

From Finished Video to Engaging Reel

Captions • Effects • Intro/Outro • Final Polish

MAKE THEM

STOP

SCROLLING

Live demo: CapCut — from a finished video to a polished short.

What We Are Adding

The video is already complete. Your job is to make it easier — and more exciting — to watch.

1 CAPTIONS

- Generate captions automatically
- Correct words AI gets wrong
- Choose a readable caption style
- Highlight important words

2 EFFECTS

- Use text animation and motion
- Add visual effects only where useful
- Use stickers/icons sparingly
- Optional sound effects for emphasis

3 POLISH

- Add a strong opening hook
- Optional intro and outro
- Keep the screen clean
- Export in vertical Reel/Short format

Captions Are More Than Subtitles

For short-form video, captions can become part of the storytelling.

PLAIN

“AI can help us create new ideas.”

Correct — but easy to scroll past.

ENGAGING

“AI can help us **CREATE** new ideas.”

- Emphasize keywords
- Keep lines short
- Time captions to speech

AI generates → YOU check accuracy, readability, timing and emphasis.

Effects: Make It Engaging, Not Distracting

The goal is attention with purpose — not effects everywhere.

HOOK

Give viewers a reason to stay in the first few seconds.

MOTION

Use zooms, text animation or transitions to guide attention.

EMPHASIS

Highlight the key word or moment — not every word.

CONSISTENCY

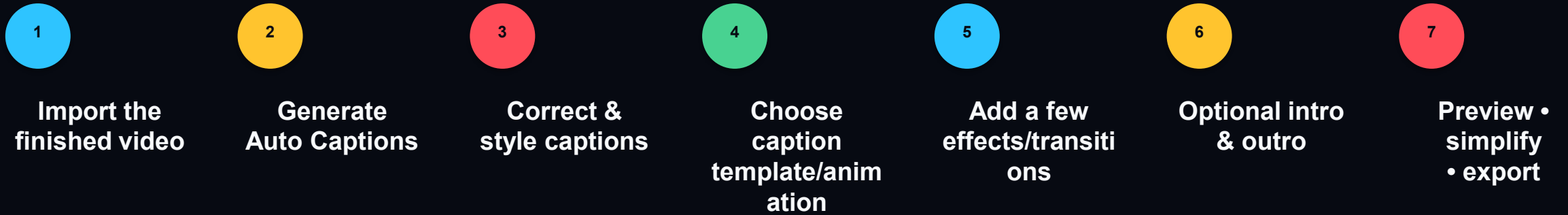
Use a small set of fonts, effects and styles throughout.

RESTRAINT

If an effect does not help the message, remove it.

Live Demo: CapCut

We will transform one finished video in a few simple steps.



ALTERNATIVES

Clipchamp • Adobe Express • Canva • VEED — use the free features available to you.

Now It's Your Turn — AI Theme Song & Video Challenge

Workshop registrants are automatically eligible to participate.

SUBMIT BY

SEPTEMBER 11, 2026 • EOD

YOUR VIDEO

- Choose a theme from the event topics:
Social Justice, Equality, Scientific Future,
Inventions, or Education
- Create it in any style you want using AI tools
- Shorter is fine; aim for up to 60 seconds
- Be original — creativity is your limit!

SUBMISSION & RESULTS

- Please use this form to send in your submission by end of day September 11
- Entries will be evaluated after submissions close
- Results and special prizes will be announced on September 19, 2026

<https://form.jotform.com/262413731318048>

Participants under 18: please use online and AI tools with parent/guardian guidance.