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LEARN TO CREATE STUNNING VIDEOS WITH OPENSOT VIDEO EDITOR'S CUT, SLICE, AND EDIT ANY VIDEO OR FILM WITH FEATURE RICH CAPABILITY



By : M.S.Yatnatti: Editor and Video Journalist Bangalore : Today even inexpensive cell phones offer 4K resolution for video recording capability .Many News channels have dumped big camera setups for mobile phone journalism. Many news channels are using YouTube have YouTube channels. Now, anyone with a cell phone is both a content creator as well as a content distributor while of course also continuing to be a content consumer. Great opportunity available for talented persons. Making videos for YouTube and then earning money is one of the possibility and becoming successful with little extra efforts. Many youngsters today are making up their career goals to upload more than one video a week and build a channel and a personal brand. It is a smart move despite the risks, and that video and social media marketing skills are sought after these days. "Even if it doesn't work very well, they would have built either a personal brand by then or enough skill set to be easily hired by marketing agencies or marketing functions of different organizations . The main way that people make money through YouTube is through advertising revenue from Google AdSense. You earn money for the amount of views and ad clicks that your videos get.You need to create good content in order to get views and make money. A lot of people start out by vlogging or filming themselves playing video games.When a video is posted to YouTube, but gets zero views, does it even exist? This is the eternal question for any video marketer. With 300 hours of video uploaded to the platform every single minute, it can be tough for any YouTubers who are trying to get their message out.You've heard it over and over again—to the point where you're seeing a 'Skip Ad' button in your dreams—but 2017 is the year of video.

Promoting your YouTube channel is a fine art, and one that can be the difference between having your content acknowledged with crickets or with a standing ovation.The following guide will help you Promote your YouTube channel in a way that will make sure your videos stand out from the crowd. YouTube doesn't pay for the number of views you get on your video. YouTube pays you on the number of people who've clicked or watched an ad. This is called 'Engagement' with the ad.Advertisers have two models based on which they choose the advertisement.a) Cost per View (CPV)b) Cost per Click (CPC)a) In CPV, the advertiser pays for the number of times the ad has been viewed. It doesn't matter if a viewer clicks on the advertisement, they pay only for the views. b) In CPC, the advertiser pays for the number of clicks. So the advertiser is charged only when someone clicks on the advertisement.

Creating Awesome Videos: This is what you should focus on first. Learn how to use your tools, the hardware and software.Commit yourself to improving the quality of your videos each time you create one. Your first video may suck.But keep trying on YouTube. Keep on practicing and improve . Your videos may not be perfect but each video gets better as you keep working .Focus on making sure you take care of the aspects that will determine if a person continues watching your videos, thumbs up, comment and subscribe to your channel in respect of Sound,Light,Resolution,Length,Clarity and Those are some of the key aspects to focus on. Improve in each area and your videos will get better, fast. Nobody wants to view and share a video with boring content or too out-dated content. So, first of all one of your best bets is to create some topic content about something that is big *right now*. Make it more persuasive, informative and shareable. Focus on what the customer want to listen.The better the content the more likely it is that other popular websites will share it. Additionally, staying on top of trends while creating your video is another helpful strategy, if people are searching for it, they might just find you.

Marketing your Channel: This is what you will need to do, a lot of. When you first start off, people won't know your video exists, so you will have to put effort into announcing the debut of your channel and videos. Social Media - share your video on all your active networks and what's up groups and Email - immediately email your list and Word of Mouth - let your friends and family know your video exists. Ask them to share with their networks and Your Website - you should have a blog to go along with your channel. This is a great way to reach an audience who would rather read content and if enticed, will watch your videos. It's also a great way to help get found in both Google and YouTube Search. Make sure you include a link to your YouTube channel on your other social media networks, your website, your email signature, and your blog (if you have one). Share your videos and other relevant YouTube content on your social media accounts as a way of building and extending your community outside of YouTube alone.YouTube offers the following advice for cross-promoting your content:Publicize your videos and your channel on the radio, TV, websites, forums, newsletters, other social networking platforms. Link your YouTube channel in as many places as you can: websites, blogs, magazines.Use [YouTube APIs](#) to create YouTube badges for your website that display your YouTube presence and link to your YouTube channel.Allow embedding so others can distribute for you. Use the embed URL that comes with each video to embed your videos on your website. Send the links to blogs which may want to display your content.

Create stunning titles:What's one of the first things you look at when deciding whether or not to watch a YouTube video? If I'm going to dedicate a minute of my life to watching a video, I'm going to pick one where I know exactly what I'm signing up for. This means that your title needs to be:Short and to the point Descriptive and include key words If your video's title is so long that the full name is cut off, or doesn't include an accurate description, there's a good chance that your viewer isn't going to take the time to click on it. To increase discoverability, don't forget to include relevant keywords that best relate to your content. Creating great content is all well and good, but if you aren't asking your viewers to do anything, you're missing huge opportunities to promote your YouTube channel. You can use your call-to-action to encourage anything from asking users to share your videos to having them ask questions. The possibilities for a call-to-action are endless, and will do wonders for your video promotion efforts.Along with asking people to subscribe to your channel, share, and like your content, these are some great examples for what kinds of calls-to-action you could include in your YouTube videos.Ask a question (inviting viewers to engage with your brand or hashtag)Enter to win (when running a contest or giveaway)Vote now (for voting scenarios and creating a sense of ownership amongst viewers)Free trial (if your business is subscription based)Sign up for a webinar (if this is something your business offers)Fill out a formWatch another videoGiving your viewers clear guidance as to how they can further interact with your content is a great way to promote your YouTube channel.

You can use adobe commercial software's .But You can shoot the videos with inexpensive cell phones offer 4K resolution and then use the inexpensive open shot editor for editing with other open source software's at less cost .Open Shot Video Editor is a free, open-source video editor for Linux, Mac, and Windows. We designed OpenShot to be an easy to use, quick to learn, and surprisingly powerful video editor. Easily cut, slice, and edit any video or film. Check out the full [feature list](#), [view screenshots](#), or [watch videos](#) of OpenShot in action! OpenShot Video Editor™ is free software: you can redistribute it and/or modify it under the terms of the [GNU General Public License](#) as published by the Free Software Foundation, either version 3 of the License, or (at your option) any later version. Download OpenShot .There are many different ways to download and install OpenShot. We have a universal Linux AppImage, which supports most desktop versions of Linux. We also have OS X and Windows installers. OpenShot™ was created in 2008, in an effort to build a free, simple, open-source video editor for Linux. It is now available on Linux, Mac, and Windows, has been downloaded millions of times, and continues to grow as a project![Download Now](#). OpenShot™ is free software: you can redistribute it and/or modify it under the terms of the GNU General Public License as published by the Free Software Foundation, either version 3 of the License, or (at your option) any later version.

Open Shot supports the following operating systems: Linux (most distributions are supported), Windows (version 7, 8, and 10+), and OS X (version 10.9+). Project files are also cross-platform, meaning you can save a video project in one OS, and open it on another. All OpenShot features are available on all platforms. Based on the powerful FFmpeg library, OpenShot can read and write most video and image formats. For a full list of supported formats, see the FFmpeg project. OpenShot's export dialog defaults to some of the more common formats, but with the advanced tab, you can use any FFmpeg format. OpenShot comes with a powerful key frame animation framework, capable of an unlimited number of key frames and animation possibilities. Key frames interpolation mode can be quadratic bezier curves, linear, or constant, which determines how the animated values are calculated. Integration with the user's desktop is a key feature of OpenShot. Native file browsers, window borders, and full drag and drop support with the native file system. Getting started is as easy as dragging files into OpenShot from your favorite file manager. Tracks are used to layer images, videos, and audio in a project. You can create as many layers as needed, such as watermarks, background audio tracks, background videos, etc... Any transparency will show through the layer below it. Tracks can also be moved up, down, or locked. Clips on the timeline can be adjusted in many ways, including scaling, trimming, rotation, alpha, snapping, and adjusting X,Y location. These properties can also be animated over time with just a few clicks! You can also use our transform tool to interactively resize clips. Over 400 transitions are included in OpenShot, which lets you gradually fade from one clip to another. The quickness and sharpness of the transitions can also be adjusted using keyframes (if needed). Overlapping two clips will create a new transition automatically. When arranging clips in a video project, images on the higher tracks/layers will be displayed on top, and the lower tracks will be displayed behind them. Much like a stack of paper, items on top cover up items below them. And if you cut any holes out (i.e. transparency) the lower images will show through. Over 40 vector title templates are included with OpenShot, which makes adding titles to your project fun and easy. You can also create your own SVG vector titles, and use those as templates instead. Quickly adjust the font, color, and text of your titles in our built-in title editor. Render amazing 3D animations inside OpenShot, powered by the wonderful, open-source Blender application. OpenShot comes with more than 20 animations, and lets you adjust colors, sizes, length, text, and many render properties (such as reflectivity, bevel, extrude, and more). Our advanced video editing timeline has a ton of great features for helping you build a great video project. Dragging and dropping, resizing clips, zooming in and out, alignment, preset animations and settings, slicing, snapping, and more! Just drag a file onto the timeline to begin! Our video editing library (libopenshot) has been built with accuracy in mind. This allows OpenShot to finely adjust which frames are shown (and when). Use the arrow keys on your keyboard to step frame by frame through your video project. Control the power of time with OpenShot! Speed up and slow down clips. Reverse the direction of a video. Or manually animate the speed and direction of your clip as you wish, using our powerful key frame animation system. OpenShot has many great audio editing features built-in, such as displaying waveforms on the timeline, or even rendering the waveform as part of your video. You can also split the audio from your video clip, and adjust each audio channel individually. OpenShot includes many video effects (with more on the way). Drag a video effect onto your clip, and adjust it's properties (many which can be animated). Adjust brightness, gamma, hue, greyscale, chroma key, and much more! Combined with transitions, animation, and time control, OpenShot is an extremely powerful video editor.

Edit Video on Your PC:Digital video tools get more powerful and easier to use every year, and that's especially true when it comes to the video editing software that targets nonprofessional enthusiasts. There are always new formats, new techniques, and new capabilities that trickle down from professional-level software. That's a good thing, because higher-quality video content produced by nonprofessionals is exploding in volume, thanks to phones that record in 4K, DSLRs, mirrorless cameras, drones, and action cams that can capture motion-picture quality video. And, given how cheap storage media is, the only limit on how *much* you can shoot is how tolerant your subjects are and how much time you have.



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Multicam and More:Of course, it's not enough to just shoot hours of great raw video. Great movies (even great home movies) are made in the editing room—or on the laptop, as is often the case these days. But you're covered there, too. Advanced abilities continue to make their way into accessible, affordable, and consumer-friendly video editing software as each new generation of software is released. For example, multicam editing, which lets you switch among camera angles of the same scene shot with multiple video cameras, used to be a feature relegated to pro-level software. Now this and many other advanced effects are available in programs designed for use by non-professional enthusiasts.

With all these happenings it is reported tht Bollywood is in the middle of a major crisis as film making is becoming inexpensive . Despite Indians associate Bollywood, or the Hindi film industry, with glamour, big money , stardom, entertainment and beautiful people and wonderful place to be, perhaps because of the happy feelings when we watch Bollywood films. It is pertinent to note that an average Indian why they watch movies, they will say it is for `time pass'. Well, this `time pass' is already happening on the mobile phone now, for free or at a fraction of the cost of the movie ticket. YouTube recently reported it has 150 crore monthly viewers, with each viewer spending an hour a day on the site on an average. Facebook users, at 200 crore, watch tonnes of videos all day long. There are many other digital content apps making rapid inroads in India. Then, why go to the theatres to watch movies? Is one of the major question for film makers.even though Baahubali 2 this year. It made people come to the theatres like never before. Dangal did extraordinarily well. Yes, Hindi Medium and Lipstick Under My Burkha found an audience despite low budgets.

However, reportedly these few examples don't give you the complete picture. Most trade analysts are stunned at how low collections have been for many big budget, well reviewed films. perhaps the films lacked something in content. However, collections and footfalls have dropped to below 2013 levels for similar genre reviews likeability of the film. Films like Rangoon, Jagga Jasoos and Raabta, were made on a huge scale and with a novel concept. They found it difficult to garner even a third of the expected business to make the films reach breakeven point for their distributors.New generation rom-coms like Ok Jaanu, Meri Pyaari Bindu and Noor struggled to reach a box office total of Rs 50 crore for the three films put together, something a single rom-com would easily achieve on its own a few years ago.Even Salman Khan starrer Tubelight struggled, with a Rs 125 crore box office take compared to over Rs 300 crore collections for his previous few films.

Reportedly, film collections on the whole are dropping. A few good films, when liked, get tremendous positive word of mouth with terrific velocity thanks to social media. This leads to a great success like Baahubali 2. Thirdly , if a film is not liked as much, or liked but not considered `must watch', people are not interested to watch it.Making things worse is rampant piracy and no real will from the authorities to eliminate it. This is mainly due to our government's borderline hostile attitude towards Bollywood, mistakenly seen as an industry of rich, entitled people due to a tiny number of visible stars but many star are shining on you tube . We also have regulations that tax Bollywood films more than any other form of content films attract a higher GST rate than other content .The poor infrastructure in cities that makes getting to a theatre a harrowing, pot-hole filled experience where one is stuck in traffic jams, also hinders ticket sales. It's simpler to just stream content directly on your phone or TV .Of course, some of the blame lies with Bollywood as well. There's been little cost evolution with advancing technology . Films are still shot expensively, using giant cameras and light setups. Stars, even those who are not attracting audiences, charge way more than they bring in. Many younger actors have entourage on set that cost several lakhs per day .

According to reports a film shoot a day in Mumbai could easily cost Rs 20 lakh. A film with an average budget may need 80 such days! Compare this to a stand up comic video you liked on Facebook, which was probably shot for a few lakhs at the most. Today , even inexpensive cellphones offer 4K resolution recording capability .Reportedly News channels have dumped big camera setups for mobile phone journalism. Also, plenty of acting talent in the digital world is ready to work without the umbrella-holding, ego-boosting entourage. How does Bollywood ever expect to compete?.Costs need to go down all across by at least 50%.The film industry can no longer rely on entry barriers in content distribution. Earlier, only films had the marketing budgets and the screens to show their content, with television being the only competition to a certain extent. Today , distribution barriers are all but gone. Now, anyone with a cellphone is both a content creator as well as a content distributor while of course continuing to be a content consumer.In this `new' normal Bollywood needs to wake up, revise content and reduce both costs and egos at the same time. With better taxation structures and a firm hand on piracy , government needs to support an industry that directly and indirectly hires millions. One hopes Bollywood will evolve and we will create better and cheaper content to keep our film industry alive for the next several generations.

Gone are days when creating a short film or documentary was a task of technical expertise and one should be quite a professional to deal with editing and related tasks. Now, however, after dawn of all these revolutionary technologies and their day-to-day applications, video editing too has become an easy-to-accomplish task, if you know which video editors you should use. A huge number of video editing software available in industry — both paid and free —, it will be probably a tough task for you to choose one editing tool from the list available and then to accomplish your editing task!.I have derived lots of matter from the many websites: <http://www.openshot.org/features/> and others websites

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