

**Pohosian D.**

Teacher of the Department of Fine Arts and Design,  
Zhytomyr Ivan Franko State University

## **OVERVIEW OF PROGRAMS AND ONLINE PLATFORMS FOR PHOTO AND VIDEO EDITING**

At the current stage of development of digital technologies, visual content plays an important role in communication, advertising, education, art and social networks. Editing photos and videos has become an integral part of digital culture and a means of visual self-expression. It is also worth adding that the popularity of social networks (Instagram, TikTok and YouTube) has significantly increased the demand for fast and convenient content editing. Therefore, the ability to work with editing programs can be considered one of the basic digital competencies of the twenty-first century.

The purpose of this study is to overview programs and online platforms for editing photos and videos, which are free or distributed on a paid basis.

Photo editing is the process of changing or enhancing a digital image using specialized software (free or paid). The purpose of editing can range from technical image quality enhancement (color correction, lighting, contrast, retouching, cropping and framing, etc.) to artistic transformation (adding effects, collages, filters, etc.).

Free photo editing programs and online platforms in 2025: Canva, Pixlr E and X, Fotor, Photopea, Potoroom, Krita, PhotoScape X and MyEdit [2]. The following programs are distributed on a paid basis: Adobe Lightroom Classic, Adobe Photoshop Elements 2025, Affinity Photo 2, DxO PhotoLab 8 Elite, Capture One, Adobe Photoshop, Radiant Photo 2, ON1 Photo RAW 2025, DxO Nik Collection 7, Adobe Lightroom CC, Luminar Neo and RawTherapee [4].

Video editing is the process of processing and editing video content to improve its structure, quality, or create a finished video product from

scratch. It includes: arranging frames in a certain sequence, cutting out unnecessary parts, adding graphics, effects, titles, sound, and transitions between scenes. It may also include adding visual effects (VFX) - special effects, animation, and filters.

Free programs and online platforms for video editing in 2025 are the following: DaVinci Resolve, CapCut Desktop, Adobe Premiere Rush, Clipchamp, Apple iMovie, ACDSee Luxea Free Video Editor, Kdenlive and Canva [3], [1]. The following programs are distributed on a paid basis: Adobe Premiere Elements, CyberLink PowerDirector, Adobe Premiere Pro, DaVinci Resolve Studio and Apple Final Cut Pro.

So, we can confidently say that the development of software and the availability of powerful tools for processing visual content have made the editing process not only convenient and efficient, but also accessible to a wide range of users (both amateurs and professionals). For a beginner, it is better to first use free programs or online platforms, gradually improving your knowledge and moving on to professional paid programs.

### **References**

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