

Module 5 – Tools Mentioned in This Lesson

Editing for Clarity & Engagement

This document lists all software and tools mentioned in Module 5.
All tools are optional. You can create clean, professional edits using free or affordable software.

Core Video Editing Tools

Canva – Video Editor

Used for:

- Basic video editing
- Trimming mistakes and pauses
- Adding text, titles, and simple animations
- Improving audio with one-click enhancement
- Editing videos quickly without technical complexity

Official guide: <https://www.canva.com/help/video>

Canva is ideal for beginners and for fast, clean edits.

CapCut

Used for:

- More advanced video editing
- Precise cuts and timing
- B-roll and overlay footage
- Transitions and visual effects
- Greater control over pacing and structure

Official website: <https://www.capcut.com>

CapCut is a strong step up when you want more control without professional software complexity.

Audio Cleanup & Enhancement

Canva – Enhance Voice

Used for:

- Cleaning background noise
 - Balancing audio levels
 - Improving voice clarity directly inside the editor
-

Adobe – Enhance Speech

Used for:

- Studio-style voice cleanup
- Removing background noise from recordings

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

Visual Improvement Tools

Text & On-Screen Captions

Used for:

- Emphasizing key points
- Improving clarity and accessibility
- Supporting viewers who watch without sound

Available in:

- Canva
 - CapCut
-

B-roll & Cutaways

Used for:

- Covering jump cuts
- Adding visual interest
- Reinforcing spoken points

Simple screen recordings or stock clips are often enough.

Editing Mindset (Important)

Simple Editing Workflow

Used for:

- Removing mistakes and long pauses
- Keeping pacing natural
- Making videos easier to watch

Good editing improves clarity — it doesn't need to be flashy.

Final note

Editing is about removing friction, not adding complexity.
Clear, well-paced videos always outperform over-edited ones.