

DAY 3 VIDEO CREATION & EDITING WORKBOOK

Create and Edit Your Video With Simple, Easy-to-Use Tools

For Artists and Authors

Watch the complete lesson first. Then use this workbook to plan, create, edit, and prepare one short video. You do not need expensive equipment or complicated software. Your goal is to create a clear and meaningful video using the tools available to you.

YOUR DAY 3 RESULT

By the end of this workbook, you will have a simple video plan, a visual list, an editing checklist, and a finished video ready for the next lesson.

1. Choose Your Video Subject

What will your video be about? Choose one clear subject.

☐ An artwork ☐ A book ☐ My creative process ☐ My story ☐ A helpful tip ☐ Other: _____

My video subject is:

The one main idea I want to communicate is:

2. Choose Your Platform and Video Size

Where will you publish your video? Choose the platform first, then create the correct size for that platform.

- ☐ YouTube — horizontal 16:9 — 1920 × 1080 px
- ☐ Facebook Feed — square 1:1 — 1080 × 1080 px
- ☐ Facebook or Instagram Story/Reel — vertical 9:16 — 1080 × 1920 px
- ☐ Instagram Feed — portrait 4:5 — 1080 × 1350 px
- ☐ Website — horizontal 16:9 — 1920 × 1080 px

My platform is:

My video size is:

My video format will be: ☐ Voice-over with images ☐ Talking to camera ☐ Artwork or book presentation ☐ Combination

My approximate video length will be:

3. Prepare Your Materials

List everything you need before editing.

My completed script or voice-over:

Photographs or artwork images:

Video clips:

Music or sound:

Logo or title elements:

Call-to-action link or information:

4. Create Your Visual Plan

Decide what the audience will see while they hear your message.

Opening image or scene:

Visuals for the main message:

Visuals for the emotional connection:

Final image or call to action:

5. Build Your Video Structure

Write one short description for each part of your video.

Beginning — How will I capture attention?

Middle — What will I show or explain?

Emotional moment — What should people feel?

Ending — What should people do next?

6. Editing Plan

Use this plan while editing your video.

- ☐ Import my images and video clips.
- ☐ Place the clips in the correct order.
- ☐ Add my voice-over or recorded presentation.
- ☐ Adjust each image or clip to match the words.
- ☐ Remove unnecessary pauses or mistakes.
- ☐ Add readable titles or text.
- ☐ Choose simple transitions.
- ☐ Add background music only if it supports the message.
- ☐ Adjust the music so the voice remains clear.
- ☐ Watch the complete video from beginning to end.

7. Review Your Video

Watch the video without editing it. Then answer these questions.

- ☐ Is the beginning interesting?
- ☐ Can I understand the message easily?
- ☐ Does every image support the story?
- ☐ Is the voice clear and easy to hear?
- ☐ Is the text large enough to read?
- ☐ Does the video feel too fast or too slow?
- ☐ Is the final call to action visible and understandable?

One improvement I will make:

8. Export Your Video

Before exporting, confirm the following:

- ☐ The complete video has been reviewed.
- ☐ The voice and music levels are balanced.

☐ The text has no spelling errors.

☐ The video is exported in MP4 format.

☐ The video is saved in a place I can find easily.

My video file name will be:

ONE-PAGE VIDEO CREATION BLUEPRINT

Video subject:

Main message:

Audience:

Video format:

Video length:

Voice-over or presenter:

Main visuals:

Music or sound:

Opening words:

Final call to action:

One improvement before publishing:

FINAL DAY 3 CHECKLIST

- ☐ I chose one clear subject.
- ☐ I prepared my script and materials.
- ☐ I created a simple visual plan.
- ☐ I edited the video in a clear order.
- ☐ My voice is easy to hear.
- ☐ My text is readable.

- ☐ My visuals support my message.
- ☐ I reviewed the complete video.
- ☐ I exported and saved the final MP4 file.

Simple videos can create powerful connections. Focus on clarity, emotion, and consistency—not perfection.
