

Creating a Video About Company Culture (Magic Mode)

This video will demonstrate how to create a video about company culture or a day in the life using Magic Mode, which automatically lays your album footage over your sound bites and mixes in music – all in one easy step!

RECIPE



STEP ONE

When you're making a video about company culture, or a day in the life, start by recording your sound bites. Choose a spokesperson to talk on-camera who shows enthusiasm for their work. Frame them up in a quiet area with an interesting backdrop – the more depth, the better!



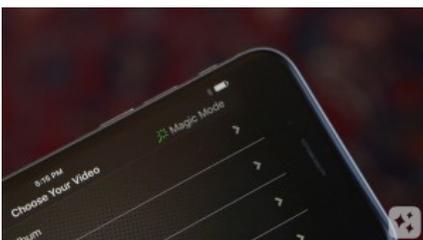
STEP TWO

Make sure the area is well-lit and you can see their face clearly – natural light looks great. Position them facing a window so the natural light falls onto their features, not standing directly in front of the window with their back right up against it.



STEP THREE

Ask them what it's like to work at the company and what makes them feel comfortable there. Have them talk about personal growth and the team environment. How do coworkers help? It's best if they use firsthand statements and stories – avoid any scripted, corporate lingo.



STEP FOUR

To create your video using Magic Mode, your Videolicious administrator should work with our team to set up an album of approved supporting shots that you can access from your account.



STEP FIVE

If that's been done, open Videolicious. In Step One, tap "Choose your shots." Then tap "Magic Mode" – and you'll see any albums that have been created for you. Tap the one you want, then import the sound bite or sound bites you need to tell your story. Make sure you select them in the correct order.



STEP SIX

Press play, and watch the magic begin! Magic mode automatically lays your album footage over your sound bites and mixes in music – without you touching anything else.