



CAREER DEVELOPMENT EVENTS

Agricultural Communications

VIDEOGRAPHY PRODUCTION

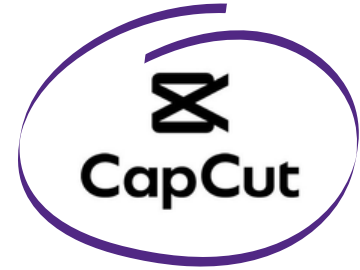
INTERACTIVE COMPONENT

Videography

INTERACTIVE COMPONENT

MAKING A CAPCUT VIDEO

The goal of this interactive component is to utilize the free online tool, CapCut, to produce a video. Watch the following tutorials to learn the basics and then use the attached resources to create your own video or follow along with the steps below to create a similar finish product as the attached final video.

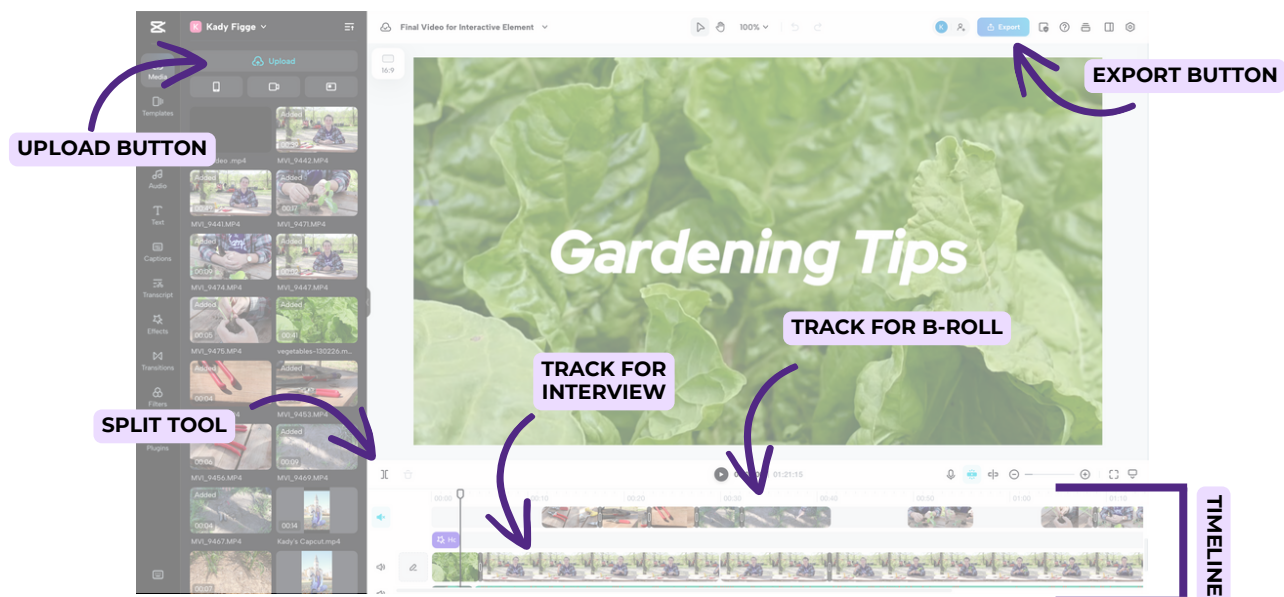


CAPCUT TUTORIALS

- <https://www.youtube.com/watch?v=1xEDL7ZF97c>
- <https://www.youtube.com/watch?v=K-FJlc93RqE&t=67s>
- https://www.youtube.com/watch?v=hy4EbJE_wNI

CREATING A VIDEO USING THE ATTACHED RESOURCES

1. Import videos.
2. Place the intro video clip at the beginning of the timeline and then place the interview clips in sequential order.
3. Clip the intro video to about 5 seconds and the interview clips as needed using the split tool.
4. Place the b-roll clips on the track above the interview clips in the order in which you prefer and clip as needed.
 - **HINT:** Use b-roll that complements the interviewee's words.



Videography

INTERACTIVE COMPONENT

MAKING A CAPCUT VIDEO CONTINUED

5. Mute the track with the b-roll on it by clicking the sound button to the left of the track.

6. Add text to the into clip to create a title.

- The final video resource uses:
 - Text: Gardening Tips
 - Font: RedHatDisplay-BoldItalic
 - Font Size: 16

7. Add text to the first interview clip with a background to create a lower third.

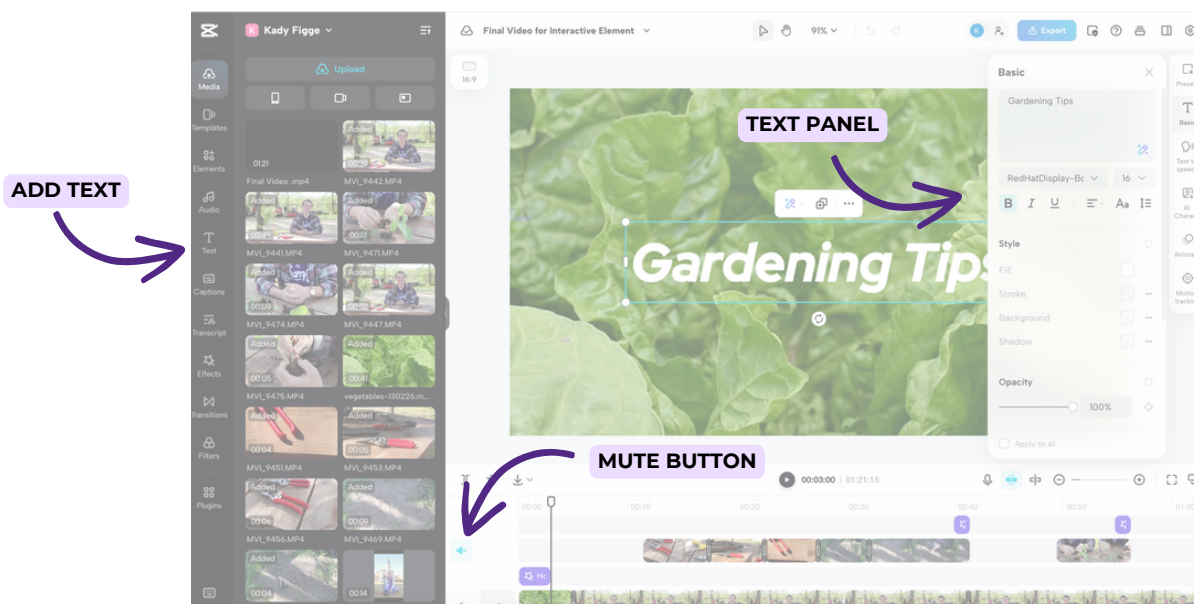
- **LOWER THIRD:** a combination of text and graphical elements placed in the lower area of the screen to give the audience more information.

- The final video resource uses:

- Text:
 - Jack Fritschie
 - Willow Lake Student Farm Club President
- Font: Default
- Font Sizes: 16 & 13
- Background: Grey & 84% opacity



LOWER THIRD

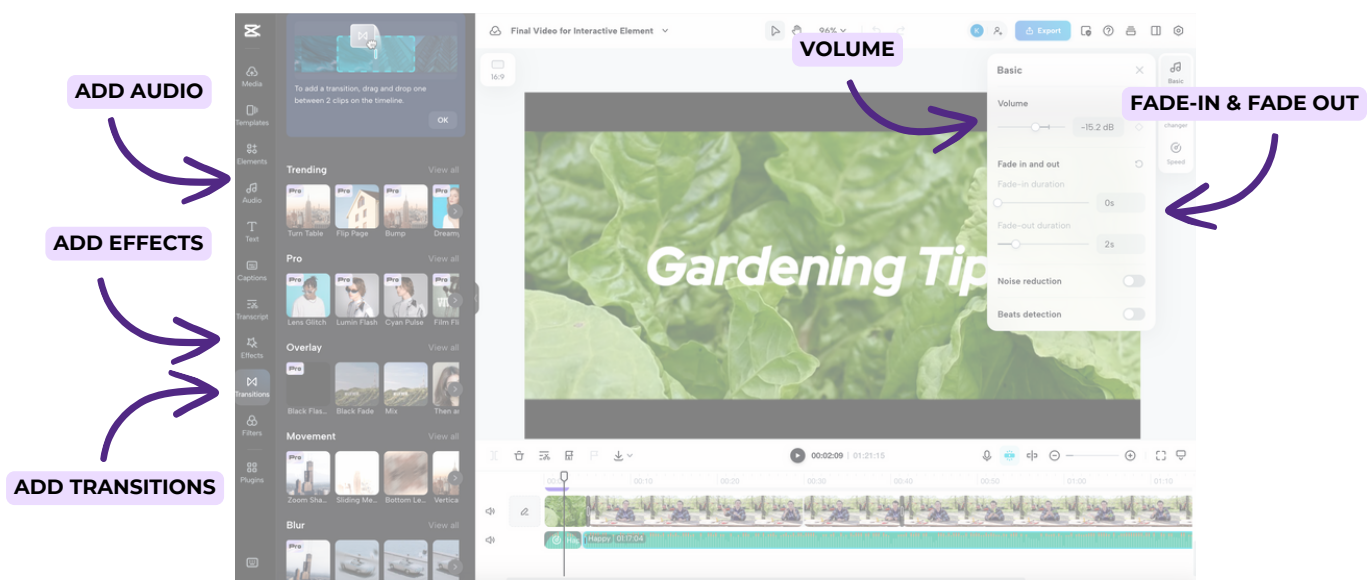


Videography

INTERACTIVE COMPONENT

MAKING A CAPCUT VIDEO CONTINUED

8. Add transitions between the clips by using the transitions in the left side panel.
9. Add an opening clip at the start of the sequence and before any b-roll clips by utilizing the effects in the left side panel.
10. Add a closing clip at the end of any b-roll clips by utilizing the effects in the left side panel.
11. Add music by utilizing the audio feature on the left side panel and clip the length to match the length of the interview clips.
 - The final video resource uses:
 - Audio: Happy
12. Split the music before the interview and lower the volume of the larger audio clip so the interviewee can be heard. Also, use the fade-out duration on this clip.
 - The final video resource uses:
 - Volume: -15 dB
 - Fade-out duration: 2 seconds



Videography

INTERACTIVE COMPONENT

MAKING A CAPCUT VIDEO

13. Use the fade-in duration and fade-out duration tools on the smaller audio clip.

- The final video resource uses:
 - Fade-in duration: 2 seconds
 - Fade-out duration: 2 seconds

14. Export the video.

- The final video resource uses:
 - Resolution: 720p
 - Quality: High quality
 - Frame rate: 30fps
 - Format: MP4

