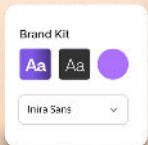**PICTORY**

Video Creation Checklist

Creating great Pictory videos is all about clarity, creativity, and connection.
This checklist is your go-to-guide and will help you craft professional and engaging
videos that resonate with your audience and leave an impact!

Step 1: Hook Your Viewer Instantly
- Start your video with a strong hook – ask a bold question or share a surprising fact.
- Keep each scene short and punchy – no more than 2 sentences per scene (*Make every word count.*)

Step 2: Use Captions & Text to Your Advantage
- Add captions – remember, 70% of videos are watched on mute!
- Have no more than 2 lines of text per scene to keep it clean and readable.

Step 3: Apply Your Brand Kit
- Add your logo to the video (top corner works well).
- Use your brand colors and fonts for captions and elements.
- Keep it consistent – viewers should instantly recognize your style.

Step 4: Choose Strong Visuals
- Select visuals that match the tone of your message (Educational, fun, emotional, etc).
- Be consistent with your visual style across scenes.
- Use multiple words when searching for visuals in Pictory's huge stock library!

Step 5: Add Layouts & Shapes
- Use shapes to highlight key info or make your video pop.
- Mix up your layouts across scenes to keep things visually engaging.

Step 6: Sound & Accessibility
- Add an AI voiceover that fits your topic and tone (*Ensure you adjust the voiceover pronunciation if needed*).
- Set the voiceover volume to around *50%* for clarity and add background music at *10%* volume.

Final Touches Before You Export
- Preview your video from start to finish.
- Double-check for flow, consistency, and impact.
- Make any last edits – small tweaks go a long way.
- Download/share your masterpiece with the world and tag us @pictoryai

Start with a click, end with a story.
pictory.ai