

Editing Guidelines

Stage 1: The Plan

- Get familiar with the goal of the video
 - Read script
 - Review creative brief
 - Talk with director, producer or client
 - Study your own notes
- Figure out driving elements
 - Character dialogue
 - Narration
 - Music
 - Visuals

Stage 2: The Prep

- Set up project with folder and bin structure
- Watch and review all sources to get familiar with material
- Organize your materials for efficient access

Stage 3: The Rough Cut

- Block in your scene with key moments
- Add additional camera angles as needed

Stage 4: The Fine Cut

- Adjust overall pacing and timing
- Shift and trim sections
- Add more reaction shots, insert shots and wide shots
- Manipulate some aspects with stylized effects

Stage 5: Sound Editing

- Layer in Foley effects
- Cut in music
- Add cinematic sound design – Hits, Swells, Drones, Suckbacks, Rises, Whooshes

Stage 6: Final Adjustments

- Awkward edits
- Mistimed sound effects
- Confusing story points
- Interruptions in flow
- Color correction
- Fine tuning audio
- Adjust levels to carve out dialogue from music and sound effects