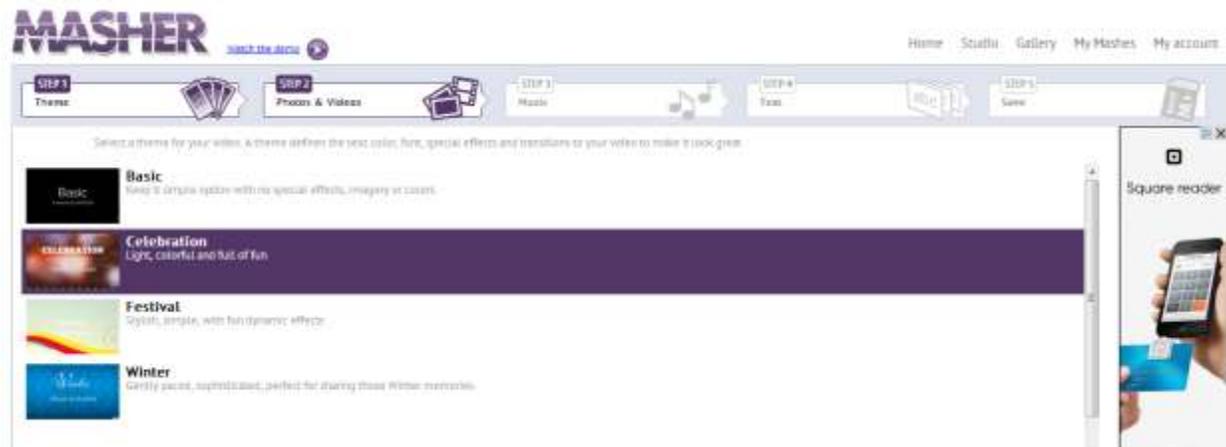
Plans & Pricing

>> <http://www.goanimate.com>

GoAnimate is different from other video creation websites, because it allows you to put together animated cartoon videos. You simply choose a starter cartoon, edit it, and create your video. You can move around various elements in the environments, add characters, change their look, and more.

Plans start at \$39 per month or \$299 per year and go up to \$79 per month or \$599 per year.

## Masher



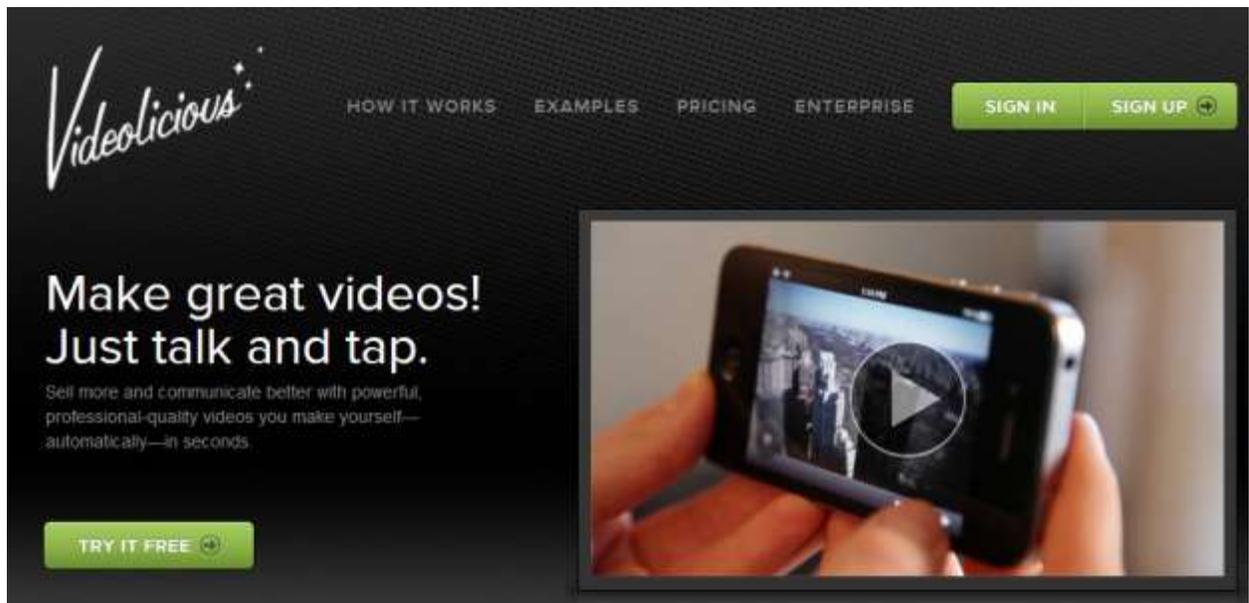
>> <http://www.masher.com>

Masher is a very simple system that allows users to create simple videos for free. You simply choose a theme, upload videos and/or photos, add some text, and save the video.

Masher has very limited themes at the moment, but it's extremely simple to use with a step-by-step system. Best of all, it's free if you're fine with branding on your video!

You can also download a non-branded video in the future, but at the moment it says this premium service is coming soon.

## Videolicious



>> <http://www.videolicious.com>

Videolicious is made for editing actual video through an app made for iPhone, iPad and iPod. It's best if you're going to take videos and put them together into interesting presentations. Other video services can do this, too, but Videolicious is made specifically for dressing up videos rather than making slideshows of pictures.

Videolicious has a number of different features. It works very well on mobile devices, because you can choose video clips directly from your iOS device and put your video together right on your device. You can add a voiceover or music, add music from their huge collection of free, licensed songs, and then upload and share it.

The personal plan is free, and business plans range from \$5 to \$10 per month for a single user, but that is billed annually. (If you can't pay for an entire year at once, you can also pay monthly, however the price is doubled.)

## Video Resources

You'll probably want to include some various resources in your movies. You could just use standard text on solid backgrounds, but the use of things like stock photos, video clips, clipart, voiceovers and music adds depth and interest to your videos.

### Stock Photos and Videos

Never, ever grab images or videos from the web and use them in your videos. This is copyright infringement, and could lead to some major legal troubles. It's not even a good idea to get images from "public domain" image collections, because there is no way to verify with 100% certainty that those images were uploaded by the legitimate copyright holder.

Instead, you must purchase your images and videos from a reputable stock photo agency. There are hundreds of stock photo sites, perhaps thousands if you count the smaller sites that sell images from only one photographer.

Some good resources for stock photos and video clips include:

- >> <http://www.photodune.net>
- >> <http://www.shutterstock.com>
- >> <http://www.istockphoto.com>
- >> <http://www.123rf.com>
- >> <http://www.fotolia.com>
- >> <http://www.bigstockphoto.com>
- >> <http://www.depositphotos.com>
- >> <http://www.dreamstime.com>

You'll find that most of these sites has the same basic collection of photos, however Shutterstock and iStockPhoto generally have the widest selection.

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