

HOW TO ADD TEXT AND MUSIC

Pellekan II e25p4 [Film and share life-change e25]

Paulus Hieber

scripts@filmandshare.life

This episode contains three blocks, written to be extracted as individual clips for a training course on YouTube and other social media platforms. Every individual clip starts with a "Hook" mentioned in this script.

YouTube thumbnail for 7-minute episode: Picture: Medium shot of three hosts in set or recording location. Text: "How to add text and music". Smaller text: "Film and share life-change > episode 25". Text has priority.

FADE IN:

1. INT. LIVING ROOM - DAY

Topic: >>Write an outstanding title<<

YouTube thumbnail: Picture: TARIK sitting with expression "yes", different text and font types, background screenshot of timeline. Text: "Write an outstanding title". Smaller text: "Film and share life-change > video 73".

Hook: ADEEL, CHESSY and Tarik sitting at tea table talking. With their phones, Tarik with tablet.

TARIK

(to camera, to viewer)

How to write an outstanding title?
Actually, my friend Chessy is the expert in creative things. She will guide us in making a title. Also my friend Adeel is around. Welcome back. My name is Tarik.
Help your viewers and:

2. INTRO - ANIMATION

Graphic animation with music and text: "Write an outstanding title". Possibly animation of YouTube thumbnail.

NARRATOR

Write an outstanding title.

3. INT. LIVING ROOM - DAY

Adeel, Chessy and Tarik sit at a tea table discussing. Planning paper for decoration on table. Including screen recordings, graphics and text according to script and action of actors.

CHESSY

(to Adeel)

A title is not necessary for a testimony video.

TARIK

But it gives the viewer orientation on what your video is about. So, give your video a title.

CHESSY

Keep your title short.
Make it attractive.
Keep it relevant to viewers.
Hint at your story.

TARIK

Right. And do not make it TOO Christian.

ADEEL

For example?

TARIK

For example: Jesus Christ [Isa al-Masih] saved me from drugs. - That is correct but it's not attractive.

CHESSY

(to camera, to viewer)
Of course it took us a while to discuss and find a fitting title. Take your time. Talk together as friends.
Our title is: "Stronger than drugs".

ADEEL

How do I put our title as text in my video?

TARIK

Here is a video to explain.

Tarik starts video clip from his tablet.

4. INSERT - TEXT IN VN

Pictures, screen recording and hand operation VN and - if possible - also Premiere Rush app. Action according to narration.

NARRATOR

With VN you have two options to place a text in your edit. In between two video clips like this or on top of a video or picture.
For both, first position your video where you want to have your text, in this case your title. Maybe after the hook sentences.

For text in between clips tap the "Film+" sign and then "Subtitle". Your app probably gives you more options than displayed here. Apps develop. Choose one and type your text, for example: "Stronger than drugs".

You can change the font, the size and the colour. Under "Format" you have even more options. When you like it, tap the "tick" sign. The title text is in between two clips. You can reposition and change your text easily.

To bring a text on top of a video, tap the "T+" sign. Then "Text". Choose a text style or template. Again, probably here you have more options than you see here. Choose one. The text already appears in your timeline. Tap the text to write your title text. For example: "Stronger than drugs". Again you can change your text. When you like it, tap the "tick" sign. You can change or reposition the text any time.

With "Motion" you can animate your text. With "Keyframe" you can create your own animation. But don't overdo an effect. Every effect must have a reason. For example: You fade in a title because you don't want to shock the viewer by a suddenly appearing text. Only because the effect or filter looks amazing it is NOT a reason to use the effect or filter. You can insert another picture or video under your title. Make the background a bit blurry so the title stands out more. VN offers plenty of options. Just play with these effects and filters and use them purposely.

5. INT. LIVING ROOM - DAY

Back to Adeel, Chessy and Tarik sitting at a tea table editing. In between screen recording and hand moving on one side of the screen.

CHESSEY

Exactly. Have a reason for every effect you use.

TARIK

By the way, that applies also to transitions between the video clips. You can add a transition with the "+" sign between two clips. Have a reason for a transition. Otherwise keep the cut.

ADEEL

But it is tempting to use all the nice effects.

CHESSY

You are, right. For now don't use an effect. Except if you have a strong reason.

6. INT. LIVING ROOM - DAY

>>Outro for Social Media<<

Call to action (CTA) displayed graphically and with keywords. "Film and share life-change" is displayed when mentioned. Person talking is visible all the time. [CTA is pronounced: C T A]

CHESSY (CONT'D)

(to camera, to viewer)

Anyway. Create an outstanding title for your testimony video. If you don't mind, please send the text title to us. We are interested to know what your title is. You find us online in connection with "Film and share life-change". We'd like to connect with you and guide you through your testimony. In the next video we speak about the CTA, the call to action. See you.

ALL

(to camera, to viewer)

Bye bye.

Short graphical credits and contact details. No fade to black. Consider an extra export with 20 seconds end screen time for YouTube.

7. INT. LIVING ROOM - DAY

>>Outro for 7-minute episode (broadcast and YouTube)<<

CHESSY (CONT'D)
 (to camera, to viewer)
In the next video we speak about
the CTA, the call to action.

 ALL
 (to camera, to viewer)
See you.

8. **BRIDGE - ANIMATION**

Short graphic animation (without text) as a fade or whoosh with music or sound effect to bridge to next topic.

9. INT. LIVING ROOM - DAY

Topic: >>Write an appealing Call to Action (CTA)<<

YouTube thumbnail: Picture: Adeel sitting with expression "aha", with different text, e.g. "write", "comment", "message", "visit", "download" and "find" in one font types.
Text: "Write an appealing Call to Action (CTA)". Smaller text: "Film and share life-change > video 74".

Hook: Adeel, Chessy and Tarik sitting at a tea table talking. With their phones, Tarik with tablet.

 ADEEL
 (to camera, to viewer)
Connect with the viewers of your
testimony video. A call to action
helps a lot to start a
conversation.
But how to write one?
Welcome. My name is Adeel. Also my
friends Chessy and Tarik are here
to assist me and YOU to film and
share your life-changing story.
To get in contact with your
viewers:

10. INTRO - ANIMATION

Graphic animation with music and text: "Write an appealing Call to Action (CTA)". Possibly animation of YouTube thumbnail.

 NARRATOR
Write an appealing Call to Action.

11. INT. LIVING ROOM - DAY

Adeel, Chessy and Tarik sit at a tea table discussing. Planning paper for decoration on table.

Including screen recordings, graphics and text according to script and action of actors.

CHESSY

(to camera, to viewer)

The call to action - in short: CTA - is for your viewers. What do YOU want your viewers to do after they watched YOUR video?

ADEEL

So, a call to action is at the end of the video, like a command: Do something now.

CHESSY

Correct. For example: Write, comment, message, visit, read, watch, download, and so on.

CHESSY

(to camera, to viewer)

Often God touches people through testimony videos. Also through YOUR video. It would be great to get in contact with these viewers. In a call to action you can ask the viewers to write to you. You can reply and have a conversation with your viewers. It's quite possible that you can guide your viewers closer to Jesus Christ [Isa al-Masih].

ADEEL

Since my video is about supernatural power, can the CTA be: "Have you had any experience with supernatural power? Please comment."

CHESSY

It's a bit long. Make it shorter.

ADEEL

Maybe: "Is there supernatural power? Please comment."

CHESSY

That's a great title. A question is perfect to start a conversation. But WHERE do you want the viewers to comment?

CHESSY (CONT'D)
(to camera, to viewer)
Of course it took us a bit longer
to find a strong CTA. Take your
time and discuss with your friends.

ADEEL
Done. I have my CTA.

CHESSY
Can I see it?

Screen recording of VN timeline and Adeel's finger visible.

ADEEL (OFF SCREEN)
I used a picture, made it blurry
and added the text. It's for
Facebook.

CHESSY
(reads)
"Is there supernatural power?
Please DM me."
Of course direct messaging is an
amazing way to connect with people
on Facebook.

ADEEL
Do I need to say who made the
video?

CHESSY
That's called credits. Well, you
can. But I would not. It's clear
you made the video with your
friends.

TARIK
Right. Credits are not common on
testimony videos.

ADEEL
Good. I prefer the message stands
at the end.

ADEEL (CONT'D)
(to camera, to viewer)
It is stunning to imagine that God
also uses YOUR testimony video and
the conversations with your viewers
to guide people closer to Jesus
Christ [Isa al-Masih].

CHESSY
(to camera, to viewer)
Be motivated to continue and finish
your testimony video.

12. INT. LIVING ROOM - DAY

>>Outro for Social Media<<

Call to action (CTA) displayed graphically and with keywords.
"Film and share life-change" is displayed when mentioned.
Person talking is visible all the time.

CHESSY (CONT'D)

(to camera, to viewer)

Next for you is to create an
appealing call to action. Edit it
into your video.

ADEEL

(to camera, to viewer)

I'm interested to know what call to
action you wrote. Please send the
text of your CTA to us.

TARIK

(to camera, to viewer)

Actually, if you don't mind, export
your video. We'd like to have a
look at it and encourage you with
our feedback. Contact us to arrange
the transfer of your video.

ADEEL

(to camera, to viewer)

Search and find us online in
connection with "Film and share
life-change". See you.

ALL

(to camera, to viewer)

Bye bye.

Short graphical credits and contact details. No fade to
black. Consider an extra export with 20 seconds end screen
time for YouTube.

13. INT. LIVING ROOM - DAY

>>Outro for 7-minute episode (broadcast and YouTube)<<

TARIK

(to camera, to viewer)

In the next video part we look into
music. Stay tuned.

ALL

(to camera, to viewer)

See you.

14. BRIDGE - ANIMATION

Short graphic animation (without text) as a fade or whoosh with music or sound effect to bridge to next topic.

15. INT. LIVING ROOM - DAY

Topic: >>Use music - or not?<<

YouTube thumbnail: Picture: Chessy sitting with expression "questioning", in background music notes balloons, screenshot of timeline. Text: "Use music - or not?". Smaller text: "Film and share life-change > video 75".

Hook: Adeel, Chessy and Tarik sitting at a tea table talking.

CHESSY

(to camera, to viewer)

Music or no music? That is the question which we discuss in this video. Welcome.

My name is Chessy. I'm here with my friends Adeel and Tarik to support YOU to film and share your life-changing story.

It's good to:

16. INTRO - ANIMATION

Graphic animation with music and text: "Use music - or not?". Possibly animation of YouTube thumbnail.

NARRATOR

Use music - or not?

17. INT. LIVING ROOM - DAY

Adeel, Chessy and Tarik sit at tea table discussing. Planning paper for decoration on table. Decorated with music notes balloons. Screen recordings, logos, graphics and text according to spoken text and action of actors.

ADEEL

Music is always good.

TARIK

But it must fit. And you don't need music during our ENTIRE video.

CHESSY

Right. Better no music than distracting music. Most of the time music with vocals is distracting because the lyrics must match the video theme as well.

TARIK
(to camera, to viewer)
Please, avoid music with lyrics.

CHESSY
(to camera, to viewer)
Also avoid copyrighted music.
That's most of the music. Sorry.

ADEEL
I found music on VN.

CHESSY
Right. It's not guaranteed that
it's copyright-free on all social
media platforms. YouTube finds out
copyrights very easily and notifies
you. So, stay away from app music.

ADEEL
What to do then?

TARIK
Watch this video.

Tarik starts video clip from his tablet.

18. INSERT - CREATIVE COMMONS MUSIC

Pictures and screen recording according to narration.

NARRATOR
Free-to-use music is offered under
the label Creative Commons. That is
the CC sign.
There are several CC signs. For
example the CC BY. You need to
mention the author's name. And
there is CC0, so called Public
Domain. It's totally free.
For example on this page:
[www.no-copyright-music.com]
... no attribution needed ... free
for commercial and non-commercial
use. That is the best. No worries.
YouTube developed Content ID. That
gives you also limits. Try to avoid
music with Content ID.
And - you can also buy music. For
example from www.pond5.com
Just search for royalty-free music.
You have a lot of options. But CC0
is preferred.
Listen to the different tracks of
music. Download what you like and
what fits your video.
(MORE)

NARRATOR (CONT'D)

Music carries the mood of a video.
So music must fit.

19. INT. LIVING ROOM - DAY

Back to Adeel, Chessy and Tarik sitting at a tea table discussing.

TARIK

We chose a cost-free music for the dénouement, the resolution part of the video.
The music is called "Amazing".

Play a bit of Trak 4: "Amazing" from www.no-copyright-music.com/happy-inspirational/ ->Menu ->Happy/Inspirational

TARIK (CONT'D)

Adeel, can you download that music?

ADEEL

Okay.

TARIK

To import it, go to the "Note+" sign. Then tap the "Music" button. Then "My Music". Probably it's in "Music Library". Find the music and press "Use". You can do changes and import it into your timeline. And there you can edit the music like a video clip.

TARIK

(to camera, to viewer)
Please find and import a music.
Adjust the position and length to your liking.

CHESSY

(to camera, to viewer)
Remember, you don't need music everywhere. Put music where it fits.

TARIK

(to camera, to viewer)
We have a list of web pages to download free and paid music. You find the list and us online in connection with "Film and share life-change". We are happy to send you the list. Just ask us for it. You can also do your own research online. The keyword is: "Free music download".

20. INT. LIVING ROOM - DAY

>>Outro for Social Media<<

Call to action (CTA) displayed graphically and with keywords. "Film and share life-change" and other keywords are displayed when mentioned. Person talking is visible all the time.

CHESSY

(to camera, to viewer)

We are happy to help you to film
and share YOUR life-changing story.

TARIK

(to camera, to viewer)

If you don't mind, you can also
export your video. We are more than
happy to give you helpful feedback.
Please contact us to arrange the
transfer of your video.

ADEEL

(to camera, to viewer)

See you in the next video.

ALL

(to camera, to viewer)

Bye bye.

Graphical credits and contact details with behind-the-scenes footage and music. Fit time to seven minutes. Consider an extra export with 20 seconds end screen time for YouTube.

21. INT. LIVING ROOM - DAY

>>Outro for 7-minute episode (broadcast and YouTube)<<

CHESSY

(to camera, to viewer)

Remember to create an outstanding
title for your testimony video.

TARIK

(to camera, to viewer)

Also create an appealing call to
action. Edit it into your video at
the end of the video.

ADEEL

(to camera, to viewer)

I'm interested to know what title
and call to action you wrote.
Please send it to us as text.
Search and find us online in
connection with "Film and share
life-change".

CHESSY

(to camera, to viewer)

We are happy to help you film and share YOUR life-changing story.

TARIK

(to camera, to viewer)

Actually, if you don't mind, export your video. We'd like to have a look at it and encourage you with our feedback. Please contact us to arrange the transfer of your video. See you in the next episode.

ALL

Bye bye.

Graphical credits and contact details with behind-the-scenes footage and music. Fit time to seven minutes. Consider an extra export with 20 seconds end screen time for YouTube.

FADE OUT: