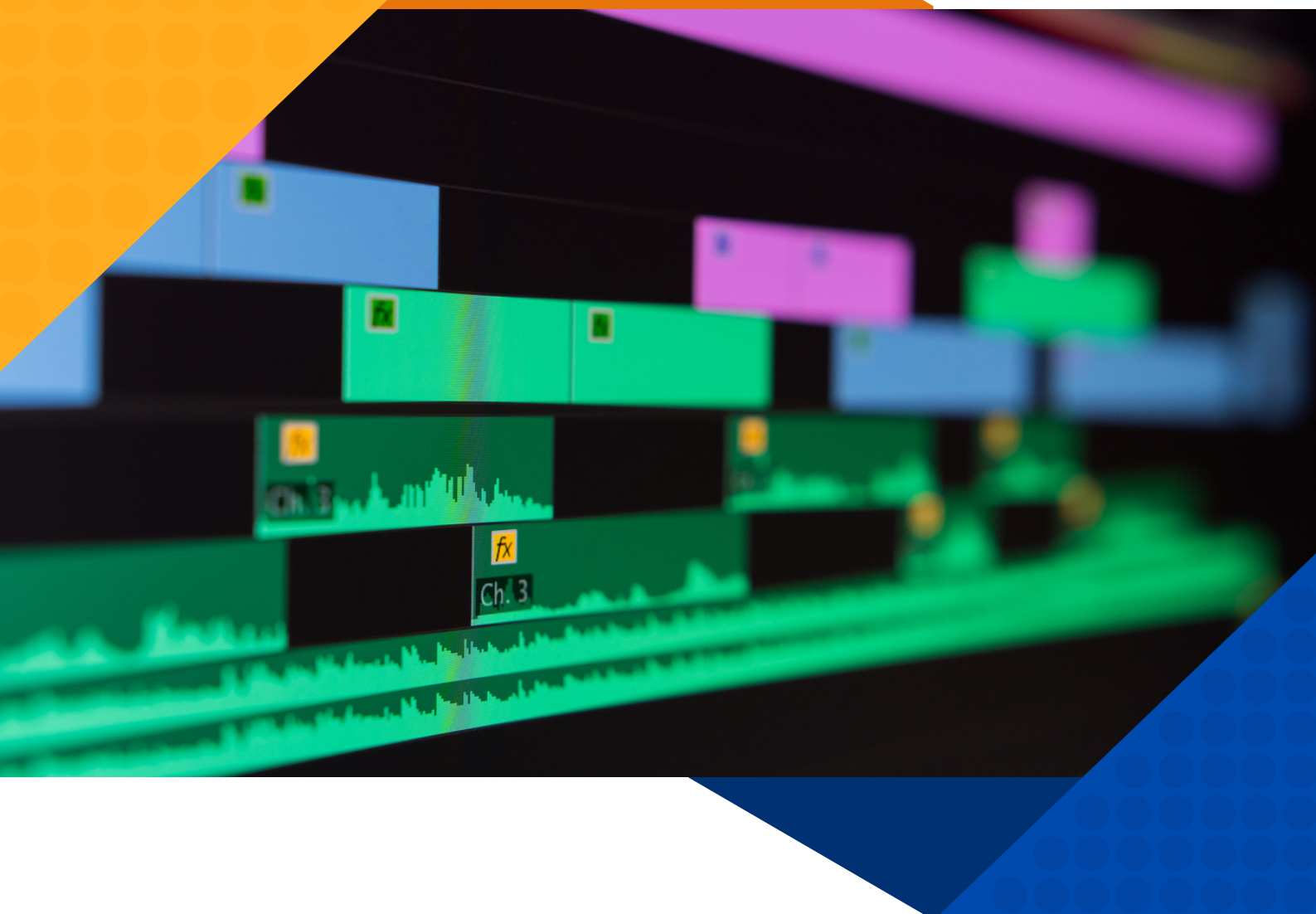




America's Blood Centers®
It's About *Life*.

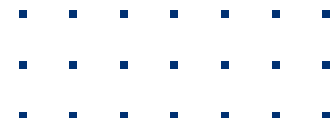


VIDEO EDITING GUIDE

HOW TO CUSTOMIZE CONTENT

2022 Edition

Customizing Options



1 With Software

If someone on your team already has access to and is familiar with software like Adobe Premier Pro, Adobe Flash, etc., then they can use the extra blank space at the end of the video to add your logo and send viewers to the webpage of your choice.

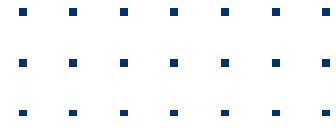
If you're looking to familiarize yourself with editing on this software, continue reading this section.

Adding Your Logo

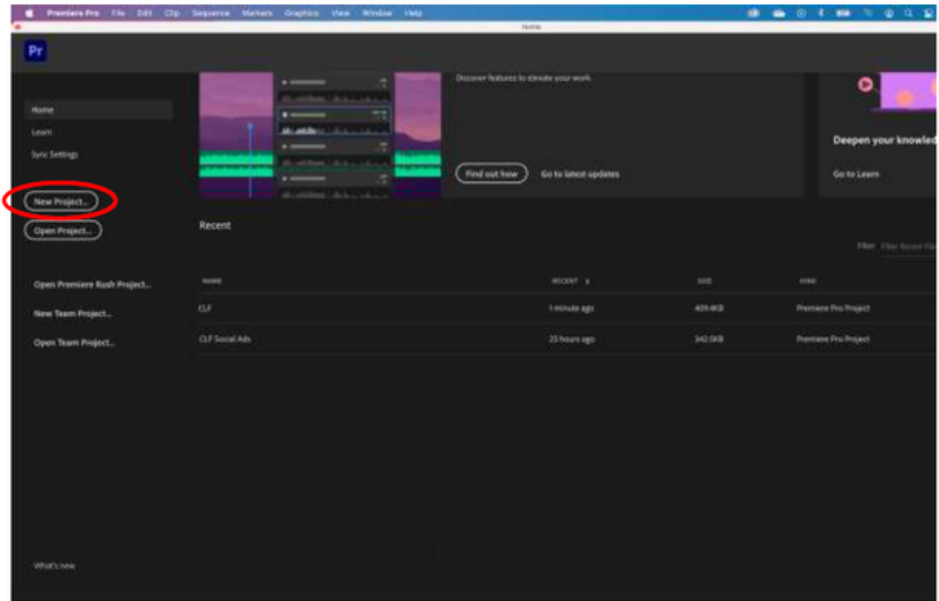
The steps you need to take to add a logo to a video will depend on what video editing software you are using. In general, it should be a similar process across most software, but some steps will vary.

This is how you add a logo to your video using Premiere Pro:

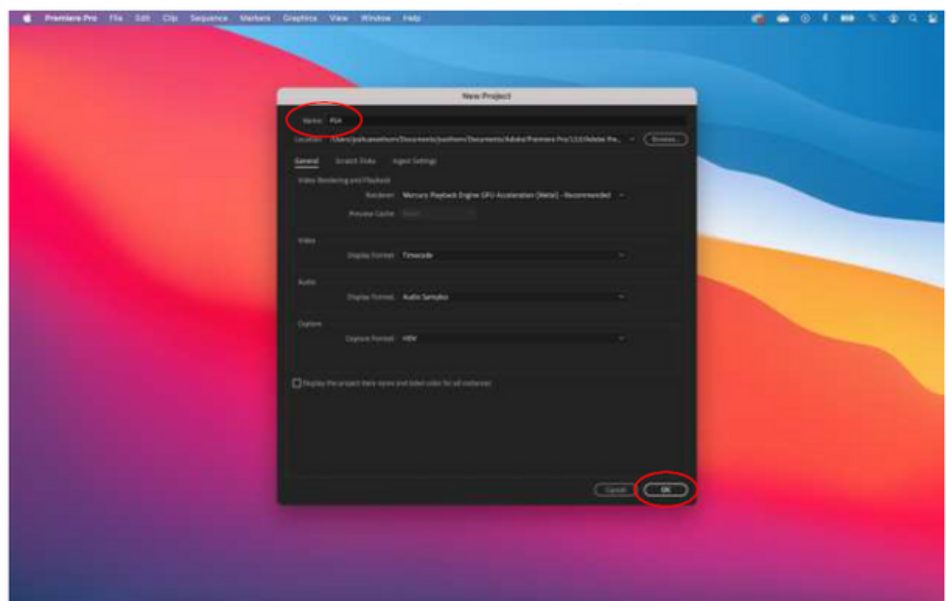
Adding Your Logo



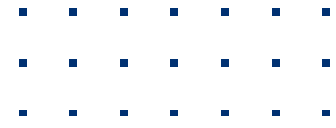
Once you have downloaded the video, open Premiere Pro and select new project.



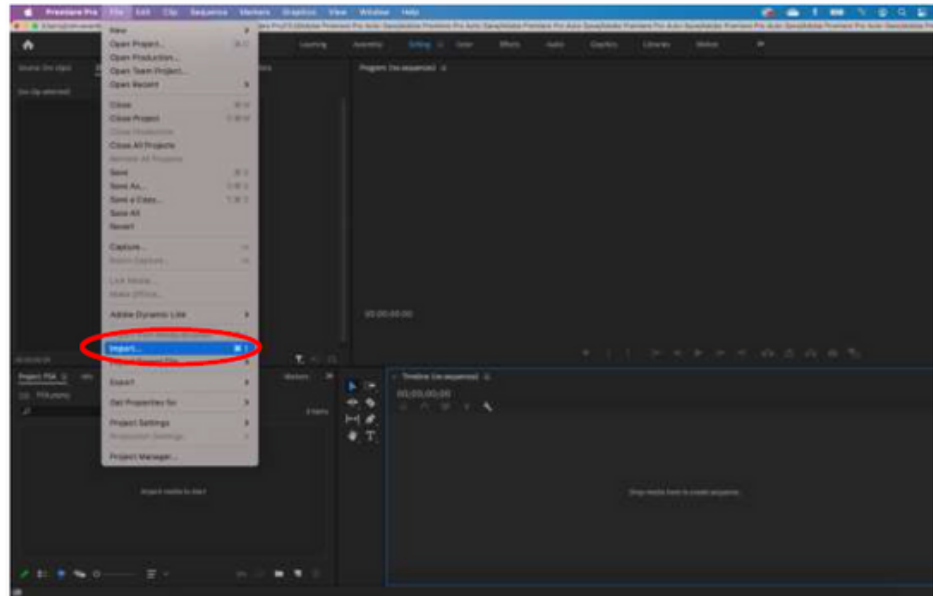
Choose a name for your project and select OK.



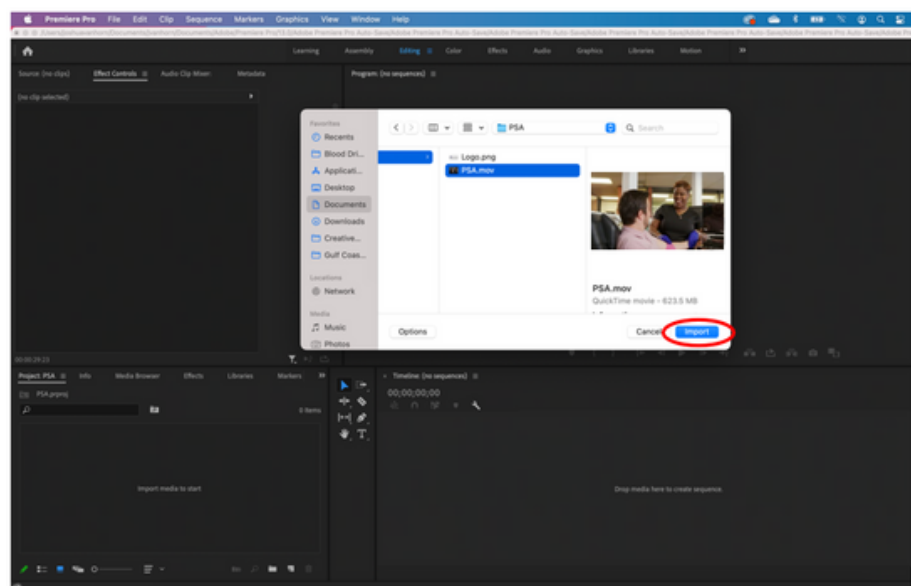
Adding Your Logo



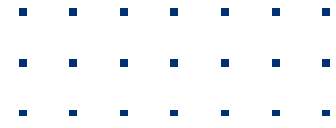
With the project now open, select import via the file menu.



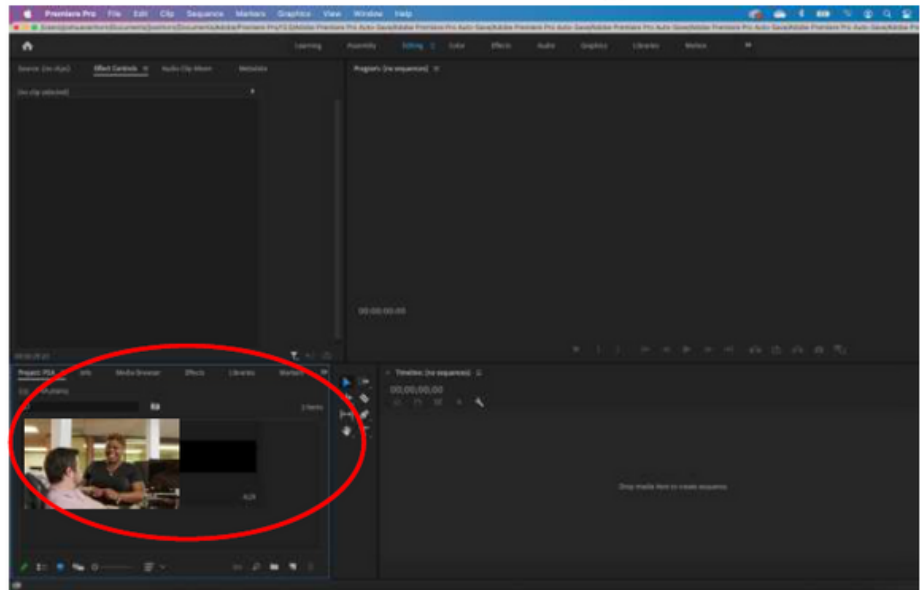
Select the video file on your computer's hard drive and click import. Repeat the same process to import your logo.



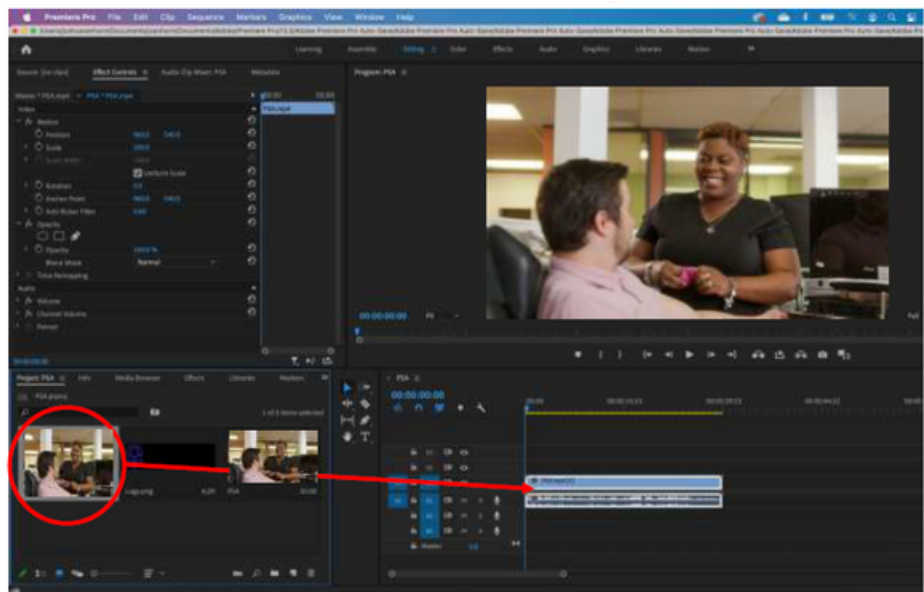
Adding Your Logo



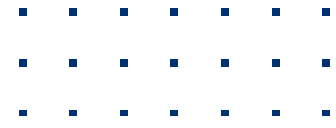
Your files should now be located in the project panel.



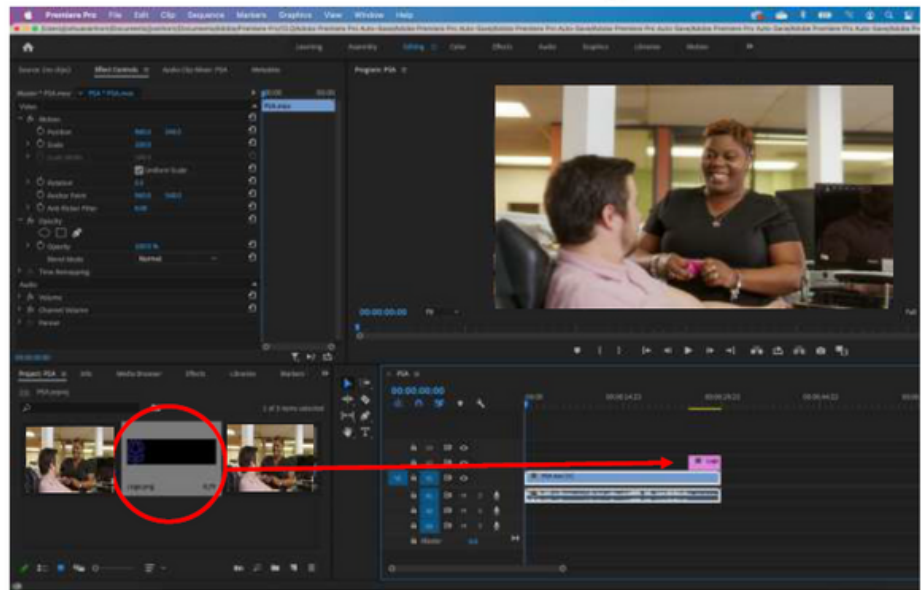
Click on the video file located in the project panel and drag it onto the timeline.



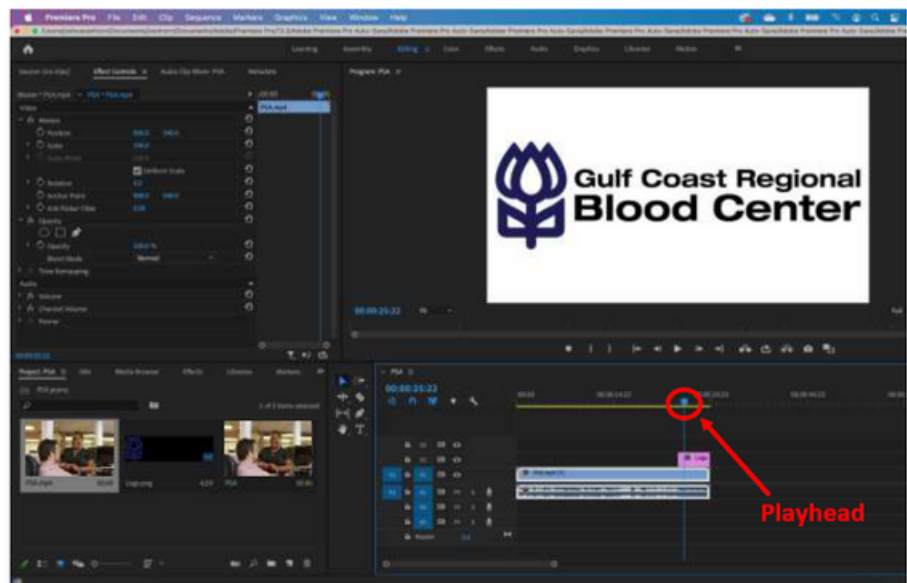
Adding Your Logo



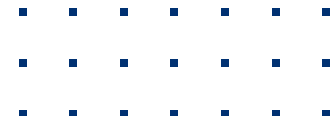
Place the logo above the video.



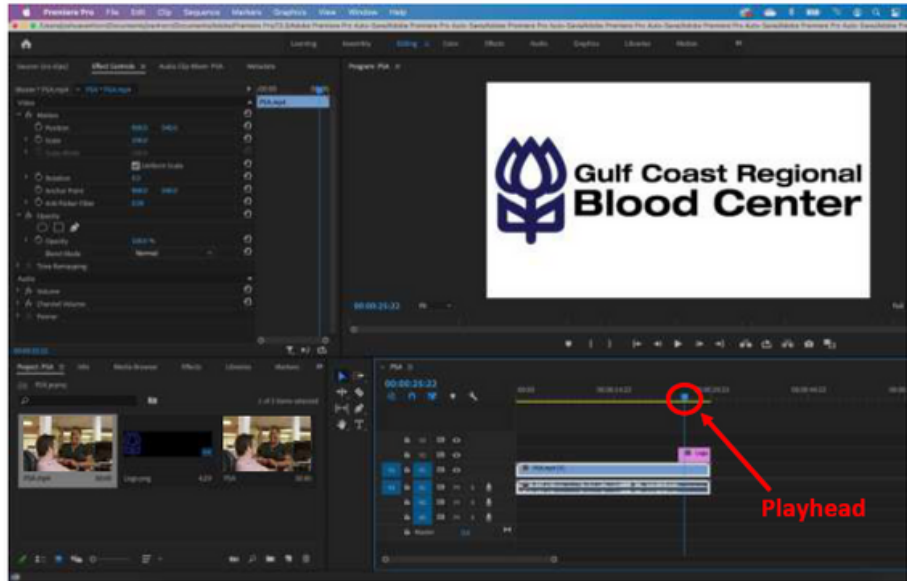
With both elements in place, drag the playhead to the area on the timeline where your logo is placed so that you can make adjustments.



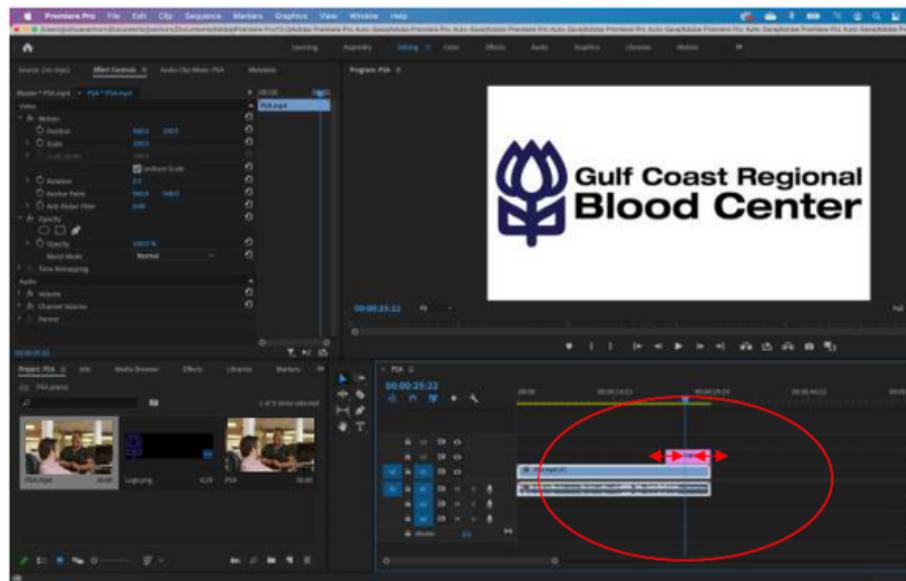
Adding Your Logo



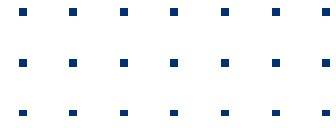
Change the duration of the logo by clicking on either end of the clip and dragging it to your desired length.



Change the scale and position of the logo within the frame by using the controls in the effects panel.

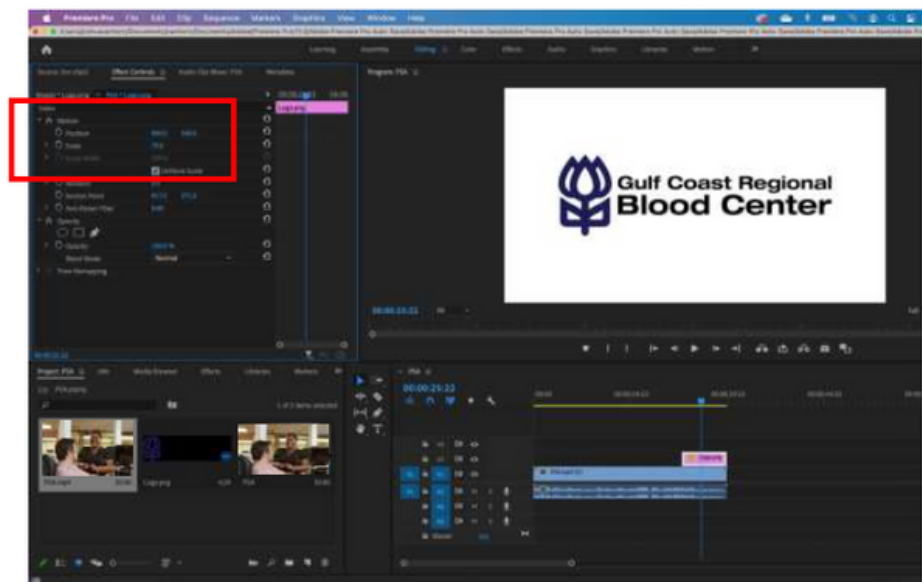


Adding Your Logo

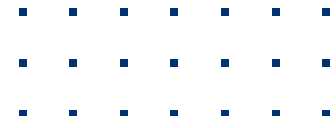


Once your logo is positioned the way you want it, it's time to prepare your video for export.

Drag the playhead to the beginning of your video and click "i" on your keyboard. This should cause a portion of your timeline to turn grey.

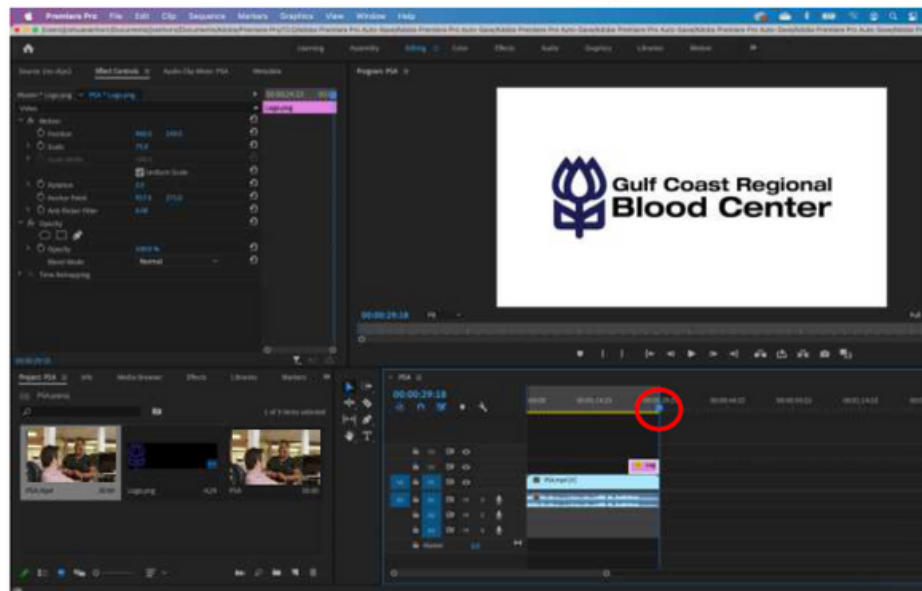


Adding Your Logo

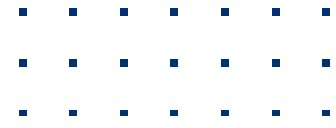


Next, drag the playhead to the end of your video and type “o” on your keyboard.

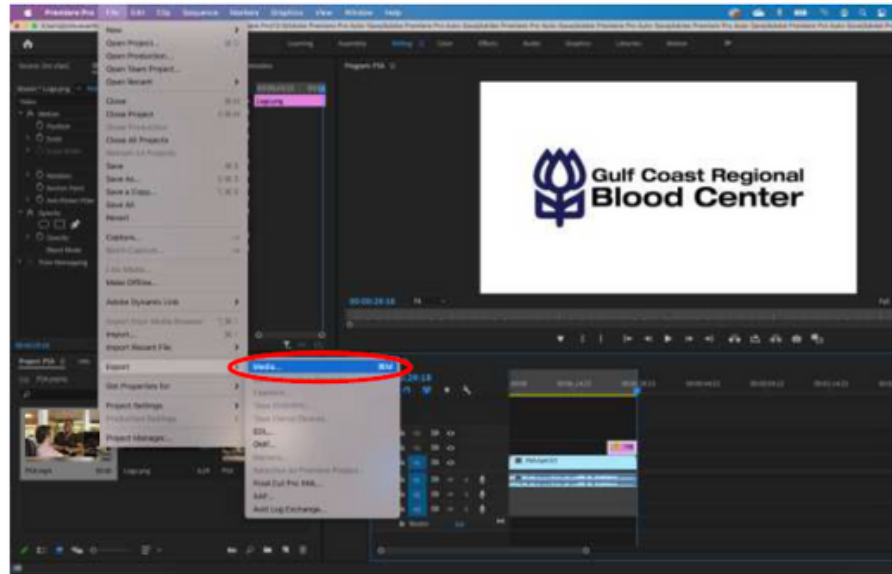
This should cause the grey portion of your timeline to be trimmed down to the length of the video.



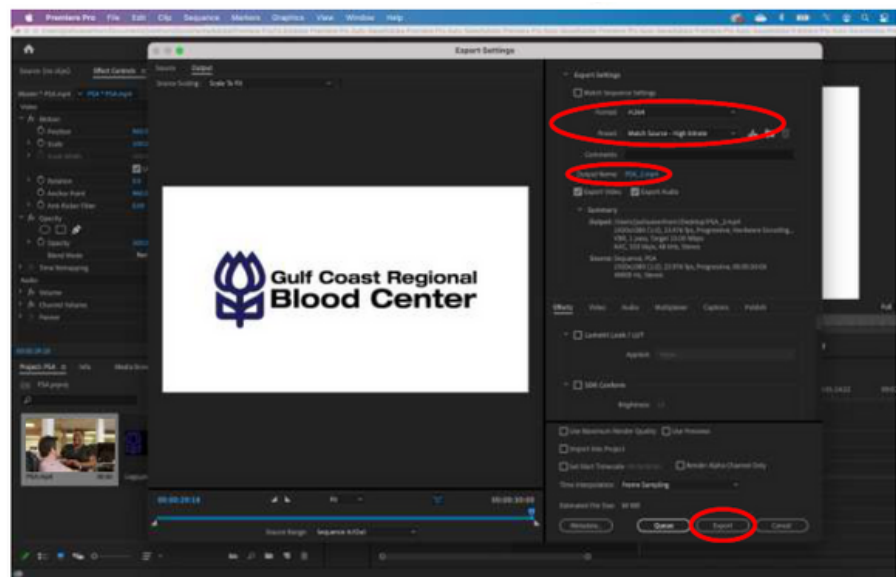
Adding Your Logo



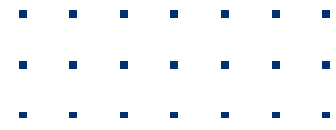
Once you've set your in and out points, select export > media via the file menu.



In the export settings dialog box, choose format: H.264 and preset: match source - high bitrate.



Adding Your Logo



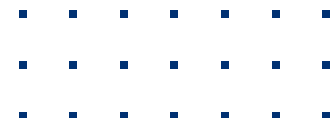
To choose a filename and location, click the blue filename to open the save as dialog box. Use this to choose an export location and a name for your new file, and then click save.



When you're happy with your settings, click export.

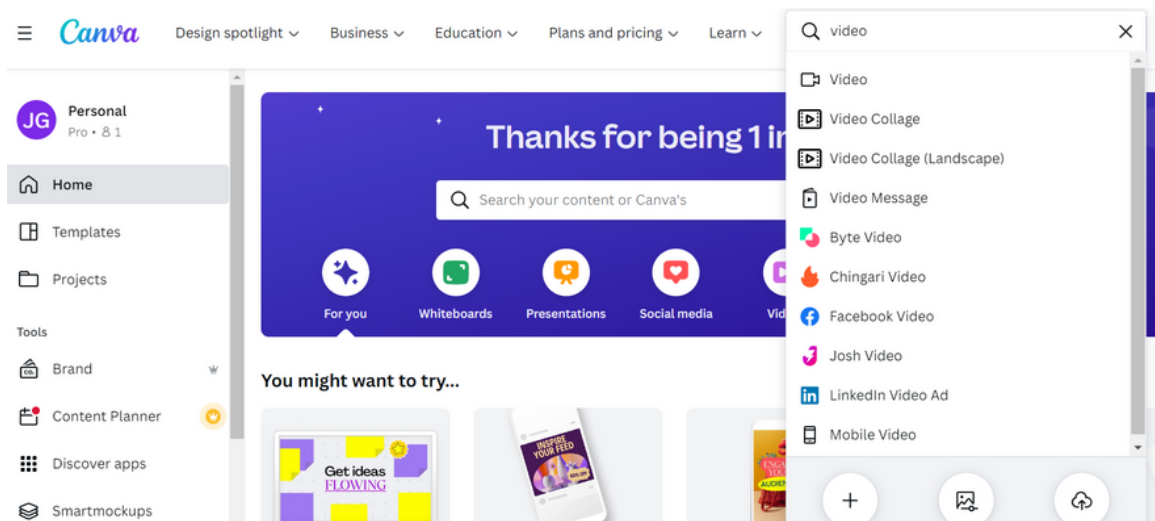
The new video file will be created and ready to share.

Customizing Options

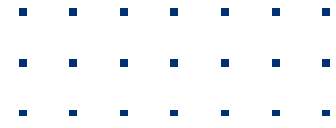


2 Without Software (Free!) ---

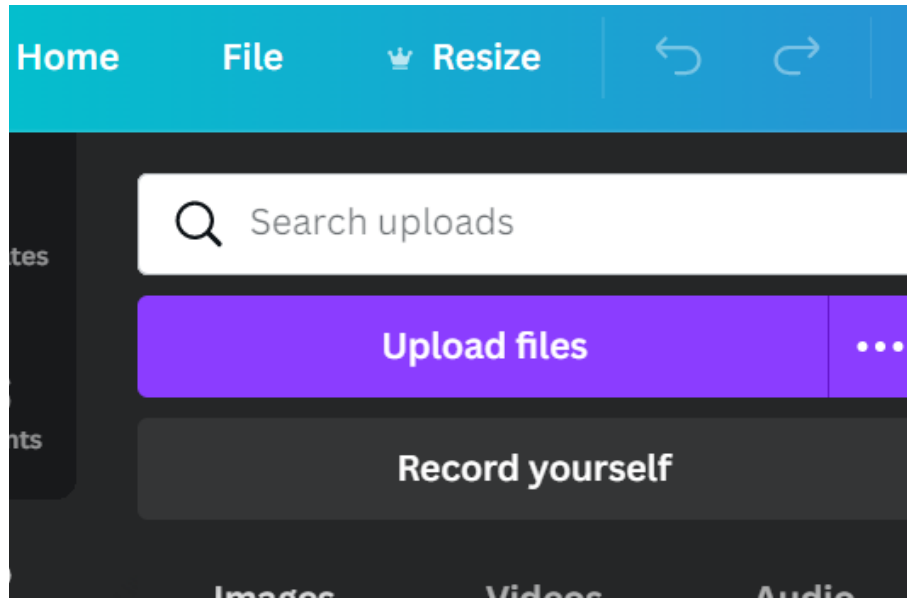
An easy way to customize a video without any editing software is through Canva.com. Simply create a new account if you don't already have one, and click "Create a Design" in the upper right hand side of the screen. Select a new video project.



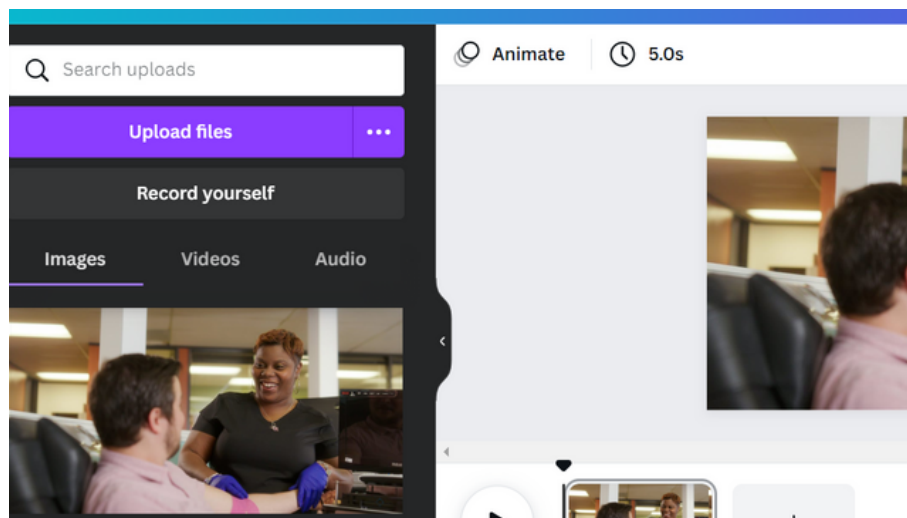
Adding Your Logo



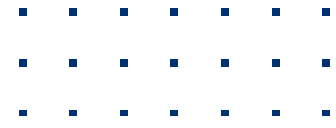
Go to the "Uploads" tab on the lefthand side. You can drag and drop the video file to upload it, or click the "Upload Files" icon.



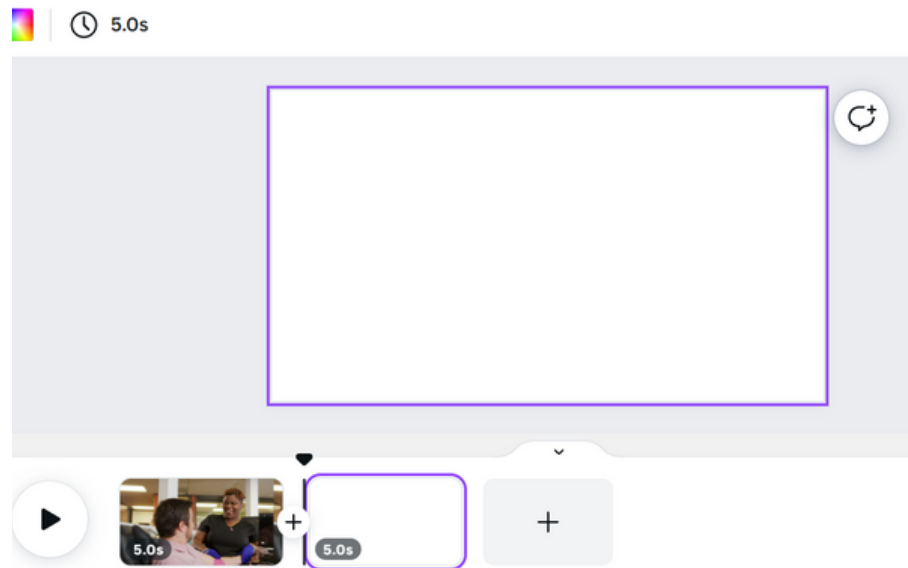
Add the video to your timeline, and resize it if necessary.



Adding Your Logo

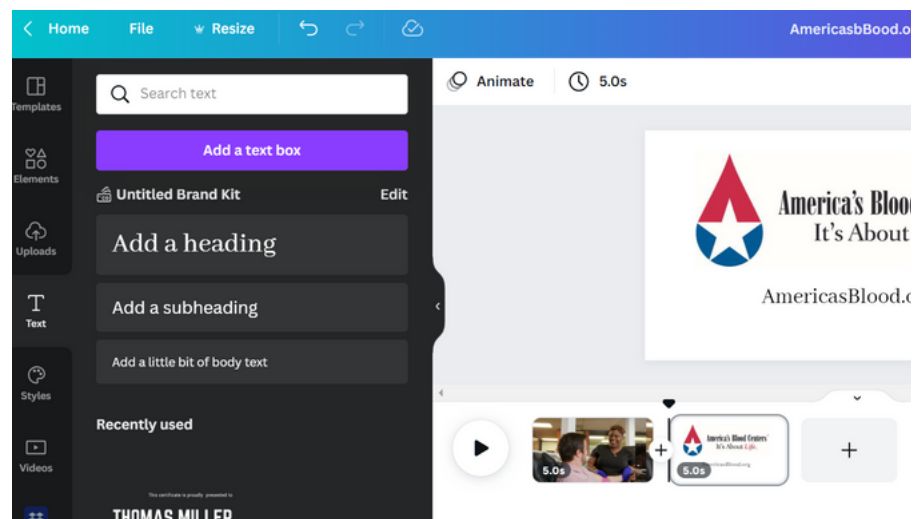


Click the plus icon at the end of the video to add a new frame. Upload your logo and add it to the frame.

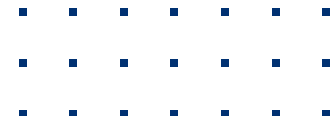


Go to the "Text" tab on the lefthand side and select "Add a heading."

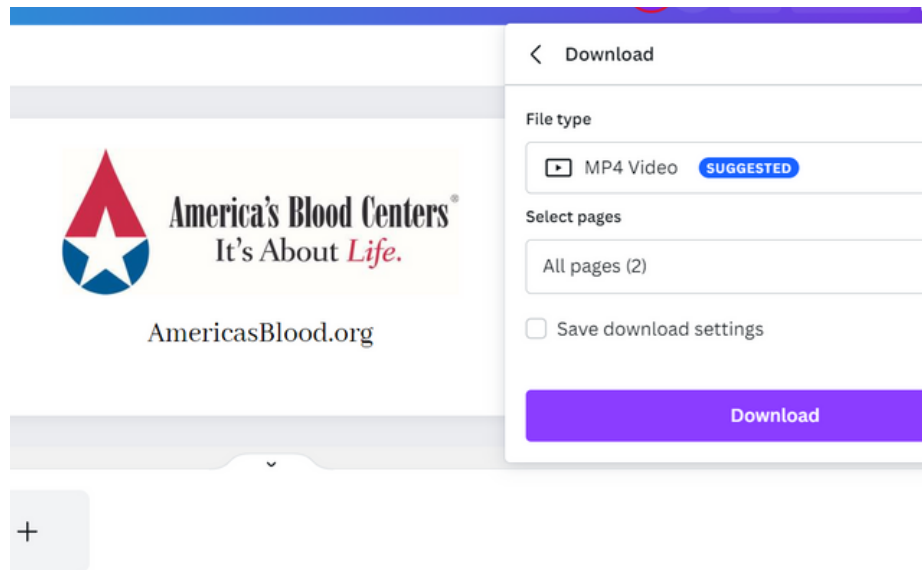
Type the address for your blood center, customizing the font as necessary.



Adding Your Logo



When you are ready to export, click the “share” button at the top right and then select “download.” Make sure you select “MP4 Video” and click the download icon.



Your video will be saved in the folder you chose, and ready to be shared.



Questions?



 202-393-5725

 memberservices@americasblood.org

 www.AmericasBlood.org