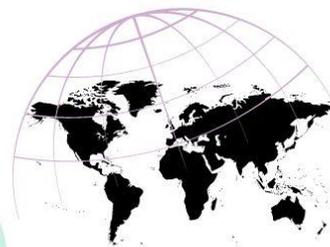# Video Editing

Description

A freelance video editor takes raw footage and applies the filmmaking process to it, not only to produce a visually appealing video product but also to tell a story and direct the action. To this aim, they edit for length, sound, quality, effects, lighting, and colours. These productions may be marketing and promotional videos or documentaries for companies or organizations. They can also be the recording of events like weddings for individuals or music videos. Nowadays it is also a lot about social media such as TikTok, reels, and stories on Instagram. This aspect of video editing is accessible to anyone.

Market data

Domains
Feature Film
Documentary
Television
Game Show
News

Best opportunities
News media
YouTubers
Ads marketing agencies
Digital marketers
Corporate videos

Companies that hire the most
BuzzFeed, Filmless, MasterClass, Oracle, Partners in Health, Robet Hall international, TubeScience, Yelp

82%
By 2022, video will account for 82% of global internet traffic. There is as much demand than in coding. This is due to social media and companies that require promotional video services.

Life of a video editor

WORKING HOURS

Depends on the domain

40 hours per week

Irregular hours to meet deadlines

Peak working sessions with long hours followed by calmer days

DAILY LIFE

Home studio or office

Specialize in a genre

Long hours in front of a screen

Lots of social interactions (producers, clients...)

Investment or cost of entry

- High-performance computer (**€€€**) (CPU and RAM to handle complex timelines, GPU for timely video export)
- Ample external hard drive or cloud storage to keep client projects safe (**€**)
- High-resolution video camera and high-quality headphones (**€€€**)
- Video editing software (**€€**)
- You'll also need a website to display your portfolio (**€**)
- The higher range or even higher is for the ones that want to add production gear: lighting, camera, sound-capture (**€€€**) (5.000€ to 20.000€)

Environmental Impact

The environmental impact will come from:

- Storage of data in the cloud (🍃 🍃 🍃)

- Energy consumption of your computer. Example: 8 hours of work on an iMac generate 160 g of co2 (It depends on your country's way of generating electricity) (🍃 🍃 🍃)

Ways to reduce it include:

- Try to optimize the stored files. Delete those that are no longer necessary.
- Switch to greener electricity providers.
- Switch off devices when not working to prevent "ghost electricity".

Good Practice

- **Closed captions subtitles**: it's both the most important and easiest thing to do for inclusion. Do not forget to cover more than the dialogues, subtitles should describe the audio environment of a scene too.

- **Colour design:** high contrast between colours in design makes the information more legible. To test the clarity of your video, apply a greyscale filter and check if it is still readable. For the best user experience, try to have a colour contrast ratio of at least 4.5:1 between text and background.

- **Text size**: do not hesitate to make animated captions and larger text. It takes up more white space but on the other hand, makes it more legible and inclusive for the visually impaired. Think about phone screen size while designing, most videos are read there nowadays.

- If possible, include **a video transcript** beneath the video. It will help viewers to summarise the information after watching. It's also valuable for educational content because with a quick read it's possible to remember the video content afterwards.

- Finally, try to make your texts **multi-language**.

Challenges

- Entering and switching between editing fields
- Finding first clients
- Not fixed work schedule, and sometimes working 12 hours straight

General Advice/ solutions

- Keep a financial safety net of 2 to 3 months.
- Transition from employed to self-employed gradually: work part-time to get time to build a client base and portfolio.

- At first, stay versatile by remaining open to different genres to sharpen your skills but start thinking about where you would specialize.
- For beginners who need to build a client base and assemble a portfolio, it is better to reduce rates to attract clients. Create videos for social media to practice skills and have good exposure without requiring much hardware. You might even consider volunteering for nonprofit organizations, schools, or small businesses.

Who is this tool/ activity for?

To become a video editor, you need to:

- Have good digital literacy and visualization skills
- Be patient and methodical
- Have enough social skills to talk with producers, directors, and technicians
- Agree with spending a lot of time in front of a computer and using digital editing equipment
- Be creative!

Conclusions

- Video editors are as much in demand as developers.
- A great gateway for beginners is social media where a lot of basic things can be done on phones.

- For a freelancer, the best opportunities are the many news media companies, YouTubers, ads marketing agencies, digital marketers, and corporate videos.

- High-performance computers and equipment will cost from 5.000 to 20.000 euros.

- Most of the CO_2 emissions will come from electricity consumption and data storage.

- Make images that are readable and subtitled in multi-languages.

- Main challenges will be getting inside some editing fields and chaotic work schedules.

- Stay versatile and low cost at first then specialize and increase your rates.

- You will need good visualization, technical and social skills, and patience.

References:

- Indeed editorial team (2021, April 22). How To Become a Freelance Video Editor. indeed.com Retrieved from https://www.indeed.com/career-advice/finding-a-job/how-to-become-freelance-video-editor

- n.a. (n.a.). Career in Video Editing in 2022 | Future Demand & How to Learn [Full Guide] Editing Business. dailycurrentnews.inRetrieved from https://www.dailycurrentnews.in/2020/07/video-editing-job.html

- n.a. (n.a.). Is Ghost Electricity Haunting Your Electric Bill?. revolusun Retrieved from https://massachusetts.revolusun.com/blog/is-ghost-electricity-haunting-your-electric-bill/

- n.a. (2019, August 16). 5 Habits of Highly Effective Video Editors. Motion array Retrieved from https://motionarray.com/learn/post-production/5-habits-of-highly-effective-video-editors

- n.a. (2021, February 8). 9 Tips for Making Your Video Content More Inclusive. digitalfinch Retrieved from https://digitalfinch.co.uk/blog/9-tips-for-making-your-video-content-more-inclusive/

- Williamson, S. (2022, April 21). How Much Does Video Equipment Cost? A Little. A Lot. And Somewhere In Between. abravenew.com Retrieved from https://www.abravenew.com/blog/how-much-does-video-equipment-cost

Co-funded by the European Union