**Practical assignment. Creating a promotional video on Clipchamp**

**Objective.** Using the **Clipchamp** video editing tool, create a simple promotional video for a product or service of your choice.

**Steps:**

1. **Joining and creating a project.**

* Sign in to **Clipchamp** (using your Google or Microsoft account).
* Create a new project by selecting "Create a video".
* Choose the video format you need (e.g. YouTube, Instagram or other).

1. **Material preparation**.

* Choose a template to speed up the editing process, or start with a blank draft.
* Upload your own photos, videos, music or other material to use in promotional material.

1. **Video editing**.

* Use **Clipchamp** tools to edit clips: cut clips, add transitions, notes and special effects.
* If you like, you can use the green screen effect to change the background.
* Add a soundtrack using the free sounds available in the app or upload your own music.

1. **Adding text**:

* Add information about the product or service with text that appears on the video (e.g. product name, contacts, discount codes).
* Customise the font, size and colour to your liking.

1. **Exporting**:

* Check the final result and make any necessary adjustments.
* Select "Export" and choose the desired video quality and saving format (e.g. MP4).
* Save and share your video on social networks or use it for promotional purposes.