



## **Visual Creative Guide**

Visual assets can really strengthen your promotional approach when releasing new music. Yes, words are absolutely necessary with promotion, but in this day and age the 'visual approach' is critical when conveying the message across to your consumer. Creating and sharing captivating images and videos may sound like a complicated task, but with multiple third party apps, free (or cheap) software and with the prominence of social media, it has never been so easy!

This guide will point you in the right direction of some really helpful tools and some ideas of how you can use them to promote your music:

Firstly, a little disclaimer. As expected, it is going to be easier to find more free third party apps on *Android* devices (via the *Google Play Store*.) This is mainly because *Apple* has more control and limitations on what is featured within their *App Store*, but the services below are suggested to give everyone an option, regardless of what device you have to use.

### **Apple iMovie**

*iMovie* is extremely user friendly and makes simple editing a swift process. This program is helpful if you have images (such as album art) that you may want to use as part of a video. Users have access to lots of transition effects (some are gimmicky), layering options and iMovie makes it effortless to add audio into the visuals as well. If you have a creative idea for a promotional video and some raw footage or images to use, this software is a no-nonsense option.

(Price: Free on the App Store)

(Limitations: Only available on Mac and iPhone)

### **DaVinci Resolve**

This editing software is definitely more complicated than the previous option, although when you see the standard of editing that you can acquire from using it, it's not surprising. *DaVinci* is marketed towards serious film-makers and has a large library of effects, multiple tools and audio editing built in.

Again, if you have a clear idea of what you are trying to create, this software will work wonders for you. It may seem complicated at first, but with endless amounts of *YouTube* tutorials, this process is made a lot easier than expected.

(Price: Free online)

(Limitations: Available on Windows or Mac, although this software may be difficult to run on low spec machines)

## TikTok

Okay, so we are all aware of how incredible *TikTok* can be for music promotion and general social media presence, but have you ever considered using this app as a cross platform creator?

One of the reasons as to why *TikTok* works so well is because it is straightforward to use. You can simply record, edit, add audio and share all in one place. With the addition of *Instagram Reels* and *YouTube Shorts* launching in this space, there is no reason why you can't extend your reach and post the same content across all of these platforms.

The only thing that you may need to use alongside this is a watermark remover (found free on most app stores), this is because downloaded videos from the app, will have the *TikTok* watermark added into the visual and this may result in rival platforms reducing the reach of your posts due to the competitor branding. In most cases this isn't a problem though.

The pressure is eased with this app, as it has normalised the use of raw and unedited footage, meaning that you do not need to create polished and 'cinematic' visuals here. Also, with the way that the *TikTok* algorithm works, you are constantly provided with content ideas and you can even directly 'stitch' your videos onto other creator's posts, using their ideas with your personal spin added into the mix.

(Price: Free on all app stores)

(Limitations: None)

## InShot - Mobile Video Editor

If you are trying to keep your editing to a minimum and on your phone, this is definitely possible. The beauty of creating promotional content on your mobile device also means that you don't have to mess about transferring videos from your computer over to your phone in order to upload.

*InShot* keeps your editing process quick and easy, with the option to choose the exportation size for your videos and images, meaning that you don't have to worry about finding the correct aspect ratio for the platform that you are posting to.

This app has a good sized catalogue of effects and filters, however to get full access to these you are required to subscribe for a small monthly fee. There is also a watermark that comes attached to the video, but this is free to remove if you watch a short ad in the app.

(Price: Free on all app stores, with in-app purchases)

(Limitations: None)

## MOJO - Mobile Video Editor

*Mojo* is a go-to for any creator that lacks visual inspiration. Similar to *InShot*, this app has a great catalogue of effects and editing options to help you create the right visuals for what you need. What sets this app apart from the rest is the amount of pre-made visual assets that can be used at your disposal. *Mojo* even has visual layouts and imagery that is designed for specific industry use (such as tech or fashion etc.)

The downside to *Mojo* is that the majority of pre-made content and effects can only be used when you subscribe to the 'pro' service, but at one month for £9.99 or twelve months for £29.99 this service is fairly priced for the features, especially if you are using it for content creation regularly.

(Price: Free on all app stores, in-app purchase suggested)

(Limitations: None)

## Beatleap - Mobile Video Editor

If you're looking for an editing app that will cut out the creative hassle, *Beatleap* will be your number one choice. With a 'smart' and user-friendly UI, this software will automatically analyse and match up your visuals (videos or photos) with your audio and slot in the desired effects for you, in order to create (ready to post) vibrant promotional content.

Similar to the last two app options, *Beatleap* works with a 'Pro' subscription service and with restrictions in place such as limitations on file importation and music uploads, you will almost certainly need to subscribe to the paid version of the app to get the best out of it. With this choice being more costly than *Mojo* and *InShot*, it is loaded with way more features and further in-depth editing tools (as you'd expect.)

As mentioned previously, if you are looking for a time saving and automatic approach when it comes to promotional content creation, *Beatleap* is a solid choice.

(Price: Free on all app stores, in-app purchase suggested)

(Limitations: None)

## Other Helpful Resources:

### Giphy.com

We have all seen the impact that GIFs have made in online media, but they can also be used to drive online content ideas, adding more in-depth visual representation to your videos. Simply head to [Giphy.com](https://giphy.com), search for some GIFs that match your style, download them and throw them into your video editing software.

The only thing to be careful of is to never claim ownership of any of the content that you use. It is also suggested that you only use this imagery on social media, because if you were to accidentally breach any copyright agreements, it will most likely just be taken down by the platform (however even this is still unlikely.)

## Videvo.net

This website is an absolute goldmine for high quality video footage, with free downloads and royalty free usage. Essentially, this means that you are free to use the downloaded footage wherever you like, without crossing any copyright guidelines or having to pay the creator. *Videvo* also has a ton of 4K footage, making your visuals look polished and professional.

Simply head to the website, search for what you need and edit the footage in your video editing software. Again, never claim ownership of any footage that you use.

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As for ideas that you can base your content around, there are almost endless amounts of directives that you can use. For instance, the most common approach is to edit your album art into a video, with some fancy effects added in. You can also utilise audio effects, with fade ins and fade outs to create more of a 'teaser' vibe for your release.

Another more complex idea could consist of a 'song breakdown' for your music, with you showcasing how your music was made and your thought process behind the song(s). This is particularly engaging as it can showcase your personality and your musical approach. The tools needed for this would be screen recording, a camera set up and video editing software.

Further to this, some artists have capitalised on 'reaction videos'. This is a very captivating approach, as it can often bring elements of humour into the visuals and again, share some personality to your fans. For this, you would either need to screen record an online chatroom (with consent of course), catching people's reactions to your music, or you could record people that you already know doing the same thing in person. If you decide to script this, please do not make it obvious as this may reflect badly. Otherwise, to do this you will just be needing video editing software to put the visuals together.

If you have any other helpful tools or services that you use to create visual assets that may also be of interest to other artists or to the DeeVu team, please reach out and let us know so we can check them out!

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*Regards,*

*The team at DeeVu*

