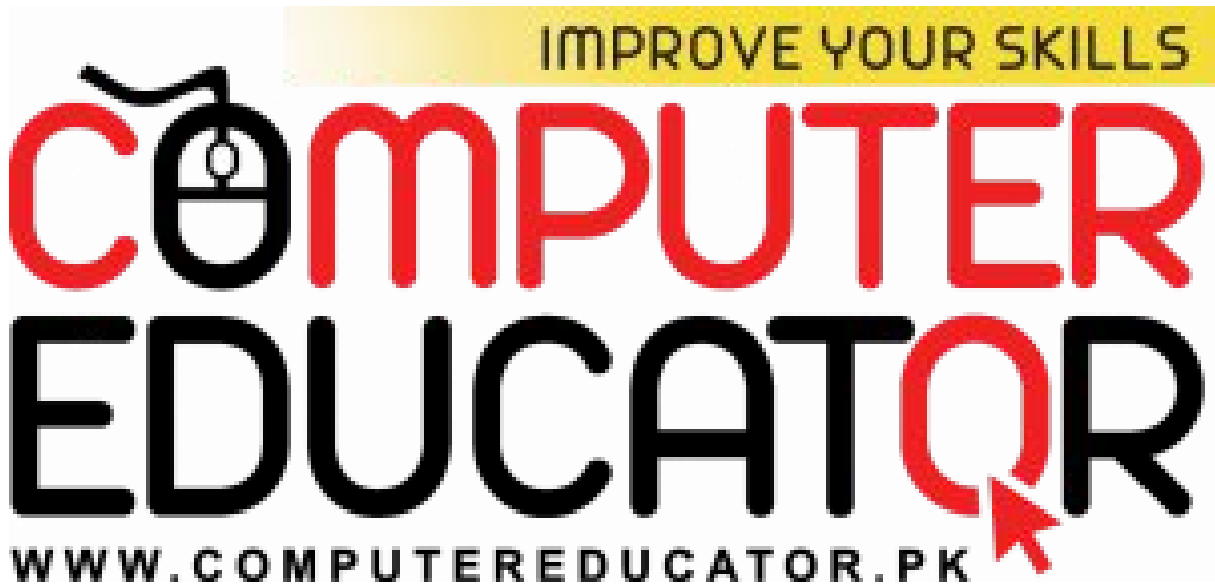


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Video Editing Course Outline

Duration: 1.5 to 2 Months | **Level:** Beginner to Intermediate | **Mode:** Online / On-Campus

Chapter 1 Fb Area: 0310-6000074

Chapter 2 Gulshan-e-Iqbal: 0311-2154111

Chapter 3 North Karachi: 0319-1114011

Module 1: Introduction to Video Editing

- What is video editing?
- History and evolution of video editing
- Types of editing (cinematic, vlog, short form, commercial)
- Roles of a video editor in media and marketing
- Video formats, resolutions, frame rates
- Basic editing workflow and planning

Module 2: Tools & Software Overview

- Introduction to editing software:
 - Adobe Premiere Pro (primary)
 - CapCut (for mobile & short-form content)
 - Adobe After Effects (basic intro)
- Overview of file types: MP4, MOV, AVI
- System requirements for editing software
- Organizing project folders and media assets

Module 3: Basic Editing Techniques (Premiere Pro / CapCut)

- Importing media into timeline
- Cutting and trimming clips
- Adding transitions between clips
- Working with multiple layers of video
- Syncing audio and video
- Adjusting volume, fade-in/out effects
- Basic text overlays and lower thirds

Module 4: Visual Design & Graphics

- Adding titles and animated text
- Creating intro/outro screens
- Using templates for speed

- Understanding safe zones & text formatting
- Creating branded elements (logos, colors)
- Adding emojis, stickers, and GIFs for reels

Module 5: Audio Editing

- Cleaning up audio and removing background noise
- Adding background music and sound effects
- Volume balancing and keyframe automation
- Using royalty-free audio (YouTube Library, Artlist, etc.)
- Syncing music beats with video cuts

Module 6: Effects & Transitions

- Applying built-in video effects
- Smooth transitions (zoom, swipe, cross dissolve)
- Speed ramping and slow motion
- Creating cinematic color grading
- Light leaks and overlays
- Using LUTs (Look-Up Tables)

Module 7: Motion Graphics & After Effects (Intro Level)

- Basic intro to Adobe After Effects
- Creating simple animations
- Motion tracking basics
- Logo animation
- Animated text intro and lower thirds

Module 8: Social Media Video Editing

- Editing for Instagram Reels, TikTok, YouTube Shorts
- Vertical vs. horizontal formats
- Using CapCut for short-form content
- Trend-based editing techniques
- Captions, auto-subtitles, and emojis
- Video hooks and attention-grabbing intros

Module 9: Exporting & Uploading

- Export settings for different platforms (YouTube, Instagram, etc.)
- File compression without quality loss
- Best formats for web and mobile
- Uploading to YouTube/Instagram with thumbnails
- Scheduling posts and video SEO basics

Module 10: Portfolio, Freelancing & Final Project

- Creating a video editing portfolio
- How to get video editing jobs on Fiverr, Upwork
- Setting pricing and packages
- Client communication & revision process
- Final project: Edit a YouTube vlog or promo video
- Presentation & feedback

Bonus Tools & Resources

- Free stock video sites (Pexels, Pixabay, Mixkit)
- Royalty-free music platforms (YouTube Audio, Bensound)
- Text & font animation packs
- Transition pack templates

Thank You For Reading

Chapter 1 - Fb Area:

0310-6000074

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