

10 Rules for Editing a Great Video

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1. **Be Ruthless:** Remember that a goldfish has a 10 second attention span, and the average adult viewer has a 3 second attention span. Keep what's absolutely necessary to telling your story.
2. **Aspect Ratio:** The height and width of your viewing screen. If you're shooting in HD, or if your video will end up on YouTube, use 16:9 ratio. Remember that your videos will be shot in HD and that Library ProKits uses YouTube to store their videos, so this is the preferred aspect ratio.
3. Remember to have a point to your video, and make it clear.
4. Music can make or break your video: Check to make sure that your music is copyright free! If you're looking for copyright free tunes, check out SoundCloud via [Creative Commons](#).
5. Use transitions and special effects sparingly: They're old school and really just take up valuable amounts of your viewer's attention span.
6. Titles: Use them when they are needed and make sure that they are carefully crafted. Don't let your video be a joke due to poor language choice. Remember, too, that some humor is very easily experienced in person, but video leaves a lot of room for interpretation.
7. Save, and save often: Save your work in progress
Export or Publish: Puts the file or movie out there into the world whether it's final or not.
8. Make sure you're saving/exporting/publishing in HD: 1920x1080
9. YouTube Tricks and Tips:
 - .mp4 is the best choice for file type (will also accept .mov, .wmv, .avi, .mpg4, .flv)
 - H.264 ([video compression format](#)--encoded/decoded by a [codec](#))
 - AAC-LC ([advanced audio coding, low complexity](#))
 - Write a good description, include contact information, links and other important

details. Tag Carefully and think about whether or not you will accept comments on your video.

10. Be inspired by other people's work: It's okay to hop on a craze at the height of its popularity. But, it's also okay to look at the simple things libraries are doing for their populations every day.