TOOL SHEET
Descript

DIFFICULTY: Easy

Page 1: general description and practical task walkthrough

A. General Description

TOOL NAME	Descript
LINK	https://www.descript.com/
TYPE	Tool
BEST FOR	Text-based video editing, captions & transcription
LANGUAGES	Interface: English; transcription supports 26 languages incl. Latvian
FREE/PAID	Free: 60 media min/month, unlimited dynamic captions, 100 one-time AI credits; 720p video export with watermark. Paid: more media/AI credits, watermark-free.
KEYWORDS	Video editing, captions, transcription, audio, reels

1. What is this tool?

Descript is an audio and video editor that automatically transcribes spoken media and lets you edit the recording by editing its text. Delete a sentence in the transcript and the matching video/audio is cut too. You can also add dynamic captions and use limited AI tools such as Studio Sound. The Free plan is enough for a short practice video, but video exports are limited to 720p and include a Descript watermark.

B. Practical Task & Step-by-Step

2. Practical task

Turn a 30-45 second raw phone video into a clear vertical social media clip by editing through the transcript and adding automatic captions - using only Free-plan features.

3. Scenario / example business

RefillGo - reusable water bottles for students and young professionals. Target audience: 18-30. Tone: friendly, fresh and practical. Goal: create a 25–35 second 9:16 Reel/TikTok introducing the product and one key benefit.

4. Before you start

Prepare: a free Descript account; one 30-45 sec talking-head video recorded on your phone; a short message (about 6-080 words); and optional logo/product image. Keep the source clip short so it uses only a small part of the Free plan's 60 media minutes/month. If your video is in Latvian, select Latvian for transcription.

#	Action	Instruction
1	**Open tool**	Go to descript.com, create/sign in to a Free account, and choose New project. Start a video project.
2	**Choose format**	Upload your short video. Set the composition to Portrait (9:16) for a Reel/TikTok.
3	**Add input**	Add the video to the Script track and select the spoken language. Descript automatically creates a transcript linked to the media.
4	**Use AI feature**	Use the transcript as your editing control: delete an unnecessary sentence and fix obvious transcript errors. Add Dynamic Captions from the Captions panel. Optional: if you still have free AI credits, test Studio Sound once.
5	**Edit result**	Check the preview. Trim the beginning/end, adjust caption style/position, and make sure important words, names and numbers are correct.
6	**Export/share**	Click Export → Video → Local export. Choose 720p and export the MP4. Free-plan video exports include a Descript watermark.

Expected final result

One 25-35 second vertical 9:16 social media video, edited through its transcript and finished with readable captions. Export: MP4, up to 720p

C. Tips & Complementary Information

7. Example prompts / inputs

• Sample recording: “Meet RefillGo - a reusable bottle made for busy student days. Fill it before class, carry it all day, and refill instead of buying another plastic bottle. Simple, practical and made to go wherever you go.”

• Input: one short phone video with clear speech and minimal background noise.

• Optional AI-credit prompt: “Help me shorten this script to about 30 seconds while keeping the product benefit and friendly tone.”

8. Tips for better results

• Do the core edit manually in the transcript first; save your one-time Free AI credits for features you really want to test.

• Correct the transcript before styling captions -caption quality depends on transcript accuracy.

• Keep practice clips short. Latvian transcription is supported, but some AI editing features (for example filler-word detection) work only with English transcripts.

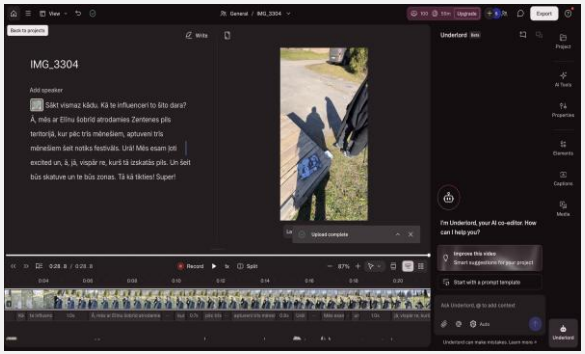
9. Common mistakes to avoid

• Uploading long raw recordings and using up the monthly media-minute allowance unnecessarily.

• Spending the 100 one-time AI credits on repeated experiments before finishing the basic edit.

• Exporting without checking captions, names, numbers and product claims -automatic transcription can make mistakes.

10. Screenshot / visual example



11. Supporting material

Descript - Get started with Descript

Core workflow: import/record, automatic transcription, text-based editing, captions and AI polish. Open guide

Descript - Edit like a doc

Shows how deleting or moving transcript text edits the linked audio/video. Open guide

Plan limits: Descript pricing

12. Responsible AI / trainer notes

• Automatic transcription and captions can be wrong. Always review names, numbers, claims and meaning before publishing.

• Only upload recordings you have permission to use, especially if other people appear or speak in them.

• Free-first rule: the core task should not require a subscription or paid upgrade. Studio Sound/Underlord are optional and use the limited Free AI-credit allowance. Suggested time: 20–30 min, individual or pairs.