

EU Read & Art

Training on the creation of book trailers



Lesson 4: Production

Review of the previous created videos



Training on the creation of book trailers

Lesson 3: Production

Training on the creation of book trailers

Lesson 3: Production

- Stock videos

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- Stock videos
- Stock music

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- Video software

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- Video editing:

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Lesson 3: Production

- Stock videos
- Stock music
- Video software
- Video editing:
 - Adding text
 - Transitions
 - Video effects
 - Export final video

Stock video and images



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Stock video and images are contents created by content creators that are available for us under different licenses.

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The most common way of finding stock video and images is the “paid” modality. In this case, we can buy the video or images for a particular/single use.

Stock video and images

Typical paid stock platforms are:

<https://stock.adobe.com/>

<https://www.gettyimages.es/v%C3%ADdeos/getty-stock-footage>

<https://www.shutterstock.com/video>

<https://www.pond5.com/>



Stock video and images

Two types of licensing can be found:

- **Editorial**

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- **Commercial**

Stock video and images

- ***Copyright free or CC0 attributions***

As we saw on the previous lesson, we will try to stick to CC0 copyright videos and content, which will allow us to use for free the footage or music that we would like to feature in our clip, including the manipulation or commercial use of them.

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Be sure of checking the license of the resource that you are using, as it might be eligible for commercial use but with attribution required.

Stock video and images

- *Copyright free or CC0 attributions*
- <https://www.pexels.com/videos/>
- <https://pixabay.com/videos/>

List of websites



Editing/assembling

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Editing is usually considered to be one part of the post production process — other post-production tasks include titling, colour correction, sound mixing, etc.

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Editing, for us, will include the assembly of the clips, the addition of text, graphics and music/sound.

**Let's go to the editing program and
create our first (second) video trailer!**



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<https://drive.google.com/drive/folders/1DSNUPa9WZKNHbA7OHmBR3u4eh8AK17VY?usp=sharing>



How can we edit our teaser?

Which different approaches would you have?

Edit to the beat

https://www.youtube.com/watch?v=1G4isv_Fylg&list=RDGMEMQ1dJ7wXfLlqCjwV0xfSNbA&start_radio=1&rv=-8VfKZCOo_I&ab_channel=Coldplay



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Sometimes (depending on the music) keeping consistency is not easy and we may need to change the length of the edit often.

Let's practice it!

In this folder:

<https://drive.google.com/drive/folders/1o6U10ej5aVpYviHF0b6XOxcmYu7nivmZ?usp=sharing>

You will find two music tracks and video clips.

The aim is to create two videos, using the same clips, and edit them differently depending on the music.

The first video clips will match the beat on the first music track and the second video, the music of the second track.