

Quick guide to video creation

Photo by [Joey Huang](#) on [Unsplash](#)



www.digitalskills.uwtsd.ac.uk



digitalskills@uwtsd.ac.uk



8/8



University of Wales
Trinity Saint David

Preparing Results

Have you ever done any video editing?

Join at: vevox.app

ID: 173-524-584

Yes



12.5%

No



75%

A little bit



12.5%

RESULTS SLIDE

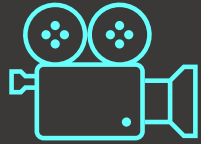


www.digitalskills.uwtsd.ac.uk



digitalskills@uwtsd.ac.uk

Objectives



Video creation
process



Video creation
tips



Video editing
software



Class demo and
practical

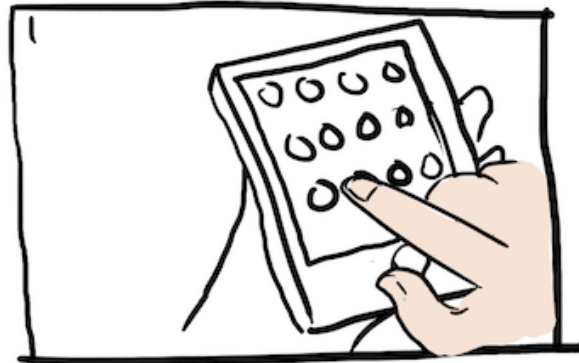
Video creation process



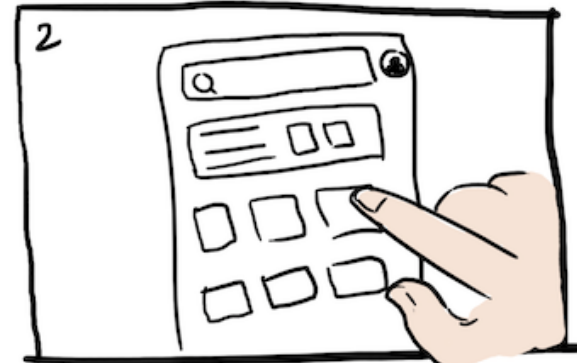
“

Story board example

Title: Placing Order



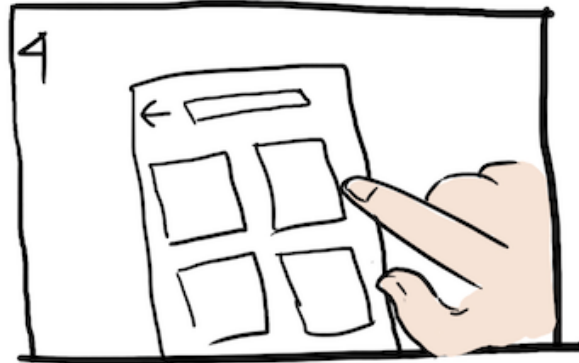
Tap the app icon



Open home app menu



Food section menu



Restaurant menu page



Add the order



Confirm the order and pay the order



Showing the restaurant status and the driver where about



Notification when the order is arrived



The driver arrived with the food

What can I use to create videos

- Use a mobile device or video camera which records in high definition
- Screen recording software for program capture
- Use PowerPoint for presentation slides
- Use stock video and audio if needed
- Suitable editing program



Video creation tips



Plan ahead

Where and how?
Choose suitable
locations for your
shots.



Orientation

Film in landscape
mode, not portrait.



Lighting

Check that the
lighting is
appropriate for
filming.



Sound Quality

Ensure good sound
quality and avoid
noisy areas.



Camera Stability

Avoid excessive
camera movement;
use a stand.

Video editing software

BEGINNER

CapCut

Available platforms:
Windows, Mac,
iPhone, Android,
Web.



iMovie

Available platforms:
Mac, iPhone.



Adobe Premiere Rush

Available platforms:
Windows, Mac,
iPhone, Android.



Clipchamp

Available platforms:
Windows, Mac,
Chromebooks, Web.



Canva

Available platforms:
Windows, Mac,
Chromebooks,
iPhone, Android,
Web.

PROFESSIONAL

DaVinci Resolve

Available platforms:
Windows, Mac,
Linux.

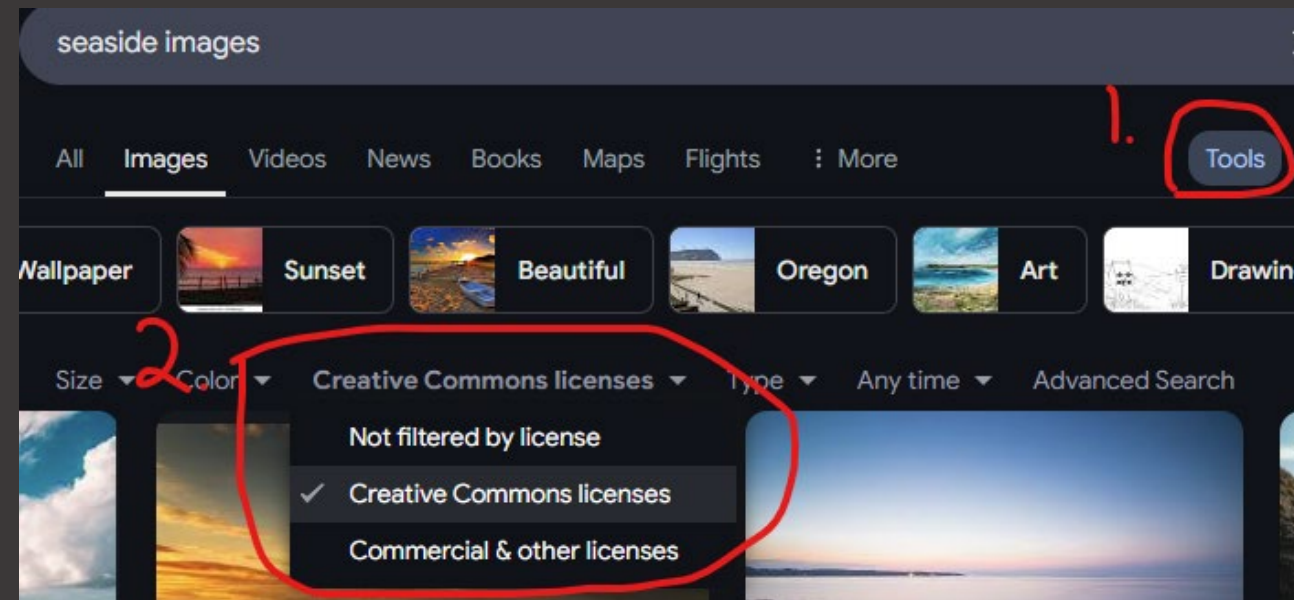


Adobe Premiere Pro

Available platforms:
Windows, Mac.

Using copyright free assets

- Ensure you use copyright-free images, video and audio from free stock sites.
- The Padlet has lots of free stock sites you can use.
- Some of the programs provide built-in access to free stock assets.
- **Creative Commons** is the term used for copyright-free licensing. Watch here – [Creative Commons video](#)



Using existing promotional videos

1

Ask the organisation for the original video file or an approved downloadable copy.

2

Confirm that the organisation permits reuse for this assignment.

3

Check whether people, music, logos or third-party footage carry additional restrictions.

4

Upload the approved file to Canva and trim only the sections needed.

5

Record the source and permission details for the bibliography or production notes.

Being able to view a promotional video online does not automatically provide permission to download or reuse it.

“

Free stock assets

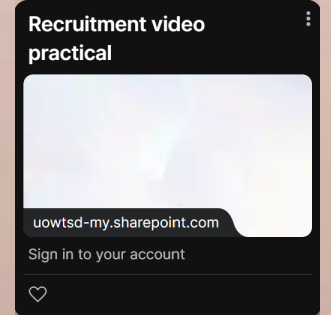
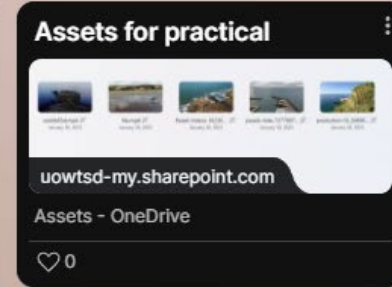
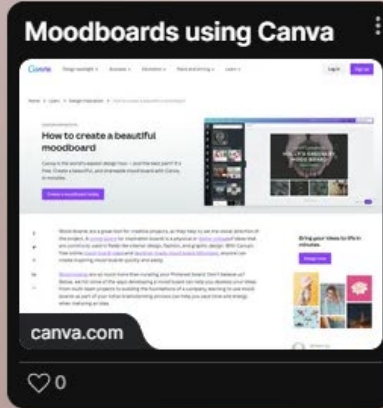


<https://bit.ly/Free-stock-websites-padlet>

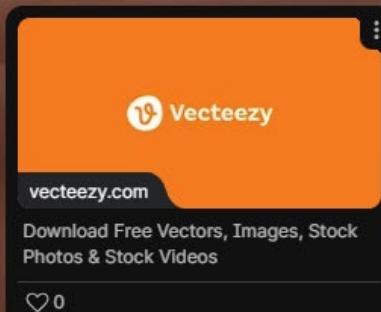
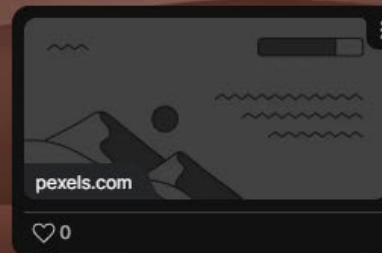
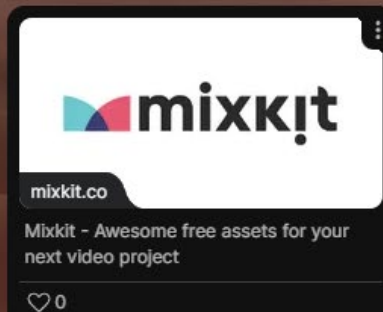
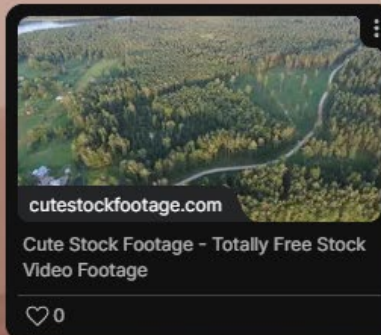
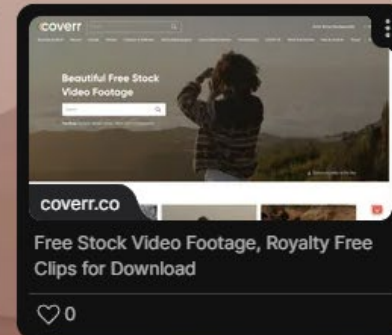
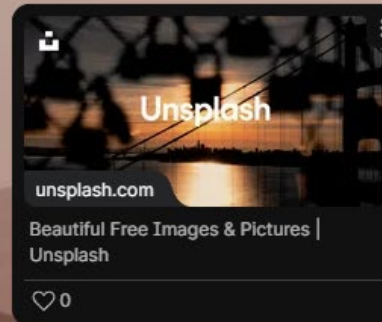
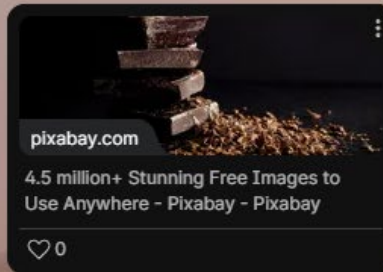
Video creation session

All the useful links in one place

Useful links



Free stock sites



Practical: create a recruitment preview

- Create a 30 to 45-second Canva video using the sample materials.
- Combine at least three video clips and one photograph.
- Add a title and a final call to action.
- Add either a voice-over or spoken audio.
- Add background music and lower it beneath speech.
- Preview the complete sequence and export it as an mp4.

Focus on completing the full workflow rather than producing a polished final assignment.

Class practical

[Click here to open the practical guide](#)

Video editing tips for good results

- Check your final duration is correct
- If using a title intro, keep it brief (4-5 seconds)
- Use transitions and match the music tempo to the pace of your scenes
- Create captions for accessibility
- Preview the full video before exporting
- Save your project frequently
- Use the timeline zoom to fine-tune clip lengths



Screen recording options

Panopto

- Record your screen, webcam and microphone
- Useful if you are already working with Panopto
- Suitable for presentations, demonstrations and instructional recordings

PowerPoint

- Record a presentation with narration and webcam
- Useful when your content is mainly PowerPoint slides
- A simple option when you do not need extensive video editing

Microsoft Clipchamp

- Record your screen, an application window or browser tab
- Can also record your webcam and microphone
- Continue directly into Clipchamp to trim and edit the recording, add text and music, or combine it with other clips

Tip: Choose the recording method that best suits what you need to capture. You can still bring the finished screen recording into your preferred video editor afterwards.

- DigiCentre Canva resources: <https://digitalskills.uwtsd.ac.uk/resource-finder/?page=1&query=canva>
- Record voice-over: <https://www.canva.com/help/record-voiceover/>
- Add audio tracks and sound effects:
<https://www.canva.com/help/stock-music/>
- Trim audio, adjust volume and add fades:
<https://www.canva.com/help/trim-audio-and-adjust-volume/>

“

*Further
resources*



[LinkedIn Learning video creation collection](#)



Let us know how we did

If you have 5 minutes, please scan the QR code and fill out our feedback form.

<https://bit.ly/DigiSkills-Feedback>



www.digitalskills.uwtsd.ac.uk



digitalskills@uwtsd.ac.uk

UWTSD DigiCentre

The One stop shop for all your Digital needs



SCAN ME



Gain all the badges to show future employers your
digital skills



The DigiCentre UWTSD

Thank you for listening. Any questions?

Digital Skills 2026-2027



www.digitalskills.uwtsd.ac.uk



digitalskills@uwtsd.ac.uk