

Clips become a story

HOW YOUR VIDEO MATERIAL BECOMES A POWERFUL STORY FOR
AN INTERNATIONAL AUDIENCE – WITH EDITING & AI

David Fichtner

Workshop schedule

Phase 1

Introduction &
CapCut Basics

Phase 3

AI in video production &
Hey Gen tutorial

You work on the editing yourself! I'll
support you wherever you need help.

Phase 2

Translation &
subtitling with AI

Phase 4

How do your clips become a story?

- What do you want to say with the video?
- Is there a common thread?
- What is your core message?
- Which clips do you definitely want to show?
- Which narrative form suits your idea?



Narrative

forms

1

Interview + B-Roll

2

Voiceover + B-Roll +
Interview

3

Moderation + B-Roll+
Interview



Narrative

forms

- 1 Interview + B-Roll
- 2 Voiceover + B-Roll + Interview
- 3 Moderation + B-Roll + Interview



Narrative

forms

1

Interview + B-Roll

2

Voiceover + B-Roll +
Interview

3

**Moderation + B-
Roll+ Interview**



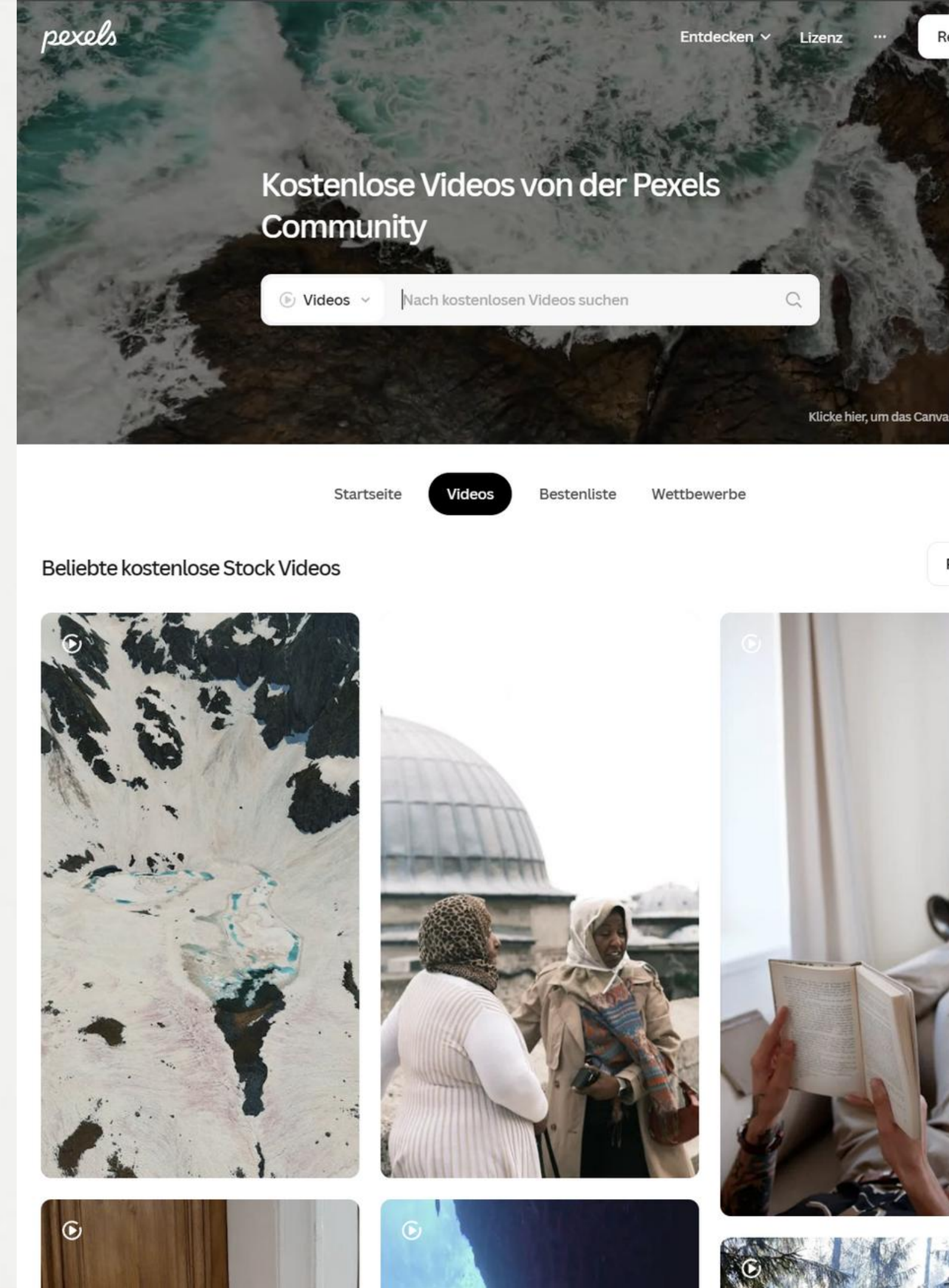
Still missing material? No problem!

There is free stock footage at:

- pexels.com
- pixabay.com

Important:

- Use only material that is approved for (non-)commercial purposes
- Best: “CC0” or “Free for personal use
- & generally do not use any logos, trademarks or third-party persons without permission



Video editing with CapCut

Important:

- Only use music that you are allowed to use!
 - On TikTok, for example, it's a difficult topic.
- The “YouTube Audio Library” is a good source
- Here, too, attention must be paid to whether the music may be used for (non-)commercial purposes.

Audio-Mediathek

Durch die Nutzung dieser Audio-Mediathek stimmst du den YouTube-Nutzungsbedingungen für die Audio-Mediathek zu.

Weitere Informationen

OK

Musik

Soundeffekte

Markiert

Audio-Mediathek durchsuchen oder filtern

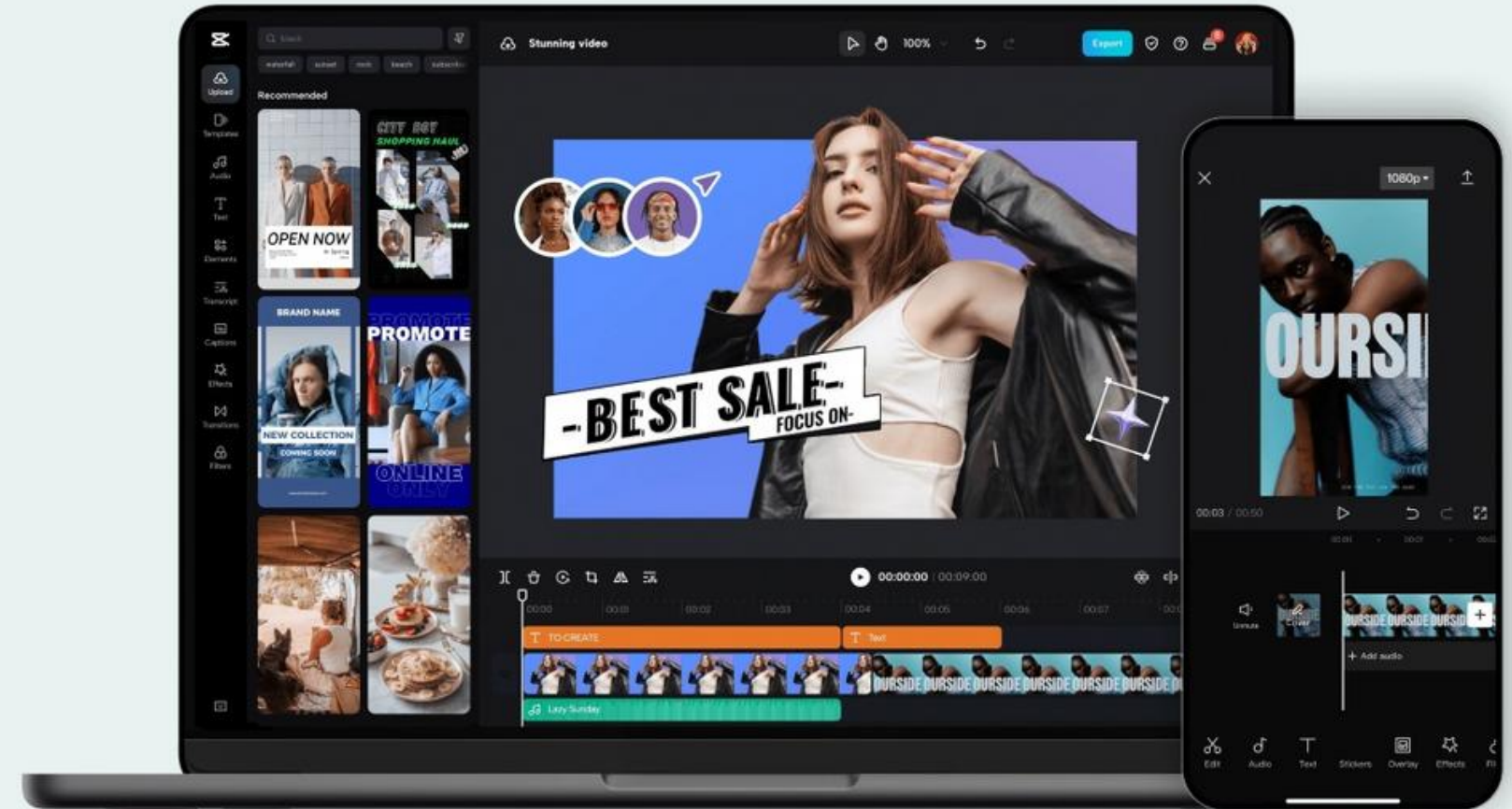
| | | Titel | Genre | Stimmung | Künstler | Dauer | Lizenztyp | Hinzugefügt <div></div> |
|-----------------------------------|-----------------------------------|----------------------------------|-----------------|--------------|------------------|-------|------------------------|-------------------------|
| <div><div></div><div></div></div> | <div><div></div><div></div></div> | Cash | Rock | Traurig | Mark Karan, S... | 2:22 | <div><div></div></div> | Juli 2025 |
| <div><div></div><div></div></div> | <div><div></div><div></div></div> | Numb Sky | Rock | Dramatisch | Mark Karan, S... | 3:58 | <div><div></div></div> | Juli 2025 |
| <div><div></div><div></div></div> | <div><div></div><div></div></div> | Swimming In A Fish Bowl | Rock | Heiter | Mark Karan, S... | 3:02 | <div><div></div></div> | Juli 2025 |
| <div><div></div><div></div></div> | <div><div></div><div></div></div> | Long Distance | Rock | Ruhig | Mark Karan, S... | 3:18 | <div><div></div></div> | Juli 2025 |
| <div><div></div><div></div></div> | <div><div></div><div></div></div> | Brave | Rock | Inspirierend | Mark Karan, S... | 2:56 | <div><div></div></div> | Juli 2025 |
| <div><div></div><div></div></div> | <div><div></div><div></div></div> | Hanging Motionless | Rock | Dramatisch | Mark Karan, S... | 3:16 | <div><div></div></div> | Juli 2025 |
| <div><div></div><div></div></div> | <div><div></div><div></div></div> | Clocks | Rock | Heiter | Mark Karan, S... | 3:04 | <div><div></div></div> | Juli 2025 |
| <div><div></div><div></div></div> | <div><div></div><div></div></div> | Repeat | Rock | Funky | Mark Karan, S... | 1:45 | <div><div></div></div> | Juli 2025 |
| <div><div></div><div></div></div> | <div><div></div><div></div></div> | Celestial Distortion | Rock | Wütend | Mark Karan, S... | 2:54 | <div><div></div></div> | Juli 2025 |
| <div><div></div><div></div></div> | <div><div></div><div></div></div> | Ordinary Men | Rock | Ruhig | Mark Karan, S... | 3:00 | <div><div></div></div> | Juli 2025 |
| <div><div></div><div></div></div> | <div><div></div><div></div></div> | For Our Friends | Pop | Fröhlich | Telecasted | 2:14 | <div><div></div></div> | Juni 2025 |
| <div><div></div><div></div></div> | <div><div></div><div></div></div> | True Crime Documentary and Chill | Dance & Elektro | Ruhig | Rod Kim | 2:05 | <div><div></div></div> | Juni 2025 |
| <div><div></div><div></div></div> | <div><div></div><div></div></div> | Tomorrow's Light | Pop | Fröhlich | Telecasted | 2:06 | <div><div></div></div> | Juni 2025 |
| <div><div></div><div></div></div> | <div><div></div><div></div></div> | Merry Go Round | Pop | Funky | Telecasted | 2:03 | <div><div></div></div> | Juni 2025 |
| <div><div></div><div></div></div> | <div><div></div><div></div></div> | uWu Victory | Pop | Fröhlich | Rod Kim | 1:45 | <div><div></div></div> | Juni 2025 |
| <div><div></div><div></div></div> | <div><div></div><div></div></div> | Duty Calls | Filmmusik | Dramatisch | Rod Kim | 1:43 | <div><div></div></div> | Juni 2025 |
| <div><div></div><div></div></div> | <div><div></div><div></div></div> | Bring It Together | Country & Folk | Romantisch | Telecasted | 2:09 | <div><div></div></div> | Juni 2025 |
| <div><div></div><div></div></div> | <div><div></div><div></div></div> | Clouds Lifting | Country & Folk | Funky | Telecasted | 2:09 | <div><div></div></div> | Juni 2025 |
| <div><div></div><div></div></div> | <div><div></div><div></div></div> | Country Funk | Pop | Funky | Telecasted | 2:16 | <div><div></div></div> | Juni 2025 |
| <div><div></div><div></div></div> | <div><div></div><div></div></div> | Final Boss Battle | Dance & Elektro | Dramatisch | Rod Kim | 1:41 | <div><div></div></div> | Juni 2025 |
| <div><div></div><div></div></div> | <div><div></div><div></div></div> | Conspiracy Theory | Dance & Elektro | Dramatisch | Rod Kim | 1:36 | <div><div></div></div> | Juni 2025 |
| <div><div></div><div></div></div> | <div><div></div><div></div></div> | Test Your Fight | Dance & Elektro | Wütend | Rod Kim | 1:35 | <div><div></div></div> | Juni 2025 |
| <div><div></div><div></div></div> | <div><div></div><div></div></div> | Spandex-Man The Animated Series | Rock | Dramatisch | Rod Kim | 1:38 | <div><div></div></div> | Juni 2025 |
| <div><div></div><div></div></div> | <div><div></div><div></div></div> | Country Sky | Country & Folk | Ruhig | Telecasted | 2:11 | <div><div></div></div> | Juni 2025 |
| <div><div></div><div></div></div> | <div><div></div><div></div></div> | Hot Drop Bus | Pop | Inspirierend | Rod Kim | 1:56 | <div><div></div></div> | Juni 2025 |
| <div><div></div><div></div></div> | <div><div></div><div></div></div> | You and I | Country & Folk | Ruhig | Telecasted | 2:06 | <div><div></div></div> | Juni 2025 |
| <div><div></div><div></div></div> | <div><div></div><div></div></div> | Y2K Heist | Dance & Elektro | Ruhig | Rod Kim | 2:00 | <div><div></div></div> | Juni 2025 |
| <div><div></div><div></div></div> | <div><div></div><div></div></div> | Golden Hour | Pop | Ruhig | Telecasted | 2:20 | <div><div></div></div> | Juni 2025 |

Cap Cut Tutorial

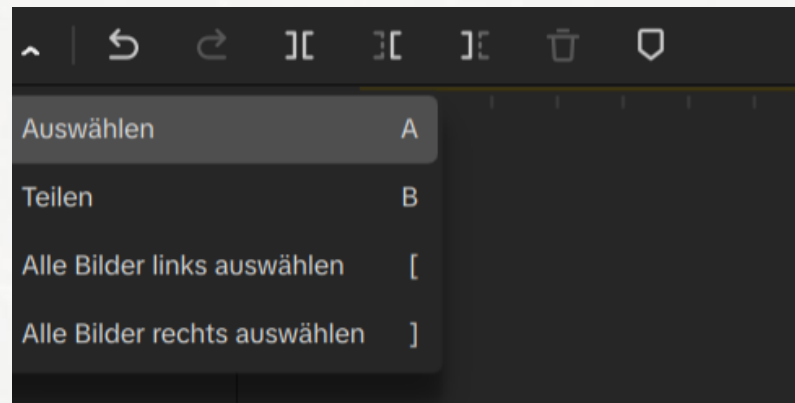
Video editing with CapCut

Why CapCut?

- It's free
- Cross-platform (PC, Mac, tablet, smartphone)
- Particularly suitable for quick social media projects
- And some of you have already used it!

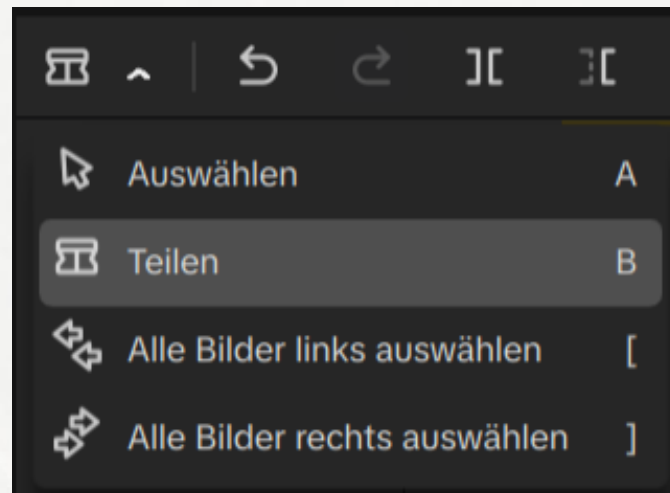


Most important tools



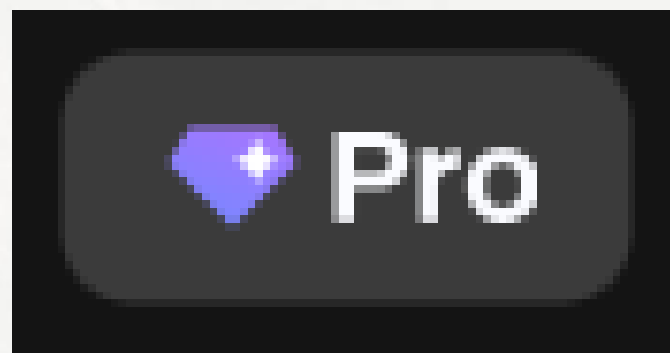
Selection tool

→ Select, move, delete multiple clips



Razor Blade (Ctrl + B)

→ Cut clip at current position



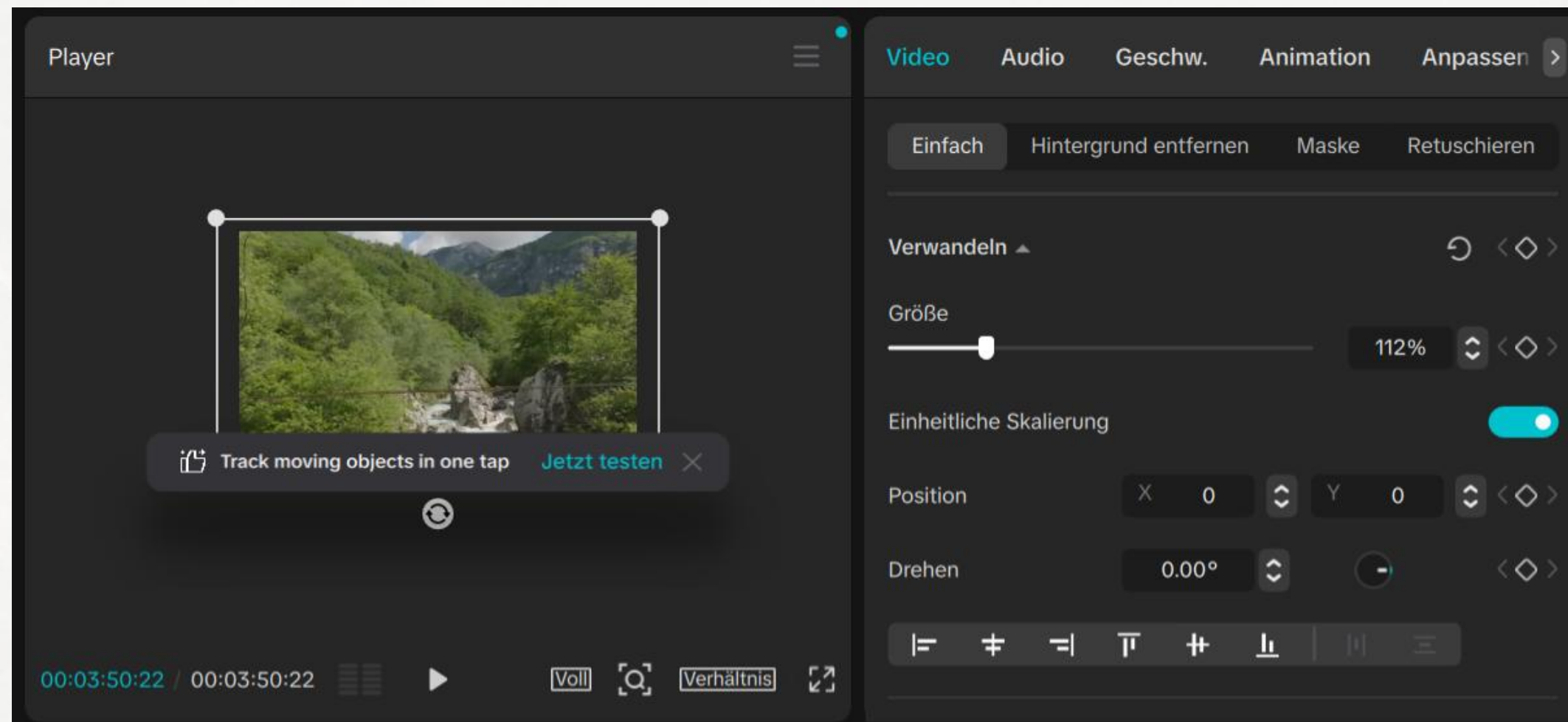
Diamond symbol = subscription content

→ Everything with diamond costs extra → We don't need it for 90% of the videos - just ignore it!

Zoom, Position

- You can move, resize, or zoom in on your video directly using your mouse.
- Drag the clip to the desired location in the preview area.

Make sure your main subject stays in the correct frame!



Audio

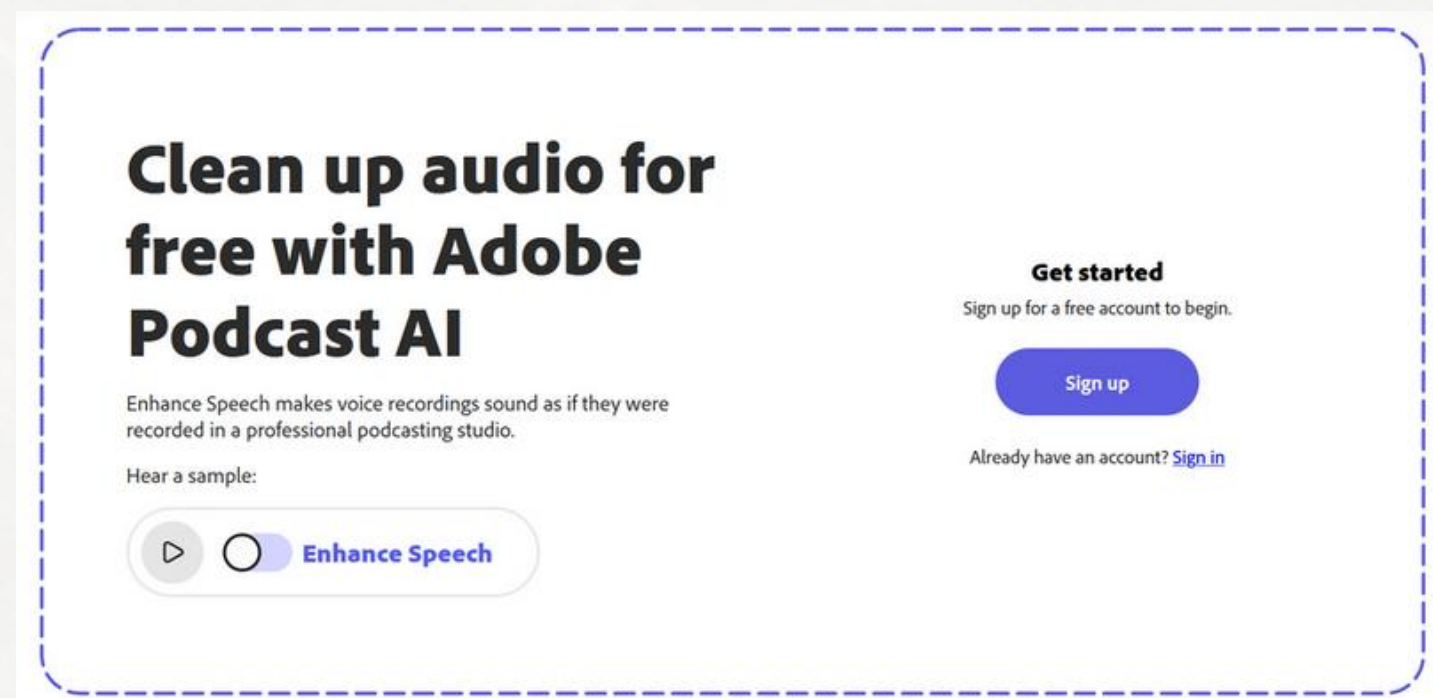
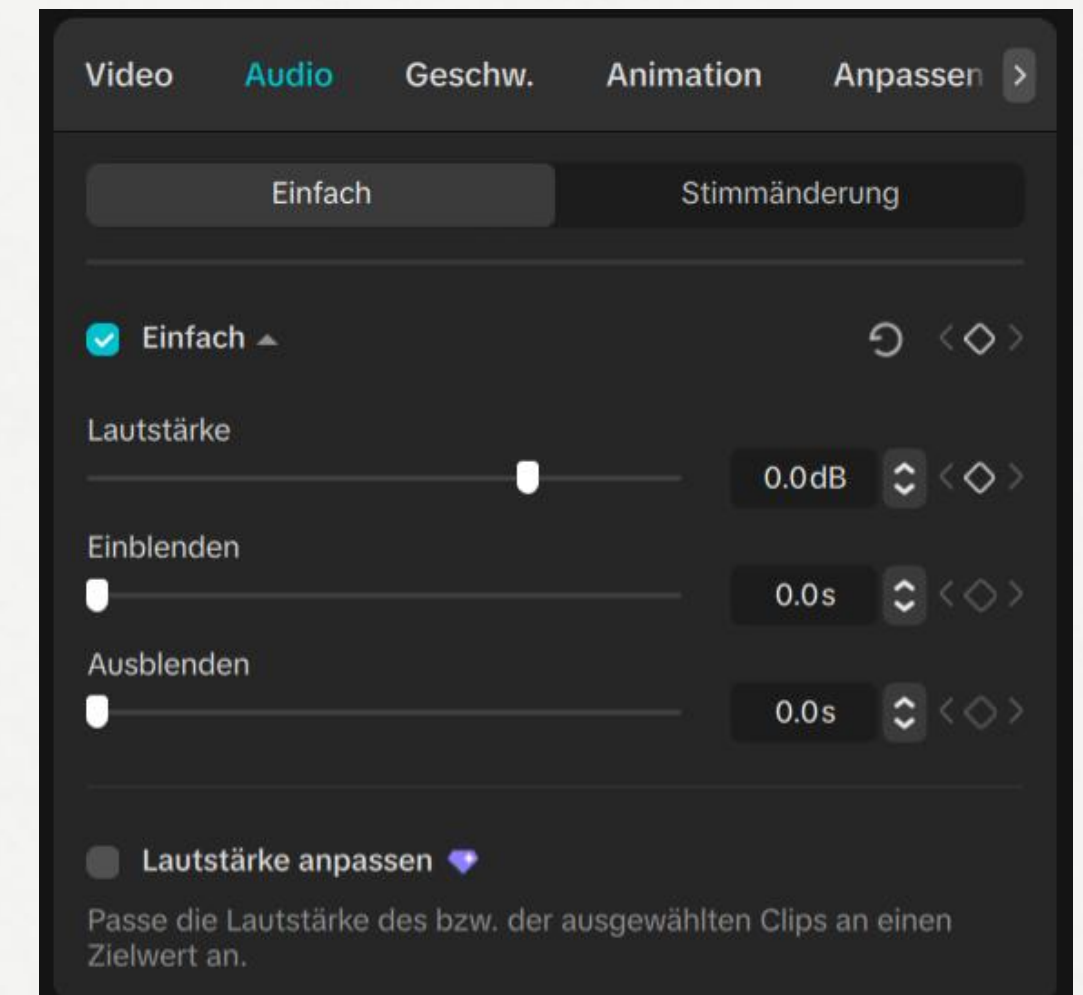
If your video is too loud or too quiet:

- Click on the audio track or video
- Select the “Audio” tab
- Adjust the volume as needed

For particularly poor quality: Adobe Enhance

<https://podcast.adobe.com/enhance>

- [Removes noise, reverb & highlights the voice](https://podcast.adobe.com/enhance)

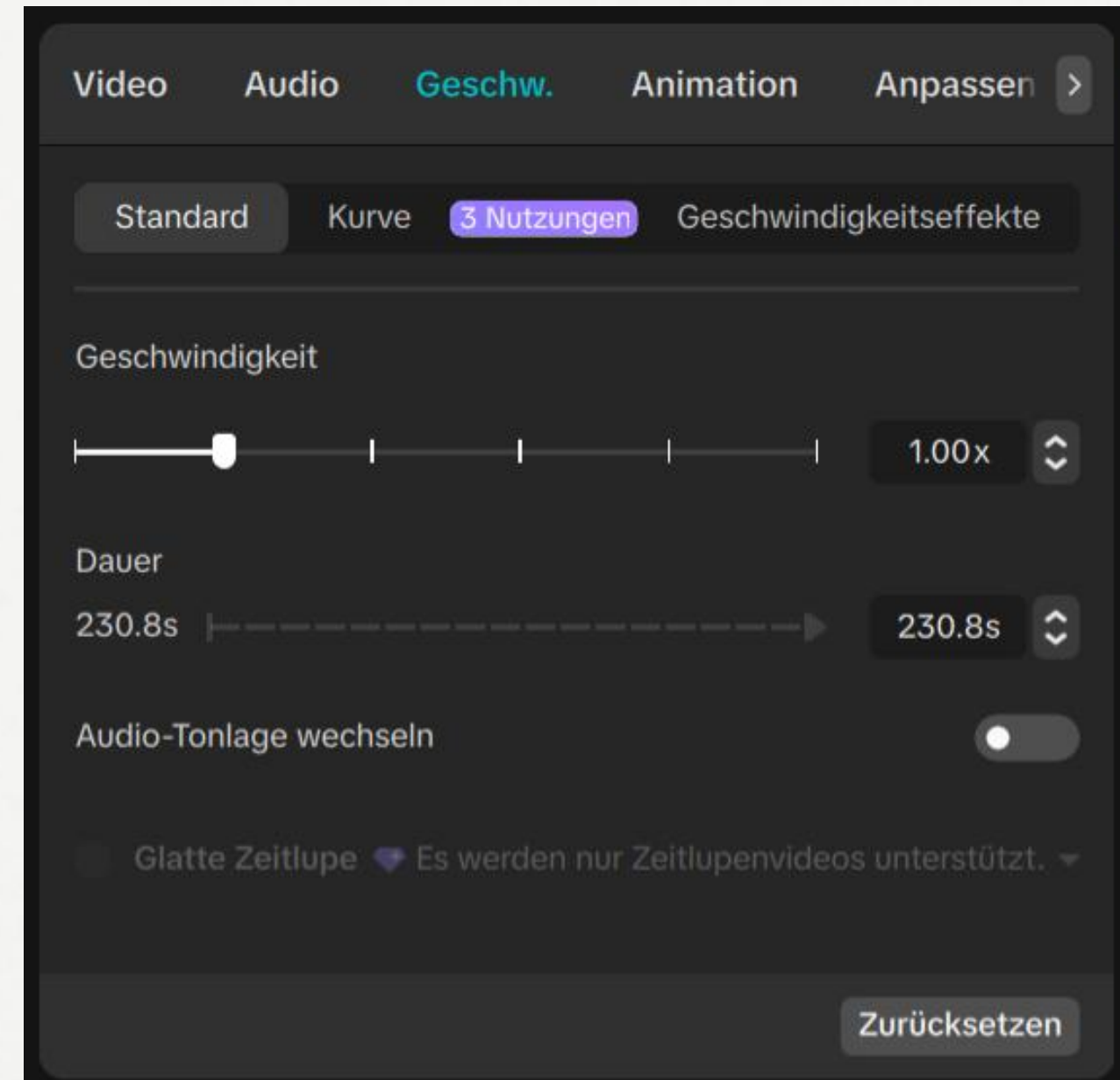


— speed

1. Select clip
2. Click on “Speed”
3. Adjust

Benefits e.g. for:

- **Slow motion in action scenes**
- **Build tension**
- **Rhythm changes in the video**



Transitions

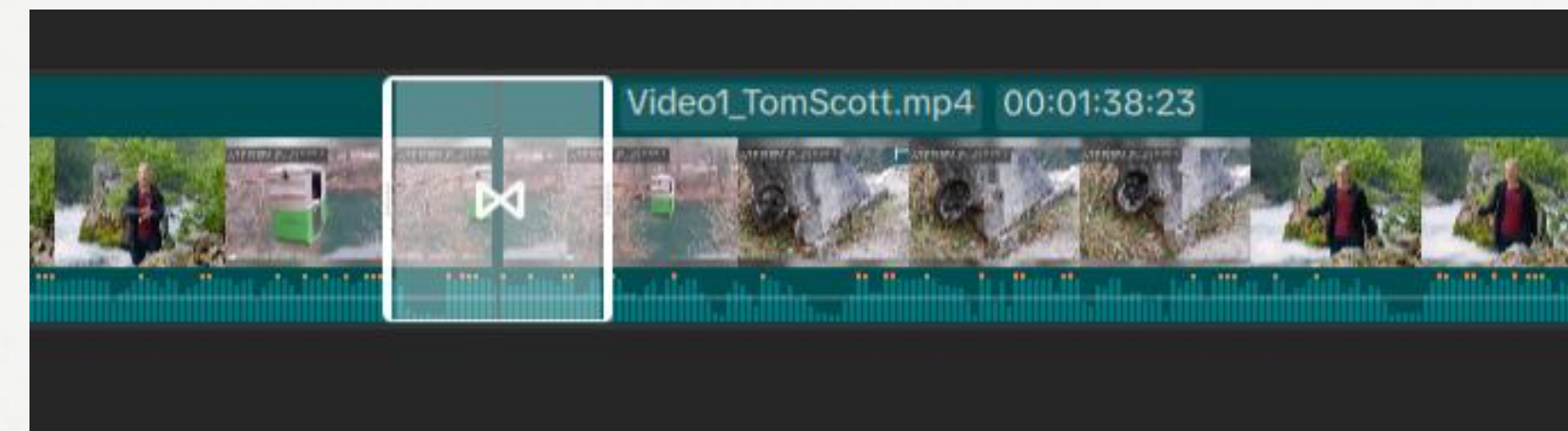
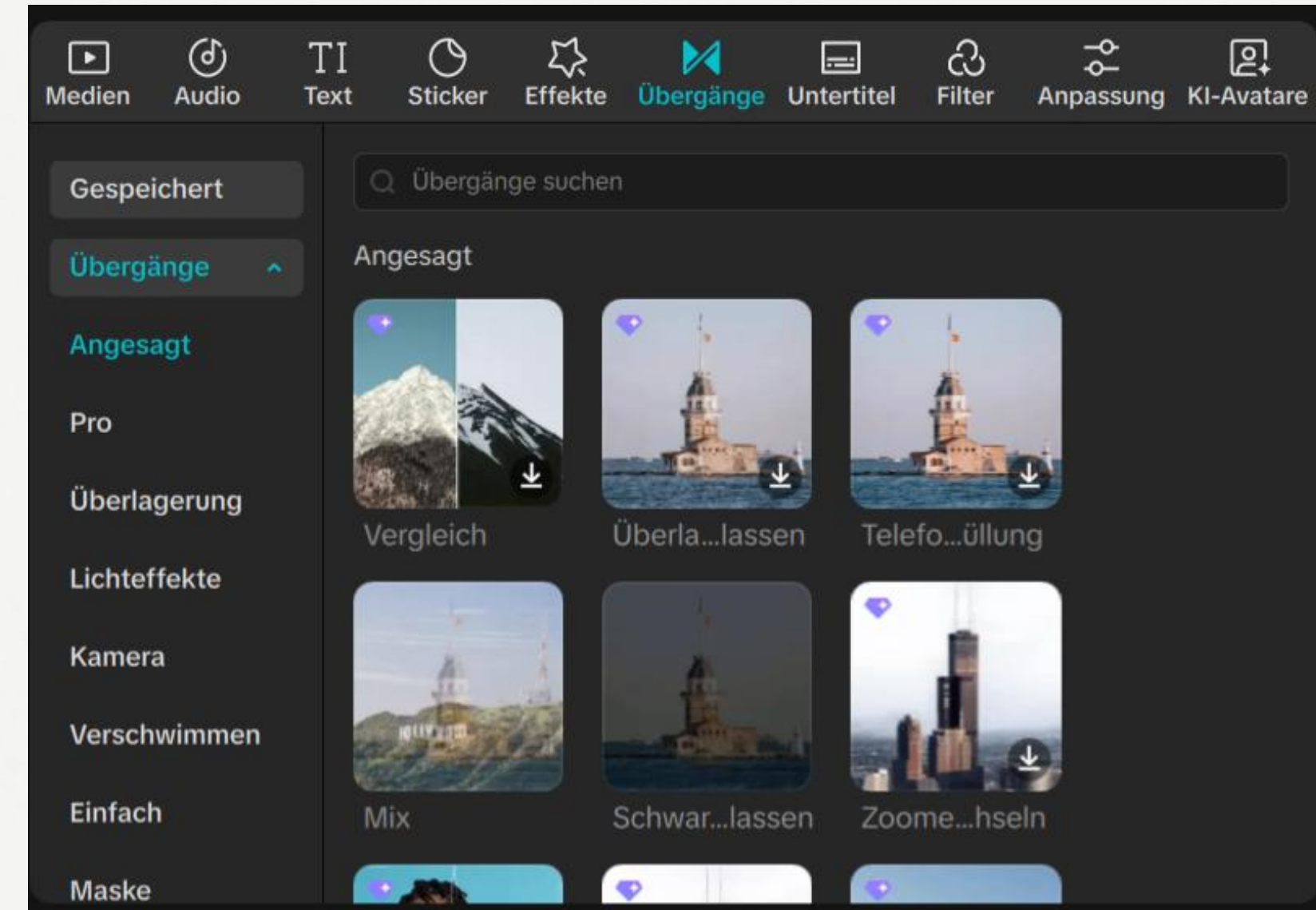
Transitions make your cuts softer or more exciting.

Use them, for example, to zoom, slide, or fade between scenes.

Here's how:

1. Cut two clips together
2. Click in the space → “Add transition”
3. Select effect (e.g. Zoom, Slide, Fade)

Tip: Less is more. A good transition doesn't stand out, but supports



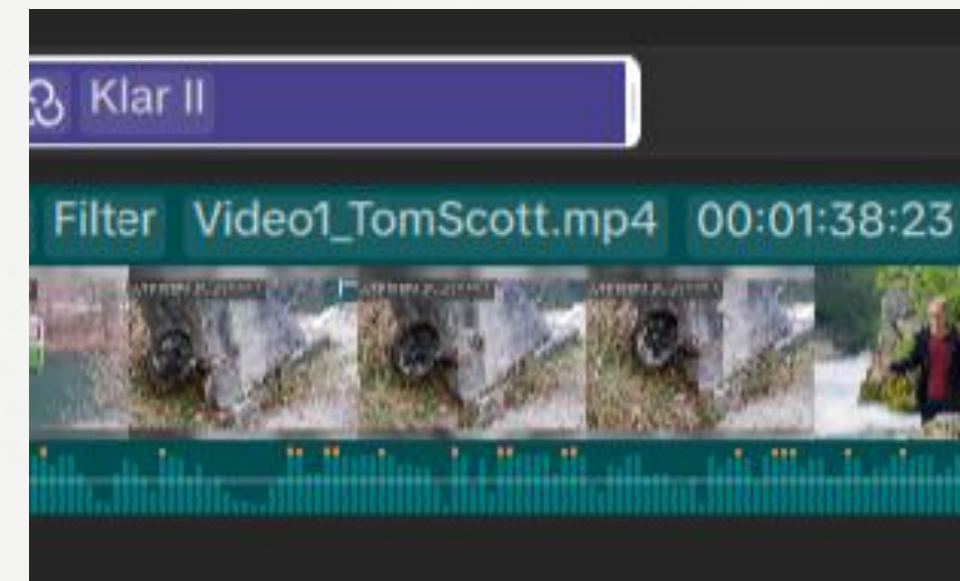
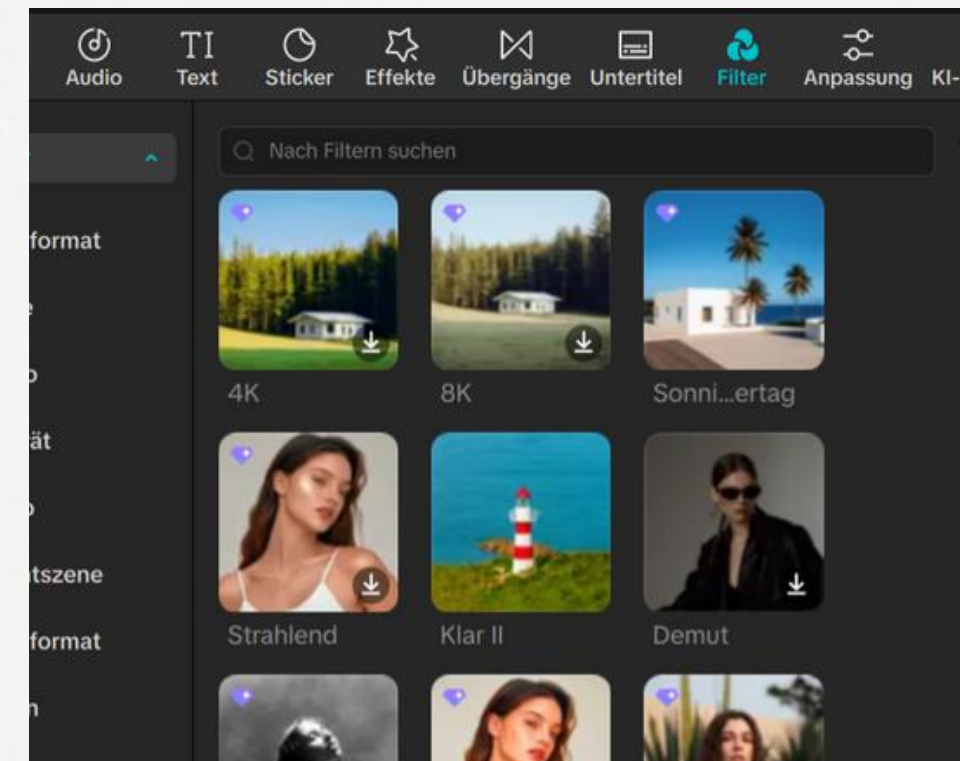
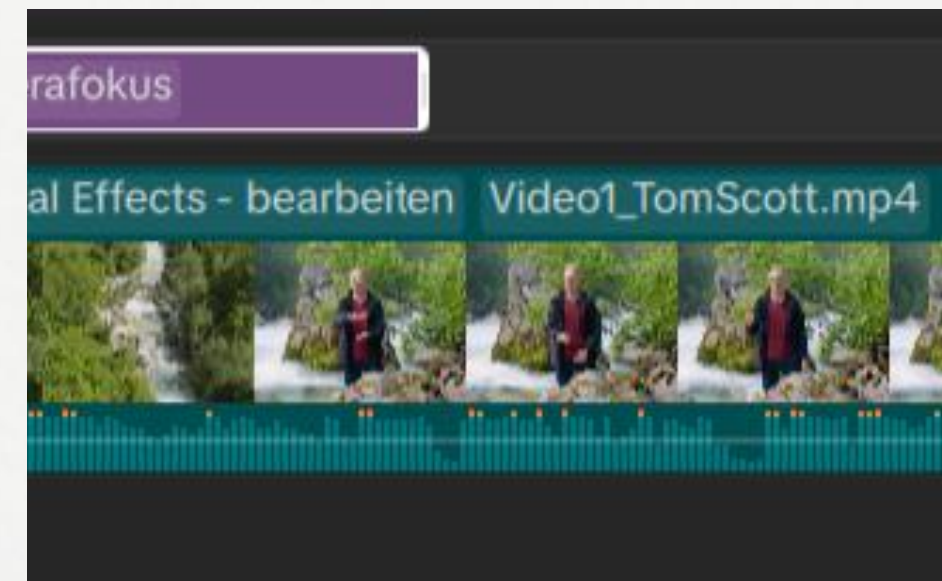
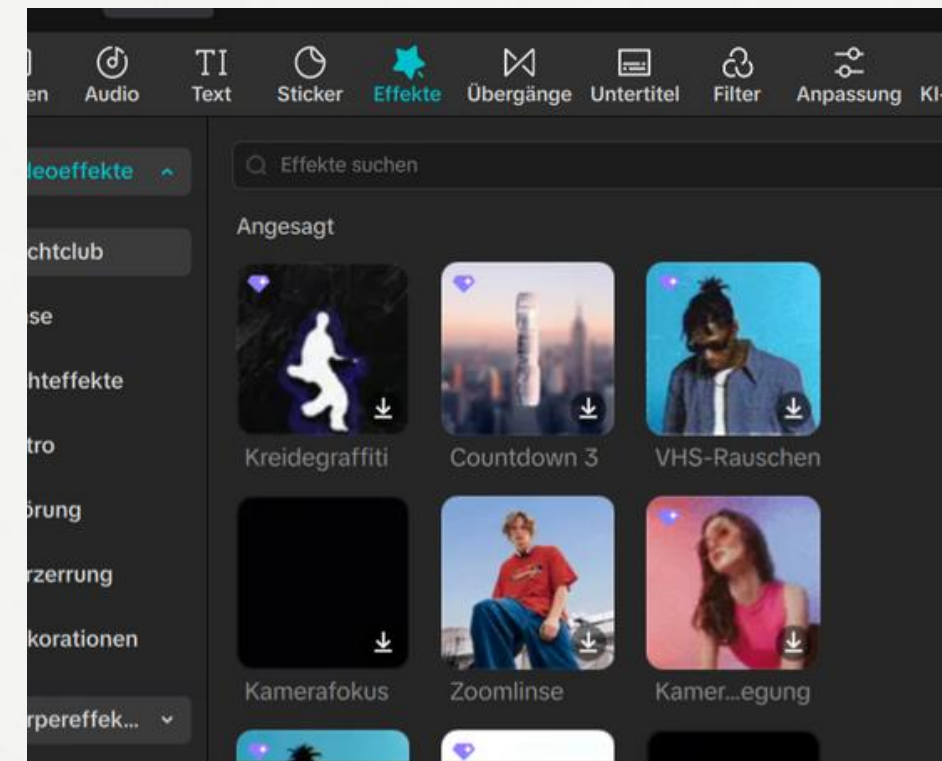
Effects & Filters

Visual effects and filters can make scenes more exciting or change moods.

Here's how:

1. Click on “Effects” or “Filters”
2. Choose a style (e.g. Glitch, Blur, Retro)
3. Drag it onto your clip or set the time range

Here too: less is more.

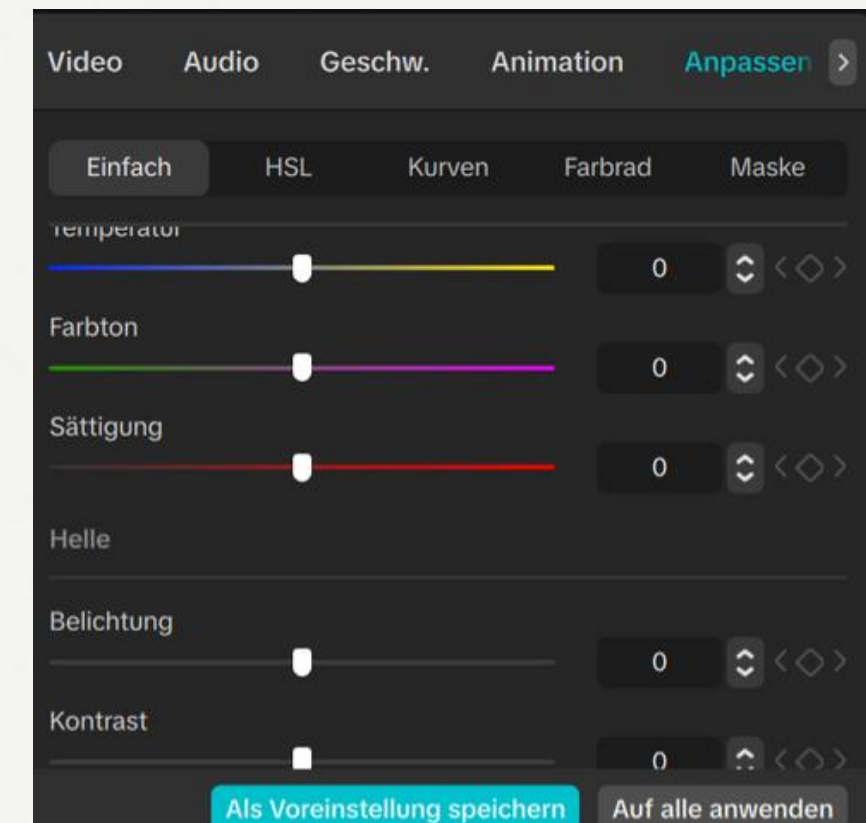
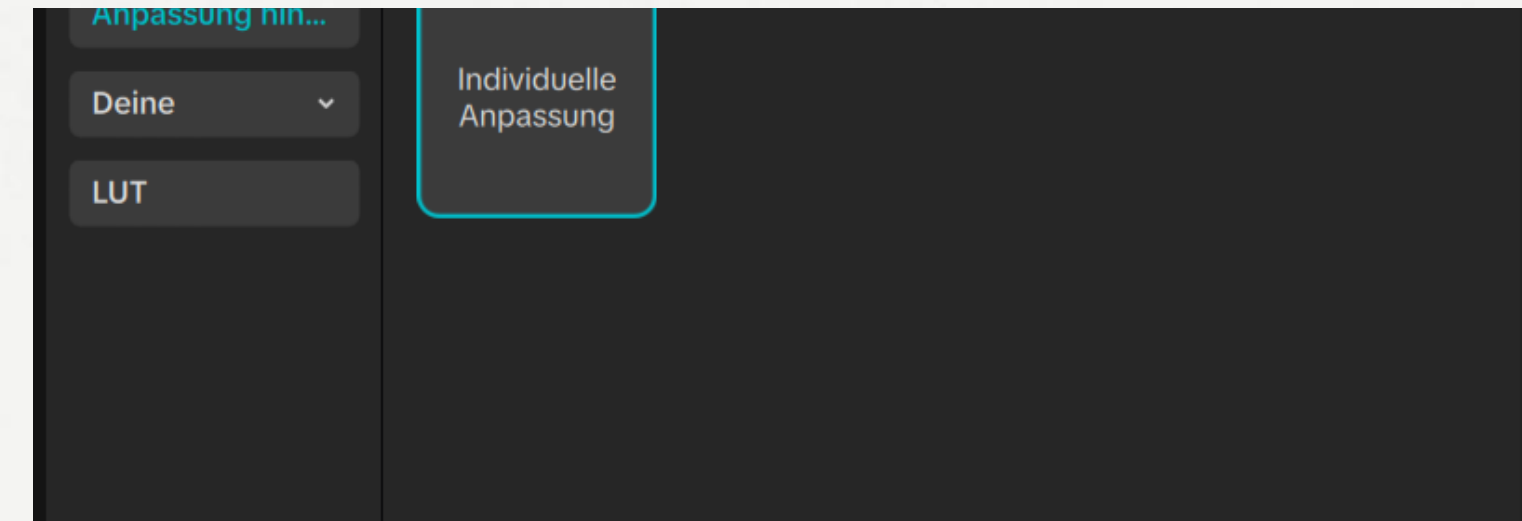


Color adjustment

For the final touches: Click on your clip → “Adjust” There you can manually adjust the appearance:

- brightness
- Contrast
- saturation
- Temperature
- Farbton etc.

Subtle color correction instantly makes your video look more professional.



Text

Texts help you to display names, places or statements.

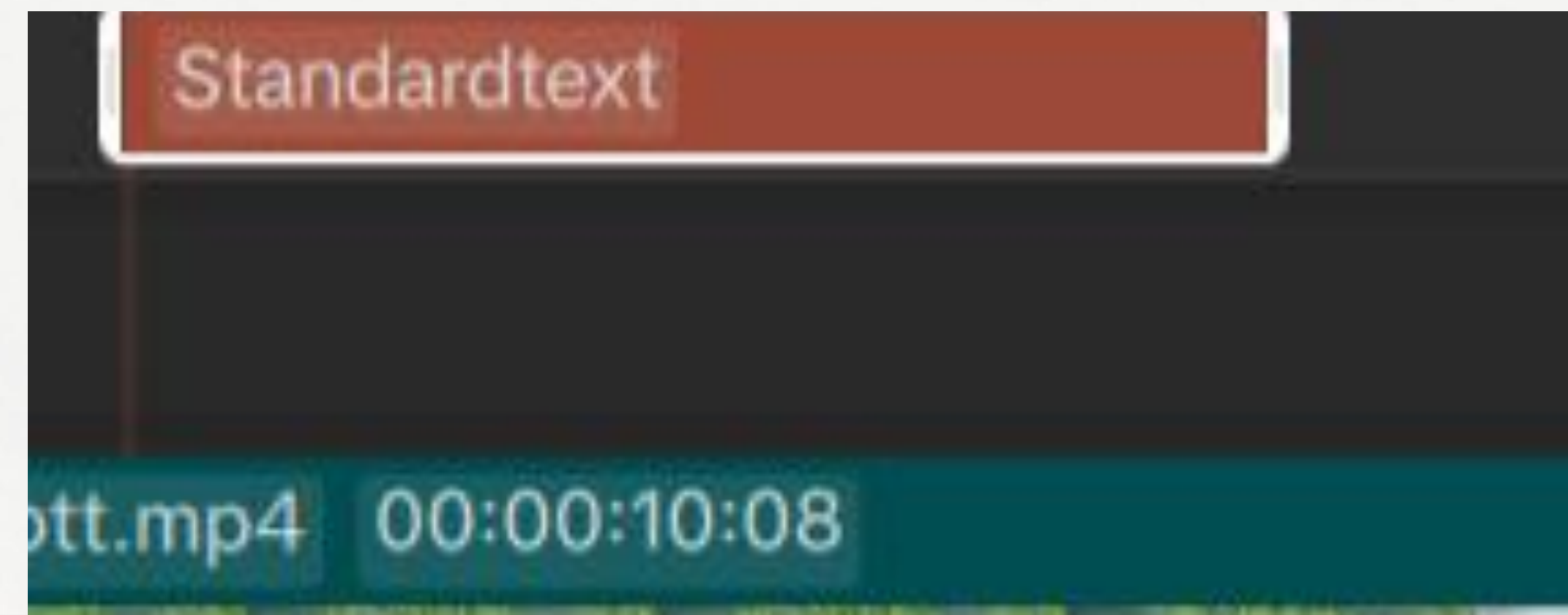
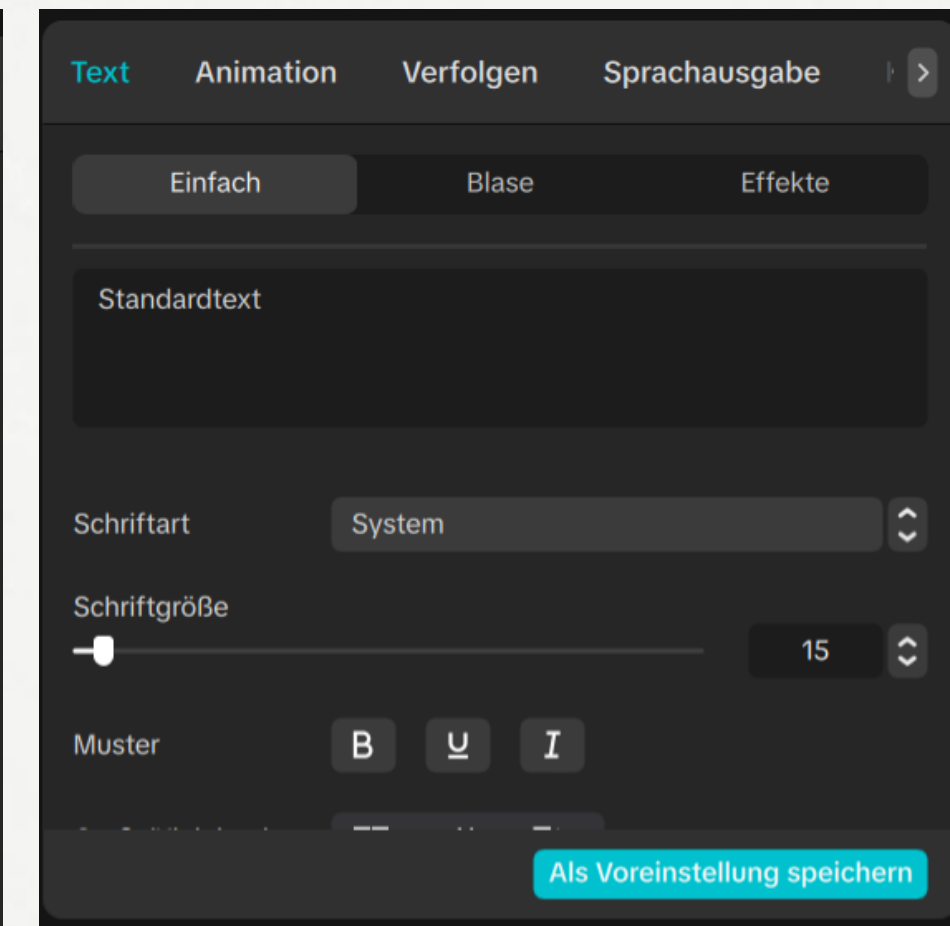
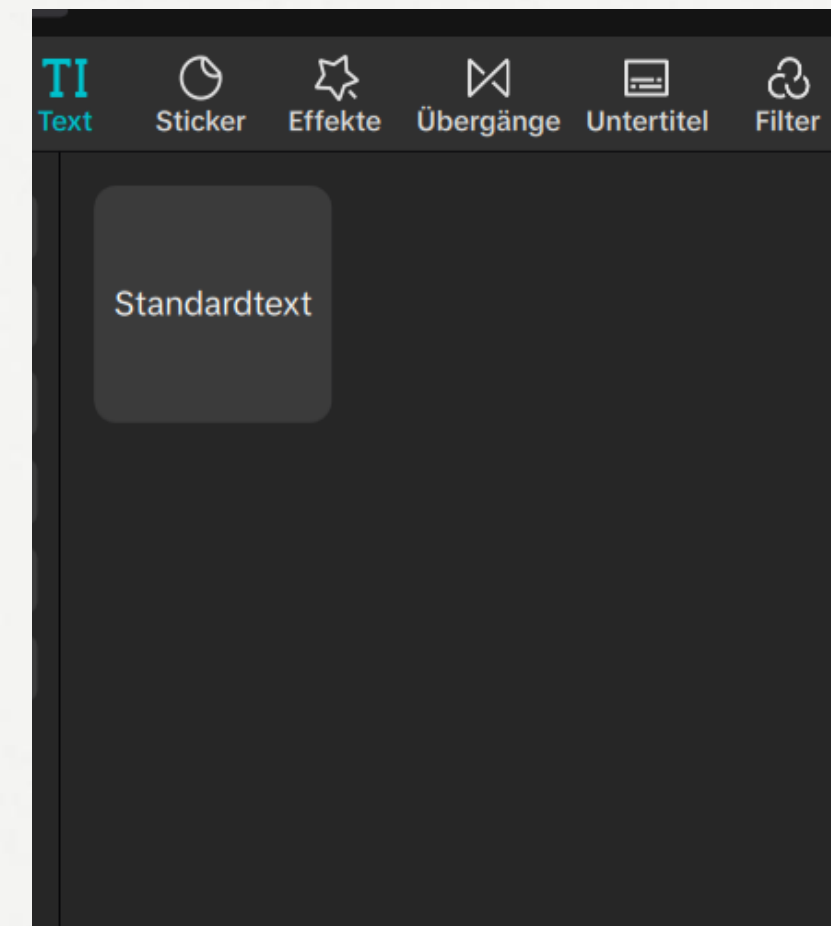
Here's how:

1. Click on “Text” → then on “Add Text”
2. Drag the text where you need it
3. Adjust size, position & duration freely

Tip:

- Use short texts
- No whole paragraphs

Rather work with symbols or English words, this makes it easier to “internationalize” the video



Bonus: Marker / Keyframes

You want to zoom, fade in, move?

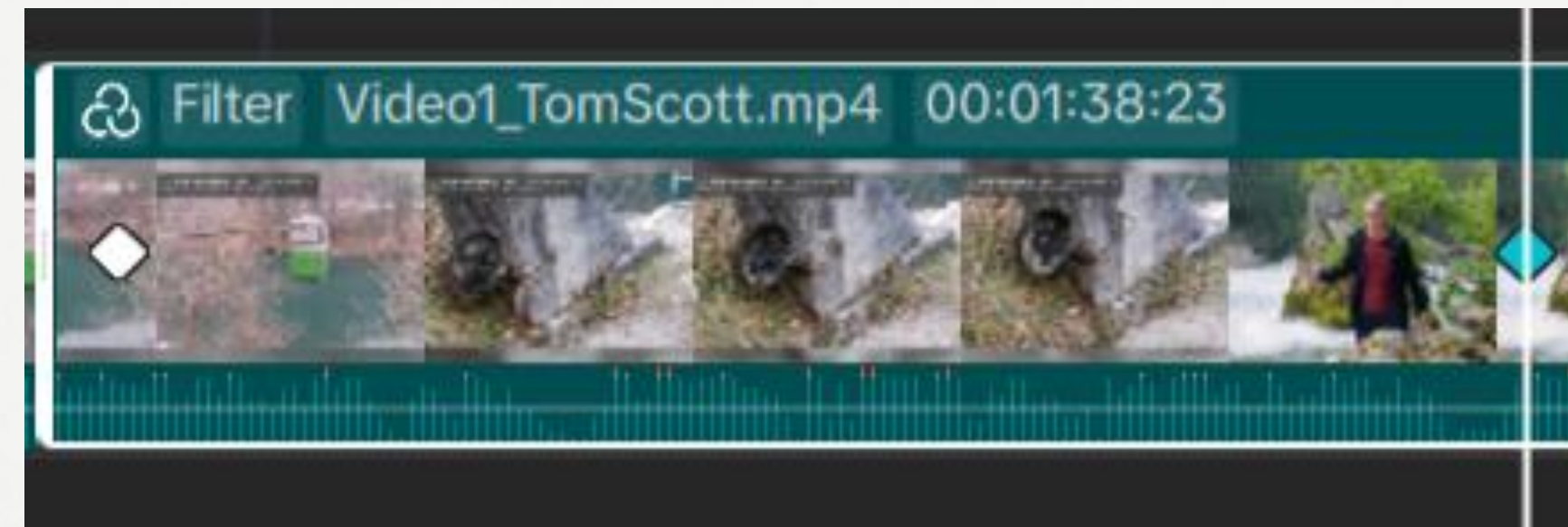
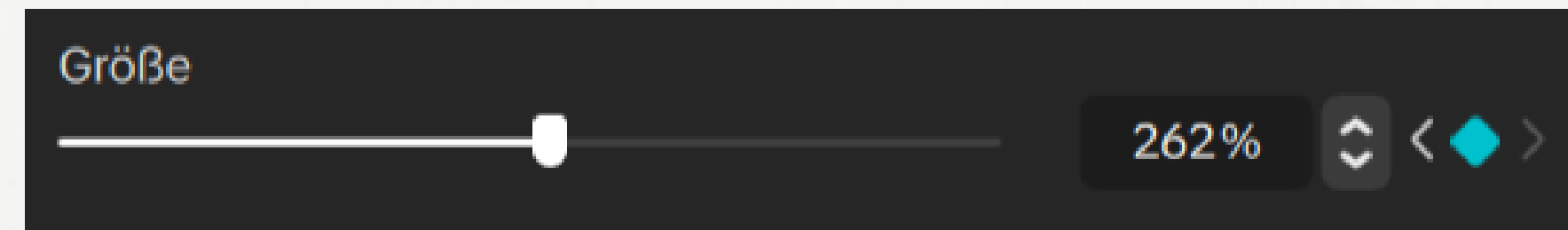
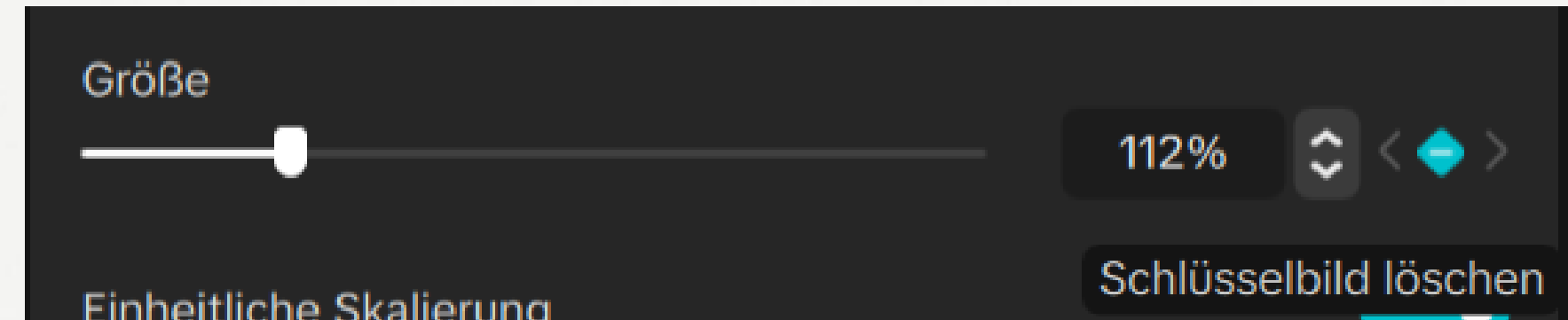
Then you need markers – also called “keyframes”.

How it works:

1. Select a clip or text
2. Go to the place where something needs to change
3. Click on the small \diamond diamond symbol
4. Rewind a few seconds
5. For example, change position, size, volume
6. CapCut calculates the movement in between automatically!

Examples:

- Zoom in: from 100% → 130%
- Text/Graphics: flies in from the left
- Effect: Blur fade in/out
- Audio: Music automatically turns down when someone speaks



The cut

4 steps on average

1

View & sort clips

2

**Select base track for common
thread (interview, voiceover...)**

3

**Fine-tuning: graphics,
text, effects...**

4

Export

Step-by-step instructions cut

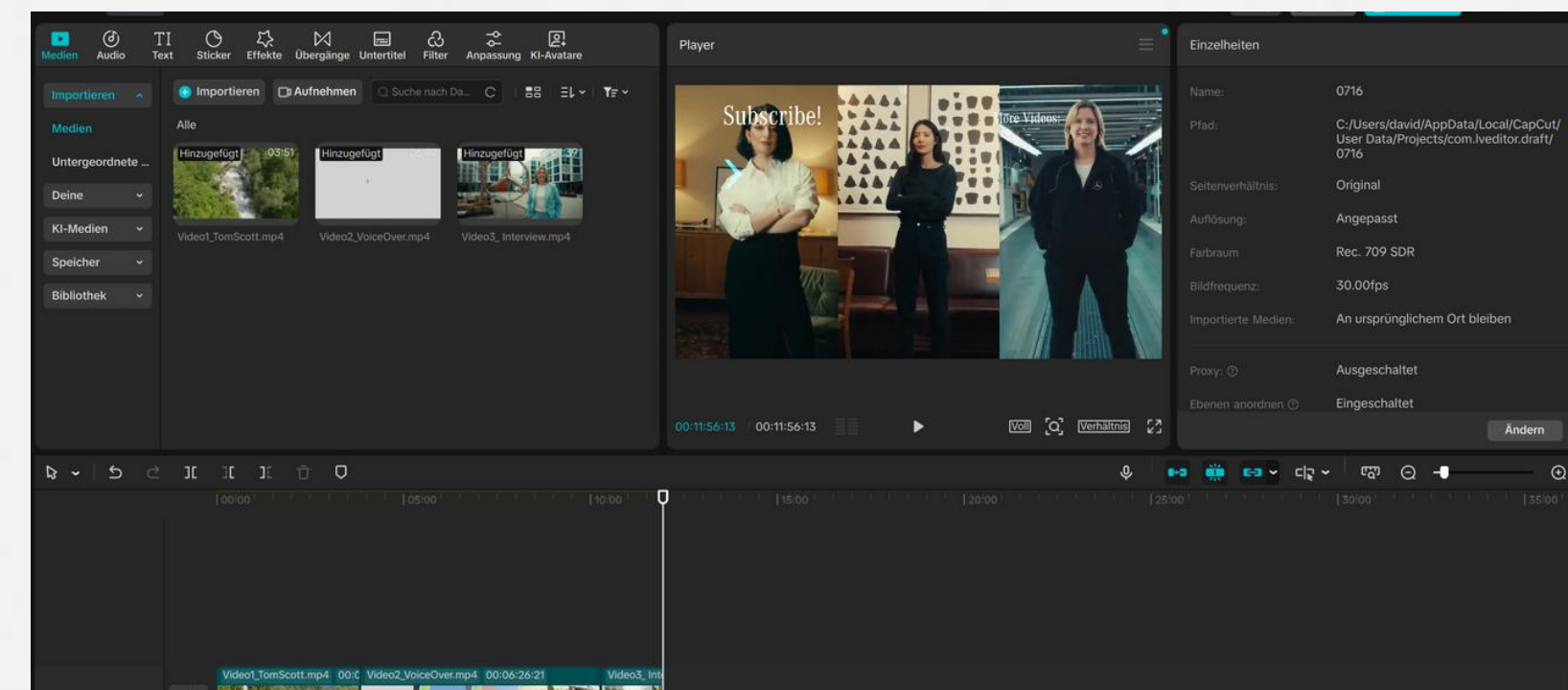
Sort media

- Use the media library for a better overview
- Name clips sensibly (e.g. “Interview_Anna”), this helps enormously when editing

Start project

- Open CapCut
- Create a new project
- Import clips via drag & drop
 - (Video, image, audio)
- It is important to set the format correctly
 - 16:9 → YouTube & Co.
 - 9:16 → Social Media

| Name | Änderungsdatum | Typ | Größe |
|------------------|------------------|-----------|-----------|
| ▼ Letzte Woche | | | |
| Video1_TomScott | 13.07.2025 21:19 | MP4-Datei | 15.715 KB |
| Video2_VoiceOver | 13.07.2025 21:18 | MP4-Datei | 17.995 KB |
| Video3_Interview | 13.07.2025 21:17 | MP4-Datei | 8.187 KB |



Create a rough cut

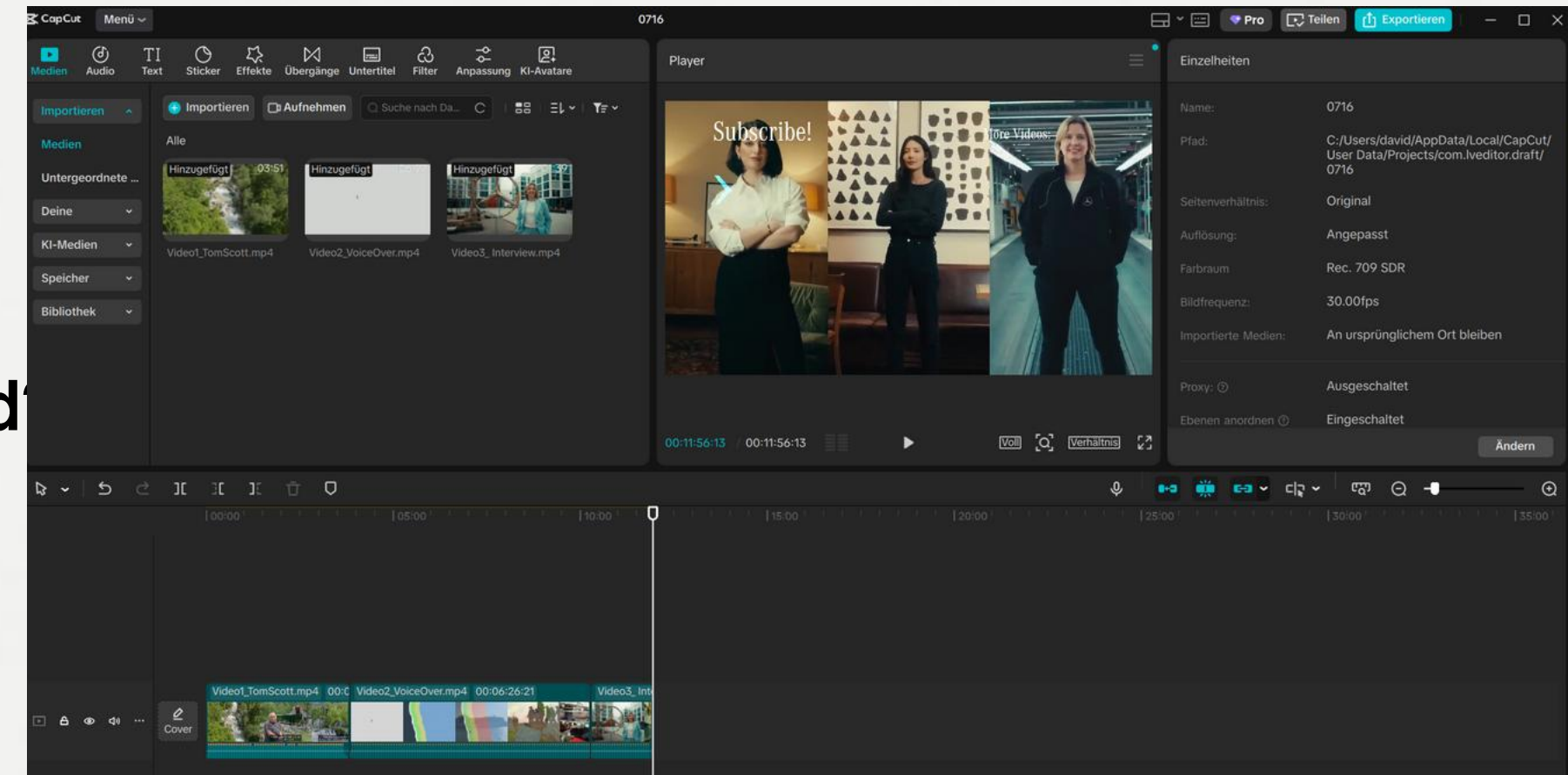
Now it's time to sort and review!

Here's how to proceed:

1. Drag all clips to the timeline
2. Look at everything – what do you really need?
3. Delete everything that is clearly unusable
4. (e.g. blurred, double, out of focus)

Goal:

- In the end, only the clips are on the timeline,
- that really should be in your finished video.



The common thread

Once everything is sorted, the base track comes first – it carries the story!

Choose your common thread: Interview, Voice-Over, Moderation

- This track is at the very bottom of the timeline.
- Edit them first – this will be the backbone of your video.

Don't forget to shorten:

- Streamline long answers
- Keep only the most important statements
- Interview questions can often be

Tip: “As short as possible, as long as necessary.”

B-roll, transitions & music

Bring your video to life with B-roll* & Co.

Here's how:

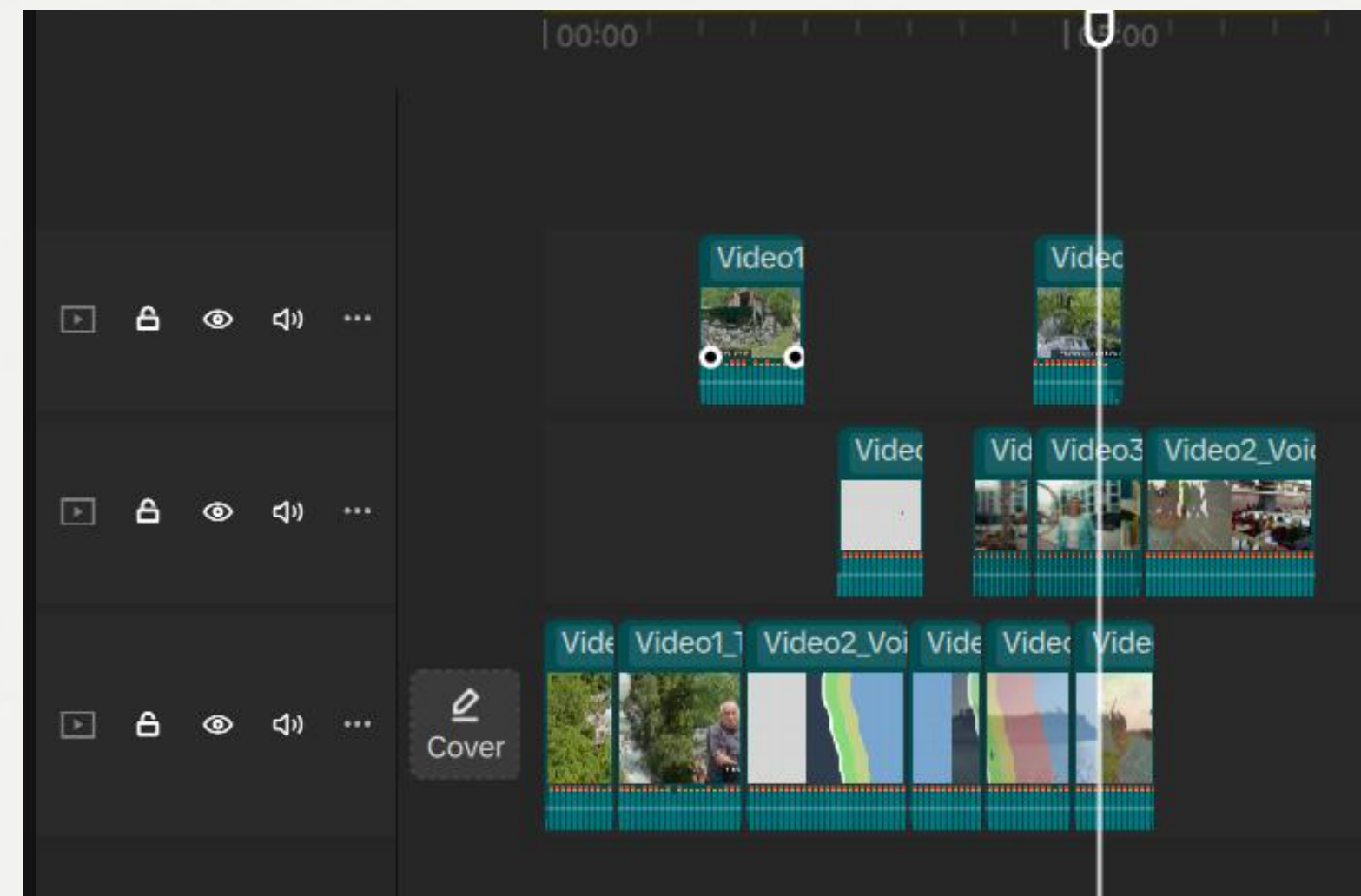
- Underline your base track with suitable images, scenes or music
- Use fades for smooth transitions
- Play with movement, sound, contrasts & editing rhythm

Further inspiration for the finishing touches:

- Movement continues in the next scene
- Sound starts before the picture comes
- Opposites: e.g. quiet → loud, forest → motorway
- Time jumps with quick cuts
- Every beat = a new cut (music & image in time)

Goal: Your cuts appear fluid, exciting, or deliberately high in contrast.

*B-Roll = Images to complement the story

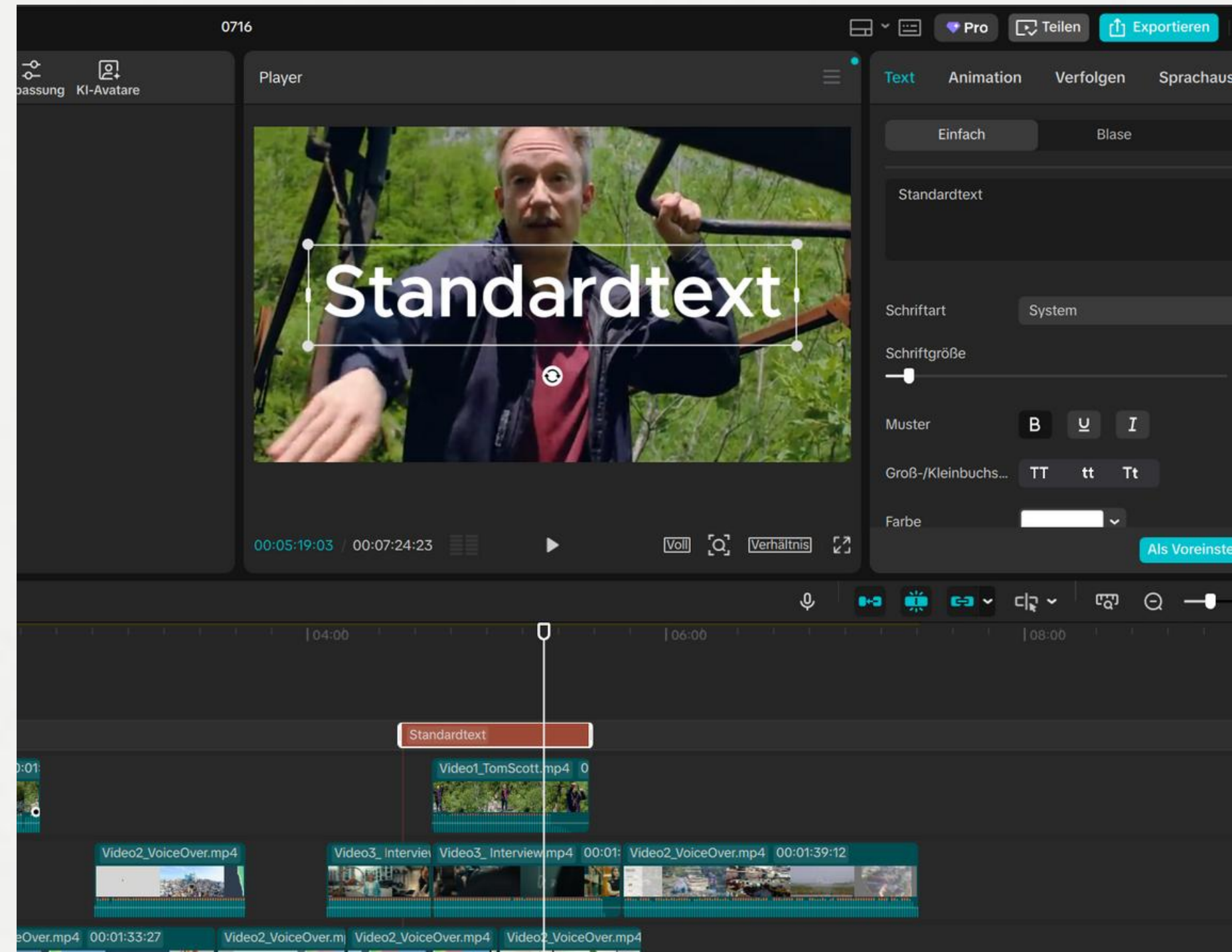


Fine-tuning, text, titles and

graphics

- Text only where necessary (e.g. names, places, dates)
- Short & crisp instead of long paragraphs
- Ideal: English + icons – this makes it easier to translate later
- It is best to place titles large, clear and easy to read

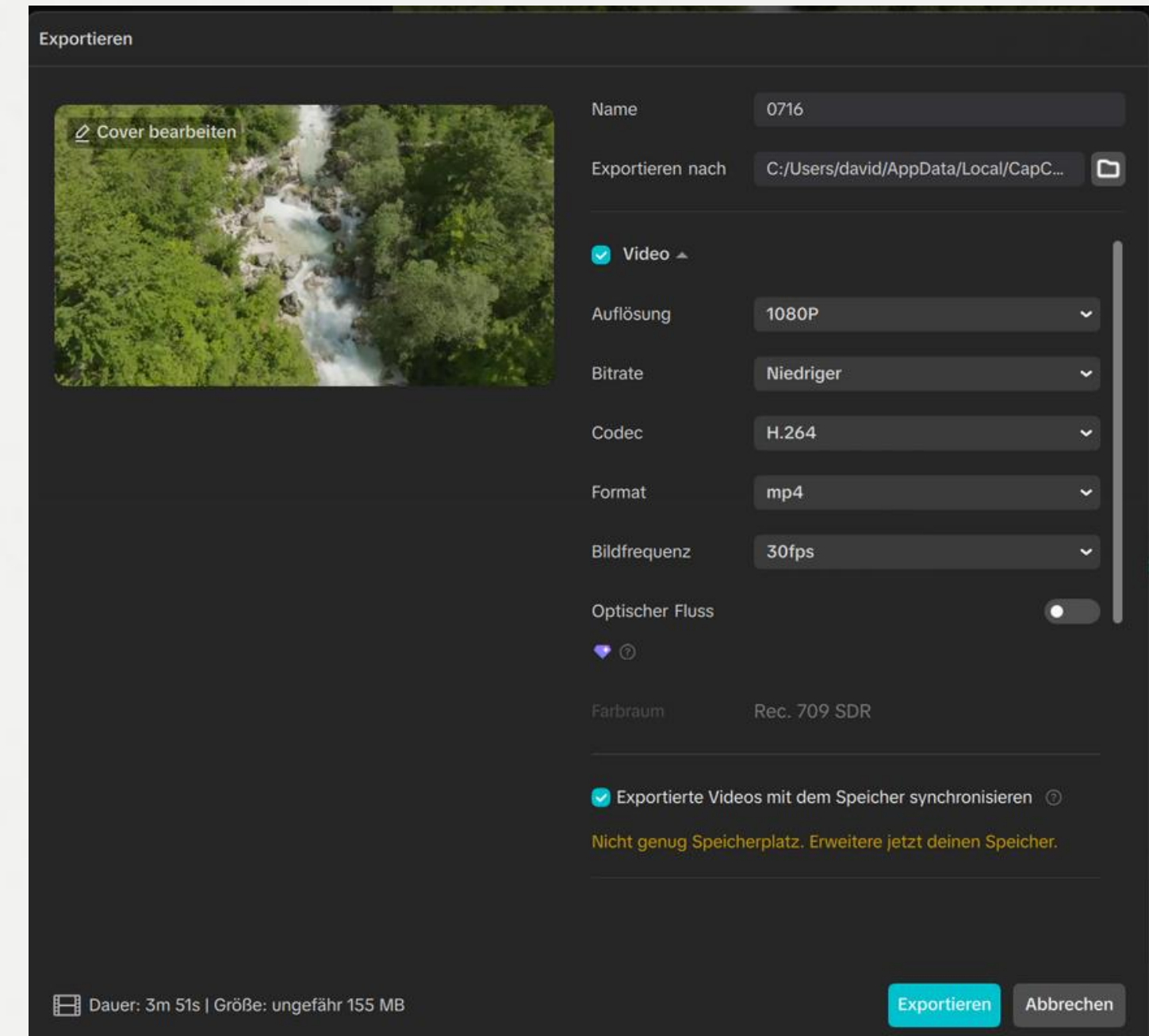
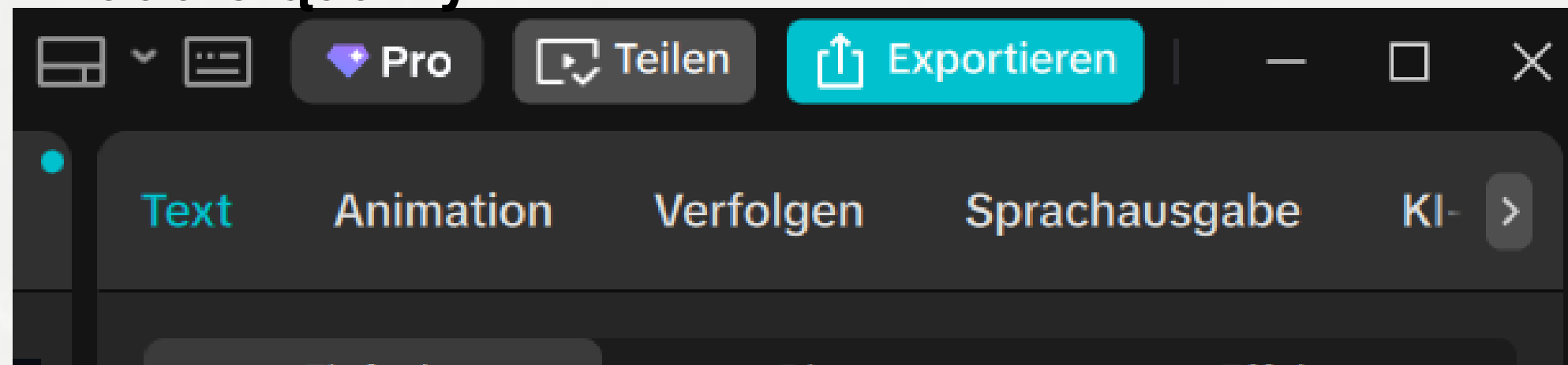
Goal: The information should be helpful – but not distract from the video!



Export the video

If you are satisfied with everything:

- Click on “Export” in the top right corner
- Select the format: MP4, quality: Full HD (1080p)
- Pay attention to good sound: at least 256kbps audio quality



Chapter: KI

AI in video production

Artificial intelligence is changing how we plan, edit, and translate videos.

How does AI actually work?

AI models such as ChatGPT, DALL·E or Sora generate content based on probabilities:

- **Text:** Which word is most likely to match next?
- **Image:** Which pixel structure corresponds to the description?
- **Video:** How do image and movement develop logically?

What is behind it?

- 1. Training data:** texts, images, videos from the Internet
- 2. Neural networks:** Recognizing patterns and relationships
- 3. Generative models:** Combine what has been learned and create new content – e.g., images from text or videos from sketches.

— Important!!

AI is not a creative genius, but a tool.

She learns from existing material and combines familiar patterns. She provides the creative input.

Your idea is and remains the core.

Story, emotion and perspective come from you – the AI only implements what you “feed” it.

Prompt = your instructions to the AI.

The clearer, more precise and creative your prompt, the better the result will be.

Whether text, image or video – the input determines the output.

Exciting Tools

Create video from text

You describe a scene – the AI creates a video with images, movement and sound.

- Sora (OpenAI)
- Veo (Google DeepMind)

Areas of application:

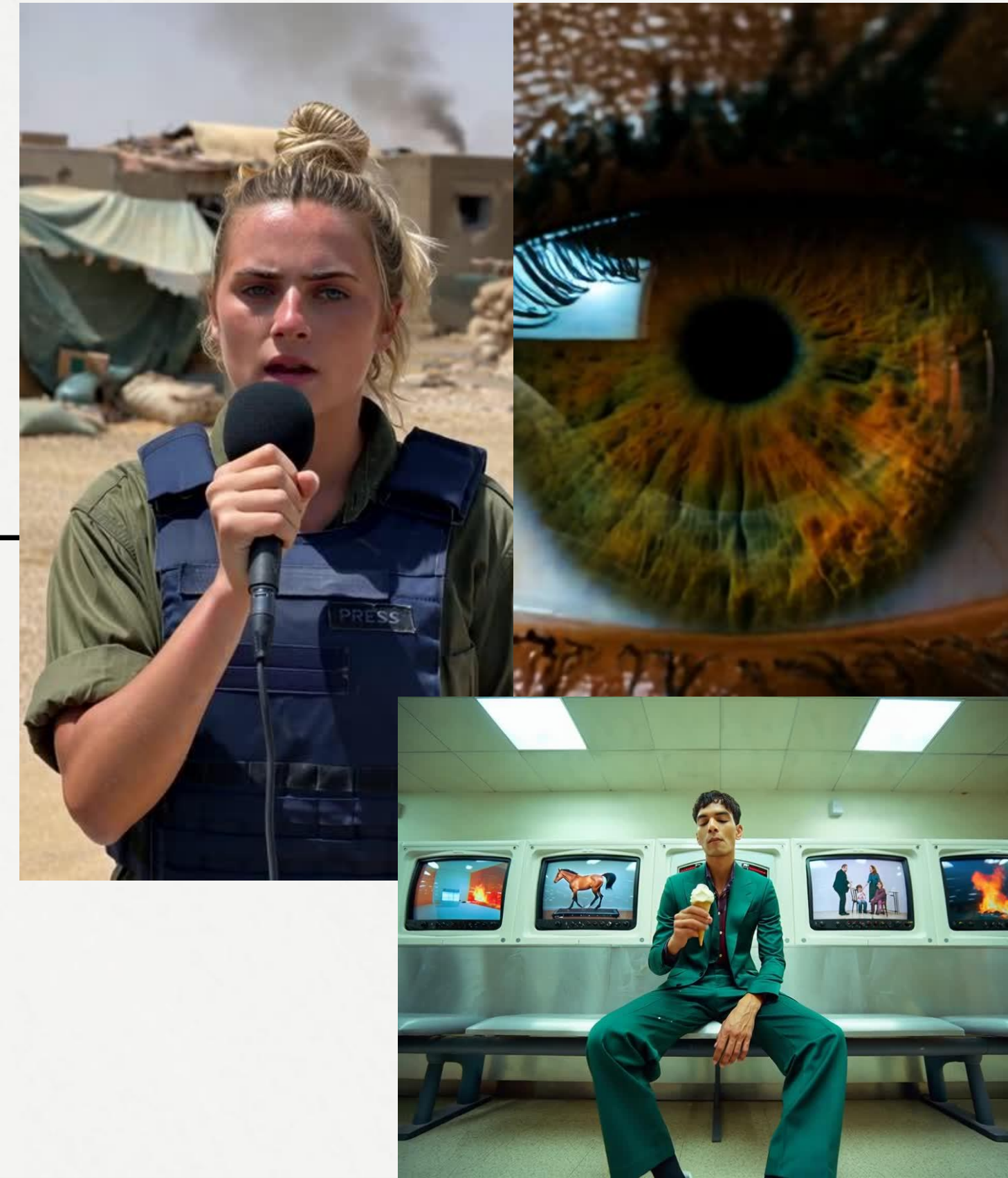
- Moodvideos
- Storyboards for your own films
- Visual Trailer Idea
- Introduction to creative storytelling
- Entire films in 1-2 years...



Seamlessly combine AI and real people

With tools like Higgsfield, reality can be specifically supplemented or reassembled.

- Cinematic camera movements: More than 50 predefined shots such as crash zoom, dolly, drone, bullet time – easy to select and perfectly animated.
- Hyperrealistic characters: AI creates natural movements, facial expressions, and body language—ideal for believable, animated scenes.
- Integrate real people: Train a personal avatar with your face based on photos – usable for many projects, again and again.
- Multimodal workflow: Create videos from text prompts or images. Ideal for creative reels, storyboards, mood clips, or TikToks.



Enhance video with Runway

What Runway can do:

- Remove/replace background
- Delete distracting objects
- Add new items
- Change light & mood
- Create slow motion
- Linking text and graphics to movement
- Change style

What you use it for:

- If your material is not perfect
- To make videos look more professional
- To make simple clips more visually exciting

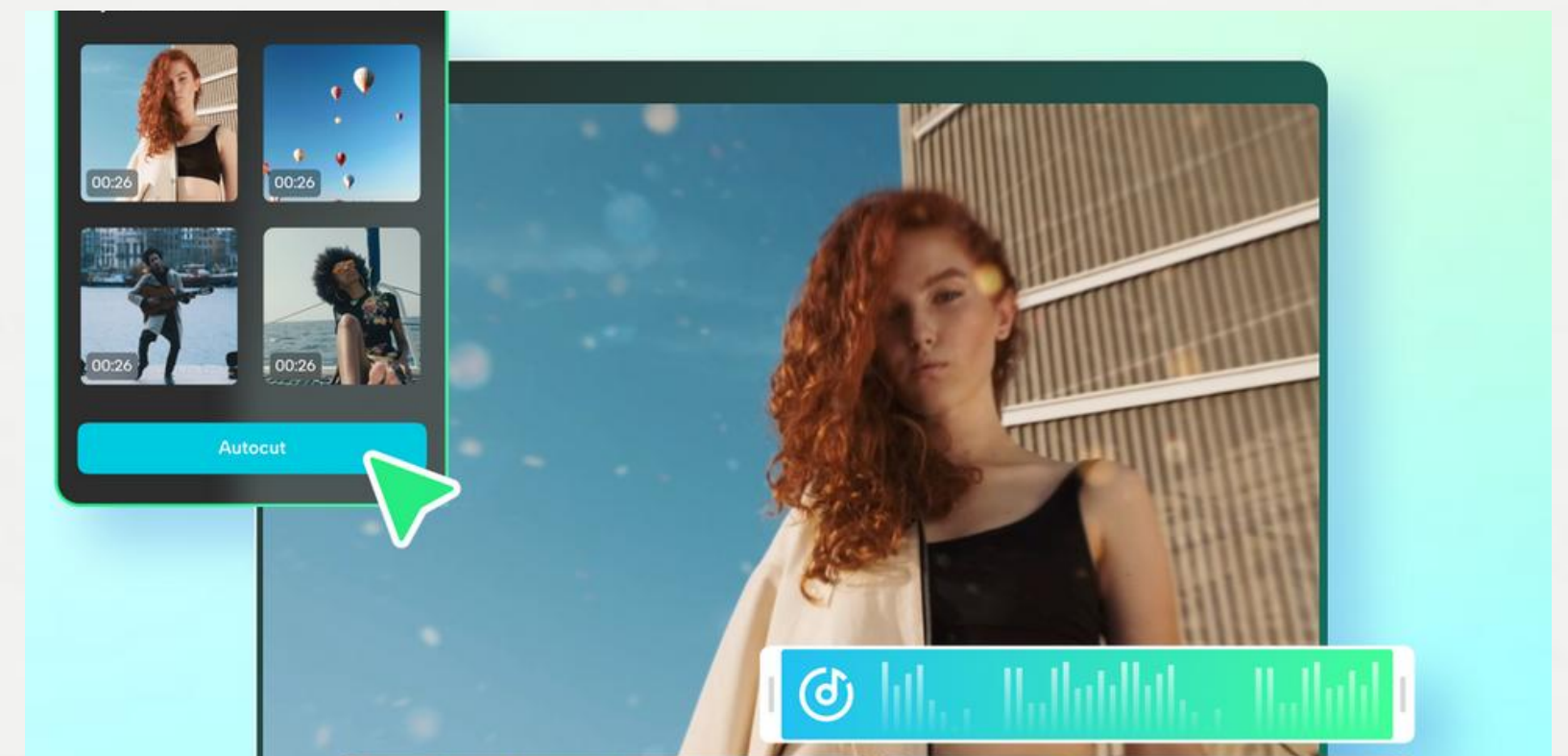
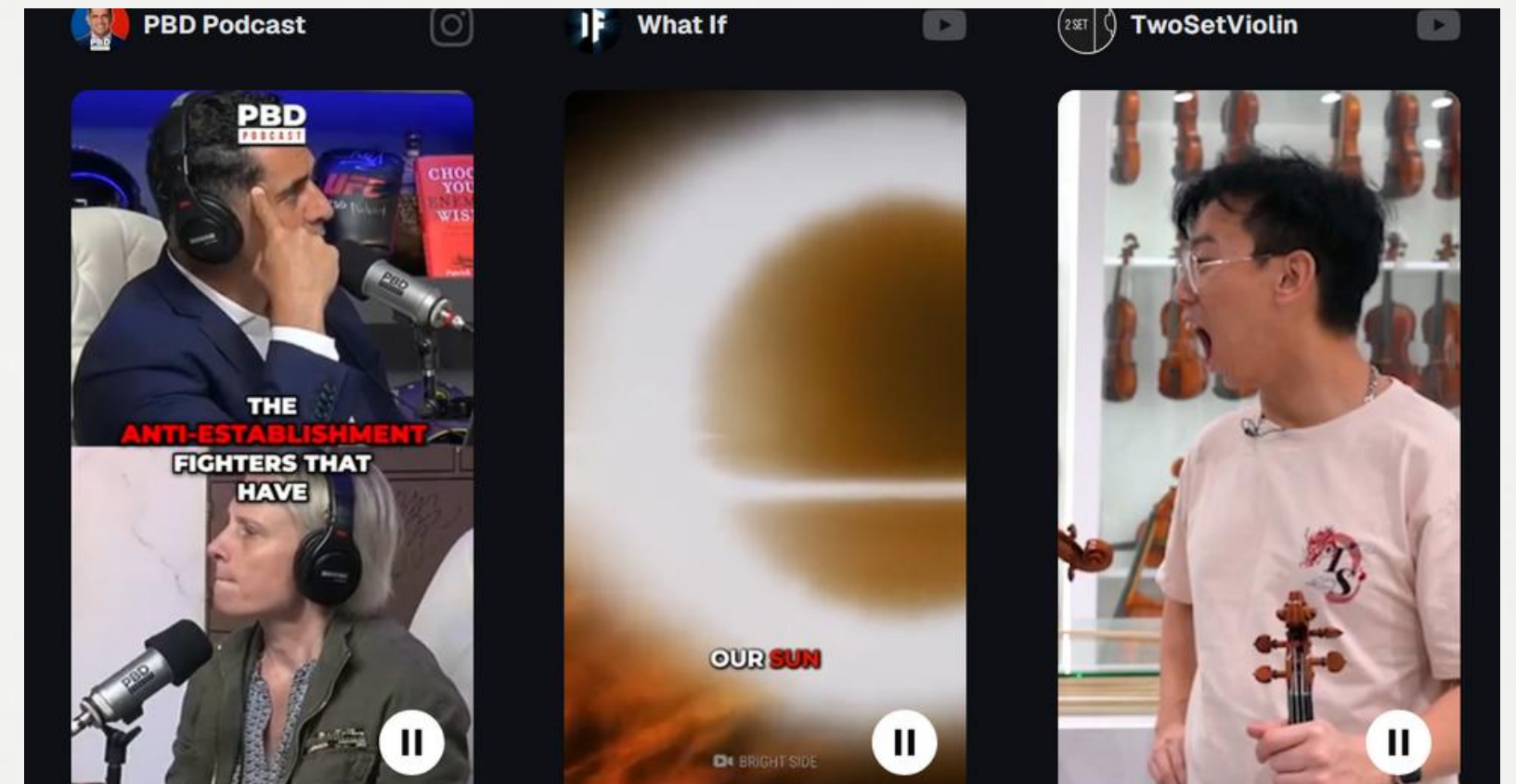


Automatic cutting with AI

Tools like Opus & CapCut Co. show how advanced automated video creation already is:

What's going on with it?

- For example, you upload a long video or interview.
- The AI automatically recognizes the most exciting parts.
- She edits clips for TikTok, Reels or Shorts.
- Automatically adds titles, subtitles, emojis, music & cuts.
- Analyze emotions, laughter, emphasis, pace – and adjust the editing.



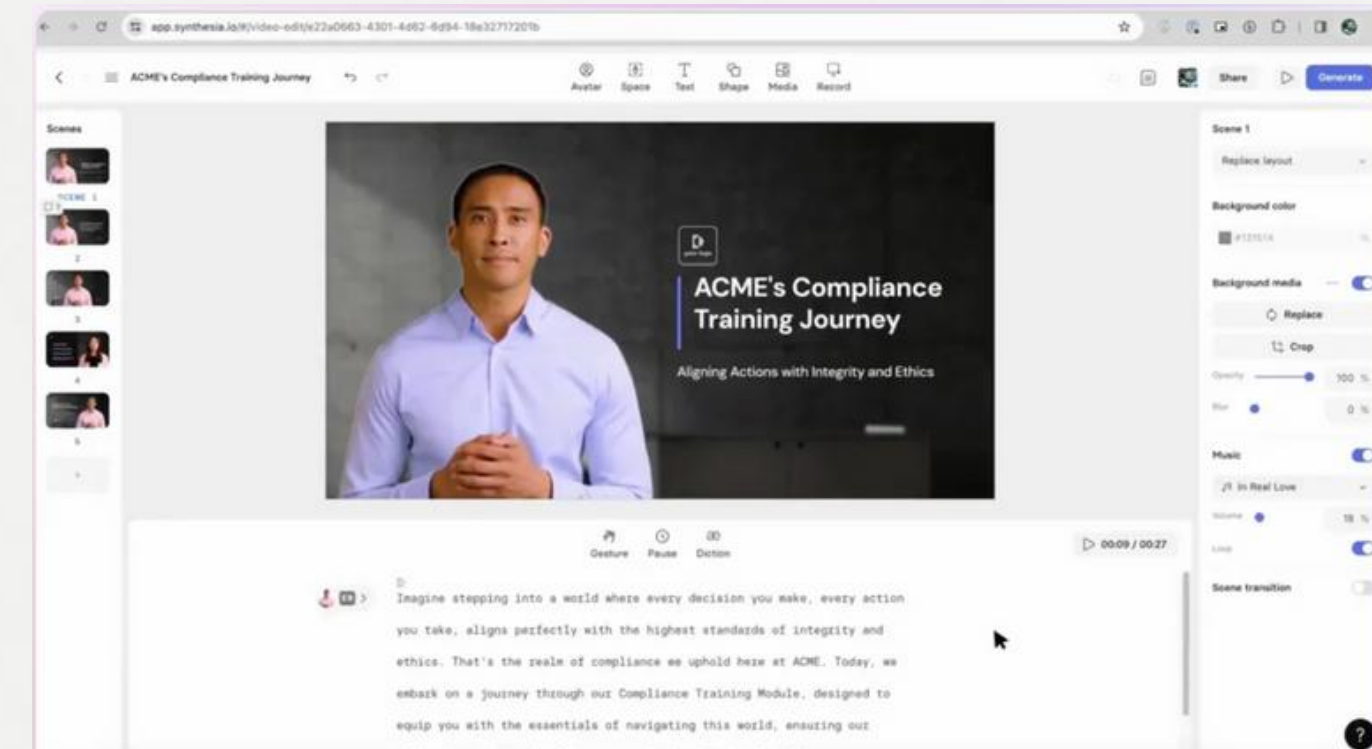
AI Avatars & Translations

Tools: HeyGen & Synthesia

- Create realistic speaking avatars (facial expressions, voice, facial expressions) – also as your own clone
- Automatically translate videos into other languages – including lip movements (lip sync)

Typical areas of application:

- No speaker available
- Multilingual content required
- Reach international target groups
- Produce videos faster & scalably
- Create content without a camera/microphone (e.g. explainer videos, social clips, pitches)



Other helpful AI tools for video creation

ChatGPT: Helps with idea generation, structuring & creation of:

- Interview questions
- The voiceover text
- Scripts & Storyboards

CapCut AI Features: Ideal for faster video creation

- Automatic text-to-speech
- Automatic subtitles
- Rhythm detection for music

ElevenLabs:

- Creates hyper-realistic voiceovers – even with emotion & emphasis.
- Perfect for professional audio quality without a speaker.

Pro tips for all tools:

- **The more precise your prompt, the better the results. Include target audience, style, length, tone, and topic.**
- **Use audio input instead of just text: When you speak, you usually automatically provide more context.**
- **Test different prompts: AI works iteratively – it's worth comparing.**
- **Use tools as support, not for complete automation.**
- **Actively ask for alternatives: e.g., “Give me three variations,” “How does this sound for TikTok?”**
- **Think in combinations: Example: script with ChatGPT → video with avatar in HeyGen.**

Opportunities & Risks

AI is not the answer – it is your assistant.

Opportunities

Time savings on routine tasks (e.g. editing, subtitling, adjustments)

- **Multilingual content can be produced quickly and automatically**
- **Better visual quality even without professional equipment**
- **Creative tools for idea generation, visualization & presentation**

Risks

Deepfakes & manipulative content can be easily created

- **Careless use can lead to plagiarism or duplication**
- **Excessive automation can suppress your own creative output**

My appeal to you

AI is a tool, not a replacement.

**You are the creative minds – the idea, the storytelling, the expression come from you.
That's precisely why we're consciously editing our video ourselves today.**

**But: Those who know and can use AI are faster and more efficient than those who refuse.
→ Stay open. Stay critical. Stay creative.**

Hey Gen Tutorial

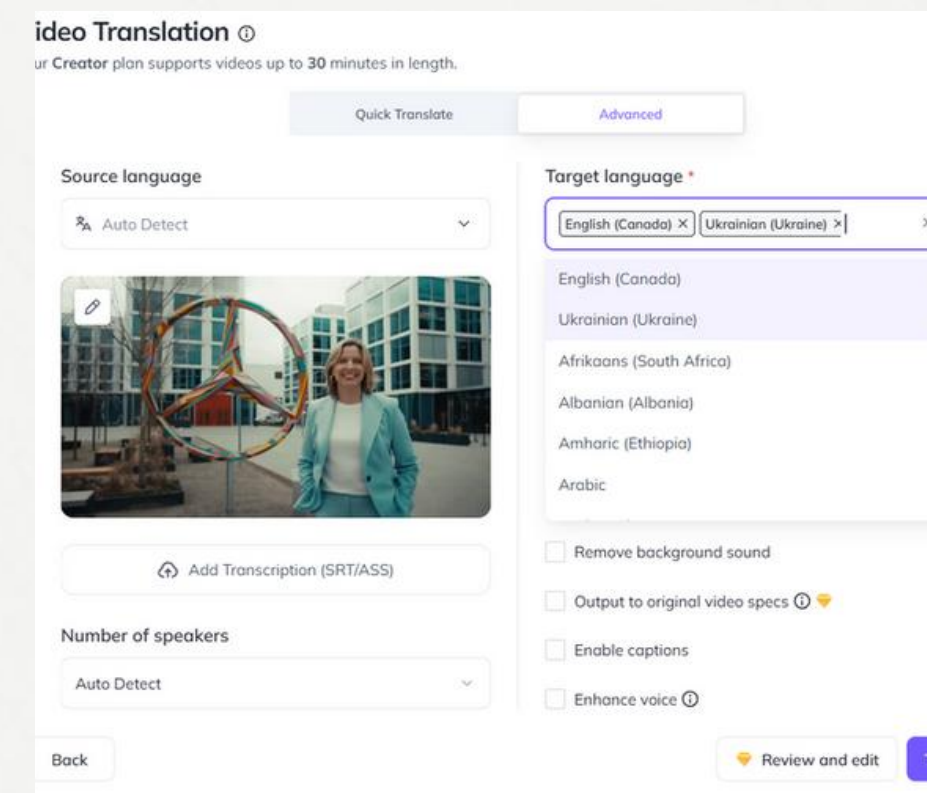
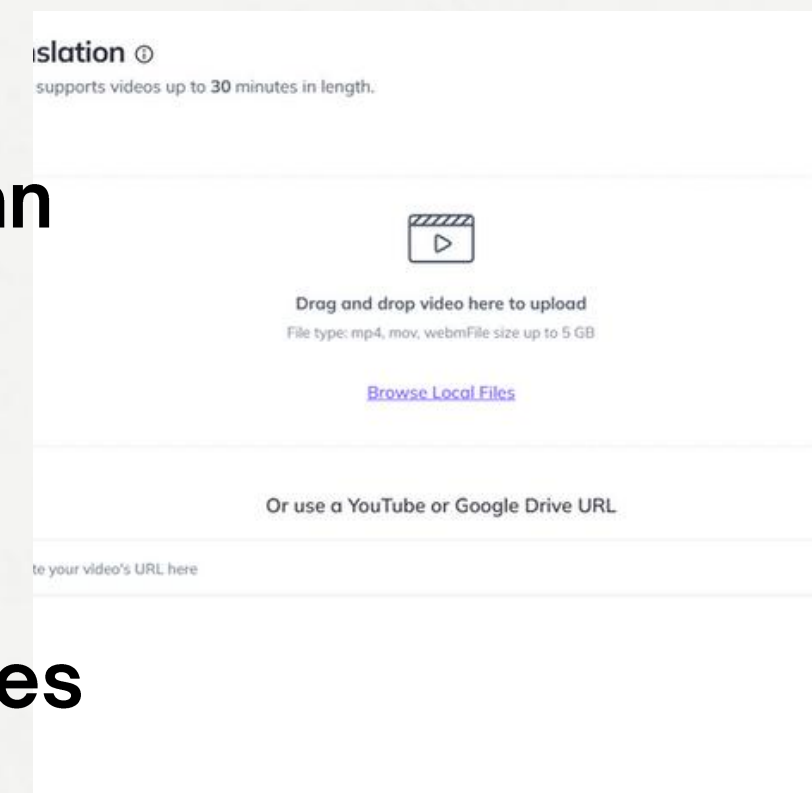
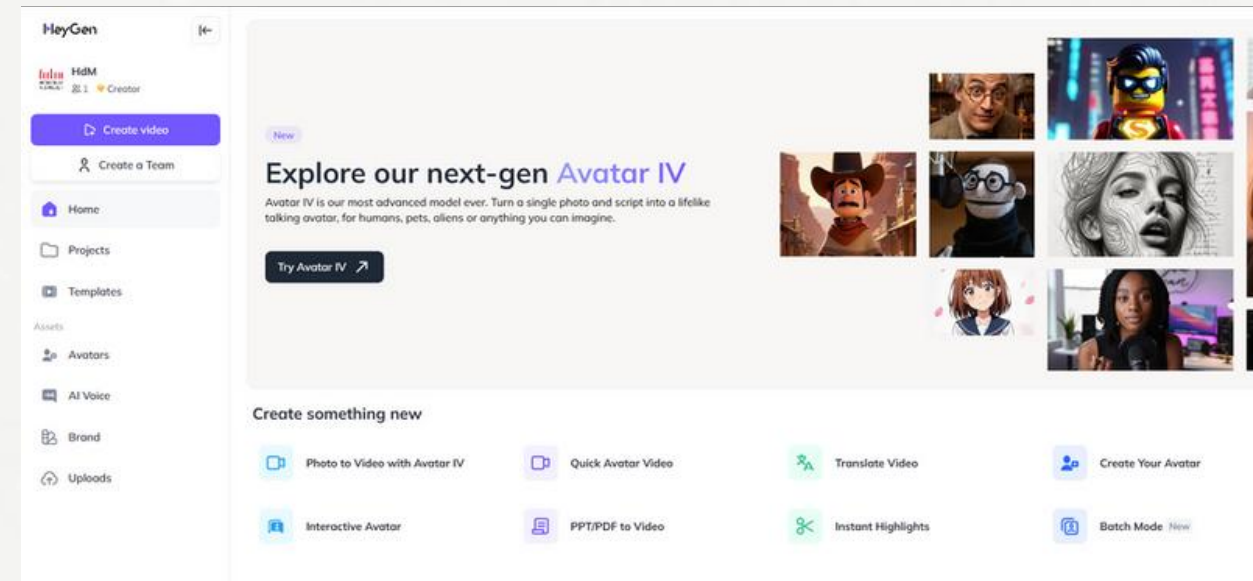
AI translation guide with HeyGen

Requirements:

- Clear soundtrack (without noise)
- Little text displayed in the video

Directions:

1. Click on “Video Translate” above
2. Upload video in MP4 format
3. Select original & target language (e.g. German to English + Ukrainian) & activate lip sync to adjust lip movements
4. Optional: Automatically generate subtitles
5. Wait for processing time: approx. 5–15 minutes
6. Export & save video



**The masterpiece is
finished**