

# Viral Video Foundations

## CapCut Video Editing Masterclass - Lesson 1

Short-form video succeeds when the viewer understands the message quickly. The first few seconds matter most. A strong opening hook, clear subject, and fast rhythm help keep people watching.

Aspect ratio controls where the video fits. Use 9:16 for TikTok, Instagram Reels, YouTube Shorts, and WhatsApp Status. Use 16:9 for YouTube landscape, presentations, and TV-style content. Choosing the wrong ratio can crop important details.

Good timeline editing removes dead space. Cut pauses, repeated words, and weak moments. Keep the strongest clips and arrange them so the video keeps moving. Audio also matters: clean sound, beat timing, and captions can make a simple edit feel professional.

Captions help viewers understand even when sound is off. Use readable fonts, strong contrast, and short caption lines. Avoid covering faces, products, or important action with text.