


PRODUCTION FLOW WITH WEVIDEO

Before you begin: Create an account on [WeVideo](#). WeVideo is a browser-based video editor, so you will need an Internet connection when you're working. You must use [Google Chrome](#) for an optimal editing experience.

If your Internet connection is very slow or if you have an old computer, you may find WeVideo to be sluggish or unpredictable. If you're getting lots of error messages, you might want to move to a different machine or location to do your editing.

** Note that while editing, you may see—especially if you're working on an older machine or over a slow Internet connection—a low-quality preview in the preview area as you work. Your photos may look blurrier than the originals, and your audio may sound less robust. Don't worry: this is just the software serving lossy versions of your media, so as to keep the editing speedy. **The high-quality of your media will be restored when you 'finish' or publish the final video.**

Step 1. Gather your media. You'll likely have 1-3 unedited voiceover files, plus 20-30 digital images, selected through a storyboarding process. Your voiceover will ideally be in wav format; your images can be jpeg, png, gif, or tiff. Typically, you'll wait until later in the editing process to find a music track.

Step 2. Visit the "WeVideo Academy" on YouTube, at <https://www.wevideo.com/academy>. Watch "Create a personal narrative with WeVideo" for a very helpful orientation to the editing process: <http://bit.ly/wva-narrative>. As you move forward with your project, the videos in the "Basic Editing Features" and "Advanced Editing Features" sections will be helpful. Note also that you can access these videos as you work by clicking on the help icon at the top of the screen. 

Step 3. Create a new Project.

- After logging in, hit the "+ Create New" box.
- Select the "Project" option, when asked if you want to create a video or project.
- Give your video a descriptive title, e.g., Lisa Story, and select the "Collaborative" project type.
- Click "Invite with Link."
- Click "Next" when prompted to Add media.
- Copy the link in the box and email it Lisa.
- Click "Finish." Lisa will now be able to see your project, give feedback, and add media.

Step 4. Create a Video Edit.

- In your Project, under the Edits space (see left sidebar), click the Green “START” button to create a new video edit.

Step 5. Give the video a unique name. Your video has a default name of “Untitled video” (visible under the WeVideo logo. You can rename it in the editing interface by clicking the title



and giving the project a new name. I’d recommend naming with your name plus a version number (Lisa-v1).

Step 6. Upload your media. Look for the MEDIA sidebar on the left side of the screen, and click on the folder labeled “Project media”: this is where you’ll upload project photos and audio, so that those files can be available to all who edit the project. In this space, click the green upload button




, and upload your photos and, if appropriate, voiceover. If Lisa has your voiceover recording, she will upload it to this “Project media” folder.

Step 7. Edit your voiceover. Be sure that you’re in Timeline mode, which you can check by clicking






the ‘hamburger menu’ directly under the WeVideo logo: if you’re in Timeline mode, that option will be lighter blue (you do not want to be in Storyboard mode, which has limited editing options).

Also, be sure you have headphones on when you start audio editing.


1. Drag the voiceover track into the Audio 1 track.
2. If you have done multiple recordings, drag each into a separate audio track. If you need to make additional tracks, click the grey + symbol just above the top track.
3. Mute all tracks you don’t want to listen to by clicking the small hamburger menu in the track and selecting the “Mute track” option. Listen to each track with a pen in hand, noting times that you’d like to cut/keep.
4. Begin to edit your audio. There are two basic moves you’ll make to do this editing. One is to split tracks by positioning the playhead close to the start of where you’d like a cut to happen and, being sure the track is selected, hitting S on your keyboard; the other is click and drag in the ends of a track, effectively removing any audio that you drag over.
5. As you work, be sure to zoom in to make tight edits, using the zoom slider at the bottom right of the interface.  Zooming toward the plus sign will allow you to see more clearly where waveforms start and end.

6. A few notes: be sure to leave about 3 seconds of ‘room tone’ at the start of your voiceover, for the title card to play over, and about 5 seconds at the end, for your credits to play over. It’s also useful to have a separate clip that contains a bit of room tone at the end of the file, which you can duplicate (by holding the SHIFT key and dragging out a copy of the clip) and insert into places where you’ve hurried through the voiceover.
7. You can fade audio in and out by clicking on the hamburger menu to the left of the track and selecting “Show levels” (if you only see “Hide levels,” this feature is already turned on). Then, click on the blue volume line to add adjustment points, which can be dragged down (lowering the volume) or up (raising the volume).
8. Once you’re relatively happy with your edits, lock the audio tracks by clicking the track’s hamburger menu and selecting “Lock track.”

Step 8. Begin placing your images in order.

- Drag images from the media picker area at the top of the screen into the Video 1 track in WeVideo, leaving gaps where you’re missing images.
- Drag on the right edge of an image in the timeline to lengthen or shorten its duration on the screen. To move an image to another position in the timeline, click on it, hold, and drag. As you work, be sure to zoom in to make tight edits: 
- Zooming toward the plus sign will make it easier to make slight changes in duration.
- If individual images need to be moved within the frame, this can be done by either double-clicking the image in the timeline, or clicking once to select the image and then clicking the Edit button  at the top of the selected clip, followed by the Transform button .
- Don’t be too obsessive about getting the timing perfect. When you add your transitions, you’ll throw the timing off. So any work you do to perfect timing before adding transitions will be lost.

Step 9. Create a title card and credits slide. You can use text slides to display a title and credits.

- If you haven’t left room at the start of your video for a title card, push all of your media about 3 seconds down the timeline by hitting CMD-A (Mac) or CTRL-A (PC) to select all the media, and then drag everything to the right.
- Click on the Text icon , select the text or annotation style that you want to use (it’s easiest to use “Text” for both the title card and credits), and then drag the thumbnail it from the media picker into the timeline. Note that WeVideo defaults to 8-second-long text slides – you’ll definitely have to shorten those in the timeline.


You can edit, rotate, and make other manipulations to text slides by double-clicking on the slide in the timeline and making changes in the edit window that opens.

To move the text to a different part of the slide, click on the text in the video preview window and drag to your desired location.




- The easiest way to create credits is to make several text slides. Typically, digital stories will have a Photo Credits slide, a Music Credits slide, and, optionally, a Thank You slide. For photos and music, list all media you got from online sources in a way that links the name or screenname of its creator to a particular photo, e.g., Clouds, MC Smith; Classroom with desks, jjrunner88. Typically, list media in the order of appearance in your story. Add crossfades or dip-to-black transitions between the credits slides.

Step 10. Ask a peer and/or Lisa to take a look at your rough cut. Before you begin to make finesse edits, it's good to get another set of eyes on your project. Often, people who are not as familiar with your story will give very helpful advice at the rough-cut stage, especially about speed and pacing. You can invite a reviewer to the project by returning to the My Projects space, right-clicking on your project name, and selecting Invite to Project.

Step 11. Add transitions between images.

- Click the Transitions button , drag a transition between two clips, adjust its size/duration as you would adjust any clip, by dragging out an edge. Note that transitions will throw off your timing, so you'll need to readjust that.
- If you want to replace one transition with another, just drag the new transition on top of the transition you want to replace in the timeline; this will automatically replace the original transition.

Step 12. Begin to make finesse edits to images.

- Polish images: double-click images that do not fill the frame or that need to pop a bit more, then click the Transform button  to scale the image, or the Color button  to adjust the brightness and saturation.
- Add pan-and-zooms: double-click an image, then click the animation icon  and set your Start and End points.

Step 13. Add music. Find a music track (see separate handout on how to do so), upload it into the Project media folder, drag the music into a new audio track (create the new track by clicking the + icon just above the tracks, on the left side). You'll want to turn down the volume on the music track, too. Oftentimes, music tracks will need to be looped or edited a bit, in order to match the length and tone of the narration.

Step 14. Publish! When you're done with your story, you need to publish it, converting the project into a file you can watch in a media player, upload to YouTube, etc. NOTE: It will take a while to publish your video, depending on how many people are ahead of you in the export queue. To be safe, you should export at least 2 hours before you need the published video file.

Another note on Exporting: most WeVideo licenses have a limit on the available export time. Be mindful of this (avoid unnecessary exports).

- With your project open, click on the "Finish" button in the black menu bar at the top of the screen.
- Set a representative title for your project.
- Select "1080p HD" quality. There is a Public/Private button below the quality options, which should be clicked into the red lock position, denoting the video is Private. If it says Public, click the lock to make your video private (meaning it won't be visible to other WeVideo users outside of our group).
- Click the blue "Finish Video" button.
- Once you get an email message that the video is published, it should be in your "Videos" area in WeVideo (see main, top menu), where you can double-click on the icon to watch, download, and share. Note that if you want to share to social from WeVideo, you have to make the video public. An alternative would be to publish from WeVideo to YouTube or Vimeo and share the video from there, or, to download the finished video, and upload directly to a shareable platform.
- After your video is published, it will also appear in my video collection, and I will move it into a class playlist in the "Gallery" space of WeVideo. You can view that playlist by clicking on the "View Live Gallery" button in the left sidebar in your "Videos" area.