Video Editing for Politics

1:00pm Principles of Video Storytelling

Learn how to structure a short video project. You'll learn:

- best practices on how to create viral videos;
- how your brand can leverage video marketing;
- the best styles of video to use on social media; and
- how to find helpful online resources for your use.

1:25pm Adobe Premiere 101

Learn how to use Adobe Premiere to edit short movies. You'll 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 4:05pm.