

Video Editing with Gen AI

FULL COURSE OVERVIEW

A comprehensive, hands-on curriculum designed to take you from editing fundamentals to AI-powered production. Across 14 modules, you'll master industry-standard tools, cutting-edge generative AI workflows, and real-world freelancing skills — everything you need to launch or level up your video editing career.

- 14 Modules
- Gen AI Integration
- Career Ready
- Practical Projects

MODULE 1

Introduction to Video Editing & AI

Before picking up a single tool, it's essential to understand the landscape. This foundational module defines what video editing really is, explores the diverse range of content formats — from YouTube long-form to 15-second Reels and high-budget advertisements — and maps out the full editing workflow from pre-production planning through post-production delivery.



What is Video Editing

The art of assembling raw footage into a coherent, compelling story using pacing, music, and visual rhythm.



Types of Video Content

YouTube, Instagram Reels, TikToks, brand ads, short films — each format has unique rules and audience expectations.



Editing Workflow

A clear Pre → Production → Post framework keeps projects organized and on schedule, every time.



Intro to Gen AI

Discover how generative AI is reshaping every stage of video production — from ideation to final export.



Career Opportunities

Explore freelance, agency, and in-house roles. The demand for skilled video editors has never been higher.

MODULE 2

Video Editing Fundamentals

Great editing starts with a rock-solid technical foundation. This module covers the essential building blocks every professional editor must master — from technical specs like frame rate and resolution to the creative principles of storytelling and audio design. Think of this as your editing literacy course before diving into any specific software.

Technical Foundations

- **Frame Rate** — 24fps for cinematic, 60fps for smooth motion
- **Resolution** — 1080p, 4K, and when each matters
- **Aspect Ratio** — 16:9, 9:16, 1:1 for different platforms
- **Timeline & Workspace** — Understanding tracks, bins, and panels

Editing Craft

- **Cut, Trim & Split** — The core actions of every edit
- **Transitions & Continuity** — Smooth cuts that don't break immersion
- **Audio Basics** — Syncing, levels, and mixing dialogue with music
- **Storytelling through Editing** — Pacing, rhythm, and emotional arc

MODULE 3

Adobe Premiere Pro

The industry standard for professional video editing, Adobe Premiere Pro is used by Hollywood studios, YouTube creators, and marketing agencies alike. This module takes you from zero to confident — navigating the interface, building a full editing workflow, and leveraging Premiere's growing suite of AI-powered features like Auto Reframe and Remix.

Interface & Tools

Source monitor, program monitor, timeline, and tool panels

Media Management

Importing, organizing bins, and proxy workflows

Timeline Editing

Multi-track editing, ripple, roll, and slip edits

Effects & Titles

Transitions, text animations, and motion graphics templates

Audio Mixing

Essential Sound panel, EQ, noise reduction, and ducking

AI Features

Auto Reframe, Scene Edit Detection, Speech to Text captions

MODULE 4

Wondershare Filmora



Filmora is the go-to editor for creators who want powerful results without a steep learning curve. Its intuitive drag-and-drop interface, one-click effects, and robust AI toolkit make it perfect for social media content creation at speed. This module teaches you to produce polished, platform-ready videos efficiently.

Quick-Start Interface

Clean workspace designed for fast content production

Effects & Overlays

Filters, transitions, motion elements, and title packs

Audio Enhancement

Beat detection, auto ducking, and music sync features

AI Tools

AI Portrait, Auto Highlight, Smart Cutout, and Text-to-Video

MODULE 5

After Effects: Motion Graphics Basics

After Effects transforms your edits from good to unforgettable. Motion graphics, animated titles, cinematic visual effects, and seamless green screen compositing are all within reach. This module introduces AE's core concepts — keyframes, compositions, and the puppet tool — so you can create professional intros, outros, and eye-catching animations that elevate any video project.

1

Keyframes & Animation

Master the fundamental principle behind every motion graphic

2

Text Animation

Kinetic typography and animated title sequences

3

Visual Effects

Compositing, masks, track mattes, and blend modes

4

Green Screen

Chroma key removal, edge refinement, and background replacement

5

AI-Assisted Design

Rotobrush 2.0 and content-aware fill for intelligent compositing

MODULE 6

AI Tools for Video Editing

This is the module that changes everything. Generative AI is no longer a novelty — it's a production superpower. From generating entire videos from a text prompt to automatically removing backgrounds, writing voiceovers, and detecting scene cuts, AI dramatically compresses timelines and expands creative possibilities. Learn to use these tools strategically so you work smarter, not harder.



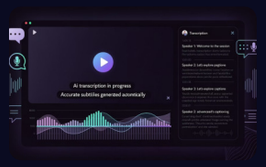
Text-to-Video Generation

Tools like Runway, Pika, and Sora turn written prompts into full video clips — no camera required.



AI Voiceover & Script Writing

Generate natural-sounding narration and compelling scripts using tools like ElevenLabs and ChatGPT.



Auto Subtitles & Captions

Tools like Descript and Kapwing transcribe and style captions in seconds — boosting accessibility and retention.



AI Background Removal

Remove backgrounds from video footage without green screen using intelligent AI segmentation tools.

Pro Tip: Mastering prompt writing is the secret skill that separates average AI output from professional-grade results. This module dedicates a full lesson to writing effective video creation prompts.

MODULE 7

YouTube & Social Media Video Editing

Editing for social media is a discipline all its own. Algorithms reward watch time, and audiences decide within seconds whether to keep watching. This module teaches you to edit with platform psychology in mind — crafting irresistible hooks, maintaining momentum, and optimizing every frame for maximum engagement across YouTube, Instagram Reels, and YouTube Shorts.

🎣 Hook Creation

The first 3 seconds determine everything. Learn pattern interrupts, bold visuals, and curiosity-gap techniques that stop the scroll.

📱 Short-Form Editing

Reels and Shorts demand rapid pacing, vertical framing, and punchy cuts. Master the art of saying more with less.

🖼️ Thumbnail Basics

A great thumbnail is 50% of your click-through rate. Learn composition, contrast, and text overlay principles.

🤖 AI for Metadata

Use AI tools to generate optimized titles, keyword-rich descriptions, and strategic tags that boost discoverability.

MODULE 8

Color Grading & Audio Design

🎨 Color Grading

- **Color Correction** — Fix exposure, white balance, and skin tones before grading
- **LUTs & Presets** — Apply cinematic looks in one click, then fine-tune to taste
- **Cinematic Grading** — Teal & orange, film emulation, and mood-driven palettes

🎧 Audio Design

- **Sound Effects** — Layer ambient sounds, whooshes, and transitions for depth
- **Background Music** — Licensing, beat-matching, and emotional scoring
- **Voice Enhancement** — Clarity EQ, de-essing, and room reverb removal
- **AI Audio Tools** — Adobe Enhance Speech, Auphonic, and AI mastering platforms

Color and sound are the emotional language of film. A warm grade can make a scene feel nostalgic; a precise audio mix can make a viewer feel physically present. This module teaches you to use both as intentional storytelling instruments — and to accelerate the process with AI-powered enhancement tools.



MODULE 9

Advanced Editing Techniques

Ready to take your edits to the next level? This module covers the techniques that separate good editors from great ones — the kind of moves you see in Netflix trailers, music videos, and viral content. From seamless multi-camera switching to hypnotic speed ramps, these skills will define your signature editing style.

Multi-Camera Editing

Sync and switch between multiple angles with precision using multi-cam sequences

Speed Ramping

Dynamic slow-motion and speed-up effects that create cinematic energy and flow

Masking & Tracking

Follow moving subjects with masks for blurs, highlights, and advanced compositing

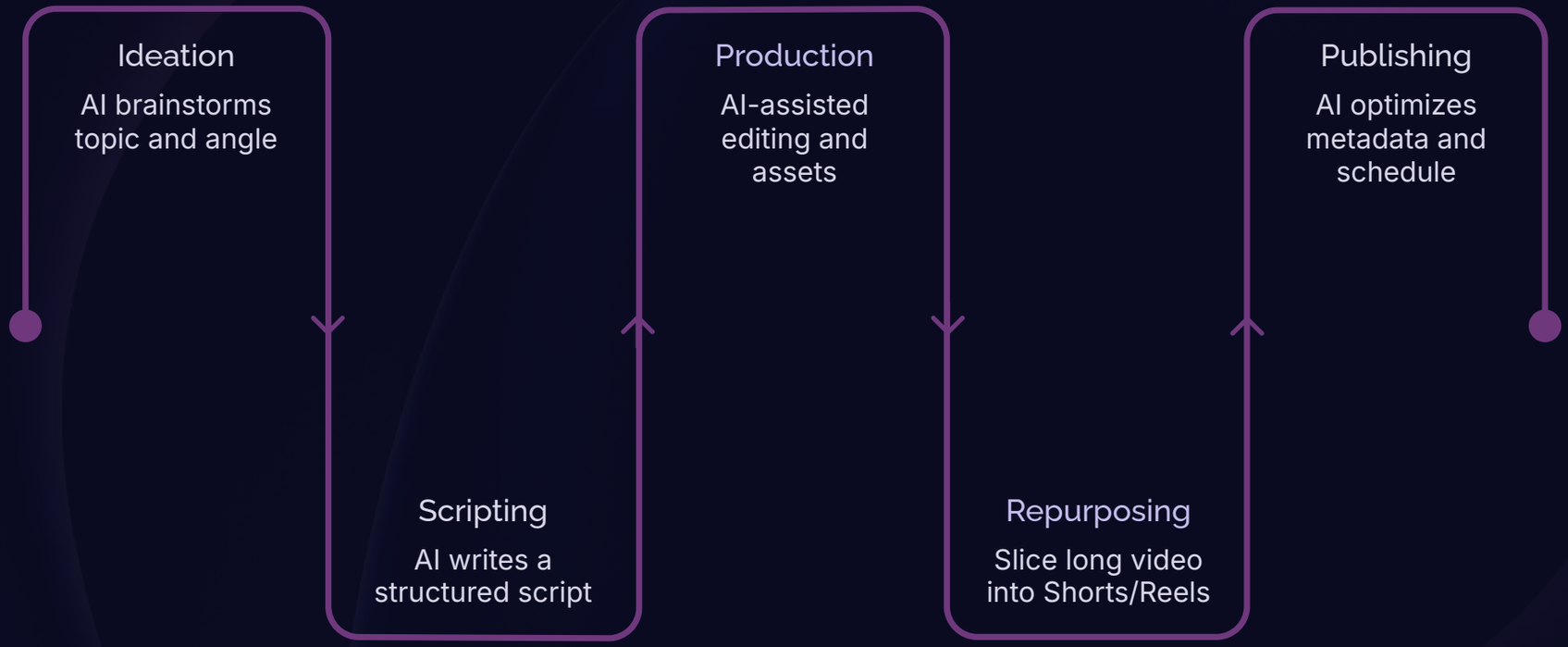
AI-Assisted Effects

Leverage AI tools for frame interpolation, upscaling, and intelligent noise reduction

MODULE 10

Content Creation Workflow with AI

In today's creator economy, speed and volume are competitive advantages. This module teaches you to build a fully AI-assisted production pipeline — from spark of an idea all the way to published content. Whether you're producing one video a week or managing a channel that publishes daily, these workflows will transform your output capacity without sacrificing quality.



The most powerful shift in this module is learning to repurpose content intelligently — turning one long-form video into a week's worth of short-form posts, blog content, and social clips. AI makes this batch creation process fast, consistent, and scalable.

MODULE 11

Freelancing & Client Projects

Technical skill is only half the equation — knowing how to find clients, price your services, and deliver professionally is what turns editing into a real income. This module gives you the business playbook for launching and growing a freelance video editing career, with practical guidance on platforms, pricing strategies, and using AI to deliver faster and earn more per hour.

Finding Clients

Optimize your Fiverr and Upwork profiles for discoverability. Learn proposal writing, niche positioning, and how to land your first 5-star review.

Pricing Your Work

Understand per-minute, per-project, and retainer pricing models. Know your worth and communicate it confidently to clients.

Client Communication

Set clear expectations, manage revisions professionally, and build long-term client relationships that generate repeat business.

AI for Faster Delivery

Use AI tools to cut editing time in half — then keep the time savings as higher profit margins on every project.

MODULE 12

Portfolio & Personal Branding

Your portfolio is your most powerful sales tool — and your personal brand is the story behind it. In a crowded marketplace of editors, the ones who build a recognizable identity consistently win more clients at higher rates. This module teaches you to craft a showreel that stops scrollers, build a brand that attracts your ideal clients, and optimize every profile and resume touchpoint.



1 Create a Showreel

Select your best 60–90 seconds of work and edit it to music that showcases your range and style

2 Define Your Brand

Choose a niche, visual style, and tone of voice that makes you instantly recognizable

3 Build Your Online Presence

Instagram reels and a YouTube portfolio channel that work as a 24/7 sales funnel

4 Optimize Your Resume & Profile

Keywords, software skills, and project highlights that get you noticed by clients and employers

MODULE 13

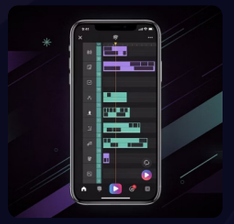
Practical Projects

Theory without practice is just information. Module 13 is where everything you've learned becomes a real body of work. Each project is carefully designed to challenge a specific set of skills while producing portfolio-ready pieces you can immediately show to clients. By the end of this module, your portfolio won't be empty — it will be impressive.



YouTube Video Project

Full long-form edit with B-roll, captions, transitions, and optimized pacing for a YouTube audience.



Instagram Reel Project

Fast-paced, vertical short-form content with trending audio, text overlays, and hook-first structure.



Advertisement Video

A polished brand ad applying color grading, motion graphics, and persuasive storytelling structure.



Motion Graphics Intro/Outro

A custom branded intro and outro in After Effects — keyframe-animated with sound design.



AI-Generated Video Project

A full video produced using AI tools — from script and voiceover to visuals and auto-captions.



Final Portfolio Project

Your capstone: a showreel and portfolio piece that brings together every skill from the course.

MODULE 14

Export, Delivery & Optimization

The final step in any project is getting it out the door in the right format, at the right quality, for the right platform. A beautiful edit can be ruined by the wrong export settings. This module demystifies codecs, compression, and platform-specific requirements so your videos always look their best — whether they're landing on YouTube, Instagram, or a client's hard drive.

YouTube Export

H.264/H.265 settings, bitrate targets, and resolution best practices for YouTube's encoder

Instagram & Reels Export

Vertical 9:16 specs, file size limits, and quality preservation for Reels and Stories

Compression Techniques

Balance quality and file size using two-pass encoding, proxy media, and smart bitrate ladders

Formats & Codecs

MP4 vs. MOV, H.264 vs. ProRes — when to use each format for delivery vs. archiving

Upload Optimization

Metadata tagging, chapter markers, and upload timing strategies that boost discoverability from day one

You're ready. With all 14 modules complete, you have the technical skills, AI toolkit, business knowledge, and portfolio pieces to succeed as a professional video editor in the generative AI era. Go create something amazing. 🎬