

# Come visualize *your* future with us.

In our world, the pace of change is such that the products of tomorrow are already irrelevant today. At Idea farms we keep up with the future of the future. Help us communicate out-of-this-world ideas in creative and compelling ways.

You are an in-house video editor who is able to bring sight and sound together in order to tell a cohesive story and can exploit the potential of digital platforms for communication.

Your role and designation is: Video Editor.

## Objective:

To be able to **review** and **assemble** recorded footage into videos that **communicate** our projects, ideas and stories for our website, social media and other platforms.

## Your responsibilities include:

1. Management of video projects from conception to delivery
2. Generating ideas and concepts with the team
3. Manipulate and edit video pieces in a way that is invisible to the audience
4. Take a brief to grasp team's needs and specifications
5. Review raw material and create a script for the video
6. Trim footage segments and put together the sequence of the film
7. Input music, dialogues, graphics and effects
8. Create rough and final cuts
9. Ensure logical sequencing and smooth running
10. Consult with stakeholders from production to post-production process
11. Continuously discover and implement new editing technologies and industry's best practices to maximize efficiency

## Your Qualifications and Skills are:

1. Proven work experience as a video editor
2. Solid experience with digital technology and editing software packages (e.g. Premiere, After Effects and Final Cut)
3. Demonstrable video editing ability with a strong portfolio
4. Thorough knowledge of timing, motivation and continuity
5. Creative mind and storytelling skills
6. A hands-on experience with **video editing** softwares – Adobe Premiere Pro, Flash
7. A strong aesthetic sensibility and an ability to visualize colours, fonts and layouts
8. Attention to visual details
9. Ability to meet deadlines and collaborate with a team

## About Ideafarms:

Ideafarms is the leading Design Thinking Consulting and Advisory firm in India. It provides **Design-led Strategy Consulting** to mid-sized organisations worldwide. Founded in 2002, the company pioneered using Industrial Design concepts and approaches to software, keeping the **user's experience** at the centre of all its thinking.

Ideafarms' ethos combines **empathy** with strong technology competencies to highlight the value of **interdisciplinary** work and **prototyping**: Design Thinking is a natural extension of this **human-centric** cultural DNA. To help clients stay relevant in today's disruptive business environment, the company conducts talks and workshops for educational institutions, start-ups, investors, mid-sized enterprises.

Ideafarms has the distinction of partnering with some of the largest global corporations to help drive **strategic value** through its proven approaches to problem solving.