

# Digital Creative Workshop: Video Editing for Politics

Wednesday, October 7

## *1:00pm* Principles of Video Storytelling

Learn how to structure a video project that will capture the attention of your audience. This first session will cover the fundamentals of storytelling and video production. You will learn:

- how to create a compelling story and shot list for video projects;
- how to recognize and use different types of shots, lights, and backgrounds; and
- how to find helpful online websites, tools, clips, and audio for your use.

## *1:30pm* Adobe Premiere

Learn how to use Adobe Premiere to edit short movies to advance your goals in the public policy process. You will learn:

- how to combine clips from several video sources;
- how to work with text, photos, and background music; and
- how to use keyframing and apply basic effects.
- how to apply basic shape animations; and
- how to apply basic text animations.

*The last workshop segment will end at 4:00pm.*