**8 How To Create A Video**

Hello and welcome to our next lecture from this Adobe Spark course in this lecture we are going to discuss about how we can create a video for our projects, marketing campaigns, social media activity or maybe other type of activity that we have for our businesses and not just for our business but for personal purposes as well. Now first things first after we have logged into our dashboard. We click on the plus icon and we will have the options here to select a video okay. Any way any type of video you would select you will be able to approve template from inside the actual video editor. So don't worry about that right for this example we are going to select a promotional type of video because many of you have businesses or you run marketing campaigns and this is probably the type of video and template that interests you the most. So let's select this one promote video let's give you the name test promo one and now we have to pick a story template or start from scratch okay. We have a specific type of templates which contain a specific number of slides for each of the videos based on the idea of what we want to create as a video and the story that we have okay. If you want to promote an idea we will have a specific number of slides in our video which follow a specific type of narration or story right tell what happened, a hero's journey, show and tell personal growth. If we want to teach a lesson an invitation to something or make our own story right now let's see that we want to promote an idea because that's what we have specified in the beginning. So we will select this one promote an idea ok and bear with me for a couple of seconds and this is it okay this is how the video editor looks like very, very simple. We have a menu in the right top corner with layout fin resize and music right and we can see here that we have a specific number of slides setting. Okay the problem that we want to solve with our business what could be how it should look like if the problem doesn't exist. The solution which is probably our idea or product the reward and how we can help you. Right so basically this is this is the part that we want to let's say to stand out because we are giving them the solution through our product okay and let's say in the setting let's go back. We can play from here the problem if we want to add another slide we just add it and we have selected it to be the first slide now this slide is already selected. So I'm going to show you how it works okay we have a plus button here that means that on this slide we can add whatever we want the text a video, a photo or an icon. Now in the right side of the screen we can see that we have a menu with different layouts for our slides. We have full screen right it's right now split screen so we will be able to add two different types of elements. A caption type of slide and the caption type of slide is a little bit different. Okay because you can add captions to your slide or a title and text okay and with title and text we just have to select from here title. Okay and I'm from ski from here a video or a photo in the caption section you can select the video photo and the actual caption right. And let's say that we want to leave it full screen one caption is how it's going to look like title this is how it's going to look like. Now you can also add voice over to your slides and videos which is very, very cool you have to keep pressed this button here for meek recording okay for recording your voice over with your microphone. So it's pretty simple you just you just have to click on it and keep it pushed while you are talking on the slide and when you release it the slide is over and the voice-over is over pretty neat right. Now let me show you how you can select a theme after you are finished with one slide you can go to the next one and you choose a different template and so on now let me show you how you choose a theme we have title which is very simple we just select a different type of let's say of color which is simple to do. And we have other types of templates as well let's say that we want the statement type and basically the difference between them is how they do the transitioning between the slides and what type of effects they have on the text. Okay it's pretty simple and you can see if you basically go with your mouse cursor over each of the templates you will see how they do the transition and what type of fonts they are using right. Okay we have the resize option for widescreen or square and we can also add music which is very important. So music on or music off let's see that one music goes on from here we set the volume you have different types of music that we can add. We click on them to actually see how they sound we play them when we click on them we select them okay. So very very simple to do and it's very useful because every video which has the soundtrack has a specific something that is more attractive. After we are done with everything with adding the music the text and absolutely everything now let me show you for example how we can add content as well here we have text. Okay, text one and after adding the text we can move to the next slide and so on. That's pretty much it it's not complicated at all as you can see and the best part is that you can preview your video. Let's select the preview option we didn't add anything on the slide, so that's why it doesn't appear only the text one. You can hear also the music in the background we can pause it now and what we can do is either share the video now that we are finished with it or download it to our computer. If you download it it's preparing the video and it will take a while a couple of seconds like 40 seconds or maybe up to one minute for it to be ready but after that we can download it to our computer and as you can see the test promo was downloaded it has only 355 kilobytes. So it's not big at all let's see if we can actually see it and I will try to open it right now on my computer. So you can see it okay this is it next one okay. Now let's go back or we can share it on our social media we give it a name, title it for business we give it a subtitle the author get noticed okay so everything. And we can also create a link for it okay and if we have this on button or feature approved it will appear on the Adobe Spark website. So other users can see it as well now let me close this so this is pretty much how you can create a video it's very, very useful. If you want to create a fast and efficient video for your marketing campaigns or for personal purposes as well. Now thank you very much for watching and we are looking forward to see you in our next lecture.