Text as a Storytelling Tool: The Role of Typography in Modern Video Editing

Vikram Barade

Abstract: *It is evident that in today's fast-moving digital media, Text is no longer just something we see on screen it has become a powerful tool for telling stories in videos. In my opinion, text is no longer just a label but now helps the viewer feel and understand the video through the moving words on the screen. This Paper describes titles, subtitles, animated sequences and lower thirds are added to video content. The methodology walks through a practical workflow, starting from pre-production planning to final evaluation, using video editing computer software and mobile application. The paper highlights the use of text in video editing.*

Keywords: Text, Animation, Kinetic Typography, Overlays

1. Introduction

Video has become an important medium in the digital age. We see videos in all areas of communication, education and entertainment. Texts are used to display information in a video. These texts act as an important supplementary element in video editing. Whether it's titles for the subject of a video, subtitles for language, or animated texts for a promotional branding video, text is important for all of these, and it's added to the video through video editing.

2. Literature Review

Design considerations significantly impact the effectiveness of text in video. Owens, J. (2016). Discusses the fundamentals of video production, including the use of text for communication and storytelling. Krasner, J. (2013) Offers an in-depth look at text as a design element in motion graphics and video.

3. Methodology

The Methodology focused on planning, designing, integrating and evaluating the use of texts elements within the video.

3.1 Methodology Workflow

1) Pre-Production - Decide text
2) Design - Select fonts
3) Editing - Insert text segments, sync to audio/video beat
4) Animate - Apply transitions, kinetic animation as needed
5) Evaluate - Analyze metrics

3.2 Video Editing PC Software

1) Adobe Premiere Pro
2) Adobe After Effects
3) DaVinci Resolve
4) Final Cut Pro

3.3 Video Editing Mobile Application

1) Capcut
2) Inshot

Customize the text using font, color, stroke/outline, animation Background style using the software or application given above as per the need.

4. Conclusion

Text in video editing is an important element of multimedia communication. Effective use of text increases its clarity, accessibility, and engagement, making it an important tool for creators in the industry.

While text is used for opening titles and end credits in film editing, animated text in films, called kinetic typography, has long been used to evoke mood, tension, or style.

Text overlays are being used in social media platforms such as Instagram Reels and YouTube Shorts.

In modern video editing, text is no longer an optional add-on but a core storytelling and functional element.

References

[1] Krasner, J. (2013). Motion Graphic Design: Applied History and Aesthetics (2nd ed.). Focal Press.
[2] Owens, J. (2016). Video Production Handbook (6th ed.). Routledge.
[3] Gernsbacher, M. A. (2015). Video Captions Benefit Everyone. Policy Insights from the Behavioral and Brain Sciences, 2(1), 195–202.