

# AI-based video editing techniques

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## Filmmaking mindset

In the previous lesson, you learned how to shoot effectively with a properly planned workflow. Now, let's build on that foundation by transforming raw footage into a finished video: editing.

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## Film editing process

A structured approach will save hours of time:

### Step 1: Create a compilation video.

Import all the footage and arrange the clips in the order of the script. Don't worry about the finale – just put everything into the timeline.

### Step 2: Rough construction

Eliminate obvious problems: botched footage, pauses, errors, digressions. Cut out anything that doesn't serve the purpose of the video.

### Step 3: Fine-tune

Fine-tune the timing, adjust the pace, and tighten the transitions. This is where the video finds its rhythm.

### Step 4: Completion

Add background music, sound effects, subtitles, graphics, and color correction. Only finalize what already works well structurally.

AI: Tôi có [X] phút c?nh quay thô cho m?t video hoàn ch?  
nh dài [X] phút. Video này nói v? [ch? ??] dành cho [??i t??ng khán gi?  
]. Hãy giúp tôi t?o m?t danh sách ki?m tra ch?nh s?a cho t?ng giai ?o?

n: 1. D?ng phim: T?p trung vào nh?ng gì 2. D?ng th?i: C?n c?t b? nh?  
ng gì và t?i sao 3. D?ng chi ti?t: H?ng d?n v? nh?p ?? và th?  
i gian 4. Hoàn thi?n: Thêm hi?u ?ng và c?i ti?n

## Edit and adjust to match the pace.

Tempo is the rhythm of the filmmaking process. Too slow, and viewers will leave. Too fast, and they won't be able to keep up.

### Guidelines for pacing by content type:

Content type	Average cutting frequency	Reason
Instruct	5-10 seconds	Time to absorb information
Vlog	3-7 seconds	Maintain energy
Product review	4-8 seconds	Show and present rhythm
Short version (TikTok)	1-3 seconds	Maximum energy
Documentary	8-15 seconds	Let the shots develop freely.

### L-Cut and J-Cut techniques:

1. **L-Cut** : The audio from the current scene continues playing while the video transitions to the next scene. This creates a smooth transition.
2. **J-Cut** : The audio from the next scene begins before the video transitions. Creates suspense.

Both of them avoided boredom.

## Quick check

You're editing a 10-minute tutorial video. The first draft is 18 minutes long. A friend suggested adding more B-roll footage to make the video more interesting. Is this the right approach?

### Answer

No. The issue isn't a lack of visual appeal—it's the length. An 18-minute draft for a 10-minute video means cutting out 8 minutes of content, not adding extra footage. First, remove the silences, superfluous words, digressions, and weak explanations. Shorten the content to 10-11 minutes. Then, add extra footage to highlight the rest. Adding images to an overly long video only makes it more tedious with beautiful visuals.

## Create subtitles using AI.

Subtitles are no longer an option. They are essential for reaching viewers.

### Automatic subtitles:

Most editing tools (CapCut, Premiere, DaVinci) now automatically generate subtitles. Use them as a starting point, then:

1. Check for spelling errors line by line - AI transcription can make mistakes.
2. Adjust the timing so that the words appear synchronized with the speech.
3. Adjust subtitle formatting for readability (font size, contrast, position).
4. Pause at natural pauses when speaking, not in the middle of a sentence.

## Subtitle formatting tips:

1. **Font** : Bold, sans-serif, high contrast
2. **Position** : Bottom 1/3 or middle (depending on the platform)
3. **Font size** : Easy to read on mobile devices without squinting.
4. **Background** : Semi-transparent or glossy box for easy readability.

## Improve sound

### Checklist for the audio editing process:

1. Remove background noise (most editors have a noise reduction feature).
2. Standardize the volume for consistency throughout.
3. Add music at 10-15% of the voice volume (subtle, not competitive).
4. Add sound effects sparingly to emphasize or transition.
5. Test on different devices (laptop speakers, headphones, phone)

### Music selection:

AI: Video c?a t?i n?i v? [ch? ??]. Gi?ng ?i?u: [gi?ng ?i?u]. Th?i l??  
ng: [th?i l??ng]. ??i t??ng: [ai]. ?? xu?t: 1. Th? lo?i nh?c n?n n?o ph? h?  
p 2. Khi n?o n?n b?t ??u v? k?t th?c nh?c (nh?ng kho?nh kh?c c? th?) 3. Nh?  
p ?? n?o ph? h?p v?i nh?p ?i?u 4. T?m c?c l?a ch?n nh?c mi?n ph? b?n quy?n  
? ??u 5. Nh?ng kho?nh kh?c n?o m? s? im l?ng s? hi?u qu? h?n ?m nh?c

## Basic principles of color correction

You don't need to be a color grading expert. Just fix these three things:

1. **White balance** : Ensures that white looks truly white, without a bluish or orange tint.
2. **Exposure** : Not too bright, not too dark
3. **Consistency** : All video clips in a sequence should look similar.

Most editing software has an "automatic color correction" function that handles 80% of the work.

## Export files for different platforms.

Each platform has its own optimal settings:

Foundation	Resolution	Frame rate	Aspect ratio
YouTube	1080p or 4K	24 or 30 fps	16:9
TikTok	1080x1920	30 fps	9:16
Instagram Reels	1080x1920	30 fps	9:16
Apple Feed	1080x1080	30 fps	1:1
LinkedIn	1080p	30 fps	16:9 or 1:1

**Helpful tip** : Edit at the highest quality, then export multiple versions for different platforms.

## Exercise: Edit a 60-second video

Modify the footage from lesson 4:

1. Assembly: Arrange the clips in order
2. Rough editing: Eliminate silences and errors (target time is 60 seconds)
3. Fine-tuning: Adjusting the pace, adding extra scenes.
4. Add subtitles and background music.
5. Export to your primary platform

## Key points to remember

1. Good editing means good cutting and pasting – removing anything that doesn't serve the purpose of the video.
2. Follow the 4-step process: Assembly, rough construction, fine cutting and assembly, finishing.
3. The tempo varies depending on the type of content - adjust the trimming frequency to suit your format.
4. Subtitles are essential: 85% of videos on social media are watched without sound.
5. Audio quality is more important than image quality - clean up the audio in each edit.
6. Export different versions for different platforms to maximize reach.

1. Question 1:

Why are subtitles important for video content?

1. A. They are mandatory requirements by law.
2. B. 85% of videos on social media are watched without sound, and subtitles help improve accessibility, engagement, and SEO.
3. C. They make the video look more professional.
4. D. They are only necessary for content in foreign languages.

EXPLAIN:

Most videos on social media are watched in silence (while commuting, at work, or in bed). Subtitles make your content more accessible to these viewers, improve engagement metrics, support hearing-impaired viewers, and increase searchability.

## 2. Question 2:

What was the most important editing decision you made?

1. A. Choose which color filter to apply.
2. B. Cut out what - remove silences, errors, and content that doesn't serve the story.
3. C. How many transition effects should be added?
4. D. What music should be used to begin?

EXPLAIN:

Good editing is about proper cutting and splicing. The most important skill is knowing what to remove – silences, superfluous words, digressions, weak points. What remains will be more cohesive, engaging, and easy to watch.

Submit your work

## Training results

You have completed **0** questions.

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