Here are some tips for using basic video editing techniques as you produce your film:

**Adding Text**
Text on the screen can be just that: text on the screen. But, if formatted in an interesting way, text on the screen can make a huge impact! As film makers, you want your text to have an impact. There are a number of things to consider about text, and you should experiment with all of them.

You need to think about:
- the size of the text
- the type of font
- the color of the text and what will appear behind it - how the text will appear on the screen

As you experiment with text, consider the impact you want it to have.

**Adding Transitions and Effects**
Transitions and video effects can transform how a film looks and flows. When used purposefully, they can enhance a message, create a mood and leave a lasting impact. When used without thought, they can have the opposite effect and instead be a distraction.

The tricky truth is, they are fun to use! So, you are encouraged to play around with transitions and effects – get it out of your system – and then make some smart and meaningful decisions about what to use and what not to use in your film.

**Adding Voice-overs**
A well-recorded voice-over can be the most moving part of a PSA. A great example of this is the Almost Give PSA from the AD Council.

There are three factors that contribute to a masterfully recorded voice-over.
Video Editing 101

The first is speed. You don’t want to speak so quickly that your message is lost. You don’t want to speak so slowly that you bore the viewers. And, you want your voice to match up with the images you intended.

The second is volume. You want to make sure your message is heard!

The third is intonation and inflection. You want to use your voice to place emphasis on desired words. You want the tone of your voice to capture the tone of the whole PSA. You want to pause for effect.

Adding Music
The rules that apply to transitions and effects apply to the use of music. When used purposefully, they can enhance a message, create a mood, and leave a lasting impact. When used without thought, they can have the opposite effect, and become distracting.

You want to use music to complete and add to your message, not to overshadow or diminish it.