

One-Sheet: Editing Research Videos

Video editing can allow stakeholders to view important highlights from your research interviews without getting distracted.

The goal today is to make a short highlight video available to other company employees with just a click.

To accomplish this, we need to:

1. Choose a place for your video-making resources to live.
2. Download the full interview video.
3. Select the parts you want to highlight.
4. Find a video editor.
5. Make your clip.
6. Upload it to the company cloud.
7. Share it!

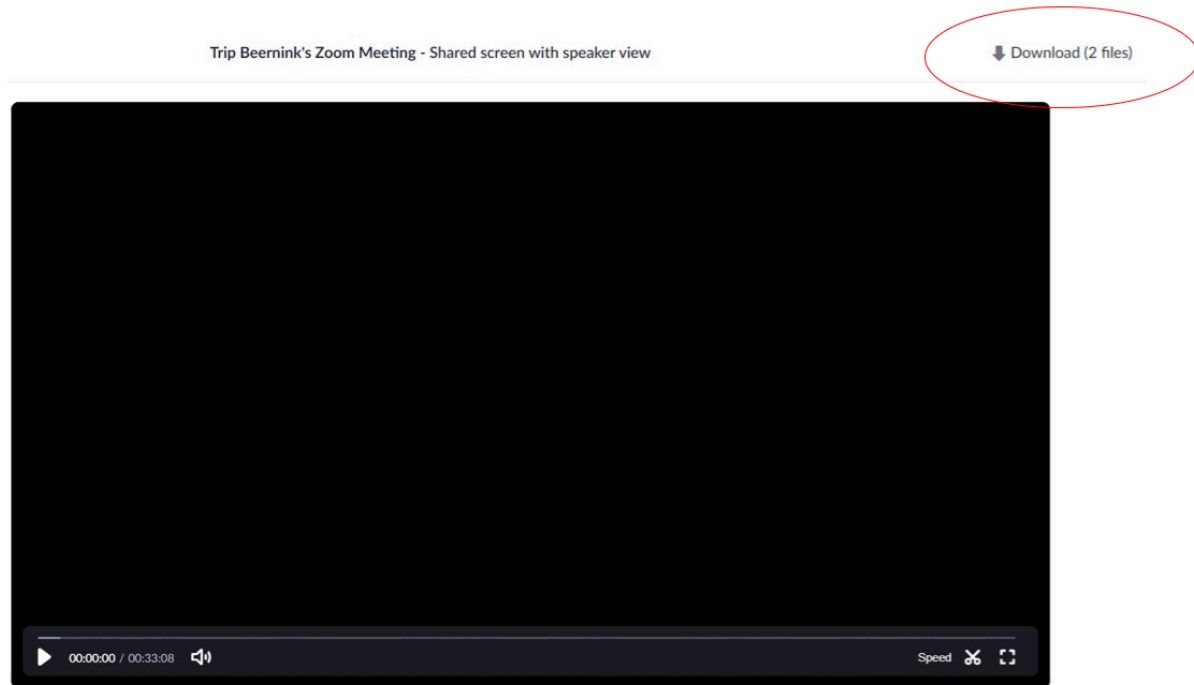
Step 1: Choose a place for your video-making resources to live.

A decent place to start is a research folder on the desktop.

A screenshot of a file explorer window showing a breadcrumb path. The path starts with a yellow folder icon, followed by the text "> This PC > Desktop > Research Videos >". The text is in a light gray font, and the entire path is enclosed in a thin gray border.

Step 2: Download the Full Interview Video.

Zoom allows their recordings to be downloaded using a button in the upper right corner. Sometimes it will include a transcript or an audio-only file along with the video file.



The transcript can be helpful. You can search it for words or phrases, then check the timestamp to get a general idea of where to look for your highlight.

You can discard the audio files if you wish.

1. Download the files from Zoom.
2. Move the files you wish to keep into your research folder.

Step 3: Select the parts of your video you want to highlight.

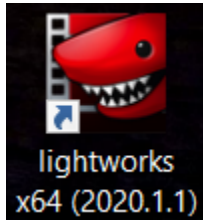
Once you have the full video (and hopefully a transcript),

1. Search the transcript (if you have it) to find the ballpark timestamps.
2. Use your computer's built-in media player to find the exact timestamps of the starts and stops in the highlight clip. It is much faster for the computer to do this step in its default media player rather than within the video editor. Once you are in the editor, you will want to be able to jump to the exact right times.

Step 4: Find a video editor.

Some computers may come with software that is able to make video clips. Other computers will require you to download additional software. There are many video editing tools out there. One possible free choice is Lightworks. It has plenty of functionality for research purposes.

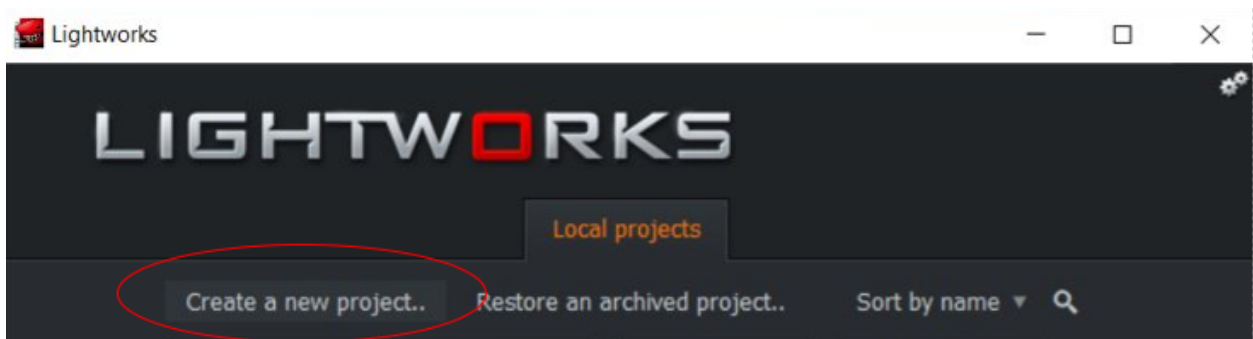
You can find it here: <https://www.lwks.com/>



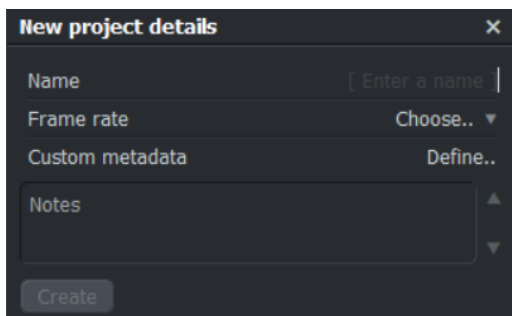
Step 5: Make your clip.

This is a long step.

Open up Lightworks and click “Create a New Project”

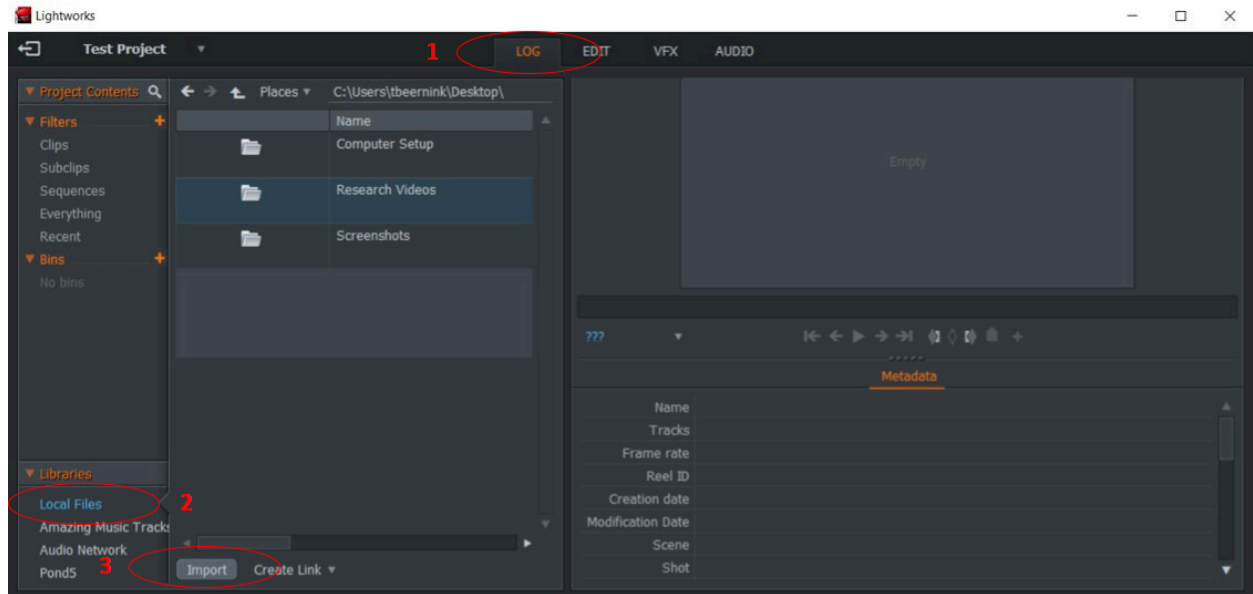


Name your project, set the frame rate (auto is fine), and write a description if you like. Then hit “Create.”



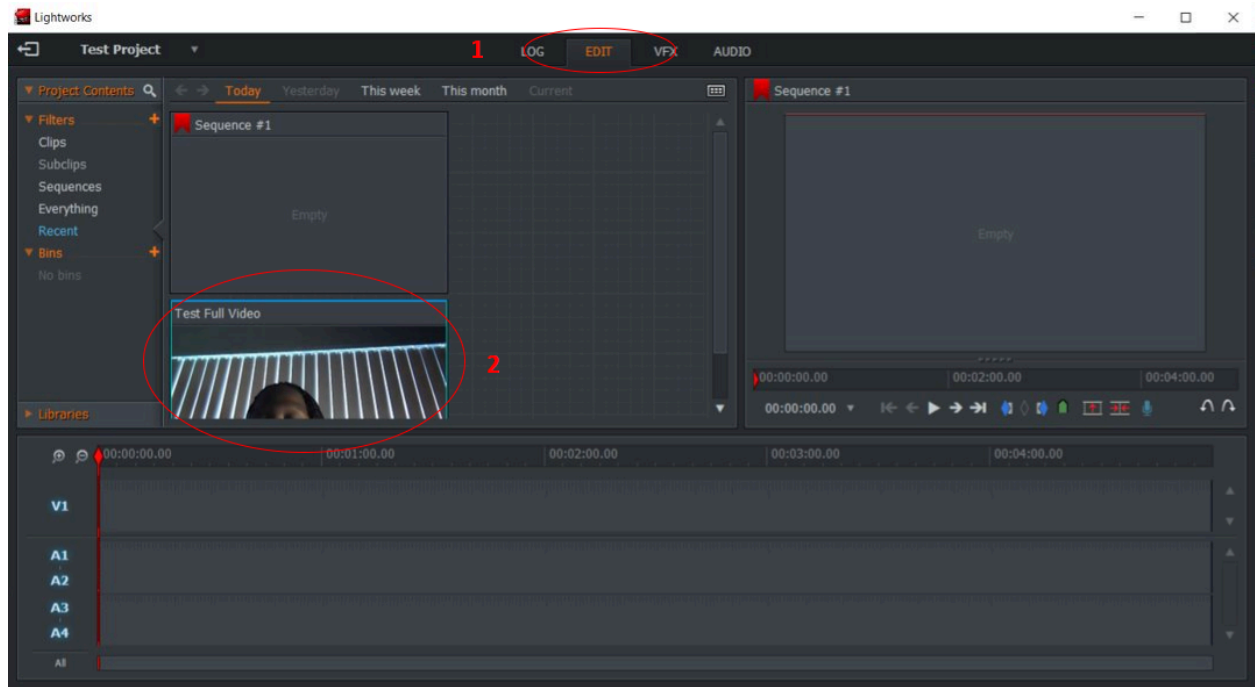
Once you have created a project, you have to import your video to edit it.

1. Make sure you are on the “LOG” tab on the top of the screen.
2. Click the “Local Files” button, navigate your file architecture, and select the full video file you want to edit.
3. Once you find and select the video file, click “Import” to use it in Lightworks. It only takes a few seconds and does not notify you when it finishes so feel free to proceed.



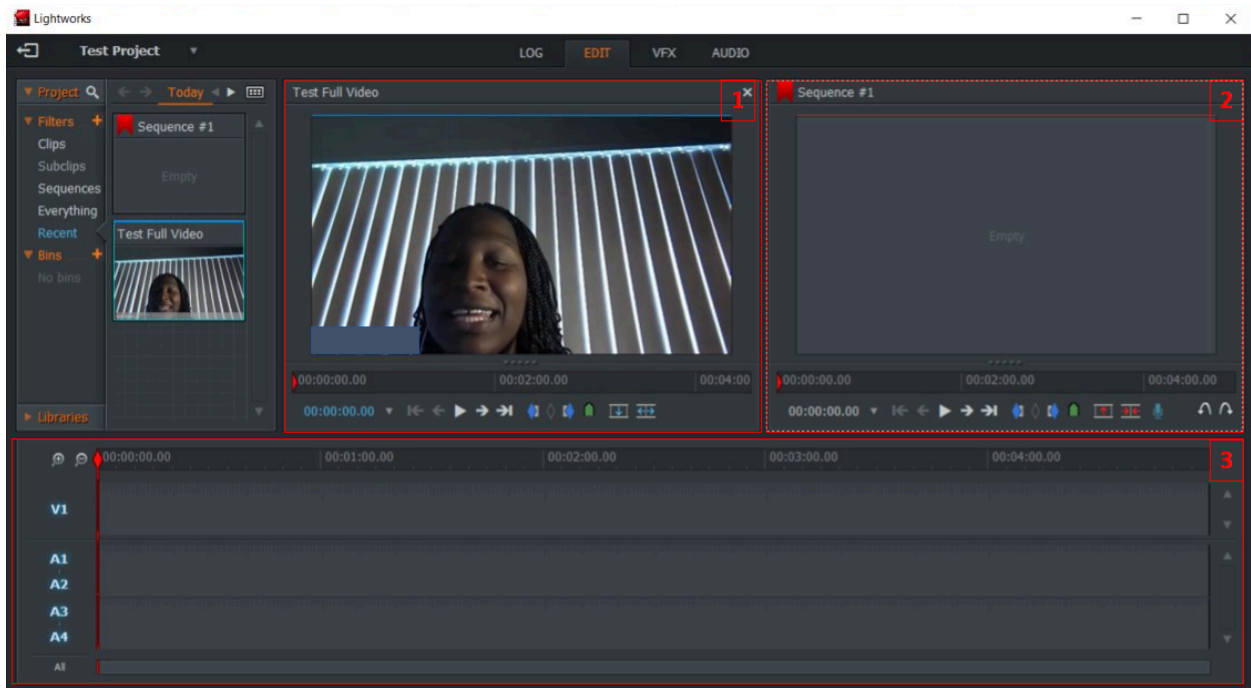
Next, load the video.

1. Switch over to the “Edit” tab.
2. Select the full video clip you just imported by double-clicking it. It should be in the “Recent” files box around the middle / left of the screen.



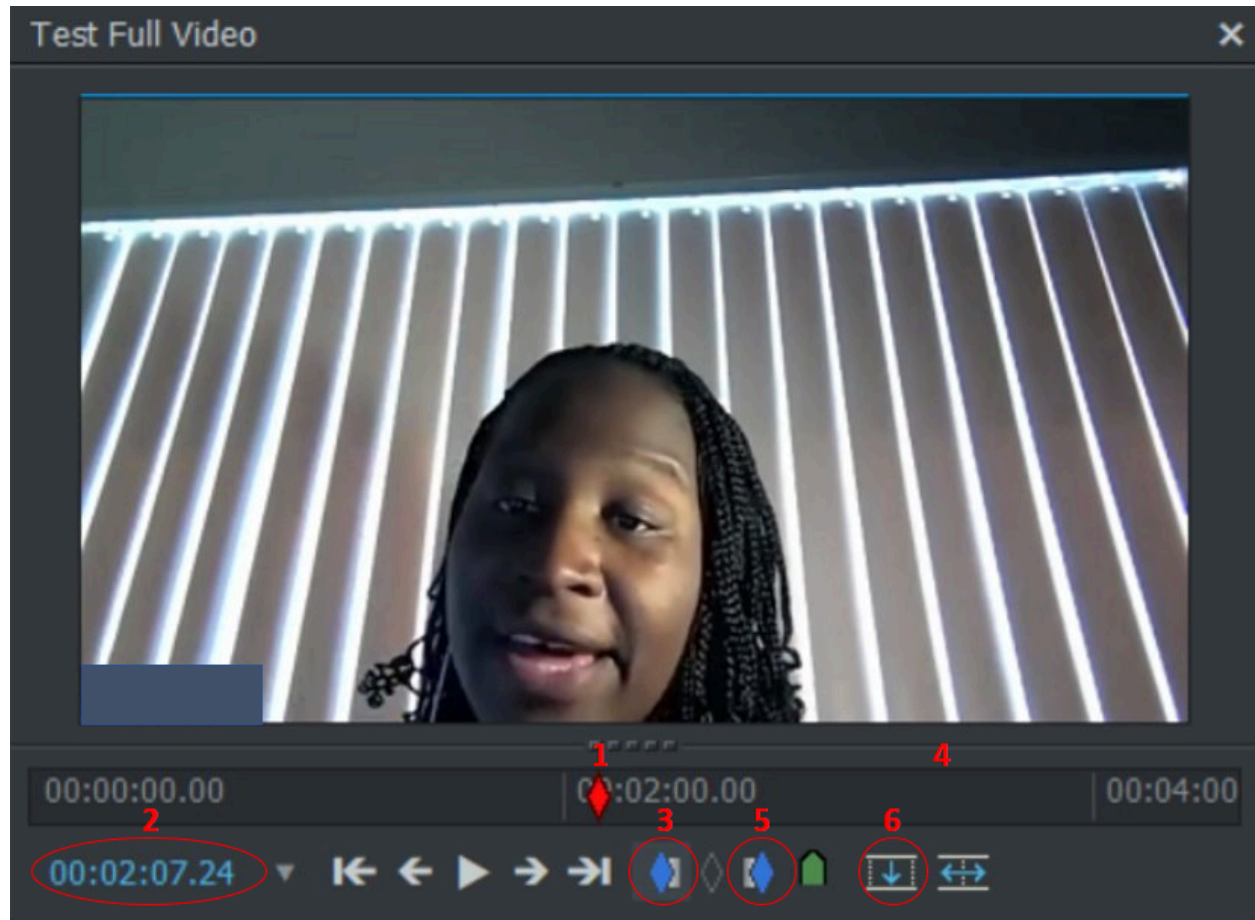
Once you have double-clicked it the screen will change slightly, revealing a new panel. There are 3 panels on this screen that matter to us.

The first panel is where you select the sections of footage you want to use. The second panel is where you can see the finished clip you create. The third panel on the bottom is where you can adjust the multiple pieces of footage, audio, and visual effects pieced together.



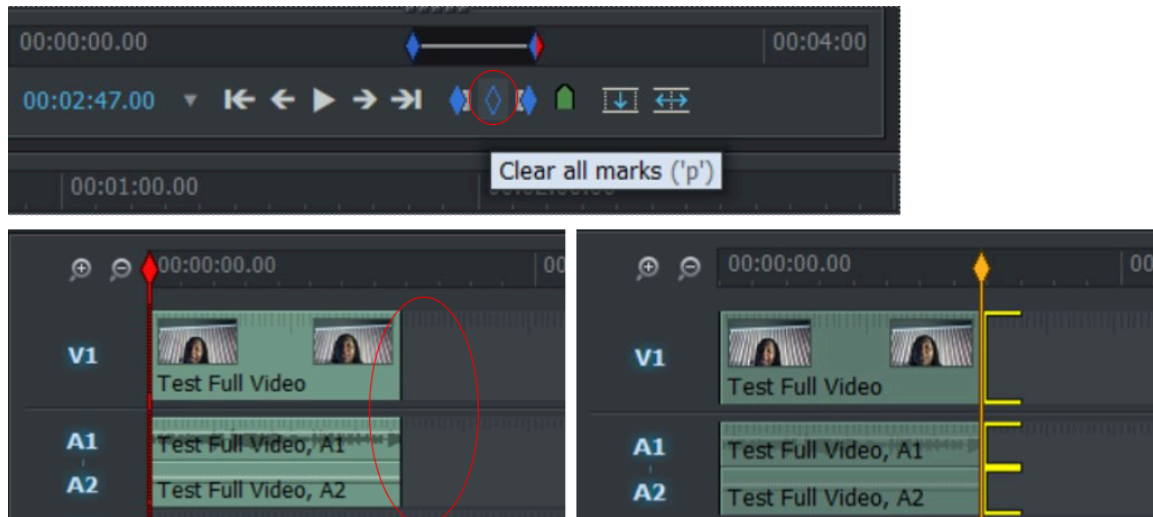
Now form the Highlight Clip.

1. Click on the time bar in panel 1 (below) to estimate the starting position of the clip.
2. Hold down the left or right arrow keys to move the slider by smaller increments. You will want to locate the exact position where the clip starts. The time stamp below indicates 0 hours, 2 minutes, 7 seconds, and 24 frames.
3. Click the blue diamond marker on the left to mark the starting point of the clip segment.
4. Click on the time bar again to locate the end of the clip. Use the arrow keys again to precisely move the slider.
5. Click the blue diamond button on the right to mark the end of the clip segment.
6. Once both blue markers are on the time bar, use the “replace” button (circled below) to insert the selected segment into the finished video. It will show up in the right panel and the bottom panel.



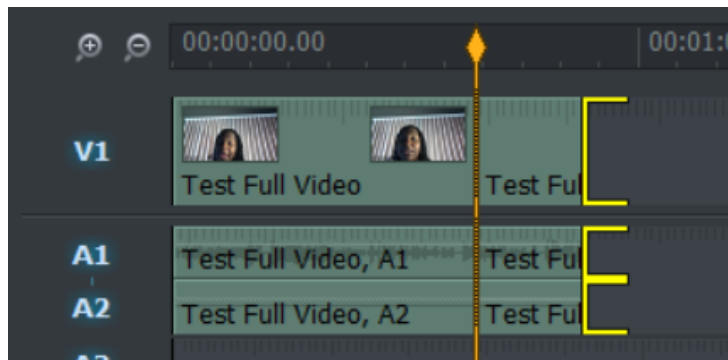
Let us assume you want more than one clip segment pieced together in the finished highlight.

1. If that is the case, you will need to delete the markers that you just made using the “Clear all marks” button.
2. After this, you need to tell your video editor where you want the next segment to go. It will insert the segment to the right of the tall progress line (connected to the red or yellow diamond) in the bottom panel. By default, this line is at the start (on the left). To tell the program you want to put the next clip at the *end*, click the empty space right after the end of your first segment (circled below). The large progress line should turn yellow, jump to the right of the first clip, and have some new yellow brackets next to it.



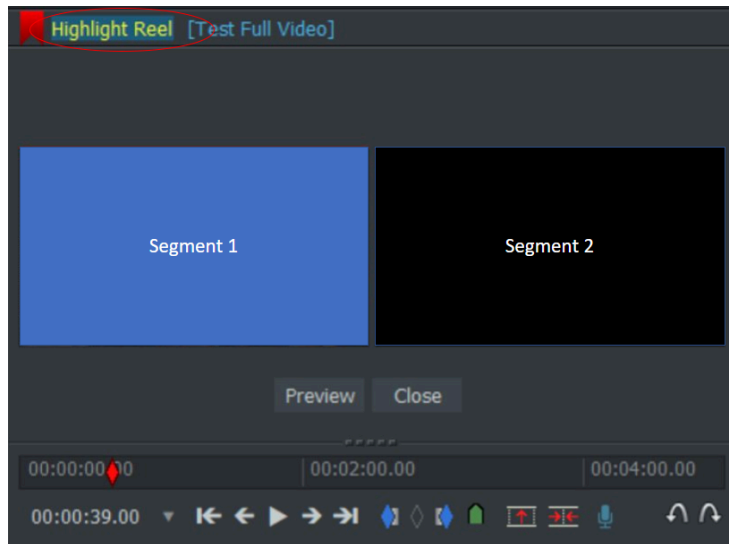
Now, repeat the 6 steps for making your highlight clip. This time when you click “Replace,” the new segment will be inserted *after* your first segment.

Now it looks like this:

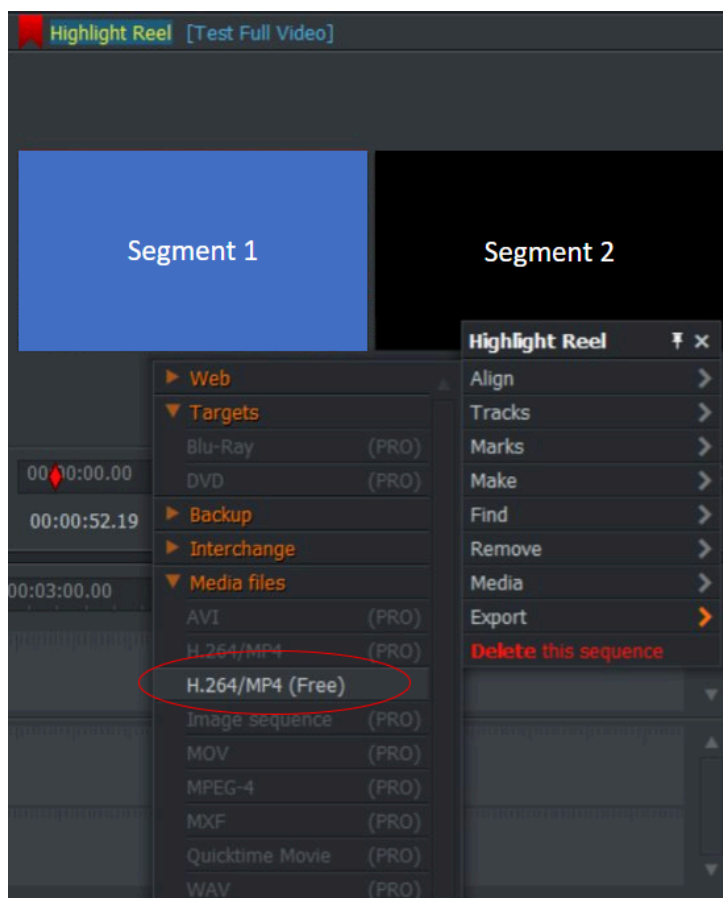


Your clip is ready! Time to save it and export.

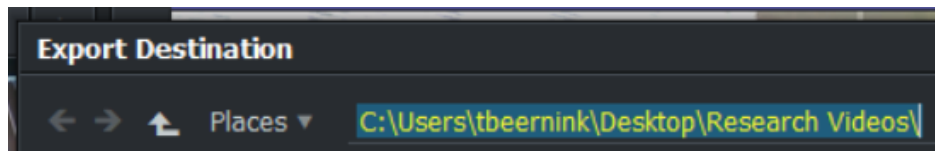
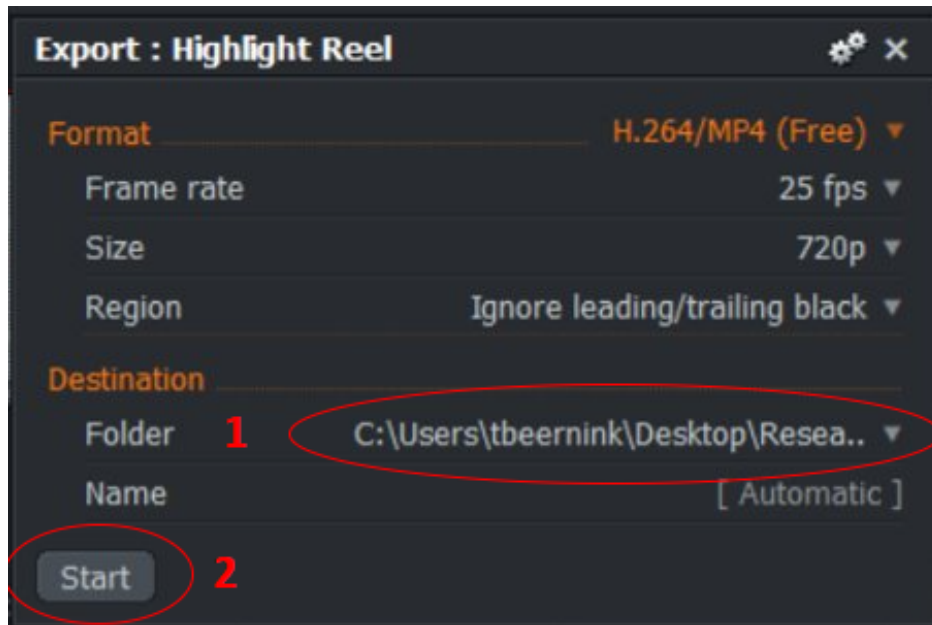
Look at the RIGHT panel in Lightworks. It will now be made up of 2 video segments and a control bar that is like the one in the previous panel. You can click on the header and change the name of the file. I changed the name so that the file will be called “Highlight Reel.”



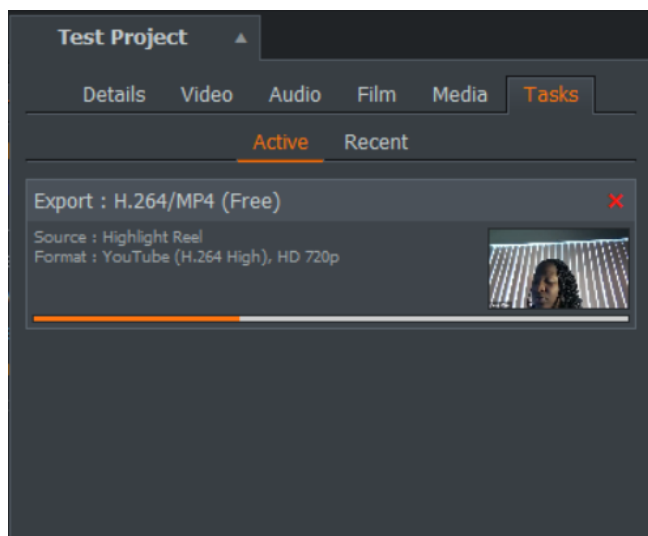
Right-click on the thumbnails in the middle of this panel, mouse-over the “Export” option, and select the “MP4” format.



Select your export destination and click “Start”



The export might take a up to 5 minutes for a 20-minute clip.

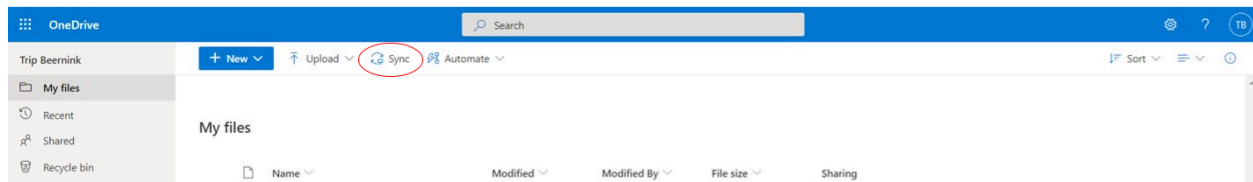


Step 6: Upload the Video.

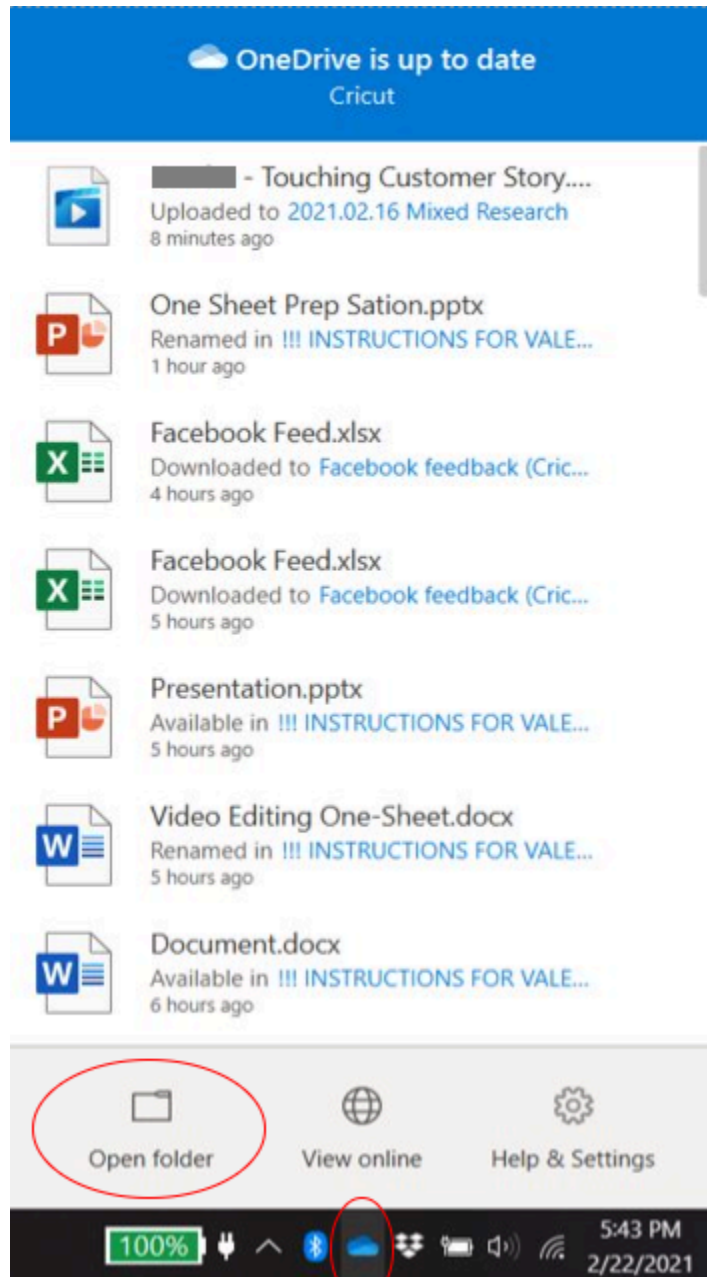
Now that the highlight video is on your computer, you can upload it to a place where others can view it. The intended audience for this research video is company employees, so we will upload it to Microsoft OneDrive.

Research video clips of this type are usually between 30 and 150 megabytes. Web browsers often fail or time-out before they can make it through an upload of this size. Luckily, OneDrive has a “sync” feature. This copies the contents of your OneDrive “My Files” section to your computer and connects them. You will be able to copy large files to this folder. Even if it takes hours, your computer will usually be able to upload large files this way.

1. Open OneDrive in your web browser.
2. Make sure you are in the “My Files” section.
3. Click the “Sync” button to set up a repository on your computer. Choose a location for it to live, then wait for it to initiate.
4. Choose to put a shortcut in your toolbar if OneDrive gives you the option.



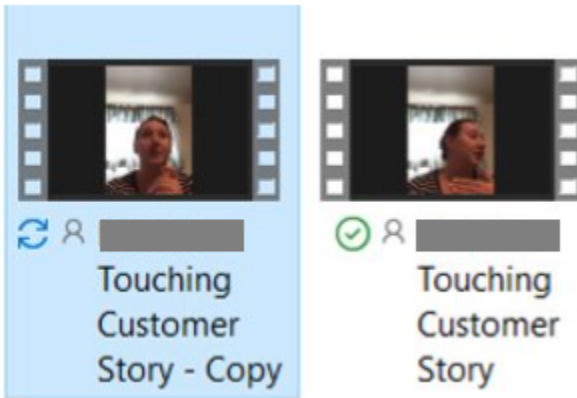
Once it sets itself up, you can access the sync feature through a button on the (bottom of the screen on Windows or top of the screen on Mac OS). Here you can check the status of your uploads or open the repository in your files. You can also find the folder through your file system, of course.



You are now ready to copy and paste your video files into your synced folder.

Here, I pasted a copy of one of my videos in my synced folder. You can see the syncing symbol on the file that is currently uploading.

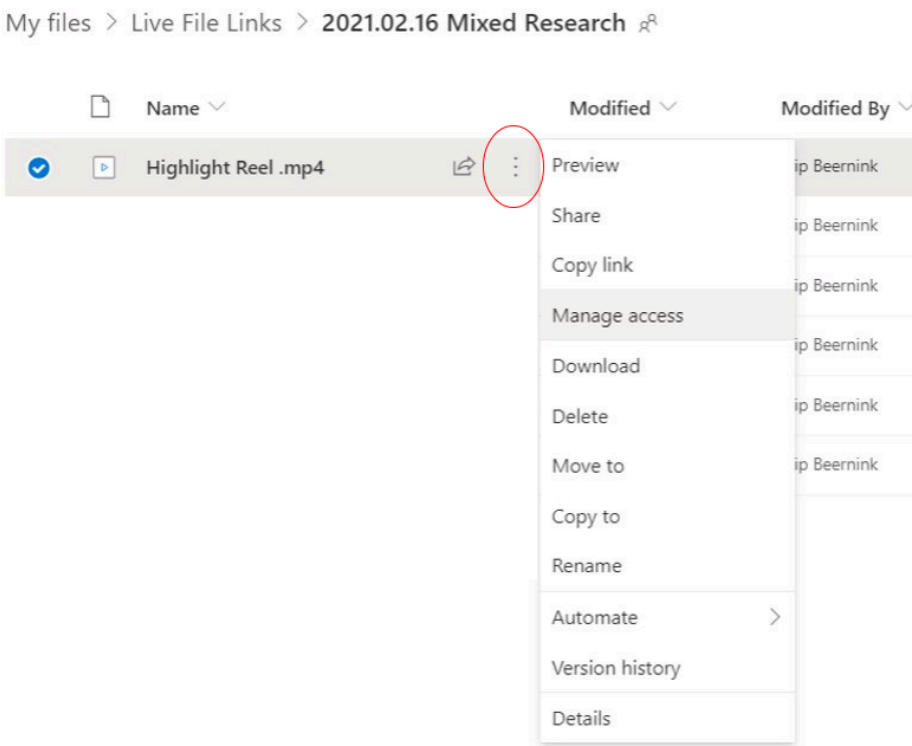
Even though this is a better way to upload, it may take upwards of an hour for a long clip if you have poor internet connection.



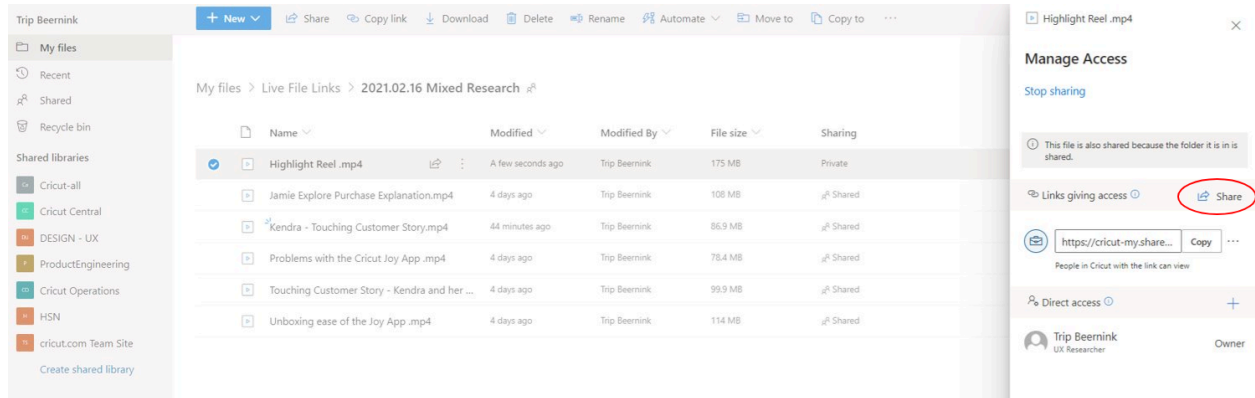
Step 7: Share your videos.

Once your upload is complete, use your *web browser* to open OneDrive. Navigate “My Files” to find the video you wish to share.

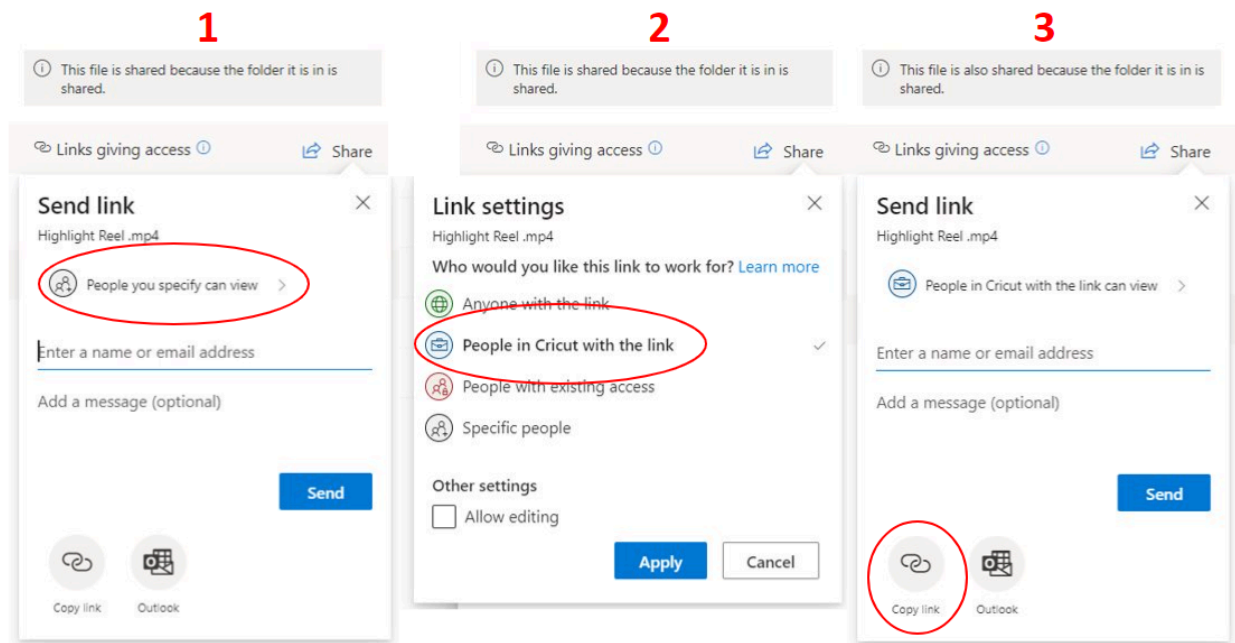
Click on the 3 little dots and select “Manage Access.”



The “Manage Access” panel is created on the right. Find the “Share” button and click it.



Then, make sure that the “People at company with the link” is selected.



Congratulations! Your colleagues can click this link to watch your highlight clip! Paste it into a research document or just send the link!

