WHY I MADE THIS EDIT

Business Pet Peeves

ABOUT THE VIDEO

The speaker pushes back on calling a brand, business, or side gig “just a side hustle.” I edit her point with playful graphics and deliberately dramatic emphasis, following the client’s design brief.

INSPIRATION

I follow the client’s brief and play the rational brain motif against the “not dramatic” hook, so the delivery can feel playful and emphatic.

CREATIVE CHOICES

I keep the natural outdoor background and the speaker’s dramatic clothing, then use the brief’s type, strokes, stars, and white, wine-red, ivory, and gold palette.



00:03

The speaker is centered in a sunlit green outdoor setting, wearing red-and-black clothing and tinted glasses. Two glowing brain graphics sit to her left inside a rounded golden line that curves through the frame; “not dramatic” appears near the bottom.

I use the two brains to represent rational thinking, then set that against deliberately dramatic treatment. The shadow and glow make the brains stand out, while the natural background and curved line keep the frame connected to the client’s brief and give it a luxury feel.



00:05

The speaker is centered outdoors with her hands together. Beside her, the words “Business” and “pet peeves” appear in large white and wine-red type. The subtitle “is when someone says” runs along the bottom, with a thin golden line curving through the image.

I place the title treatment in the open space beside her and make it fun but emphatic, so the viewer understands that the point carries weight and consequences.



00:09

An ivory-white textured matte fills the frame. The centered quote reads “it’s just my little business” in black type. A line-drawn woman appears at lower left, with thin curved and straight decorative lines around the edges.

I use the ivory-white matte, exact brand font, and client’s sketch to keep the brand authentic and consistent. I use brand colors and add texture for a little personality.



00:11

The speaker stands in the outdoor green setting with one hand open at her right (screen-left) and the other near her chest. A gold dollar-sign illustration with wine-red detailing floats above the open hand. The subtitle reads “or it’s only a side hustle.”

I use the dollar sign to represent the money in “side hustle.” I position it at her right to show “side,” so the visual reads as a side hustle rather than just money.



00:13

The speaker is centered outdoors with her hands together. A gold-and-wine-red dollar-sign illustration sits on the left, with large wine-red letters spelling “NO” behind it.

I have “NO” follow the spoken word and strike down the side-hustle illustration. The wording is meant to be clear and precise about people calling their brand, business, or side gig “just a side hustle.”