How Coginsm uses Descript

[00:00:00] Hi. Okay, so for this really I'm gonna show you how we use descript here at Cognism. Descript is quite like a new tool that we've been using and have been using quite a lot ever since we got it. So essentially it works from when you put a video in there, it'll transcribe it, and then from there you can edit from the transcription so you can add subtitles to it, which is most commonly how we use it, and quite dynamic subtitles as well.

I have just opened up Descript, the Descript desktop app. And then on here, as you can see we've used it for quite a lot of projects ever since we got it. So I'm just gonna open up one of the projects. So in here, this is just from an office filming day that we've had. So I would go from exporting these videos from an Adobe application, so something like Premier Pro.

And then from there I will drag it into here and then it will transcribe. So if I was just to delete this track, just to show you how I'd actually do it. So this is the video that we have loaded here, and then so if we would need, for instance, subtitles for it, there's a space for subtitles right [00:01:00] here. I would just select all the texts that I would need subtitles from.

And then you could just add here, you can see the different things that you could add to this video from the transcription. So you can do things like text, you can add different audio recordings. You can, also within the text if the incorrect word was said or you don't want whoever to say this, and , they said this, you can actually overdub certain phrases so you can get rid of it, rerecord the audio, or it also has some sort of AI voice recognition thing. And then if you've done this I guess speaker a lot, it can just do it by itself. So there's an option there. It could also add things like rectangle, ellipses, a waveform, a progress bar, arrows, just different things and features to add to your video. But like I said, I just wanna add dynamic captions to this.

So here it's called fancy captions, and then you'll add your fancy captions. So if we click anywhere on [00:02:00] here, you can see the captions are here. And then from this we just make this the correct font and the correct font size. So let's just make this smaller roughly this size just to demonstrate with you guys what I do with this, and then here we've got word level animation. And from this you could see it highlights each word as the speaker says it. So, there's an example there. Also we could add different things to where, like I said there's many different things in here. If you wanna add a progress bar, To the whole transcript or just a section of the transcript.

If you just want it for a section of the transcript, you just highlight whatever section you want it for. So everything is edited from the transcription. So I said I wanna add a progress bar. There's now there's a progress bar at the bottom, so as you can see if we are, let me pause it and go halfway through.

As you can see at the bottom here, the [00:03:00] progress bar is halfway through, so you could do many things with your scripts and it's amazing at just detecting your audio into, basically it's just great at transcribing audio. And then from there you edit from the transcription. But yeah, we mainly use it for subtitles and just the dynamic subtitles and it just makes us work a lot faster.

It's a lot more efficient than using like the captions option in Premier Pro as Premier Pro doesn't detect the audio as well as Descript. So that's how we use Descript.