

Best practices for video design

-  **Use consistent video elements.** Avoid switching animation styles, music genre, fonts, and other elements mid-video.
-  **Avoid mixing footage and animation.** Stick with one or the other.
-  **Always use quality footage.** Shortcut: use stock footage from [Biteable's video library](#).
-  **Use color filters sparingly.** Filters make your video hard on the eyes. Use them purposefully (to make text easier to read, for example).
-  **Include a brand logo.** In the intro or the outro works best.
-  **Match your font to the video style.** Sans-serif fonts are more modern and upbeat. Serif fonts give a classic look.
-  **Use consistent font sizes.** Choose one font size for your titles and one for your standard text.
-  **Use consistent text box alignment.** Avoid mixing and matching text box alignment.
-  **Choose appealing colors.** Bright colors are fun, but there is such a thing as too bright.
-  **Limit your color variation.** As a general rule, choose two contrasting dominant colors and one complimentary color.
-  **Keep text away from the edge of the screen.** Give text a generous margin from the edge of the screen to avoid creating a crowded scene.
-  **Center objects in the middle of the frame.** If you have text or an icon near the middle of the screen, center it exactly in the middle.
-  **Keep your text and other elements stable.** If you have text that stays on the screen through more than one scene, make sure it is in exactly the same spot when the scene changes.
-  **Give your videos a snappy pace.** Add a scene cut every second or two to keep viewers' attention.
-  **Give viewers enough time to read.** Keep text on the screen for at least a second or two, so the audience can read it.
-  **Match your scenes to the music.** If you can, edit your video so the scenes change as the music peaks or drops the beat.
-  **Use music to set the mood.** Music is a major part of the mood in your video. Make sure the music sets the right tone.

