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Worksheet: Comparing Editing / Enhancement Video Tools

These tools polish AI-generated or recorded videos, adding branding, captions, accessibility, and design consistency. They blend manual control with AI features.

1. Canva (Video Editor + Magic Studio)

- What it does: Adds captions, graphics, logos, and brand templates. AI can auto-remove backgrounds, generate filler media, or create avatars/voiceovers.
- Similar to Capcut because: Both simplify video polishing with AI assists.
- What makes it different: Strongest for branding and professional presentations.
- Use when you need: Marketing-ready videos that match brand identity.

2. Capcut (Video Editor + AI Features)

- What it does: Provides advanced editing with AI smart cutouts, auto-captions, music sync, and trending templates.
- Similar to Canva: Both use AI to streamline editing.
- What makes it different: Optimized for short-form, viral-style content.
- Use when you need: Social-first content (TikTok, Instagram Reels, YouTube Shorts).

3. Descript

- What it does: Edits video by editing text transcripts (Overdub AI voices, remove filler words, multi-track editing).
- Similar to Canva/Capcut because: Uses AI to simplify editing.
- What makes it different: Audio-first, podcast + video hybrid editing.
- Use when you need: Training videos, webinars, or podcast-video hybrids.

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