

# EDITING GUIDE



# Guide to technical and creative aspects for a cinematic video

Checklist of important details to keep in mind for cinematic style wedding videos:

## Technical aspects

- Final export Format: 1920 x 1080 or higher resolution.
- Check that there are no crooked horizons.
- Cameramen or background photographers should not appear on video.
- Avoid shaky shots and blurry or out of focus shots.
- Make sure that all the audios were cleaned up and edited correctly.
- Avoid "jello effect" when stabilizing.
- Make sure the framing is correct, so there are no gaps above the heads or cut off feet.
- Pay attention to the pacing of the video, do not use shots that are too short or too long.
- Do not repeat shots, and be coherent with the shots featured in the video.

- Make sure that the video follows a "common thread", and its storytelling is engaging for the viewer. You can choose to make a chronological or non-chronological video. Regardless of the type of video you choose, the video must follow a logical line. Make sure that there are no takes at random places in the timeline. For example, if we are looking at the part of the story where the bride and groom cut the cake (end of the wedding), there should be no getting ready shots. The common thread and storytelling of the video is very important!
- It is at the discretion of the editor, but several important moments of the wedding must be included: getting ready, first look, ceremony (entrance of the bride, kiss) the reception (including part of the dinner, speeches, cake, bouquet toss, first dance, formal dance with parents, party and bride and groom's exit). Photo sessions and personal interviews or letters from the bride and groom are very common too.
- It is very important to edit with a goal in mind, and in this case, the goal is to create a love "movie", telling a fluid and emotional story. The video should produce emotions in the viewer. It must have emotional moments (generally, the speeches of the relatives or vows of the couple), surprising moments (usually with opening shots of the place, drone shots, etc.), funny moments (some funny speech, when they throw the rubber band, cut the cake, etc.) And the story must flow. For this it is important to avoid all kinds of technical flaws.



- It is also important that the shots we are seeing make sense with the audios and soundtracks we are listening to. For example, if we are in a romantic moment with shots of the couple on the beach, we cannot have an audio of a friend telling funny anecdotes as a voiceover.

On the contrary, if we are listening to the vows of the couple, we should not see images of them with their friends.

- It is recommended to avoid using shots of serious or sad people. They convey negative emotions.
- It is advisable to start the video with opening shots that reveal the place, to locate ourselves geographically.
- Also, it is important to change the pacing of the video and alternate between quiet and more emotional parts of the wedding. The change of rhythm is usually given by the tempo of the soundtrack.
- The story must be guided by the speeches of the celebrant, bride and groom, relatives, etc. In general, the audios are the ones that tell the story.

## Soundtracks

- Soundtracks must have a cinematic style.
- As George Lucas said: "The music is 50% of the film." It's important to choose the soundtracks well."
- They generally do not have lyrics except for some specific requests.
- They must have breaks and vary from calmer to more energetic.
- It is recommended to use at least 1 different soundtrack every 2 minutes of video.
- We recommend listening to reference music on [musicbed.com](https://www.musicbed.com)
- To make the video spectacular, it is advisable to have small pauses without audio and then start with another soundtrack.

## Audio

- They must guide the video and they must tell the story.
- The most used audios are: letters read by the couple, priest's speeches, family and friends' speeches, ceremony, vows of the couple.
- The audios used at the beginning must help with the opening. For example, an audio of the priest welcoming everyone to the ceremony or the father of the bride welcoming family and friends.





## Color correction and grading

- Check that all cameras are matched-up.
- Check that the whites look white.
- Avoid washed out, over-exposed and saturated colors.
- The color grading, except for special requests, must be similar to those used in movie trailers.
- This is one of the aspects that generate the most reviews in videos. It is important that the color is consistent throughout the video.

We recommend reviewing the video several times to make sure that it complies with all of the above, since it is what Wanderlust mainly evaluates.

