Video Production in Agriculture (ACOM 3301)

Fall 2019

Course Pack

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Lab 1

<u>Getting Started</u>
File management and other boring, but imperative activities

Shut down other programs on your computer. They slow Premiere down.

*Before you do anything, ensure ALL of the files you are going to use for this project are saved in one folder on your computer. Name the folder something that you can remember. Save the folder in a location that you can find later. The desktop is a convenient option.
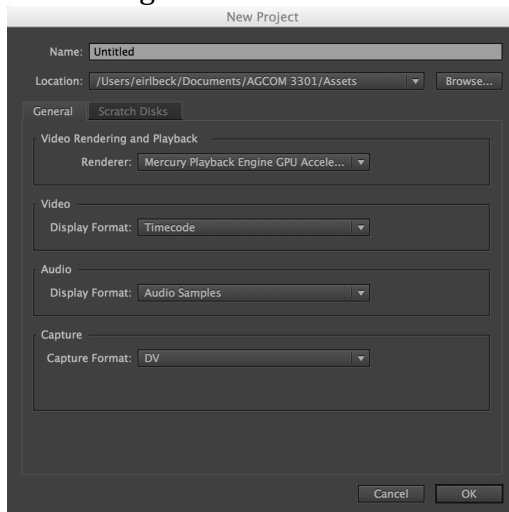
**Before you open Premiere, sort your assets by file type. I usually have a folder for audio, b-roll, and photos. Establish a system that works for you.

***If you have photos, copy them to another folder that you will not mess with during the editing process. An external hard drive is recommended. Students (and Dr. Irlbeck) have frequently made changes to photos, saved them, and ended up saving—and really messing up—the original image.

****If you decide later that you want to add more assets, you must save them in this folder!!

*****The one exception to this is your music. Most of the time you can save it in iTunes and Premiere can access it.

1. Open Adobe Premiere. It's a purple icon with Pr on it.
2. Click "New Project"
3. Name your project. Make sure it saves in the correct location. Click Browse to navigate to the correct folder. Renderer: Mercury Playback…..; Video: timecode; Audio: audio samples, Capture:DV.

4. Name your project (at the top of the box)

5. Location: Save this in the same folder as the rest of your project.

Click ok. You're in!

Note: Every Premiere project can have multiple sequences. It's best to do multiple sequences rather than multiple projects. An entirely new project takes up a lot of memory on your computer. My suggestion is to do a new project for your slide show, and a new project or your final project. You may have multiple sequences within each project.

<u>Importing Photos and Audio</u>

1. File>Import. Navigate to the folder where your assets are stored. Select all of the folders and/or files you need for your project. Click OK.

   You now have materials in the Project Window to work with.

   Note: It is very easy to simply drag and drop files into Premiere, but Adobe's product experts say that the files work so much better when File>Import is used.

   If you don't see the folders you just imported to go Window>Workspaces>Editing

<u>Setting Up A Sequence</u>

1. If you placed your assets into different folders, you will see two folders in your project window, and it will look like this:
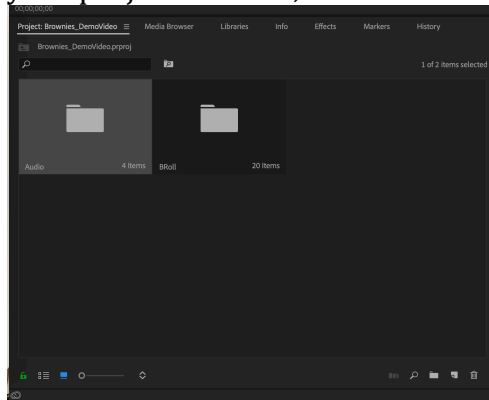

   You can click on your folders and they will open in a new (floating) window. However, those extra windows are annoying. Here's how you fix that.
   a. Preferences>General. Look at Bins. You can have your folders open in a new window (I think that's annoying), open in place, or open in new tab. I like open in a new tab, but it's your preference here. See photo on the next page.
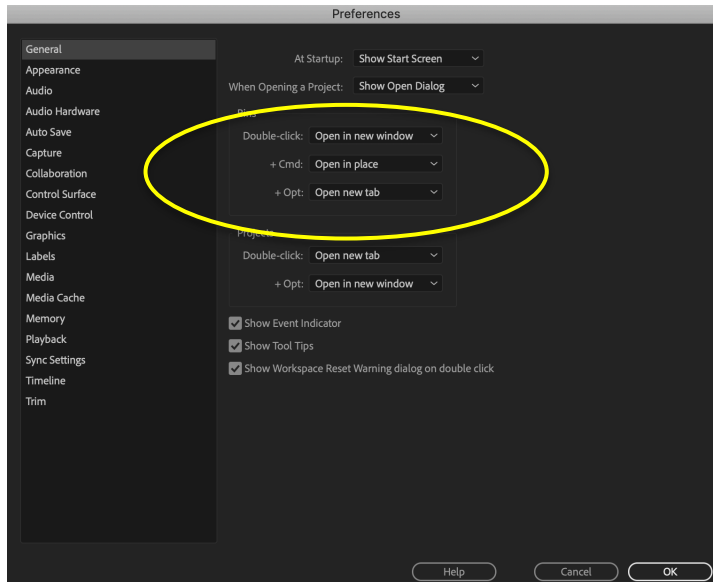
2. Right click on clip of video in the Project Window. Select New Sequence from Clip. You now have a sequence to work with.
   a. This step is extremely important because it sets up your sequence at the correct frame size. If you skip this step, your entire video could be messed up.
   b. It doesn't matter if you don't want to start your sequence with this photo. You can delete it later.

3. Name your sequence NOW. Go into your project window in list view and find the sequence that you just started. The picture below will help you figure out which thumbnail is a sequence.
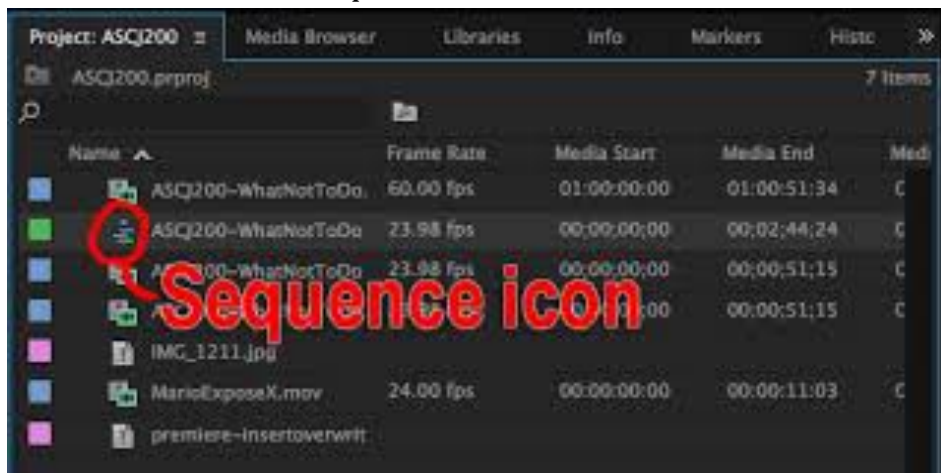
4. Once we have a sequence ready, we work on our audio. Open up your music by double clicking on the file. The thumbnail will look like black squiggles.

5. For today, let's select a portion of the song to work with. To do this, we have to tell the computer where we want the song to start and stop. We call these start and stop points "in and out points."

6. To set in and out points, start by listening to your music. Determine where you want your music to start for your slide show. If you're familiar with your music, you can "scrub" through the song by grabbing the **playhead** (explanation given in class) to the left or right until it's sitting in the right spot. To get very precise playhead movements, use your left and right arrows to move it one **frame** at a time.
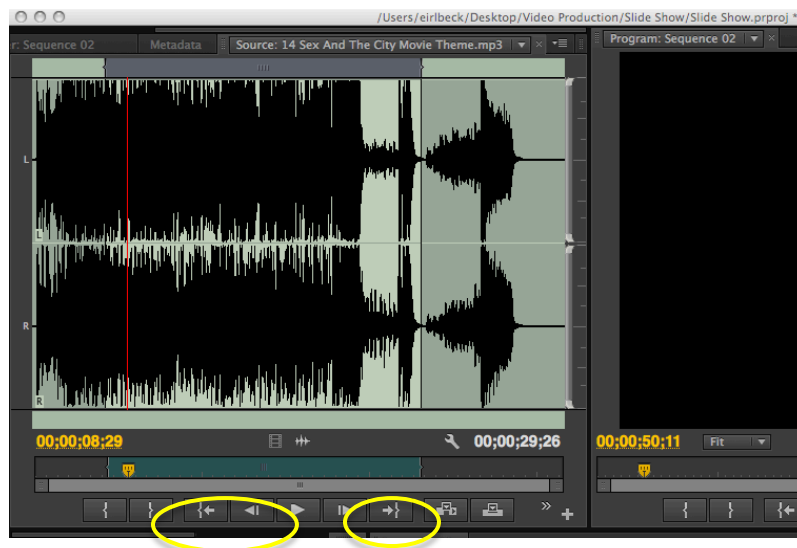
You can set in and out points on the keyboard or by clicking the buttons circled above. The left one is Mark In (start) (keyboard shortcut = I) and the right one is Mark Out (stop) (keyboard shortcut = O).

7. Once you are happy with your in and out points (and you can play in point to out point by clicking Option + K), send your music to the timeline by simply hitting the period button (.) on your keyboard.

Another helpful keyboard shortcut: The space bar is play and pause.

We'll do more with audio in next week's lesson.

Working with video in the timeline
To maximize playback, change the size of the image previews in the Program window. Look at the screen shot below—it shows you which two things to adjust. Change the percentage from Fit to 10 or 25%. You can always change it back if needed. Do the same thing to your program window.

1.
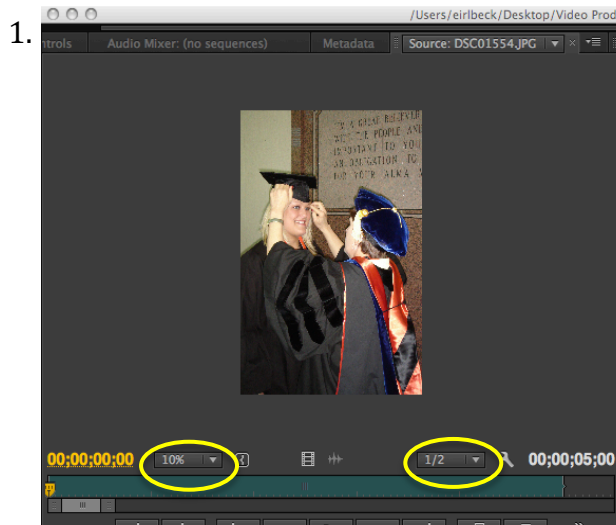
1. Double click on any b roll clip. It will appear in the Source window (top left).

A few things to look at first. The time code (looks sort of like a digital clock) in the left corner—as you drag the playhead (blue triangle thing) back and forth, you can see the timestamp of where you are located within the clip.

2. Create in and out points in the clip.

3. We are almost ready to send the clip to the timeline, but a few housekeeping items first. You must tell Premiere where <u>in the timeline</u> you want the photo to go, so put the playhead where you want your photo to begin playing.

   Next, we need to target which line we want the photo to go to. On the left side of your timeline, you see buttons for Video (V1, V2, V3). and Audio (A1, A2, A3, A4). You only want Video 1 turned on. Make sure V1 1 is selected (it will be blue). Audio 1 needs to be turned off, so click it until it turns dark grey. This will ensure that your photo does not disrupt your audio.
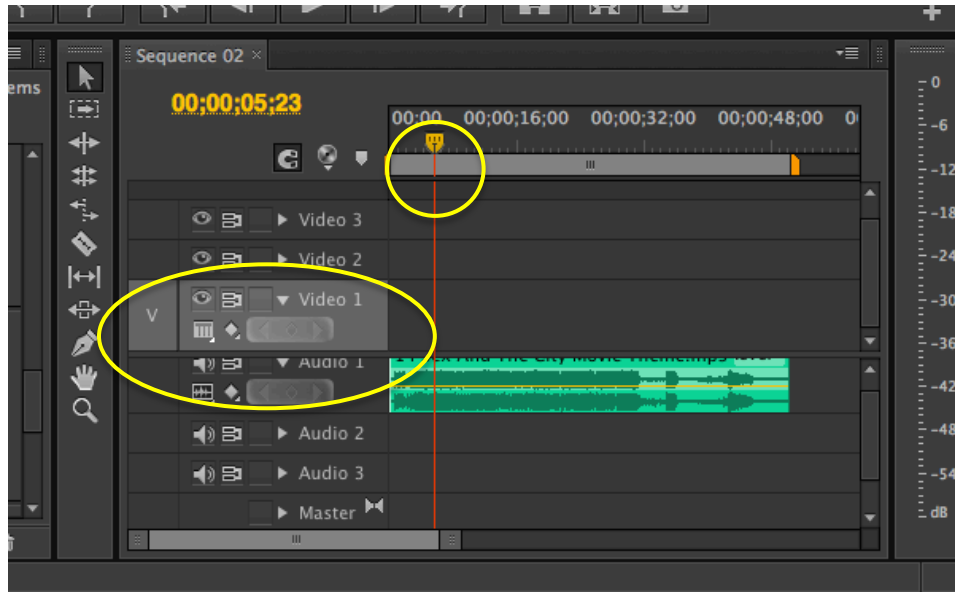
4. Now, click in your source window, and hit the period (.) key. Your clip should now be in your timeline.

5. Insert seven more clips into the timeline.

<u>If you are using photo files, and if they are big (it will look like the program is really zoomed in):</u>

The program window may be zoomed in really close on your photo. If only a small portion of your photo is visible, your photo is too big, and you'll need to re-size it. If all of your photos are too big, you can easily re-size them all at once.

1. Select all the images in the timeline. You can do this by holding down the shift key and clicking every image. A faster way to do this is to draw an imaginary circle around the images. Be careful to NOT include the audio.

2. Right click (control + click on a Mac) on any of the images you just selected. Scroll down to "Set to Frame Size" and select it. Magic should happen.

3. If you have large photos that need re-sized interspersed with small photos that are the correct size, Command Click on the big photos (Control Click on a PC). Then start at Step 2.

<u>Another fast way to re-size images:</u>

1. Double click the image <u>in the timeline</u> that you need to resize
2. Go to the Source window and click on the Effect Controls tab at the top.
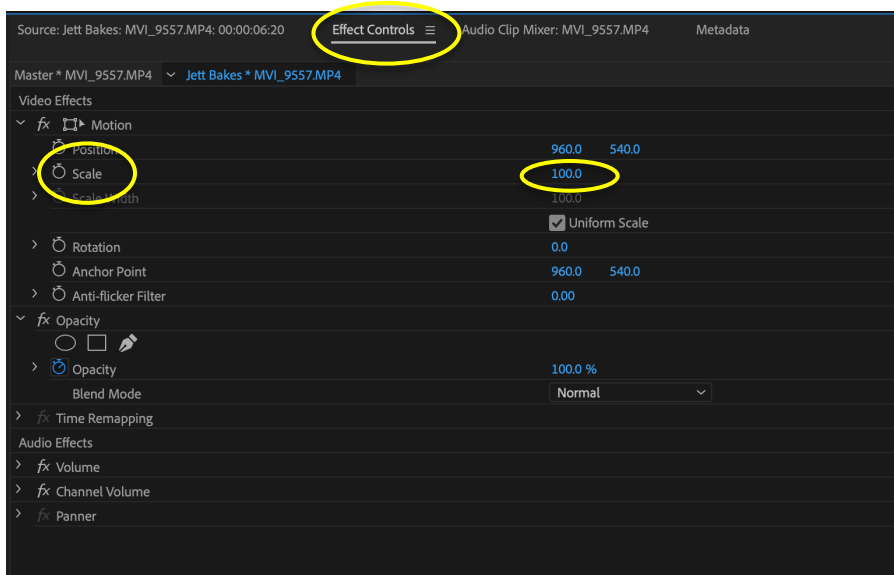
3. Click and drag the number next to Scale. Continue dragging until your image is the size you want. This works with any image: photo, video, or graphic.

Storyboard Editing
This process is especially helpful when doing a slide show.

1. You can select all or some of your clips and place them directly into your timeline. In your project window, re-arrange a few of your clips into an order that makes sense. All you have to do is click and drag them to the place you want them. This is easiest if you are in icon mode in the Project window.

2. Now, select them. The easiest way to do this is to "draw" an imaginary circle around all the clips in your browser. You know that it's right when each clip's icon has a light colored border. Circle a minimum of five photos. In the panel drop down (circled below), click on Automate to Sequence.
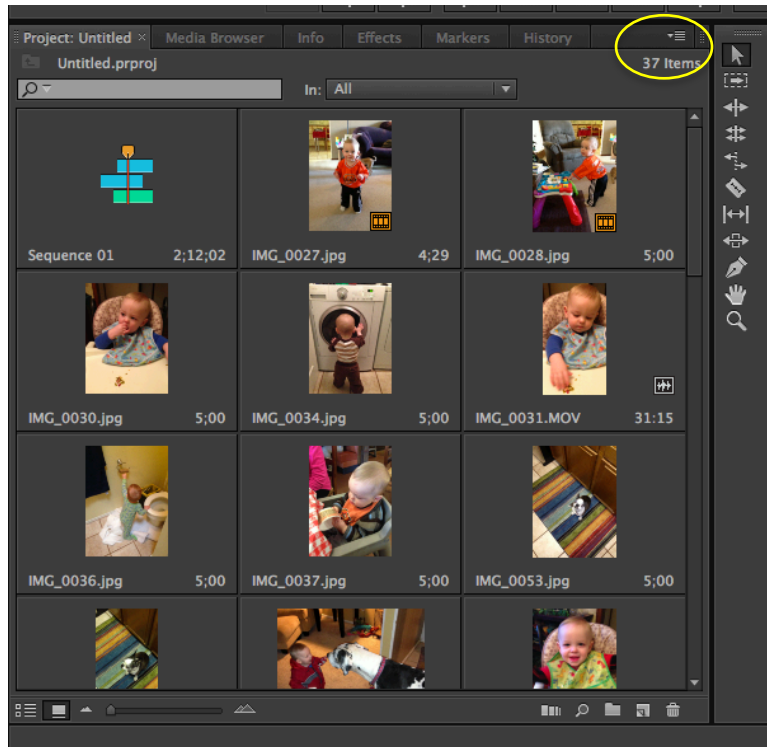
3. A new window will appear that looks like this:
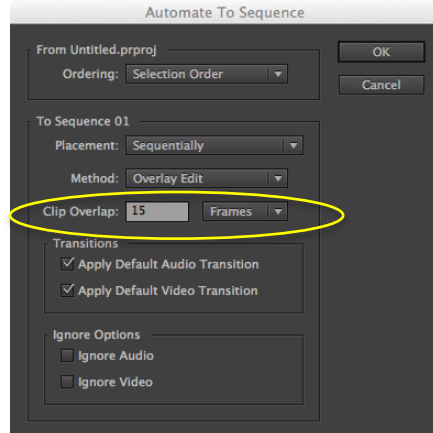
Change the clip overlay to 0 frames. Clip overlay creates a dissolve between clips. Resist the urge to put a dissolve between all clips. This will cost you points if you do so.

You now have a lot in the timeline that didn't take a lot of time. HOWEVER, all of your clips will be the same length. There's nothing really wrong with that, but it's best to change your clips to the beat of the music or the inflections in voice.

    a.   Ripple Edit. Once the photos are in the timeline, select the ripple edit tool from the tool palate (third one down)

Hover the ripple edit tool over the seam between two clips in the timeline. Click and drag to the left. You'll notice the left clip gets shorter while the right clip gets longer. This changes the length of the clips without messing with the timing of your entire project.

Using Markers
Another fast way to storyboard edit is using markers. I recommend this if you really know your music.

1. Start with your music in your timeline. Go to the beginning of your timeline and hit play. As you get to an obvious shot change (down beat, new phrase, strong change in music), hit the M key on your keyboard. This will put little yellow down arrows on your timeline.

2. Do steps one and two from the storyboard editing instructions above.

3. When the Automate to Sequence window appears, click the dropdown menu next to Placement. Select "At Unnumbered Markers." Click OK. Save.
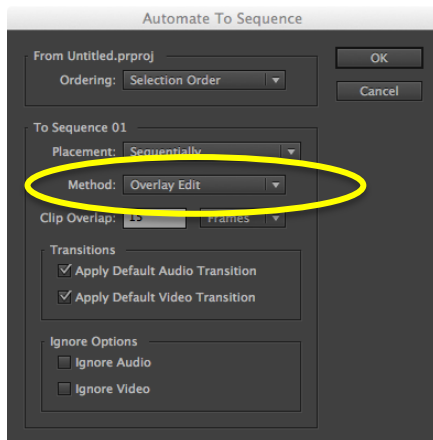
Dropping directly into the Program window
Demonstration in class. A wealth of options are available this way. Simply drag your thumbnail image from the Project window to the Program window and pause. Several options will appear.

Deleting clips from the timeline

Let's say there's a clip in your timeline that you don't want there anymore. In the tool palate select the arrow tool (keyboard shortcut = V). Then select the unwanted photo(s) and then hit delete on your keyboard.

It's likely you now have a big gap between pictures. Hover your mouse in the blank space and right click (or control + click). You should have an option called **Ripple Delete**. Select it. Blank space gone. This does not usually work if you have a complicated timeline.

Another way to do this is to select the unwanted photo(s), then click the Alt/Option key and also click delete. Photo gone, blank space gone in one easy click.

Helpful Hint: History Panel
Just like the other Adobe products, Premiere has a History panel, although it's a bit hidden. Click the tiny double left arrow (circled). From here you can select several different menus, including History. This is really helpful and will allow you go to back several steps without hitting Command Z over and over.
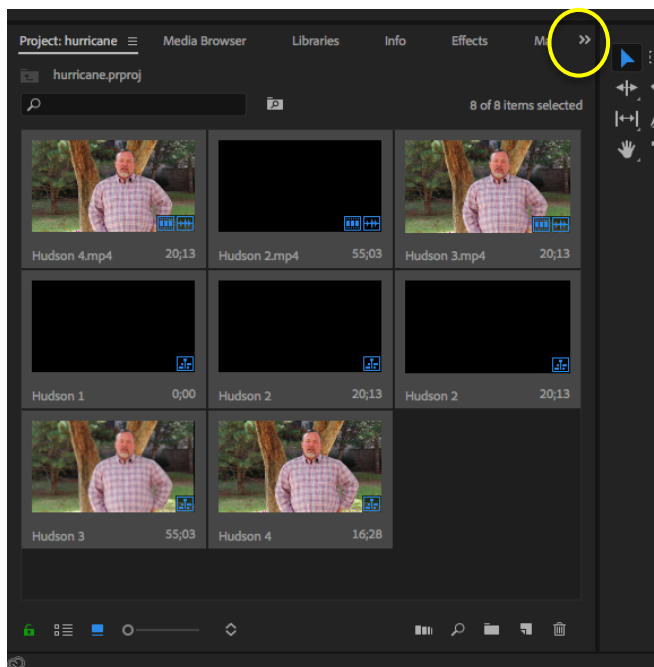
Shutting Down

1. File>Save. You named the file when you started the project.

2. Show your work to Dr. Irlbeck.

3. Quit Premiere.

For today's lab grade, you must have a Premiere Pro project with the following:
 1.   At least 10 assets in the Project window
 2. A sequence that is the correct aspect ratio (1080)
 3. Clips with audio in the sequence
 4. At least eight clips of b-roll in the sequence in an order that makes sense.

Lab 2

Editing Photos in Premiere using Photoshop
You can edit a photo right from your timeline using Photoshop.

1. Find a photo in your timeline (and it needs to be in the timeline) that you would like to adjust (red eye, color, adding filter, etc.) Right click (control click on a Mac) on the clip in the timeline and scroll down to Edit in Adobe Photoshop (near the bottom).

2. Your photo will automatically open in Photoshop.   Make any changes you want, then save.

3. Go back to Premiere. The changed photo should now be in your timeline.

   You may want to close Photoshop at this point.

   Caution: This is where many students make a change to a photo, and it ends up being a permanent change. Make sure you have a copy of your images somewhere far far away on your computer so that you don't destroy your original.

   Note: Premiere's editing functions are becoming so good that using Photoshop in conjunction with Premiere is almost unnecessary. The exception is red eye.

Editing Audio

Today's lab will be easier to follow with a music file.

1. Ensure your music is available in the Project window.

2. Select the first song you want to use by double clicking its icon in the media browser. Your music should appear in the source window.

3. Make an in and out point anywhere you would like within your song. Give yourself about 60 seconds worth of music to work with.

4. Now overwrite your music file into your timeline. Keyboard shortcut is the period key.

5. If you haven't already, expand the waveforms. To do this, hover your mouse over the A1 menu items in the timeline. See photo for clearer explanation.

When you get the up arrow/down arrow option, drag down. The track will expand and you'll be able to see the waveforms (squiggly audio lines).
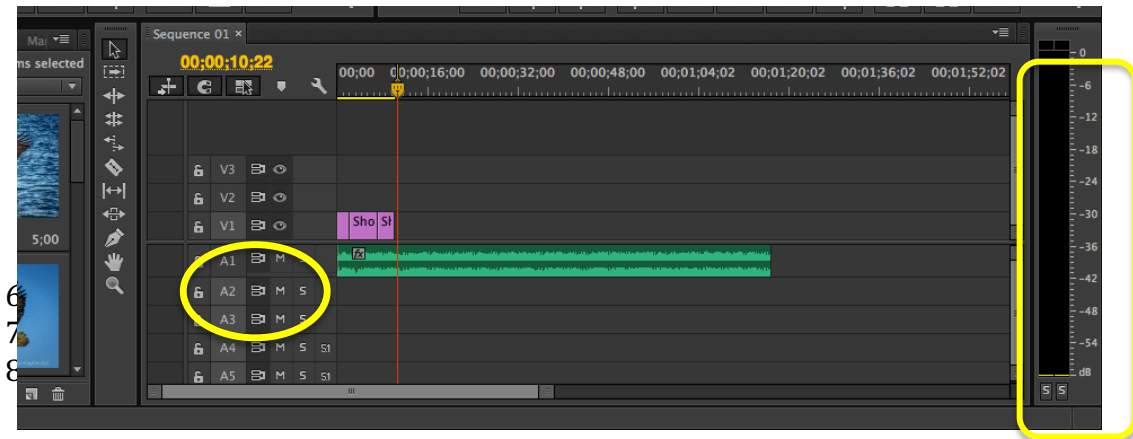
9. Click the audio panel at the top. A new audio editing workspace will appear.

10. Select your audio in the timeline. On the essential sound panel (to the right) select the appropriate box.
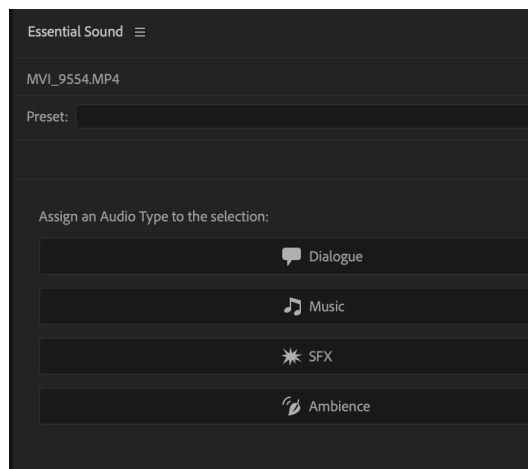
11. A new panel will appear so that you can make adjustments to your audio. At this point, just check your audio volume. It's at the bottom of the essential sound panel. We'll learn more about features in the essential sound panel in a different lesson.

12. To monitor your audio and know that it's correct, watch the audio meter to the right. You don't want your audio to get into the red. To be certain that it's not in the red, change this setting:
    a. Right click on the audio meter
    b. Uncheck "show color gradient."
    c. You will now know for certain if your music is in the red. Yellow is fine.

13. Another easy way to adjust audio is with the Audio Gain menu. Select the clip in the timeline, and press the letter G on your keyboard. A small menu will appear, and you can manually adjust the volume. Adobe recommends adjusting in multiples of three. Select the "Adjust Gain by" option, and increase by 3.
    a. If that is taking too long, try the "Set Gain To." I start with 12, then play with it from there.
    b. Don't trust your ears. Watch the audio meters to the right.

14. In your timeline, hit play. You'll see the audio levels moving in the meter on the right side of your timeline. If your audio is "peaking into the red" you need to turn it down.

Mixing Songs Together
You may not need to do this for your project, but you're going to learn how to do it.

1. Select a different portion of the music file and drop it into the timeline after your first music clip. Let's blend them together so that there is not an abrupt (and unpleasant) change of tune.

2. Start by ensuring your audio levels are the same for both songs. There are two easy ways to do this:

    a. Select both clips in the timeline.
    b. Hit G on the keyboard
    c. Click "Set gain to" and go with 6 to start.
    d. Adjust until it's at the correct level.
    -OR-
    e. In the project window, select all of the audio clips you're going to use.
    f. Repeats B-D above.

3. The Effects tab is a panel on the right side of your Premiere screen. Click on it. Click the arrow next to the Audio Transitions folder.

4. Click the arrow next to the crossfade folder.

5. You have three choices: Constant Gain, Constant Power and Exponential Fade. To be honest, I can't tell the difference between the three, so just pick one. Then, drag it on top of the place in your timeline where your two songs meet. Drop it there.
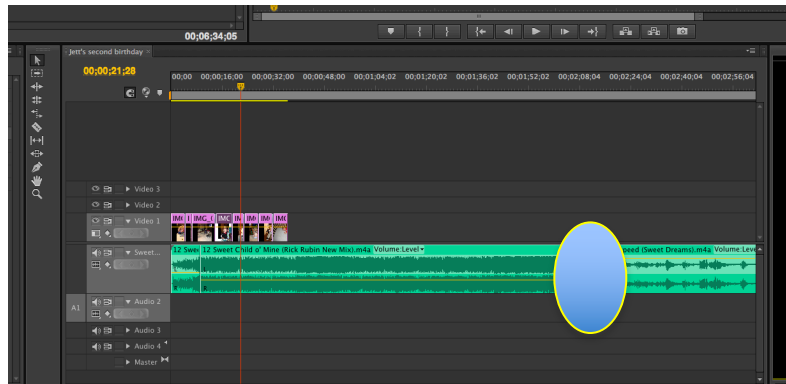
6. Now, zoom in to your timeline to the transition between your two songs—do this by ensuring the timeline is selected, then hit the + sign on your keyboard until you are zoomed in a significant amount.

7. Grab the edge of your transition (your cursor will change from an arrow to a red bracket), and drag to extend it. This will make your transition last longer, and will probably make it sound a little better.

8. Listen with headphones on.

9. Save.

<u>Fading Out</u>

You do not want your audio to have an abrupt stop at the end of your sequence. A fade out is much more pleasant for the viewer.

1. Go to the end of your timeline.

2. Under the Effects tab, go to Audio Transitions, Crossfade, Exponential Fade. (This is were you were in the previous section).

3. Grab the Exponential Fade effect and drag it and drop it at the very end of your audio on the timeline.

4. Zoom in to the end of your timeline (the plus sign zooms in)

5. Grab the left side of the Exponential Fade effect and drag to the left to make it longer. For a more dramatic fade, drag it so that the fade lasts around three seconds.

6. Save

Transitions

Transitions between photos or video are basically the same as transitioning between audio.

1. If you have not done so already, place at least five video clips into your timeline.

2. Still working with the effects tab open, go to the Video Transitions folder.

3. Now open the Dissolves folder.

4. Grab the Cross Dissolves effect and drag it on top of the seam between your two photos. (Same steps as an audio dissolve).

5. You can adjust the length of your dissolve by zooming in on the timeline, and moving the effect to the left or right.

6. There are numerous other transitions in the folder. Play around with two others.

7. If you do not like your transition, simply select it in the timeline (it helps to zoom in) and hit delete on your keyboard.

Another way to do transitions:

8. Select a segment of your timeline, or your entire timeline by drawing an imaginary circle around it.

9. Sequence>Apply default transitions to selection. This will put a dissolve between every photo in your timeline. Note: I don't recommend doing this, but it's an easy way to accomplish the task if you are a transition lover.

Blade Tool
A handy little tool that makes editing very easy is called the Blade Tool. The blade tool allows you to slice clips. From there you can move the sliced clip around, or you can simply delete it. You can find it in the tool palette. (Keyboard shortcut = C)
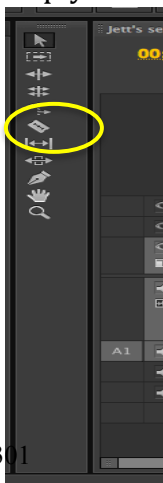
1. Select the Blade tool. It's right in the middle of the tool palette and looks like a razor blade.

2. Find a place in any clip in your timeline that you would like to trim. Click on that clip. You now have two clips; however, if you were to play the video, you wouldn't notice anything.

3. Select one of the clips you just sliced. Move it to a different point in the timeline, or simply hit delete on the keyboard.

4. Save.

Working with Multiple Tracks of Audio (including natural sound)

1. Typically, natural sound goes on the A2 line and the narration goes in A1. By default the audio will go to the A1 line. Let's change where the audio is going. Grab the little blue square that say A1 (on the left of your timeline) and drag it to the A2 line.

2. Overwrite the file into the timeline. Your natural sound will now go to A2.
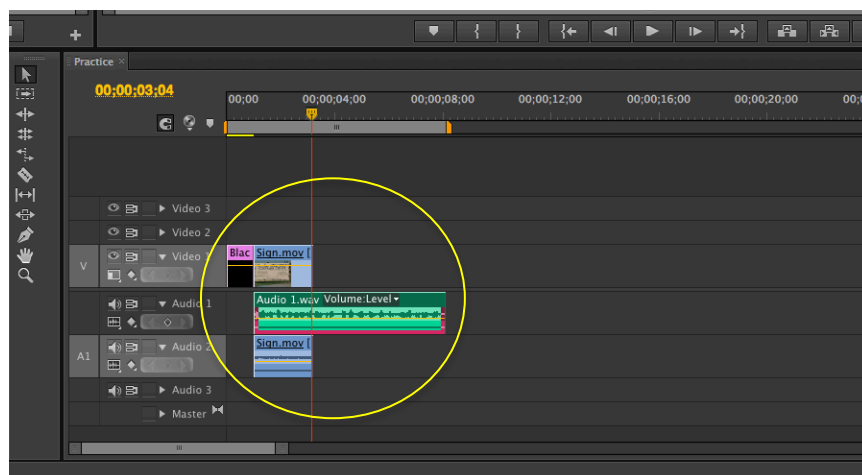
Adding B-Roll

1. Put your play head immediately after the first sentence.

2. Look at the video column of the script. It tells you which shot of b-roll should match each sentence. Some sentences have room for two shots of b-roll. Set in and out points for the next shot designated in the script.

3. Re-patch the audio to the A2 line so the nats don't overwrite the narration. Make sure the playhead is in the spot you want in the timeline. Overwrite the b-roll into the timeline (period key is the short cut).

4. DO NOT DELETE NATURAL SOUND!! Adjust the sound so that it is audible. Don't drown out the narrator though.

A note about editing:
We want our video to change shots with the voice patterns of our narrator. So when she pauses, we should change our shot. Plus, you don't want a shot to last much longer than four or five seconds.

5. Repeat until video covers all the narration.

Helpful Hint:
Any time you would like to playback what you just edited, hit Shift + K on the keyboard.

6. Go back and watch/listen to your timeline. Some of the nats are a little distracting. Go shot by shot through the timeline and adjust the nats, but only if needed. You won't need to adjust each clip's nats. You can do this by dragging the line in your audio file down, or in the Source window, open the Audio Mixer tab.

7. Also, the narration is a bit too loud. Turn it down.

8. Feel free to add in some dissolves if you have time.

9. Save.

Helpful Hint: Shift + Option
Video and audio go into the computer together, generally, they go onto the timeline together, and if we make an adjustment to the length on the timeline, they go together. But sometimes we need to adjust the length of the video without messing with the audio and vice versa. Hold down the shift and the option keys (alt if you're on a PC) and click on the video OR the audio. Now you can adjust the video or audio independently.

Helpful Hint: Nudging
Sometimes the clip isn't exactly where we want it to sit on the timeline. It's easy to adjust precisely adjust the location of the clip. Hold down the Command key (control on a PC) and use the right or left arrow to nudge the clip one frame at a

time. Too tedious for you? Add in the shift key to move the clip five frames at a time.

<u>Helpful Hint: Trimming</u>
Let's say your clip is a tad too long, and you need to precisely trim it down. Select the clip in the timeline, then click at the end of the clip so that the red bracket appears. On the keyboard, hold down the alt/option key and the left or right arrow to trim one frame at a time.
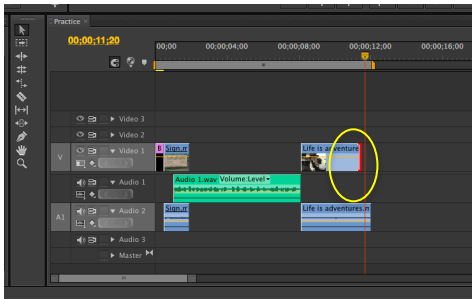
<u>Helpful Hint: Hover Scrub</u>
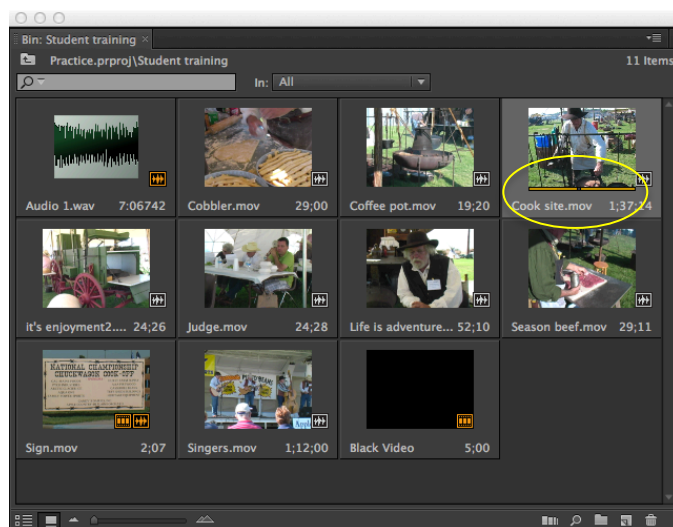
Click any clip ONCE in the project window. Notice the yellow line at the bottom of the picture with a grey slider bar. Slide it back and forth and see what happens. This is very handy when you're not sure of the video that each clip contains.

<u>For Today's Lab:</u>
Adjust volume of your audio
Transition audio between two clips (you can delete it later)
Fade down audio at the end of the timeline.
Place three transitions between clips
Add three clips of b roll into your timeline and adjust the nats volume.

Lab 3

<u>Zooming (AKA Scale)</u>

You can zoom in on a specific area of a photo or video, or do a general zoom to add some motion, interest, and/or drama to your slide show. Just remember that you have to follow EVERY SINGLE STEP listed below, otherwise, it won't work right. This process is better with photos, but video works great too. The instructions below say photo, but again, it works for video.

1. Select a photo that you would like to have a moving zoom on, then place it into your timeline if you have not done so already. If you're doing a zoom, the photo needs to be a bit long…five to eight seconds would work well.

2. Double click on your image in the timeline, and it will appear in the source monitor. (It's very important to do this.)

3. Place your play head over your newly placed image in the timeline. Your image should be visible in both the source and program monitors. In the source monitor, click on the Effect Controls tab. It's hard to see in this photo, and you may not see it on your screen, so press the accent/worm key to make that monitor switch to full screen. The Effects tab is the left one.
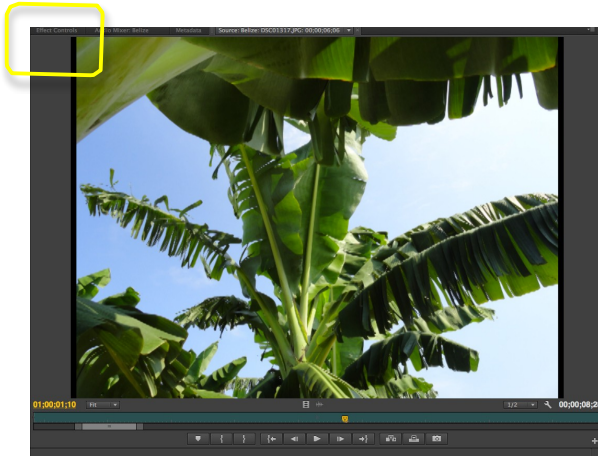
4. You can begin your zoom at the very beginning of your photo or wait a few seconds, then start the zoom. I'm going to let my photo stay still for two seconds, then I'm going to start the zoom. This is your decision…there's not a right or wrong. In the timeline, place your play head exactly where you want the zoom to begin.
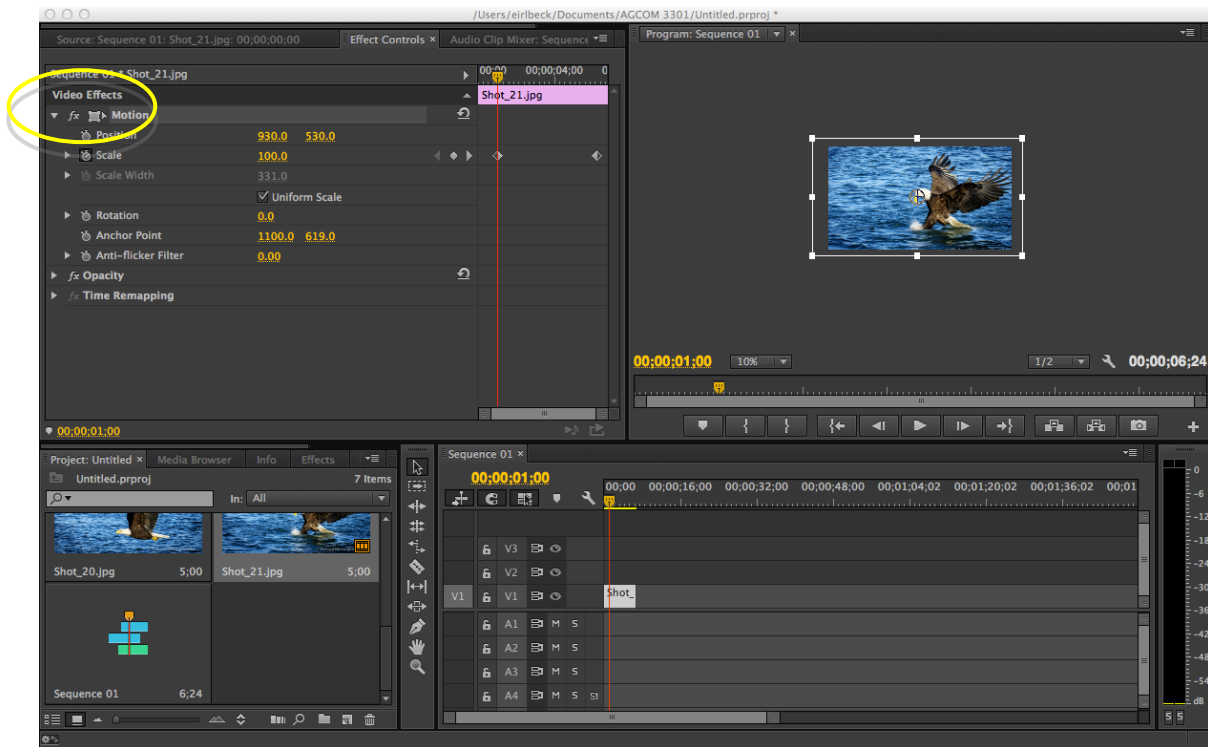
5. Under the Effect Controls tab, click the arrow next to Motion (circled above). The window will now look like this:
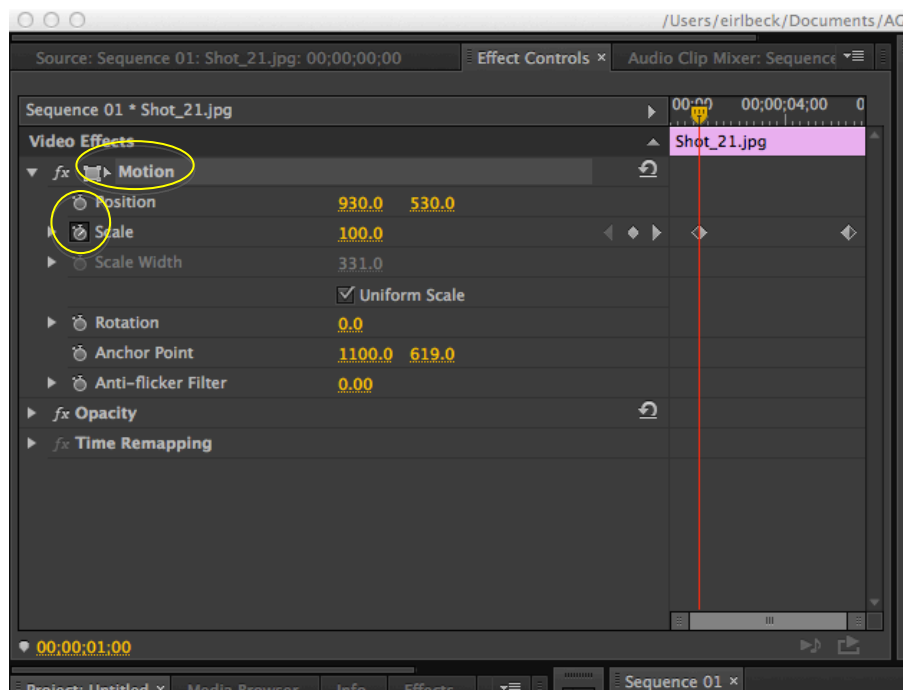
6. Click the little stopwatch icon next to Position and Scale (circled). When you do this, it creates an in point of sorts called a key frame (circled, on the right. Looks like a diamond). This tells the computer where to start the zoom.

7. Move your playhead in the timeline to the point on your photo where you want the zooming to stop. This may be partially through the photo, or it may be at the end. You pick.

8. Still working in effect controls, go to the number to the right of Scale. Increase (if you want to zoom in) or Decrease (to zoom out) the number. You can click and drag if you want to see a preview of how it works.

9. You may need to reposition the photo. If so, zoom out on your Program window (shortcut at the bottom left of the Program window). Double click the image for wireframes. Click anywhere on your photo—EXCEPT on the bulls eye in the middle of it—and drag to reposition the photo to your liking.

10. Move your playhead to the first frame of your photo in the timeline. Watch in the program window. You should have a successful zoom.

11. You may need to render. (Sequence>Render In to Out.)

12. Save.

Note: We can make a big picture small, a teeny picture big, rotate the photo, etc. If you would like to do this with your project, ask Dr. Irlbeck for some extra help. Generally, rotating the photo looks silly (but not always).

Opacity

You can make anything opaque and the process is easy. We'll do a simple opaque box for this lesson.

1. File>New>Color Matte
2. A window will pop up to check the dimensions of your screen. Premiere knows what to do. Click ok.
3. Pick your color. For this exercise, pick any shade of white. Name it white
4. A new file named White will appear in your bin.
5. Select your new White file and drag it and drop it on the timeline. Anywhere is fine. This is just practice.
6. Double click your White clip in the timeline. Make sure your playhead is placed over your white file in the timeline.
7. In the Effect Controls tab inside the Source window, go to Opacity. It's near the bottom of the list. Over your mouse over the 100% to the right of the word Opacity.
8. Click and drag to the left to your desired opacity.
9. That's just the introduction. Right below the word Opacity are an oval, a square and a pen. Click one.
10. You now have a shape that you can move around. Now play around with some of the Blend Mode options to see what happens. This works very similar to Photoshop.

11. I use the Opacity tool the most when doing graphics and I need a color behind text to make it pop.

Multiple photos on one screen

To put more than one photo or videos on the screen at a time, I think it's easiest to work at the end of the timeline. You can select your photos, move them, and adjust the timing once you create the initial "stack"

Before you get started, imagine how you want this to look on the screen:
        -two photos side by side
        -a "checkerboard" of pictures
        -a fun arrangement of several photos

Also, think of the timing. Do you want all of your photos to show up on screen at the same time, or do you want to add them to the screen one at a time? Do you want the photos to be removed from the screen one at a time, or all at once?

Generally, when you have a grouping of photos on the screen at one time, you'll want to leave them up for at least five seconds, but maybe longer. That way the viewer can get a good look at everything on the screen.

1. If you haven't already, make sure you have a video line for each photo that will be on screen. To do this, simply right click in the blank area above your top video track line in the timeline (See below. Right click in the circled area).

2. Select your first photo to appear on screen, then add it to timeline. Adjust the length of the photo in the timeline to be on screen for the desired amount of time.

3. Make sure your photo appears in the program window by placing the playhead on top of it. Double click the photo in the program window. The white keyframes will appear.
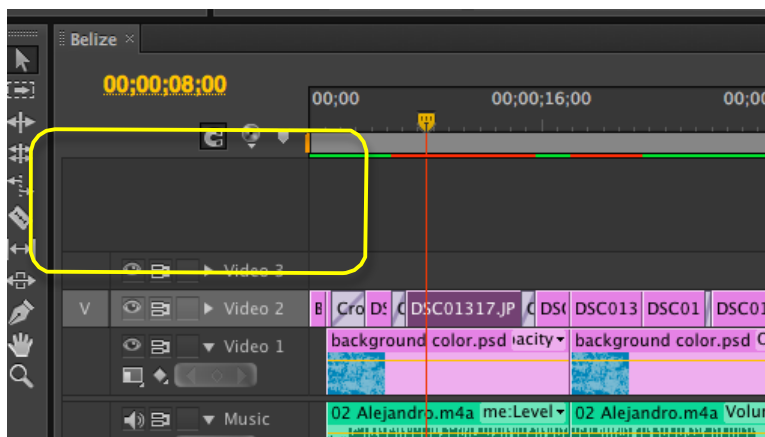
4. Shrink your photo and move it to a different area of the screen.

5. Add your next photo to the video line on top of your first photo. Shrink the photo and move it to the desired location.

6. Repeat until all your photos are on screen. Re-arrange them so that they look nice. Adjust your start and start times in the timeline to your liking.

7. You may have to render.

8. Save.

Lab 4

Open up your project that you saved last week and start working.

<u>Text</u>

1. There are several ways to activate the Text window.
   - File>New>Legacy Title
   - File>New>Photoshop File. This option opens Photoshop with the correct image size and you can design from there. Feel free to work on your own in Photoshop.

2. A screen will pop up asking if you want to change the image size. Go with the default; however, you need to name your slide. By default it will be called Title 1. This is fine if you can remember that. Otherwise, you're advised to name it something you will remember.

3. This is the Title Panel that will appear. The background image is where your playhead is sitting in the timeline.

4. Click the Type Tool. It's the capital T in the top left. Click anywhere on your
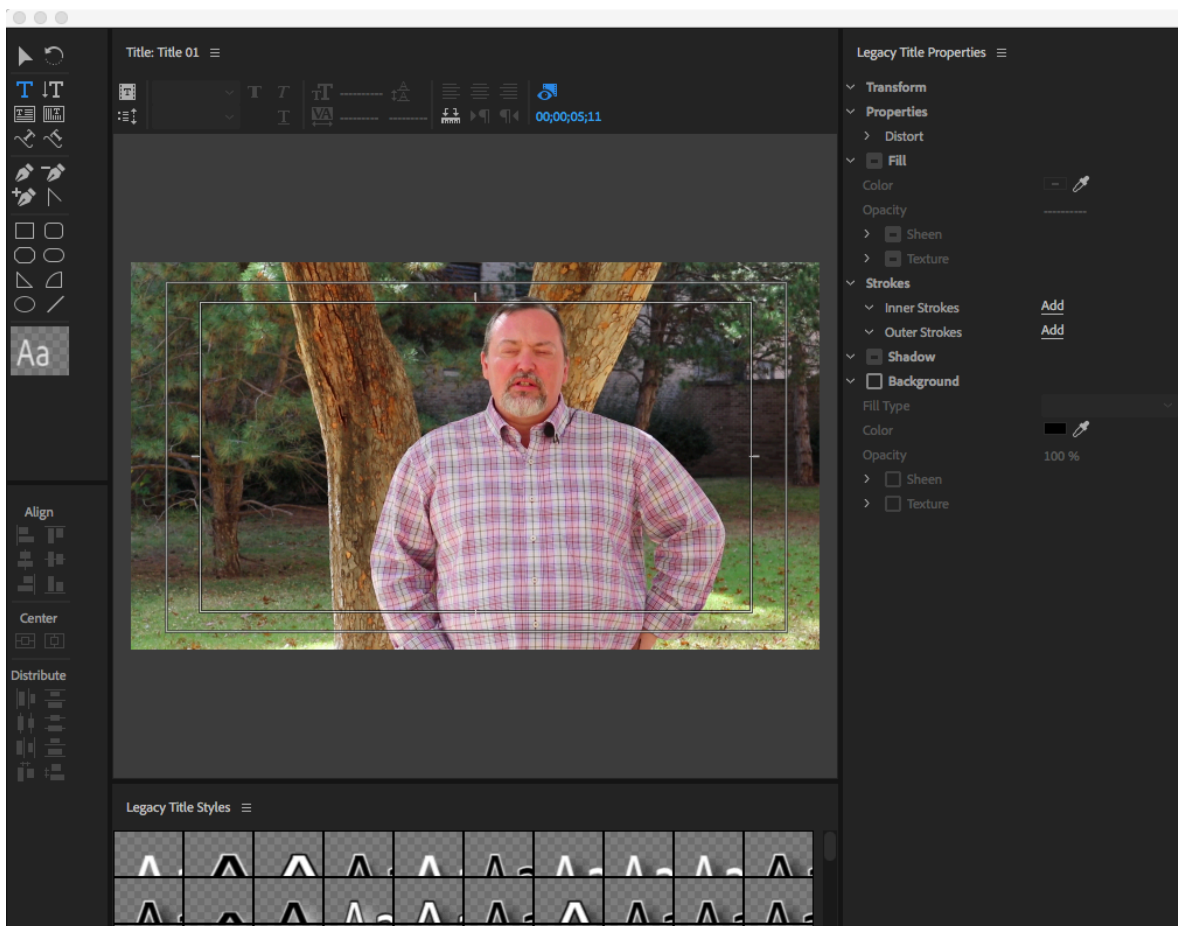
image in the Design Panel. Type in a name or phrase, just to work with.

Warning: Do not title slides for your project that include your name or this class name. It needs to be descriptive and help the viewer understand your story.
Examples of **titles that will not work and will receive a point deduction** include the following (list is not exhaustive):
- Your name
- Erica's demo video iii.
- ACOM 3301
- Demonstration video
- Anything with incorrect grammar, spelling, punctuation or capitalization

- You can, however, create a credits slide at the end of your project. This can include your name, offer credit to the person that took the photos, etc., and it will count as one of the two full screen graphics you are required to have in this project.

5. Similar to the type tool in Photoshop, your text may be all over the place. When you finish typing, click on the Arrow (top left) and move your text to the place you want it on the screen. You can grab a corner of the keyframe around your text to resize/reshape it (only if you want).

6. *Some* of the pre-made Legacy Title Styles (found just below the photo in the title window) are pretty good. Click anywhere on the text. Click several different thumbnails in the Title Styles panel just to see what's available. Choose one to play with today.

7. You can adjust a pre-made title style. Under Title Properties (right side), you'll see where you can change opacity, position on the screen, font, leading, kerning, and much, much more. Hover your mouse over the value for Opacity (it's probably set at 100% by default). You'll notice your mouse changes to a "guns up" with arrows on either side of the finger. Click and drag to the left, all while looking at the text you just made. This allows you to play around with changes, all while previewing. Or you can change the values by typing them in.

   Note: There is a lot more to this panel…scroll down. There are dozens of things you can do to your text!

   Change a few more things (font, stroke, shadows, etc) to make the style your own.
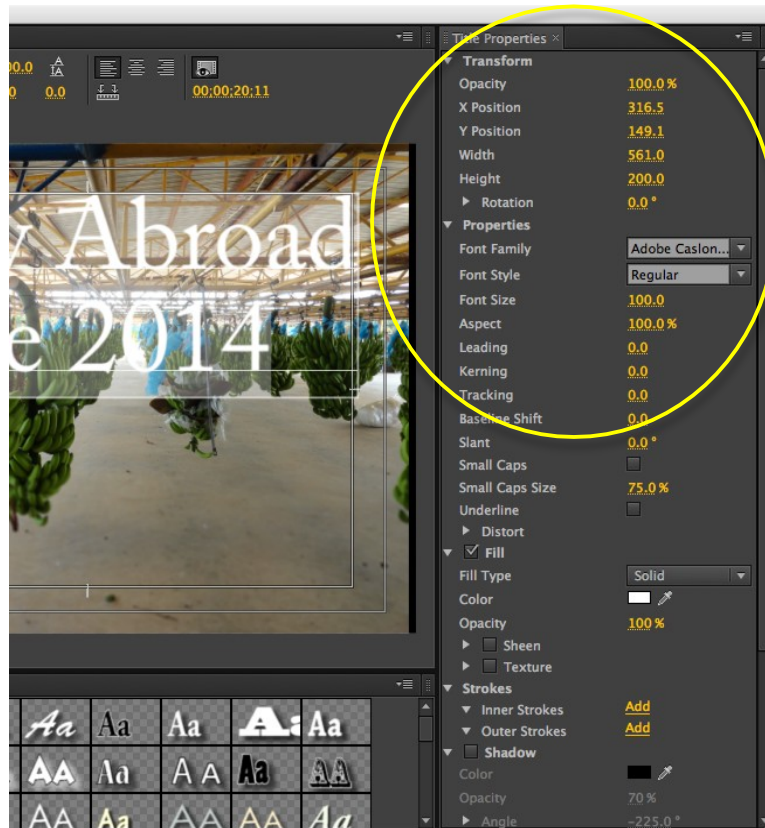
If you want your text exactly in the center of the screen, go to the Title Actions panel (far left panel) and center it vertically and horizontally (circled below, under Distribute).
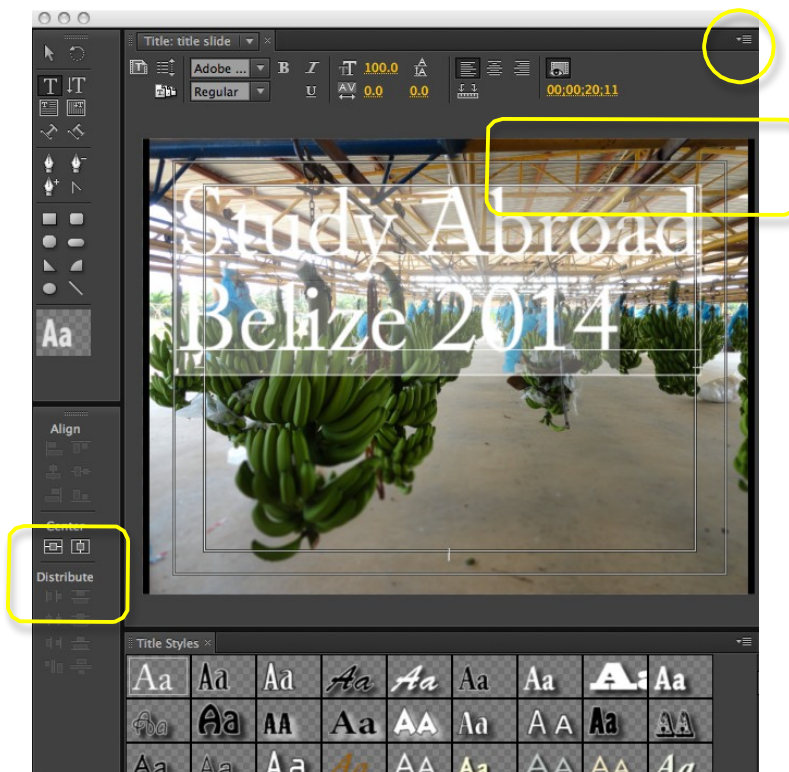
8. Last thing—make sure your text fits within the smallest binding box. It's the thin grey square (circled). This will ensure the entire text is visible on all televisions and monitors.

9. If you're really happy with what you created and want to create a new style to use again in other projects, it's simple: click the Title Styles panel menu (small drop down menu just above and to the right of the title styles) and choose New Style. Enter a descriptive name and click OK.

10. Once you're happy with your text, simply escape out of the Title screen. Premiere will automatically save your changes in your project files. You don't have to save a separate file.

11. Now look in your project window. Your slide is in there and can be placed in the timeline. To do so, click the icon for the slide <u>once</u> and then hit the comma to insert or the period to overwrite. Or you can drag and drop directly into the timeline, then adjust the length. **If you click the icon twice it will open the text window again.**

<u>Backgrounds</u>

The instructions above work fine if you want a black background; however, you probably want something more interesting. You can do one of three things: Add a solid color, put the text over your video, or create a textured background in Photoshop.

1. Click on the icon for the title slide you just made in the Project Manager. The Text window will pop up.
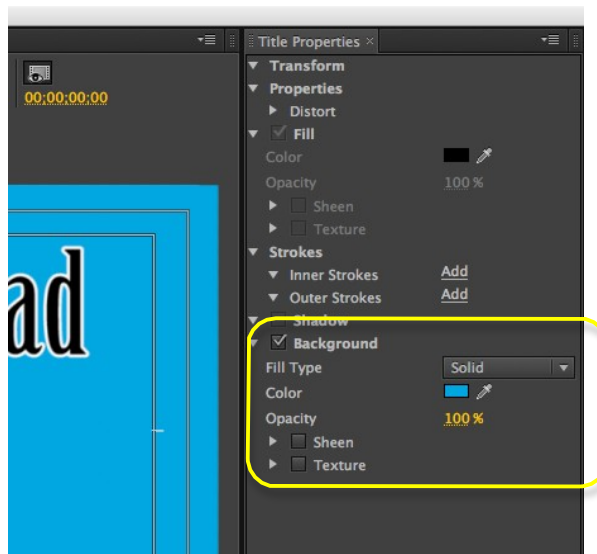
2. On the right side, scroll down to Background (near the bottom). Click the box next to Background. Use the dropdown menu and select a gradient, or you can leave it solid.

3. Click the color box and select any color you like. If you want to get really specific, the color picker tool works great. You can also use Hex values

4. Adjust the opacity if you want.

5. Exit out of the Text window. Insert or overwrite your slide into your video.

If you don't like the background, just check the box again and it will go away.

Place text over a photo or video.

1. Create a new title slide just like before.

2. Don't mess with the background.

3. Once your title looks the way you want, simple grab it, and drag it to the Video 2 line. You can place it anywhere that makes sense.

4. Your text should now play on top of a photo/video

Many people prefer to have something a little more interesting than a solid black background playing behind their photos. It's easiest to create this in Photoshop.

1. File>New>Photoshop file.

2. Agree with the size it suggests. It automatically knows the dimensions of your video project.

3. Be creative and create a background that would be nice behind your photos. You can use a pre-set texture, use brushes, gradients or other creative ways to make a cool background.

4. Once you're finished in Photoshop, File>Save.

5. Look in Premiere. Your Photoshop file should be in the Project Manager.

6. In your timeline, "turn on" Video 2 and 3. Do this by clicking anywhere in the dark grey boxes. You know it's working when it turns light grey.
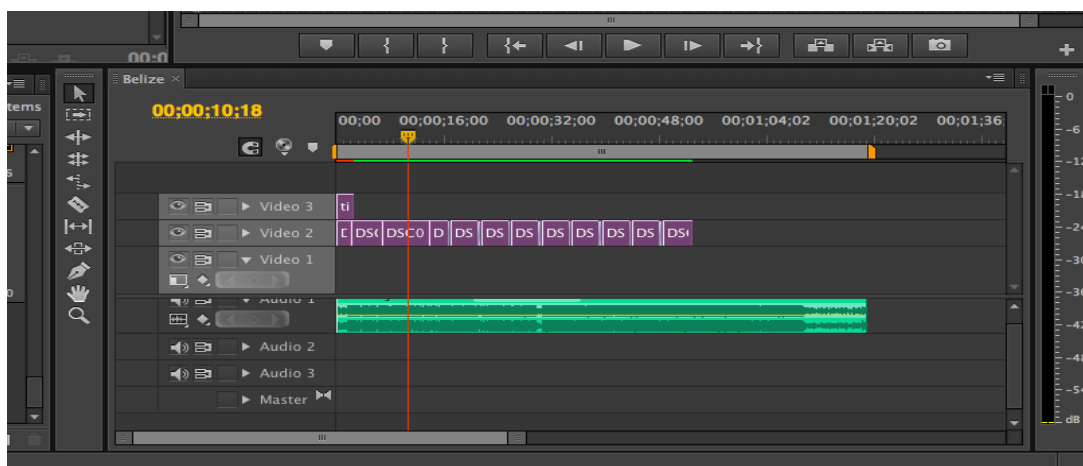
7. Select all the photos in your timeline by drawing an imaginary circle around them.

8. Drag them up a line. Most, if not all, of your clips will now be in Video 2.

9. In your Project Manager, double click the background image you just made in Photoshop. It should appear in the source window.

10. Go back to the timeline and turn off everything BUT Video 1.

11. Hit the period key. Your background should now be on Video 1. Grab the right side of it and drag it to the end of your timeline.

12. You now have a backdrop behind all of your photos. It will be most evident in the vertical photos.
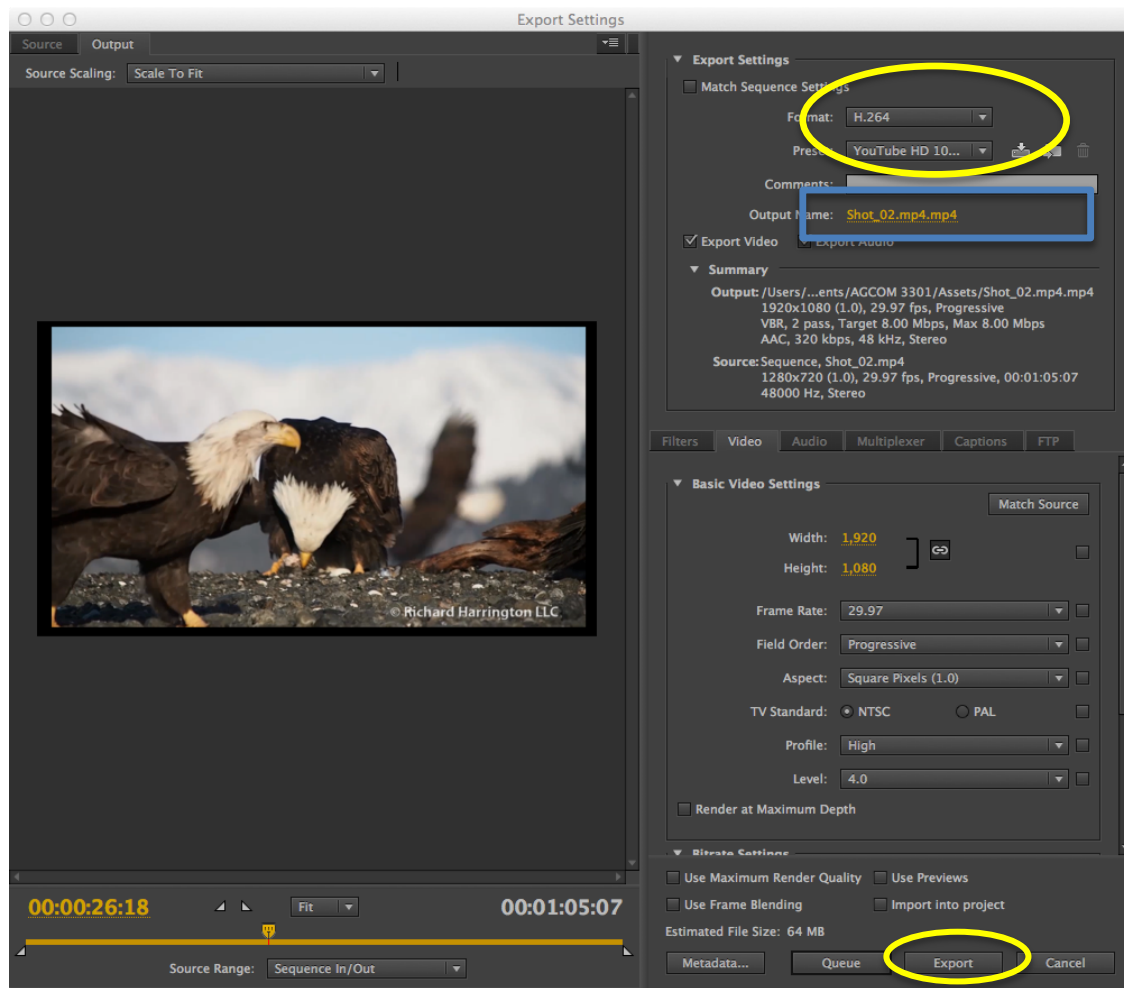
SAVE.

<u>Exporting</u>

When you think you're finished, do a Sequence>Render Entire Work area one more time just to be safe.

1. Watch your video one more time with the program window on full screen (hit the accent/worm key) and zoom your project to 100%. Watch with headphones in!
   a. Watch for black flashes, bad effects, typos in slides, jumpy transitions, and anything that may cost you points.
   b. Listen for audio that's too loud, unpleasant changes in audio tracks, static, etc.

2. When you're sure you're finished, save one more time. Render one more time.

3. In the project window, select your sequence. The small icon looks like this:
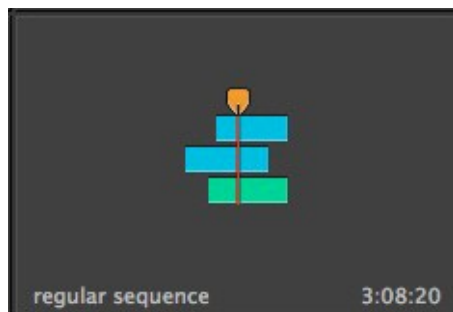
4. File>Export>Media.

5. Export settings > format: H.264 preset: YouTube HD 1080p 29.97.

7. Rename your file, and make sure it saves where you want it. Next to Output Name (a rectangle is drawn around it above) click your file name. Change it to something descriptive and make sure it saves in the correct location. .

Make sure export audio and export video boxes are checked. Check Use Maximum Render Quality and Use Previews (circled).

Leave everything else alone.

8. Click export.
    This will turn your project into a file which can now be uploaded to YouTube.

For additional instructions or for information that may be more helpful for PC users, go to this site: https://helpx.adobe.com/premiere-pro/how-to/export-share-demo-reel.html . It's produced by Adobe and includes great images and a video that may be more helpful.

ACOM 3301
Lab 5

Start a new project and import new video files (if you have some).
-OR, if you don't have new video yet-
Open your demonstration video files. File>New Sequence. Name it Practice.

1. Place 5 clips in your timeline. They need to make some sense, but don't spend a lot of time on this part.

2. Select all of your clips in the timeline. Hit G to get the gain window

3. Adjust your volume up or down so that you have the appropriate audio levels.

Three point editing

Three point editing uses a total of three in and/or out points. You can have two in points and one out point, or one in point and two out points. In and out points will be in the source window and the timeline.

1. Open a clip from the project window. Select an in point.

2. In the timeline, find a place to insert your video (not at the end of the timeline), then set an in point.

3. Find the place in the timeline that you want the video to stop. Set an out point.

4. Hit the period key.

Television magic.

Now let's do something a little different.

5. Open another clip from the project window. Select an OUT point, but no in point.

6. Select an out point in the timeline.

7. Select an in point in the timeline.

8. Overwrite your video into the timeline.

Four Point Editing
This is very similar to three point editing, but when you add that fourth edit point, it will speed up or slow down a clip to match the space you have selected.

1. Open a clip from the project window. Select an in point AND an out point.

2. Follow steps 2-4 from the instructions above in three point editing.

3. Watch in awe at how awesome your editing skills have become.

4. Save.

Note: DO NOT REPEAT SHOTS. You will lose significant points on your final project if you repeat a shot. Get in a good habit now of shooting plenty of video so that you don't have to repeat anything.

Masks
Masks are a very powerful tool to use in video editing. We'll do just one type in today's lab and another in Lab 7. Today we'll use an opacity mask to wipe tect off.

1. Place a clip in your timeline that has some movement

2. Open the Type tool. It's in your toolbar.

3. Type something descriptive or useful

4. Make sure you're newly-made text is above the correct video clip in the timeline. Adjust the size, shape and positioning of the text so that it looks right.

5. Select the title in the timeline.

6. Open Effect Controls

7. Put your playhead in the timeline to the exact spot where you want the text to dissolve away.

8. Under the Opacity tool in Effect Controls, select the pen tool (also known as freeform Bezier tool). Draw a shape around the object that will wipe the text away.

9. Click the stopwatch on the mask path parameter to begin animating the mask.

10. Manually move forward one frame at a time and manipulate the opacity mask appropriately so the mask follows the object across the screen. You can resize and reposition the mask as needed.
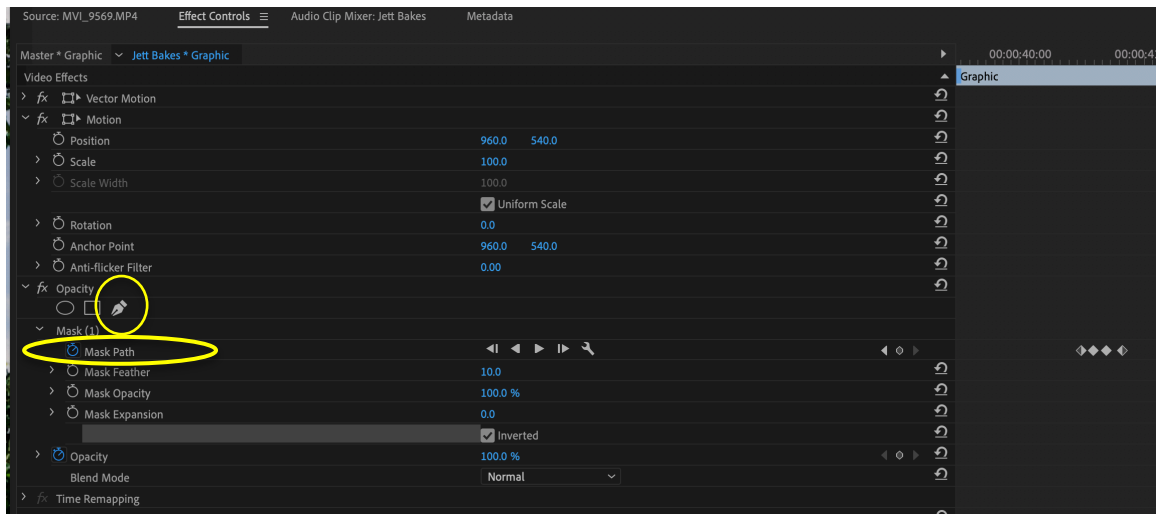
Auto Ducking Music

Premiere makes it very easy to blend voice tracks or nats with music. The feature is called Auto Ducking.

1. Place a clip of music under the timeline that you were already working in.

2. Open the Essential Sound panel.

3. Select your clips that have dialog OR nats in your timeline. Pick one or the other, not both.

4. In the Essential Sound panel, select dialog (if you're working with dialogue) or Ambience (if you're working with nats).

5. In Essential Sound, select Loudness, then select Auto Match to bring it up to broadcast standard

6. Now select your music clip in the timeline, and select music in the Essential Sound panel.

7. Again, go to Loudness, then Auto Match.

8. At the bottom of the ES panel, select Ducking.
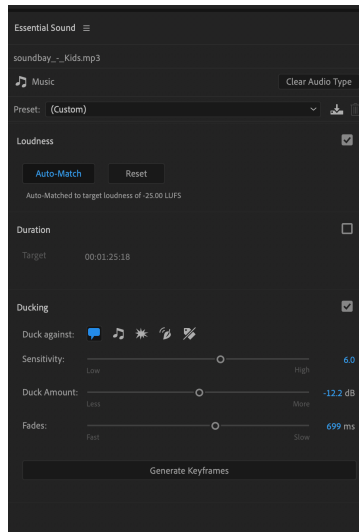
9. Under Duck Amount, Premiere recommends the Duck Amount to between -13 and -18, but it always depends on your sounds.

10. The Fades tool is how quickly (or not) you want the sound to turn down. A higher number is a longer fade down.

11. Select "Generate Keyframes"

12. In the timeline, you'll see keyframes on your music. You can manipulate these in the timeline or you can go back into the Ducking menu and adjust from there.

For today's lab:
Create a new sequence.
Use three point editing.
Use four point editing
Mask text.
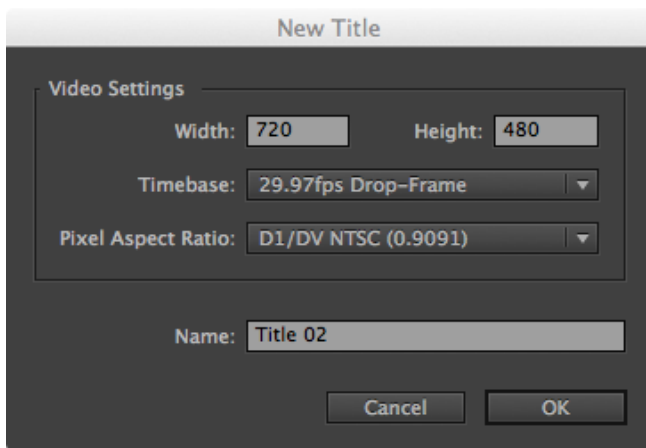Duck music against nats or dialogue.

Lab 6

Open your project from last week.

<u>CGs</u>

The script indicates the video needs a locator CG/name key/super, similar to what you would see on the news.

1. Command + T to open the text tool. In the drop down menu, go to Text, and then select lower third.
2. This window will appear:

3. Give each CG/full screen/title slide a name so that you can find it later. Then click OK.

4. Play around with the text until you get a CG/Name key that you like. Some requirements for your final project (and part of today's activity):

   a. Create a background color for your name key by using one of the shape tools (circled)

b. Make a two line CG

c. Change font, color, size, shadows, alignment, and anything else to make the name key look creative and appropriate for your final project. Use the tools on the right side of the title menu to easily do this. Don't forget to scroll down on the right side to see dozens more options.

5. There is no "right" way to do this. Play around with it until you have the text you like. Click on the video tab at the top of the window to see what it will look like.

6. When you are satisfied with the look of your text, exit the window. Premiere will automatically save the title in the project folder.

7. The text can be treated like a photo. Drag it into the Video 2 line in an appropriate location.

8. Shorten the length of the CG just like you would shorten the length of a photo. It should be on screen for about five seconds.

9. If you don't like the placement or look of the CG:

a. Double click the CG file in your Project folder. The Title window will open.
b. Make your changes.
c. Notice, as you're making changes, the look of the CG is changing in the timeline. Premiere is automatically saving and applying the changes to the timeline.

10. If you really like the look of your CG and intend to use it again, create a style. Just click on the dropdown menu in the bottom of your Title screen (it's directly to the right of the Title Styles tab, and select New Style. Name it something you can remember. This style will stay with Premiere forever.

Motion Graphics
This takes some getting used to, but motion graphics make your text move for a really neat effect.

1. At the top of your Premiere Pro screen, select Graphics.

2. Browse through the graphics. Select a title.

3. Click on your desired graphic and drag it to desired location the timeline. Most of the graphics are transparent, so you can drag them on top of your video, place them over black, or create another slate for the text to play on top.
    a. There are also some great options from Adobe Stock. Some are free

4. Change the text to match your project.

5. Adjust the text as you wish. You can change the font, colors, position…almost anything!

6. Render. Save.
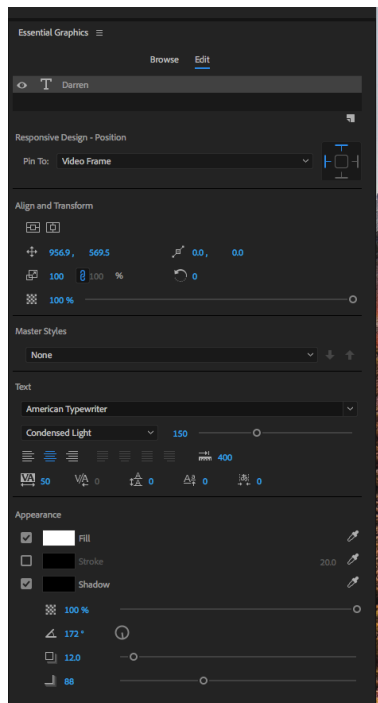
Speed Up or Slow Down Video

1. Double click on a clip that you want to speed up or slow down.

2. Clip>Speed/Duration

3. This window will appear:
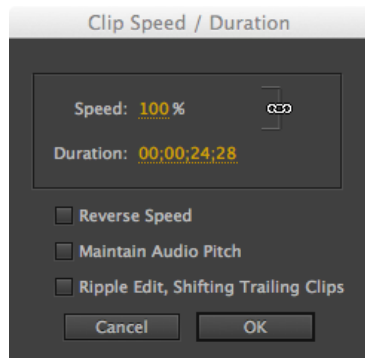
4. You can adjust the duration of a clip by changing the number of seconds, or you can adjust the speed. Lower percentages slow the clip and make it longer. Higher percentages speed it up and reduce the length. Be creative and decide what you want to do.

5. Note: This tool will mess with your timeline. If you reduce the length of your clip, you will need more video to take its place. If you lengthen a clip, you won't need as much.

6. Another fun element in this window is the ability to reverse the clip. So if the person is walking forward, you can make them walk backward, simply by clicking on the Reverse box. Give it a try. Keep in mind, your audio will also be reversed.

7. You may have to render.

Picture in Picture

Picture in Picture is the same steps as two photos on screen at one time.

1. Select a clip to be your base or "big clip." It needs to be in the Video 1 line.

2. Select your second clip that will be your "little clip."

3. Drag the little clip onto the Video 2 line. At this time, you will only see the clip that's in the Video 2 line.

4. Make sure everything starts and stops where you want it. You can always adjust more later.

5. In the Program window, double click your video to turn on the wireframes.

6. Adjust the height and width of the Video 2 clip until it's the size you want. Hold down the shift key in order to keep the clip in proportion.

7. Now move your clip to the place in the window that looks best.

8. Adjust the Video 1 clip.

9. Repeat as needed if you want more than two shots playing at once.

10. All done! You may need to render.

11. Save

12. Show your work.

For today's lab:
Create a name key
Create a motion graphic title
Slow down or speed up video
Create picture in picture

Lab 7

Color Correction

Although shooting video correctly the first time is ideal, sometimes the color may not be quite right. In these cases, you can correct. Just know that this tool is not a miracle worker. If your video is bright blue, it will probably never look that great, but the color corrector tool can help a little.

1. Select any shot in the timeline (or add a new one) that needs a color adjustment; make sure the play head is on top of it. Double click the clip in the timeline. The clip should be visible in both the program and source monitors. Your screen will look like this:
2. At the top of the screen, select the Color tab (circled in the photo below). The Lumetri Color window will appear on the right side.
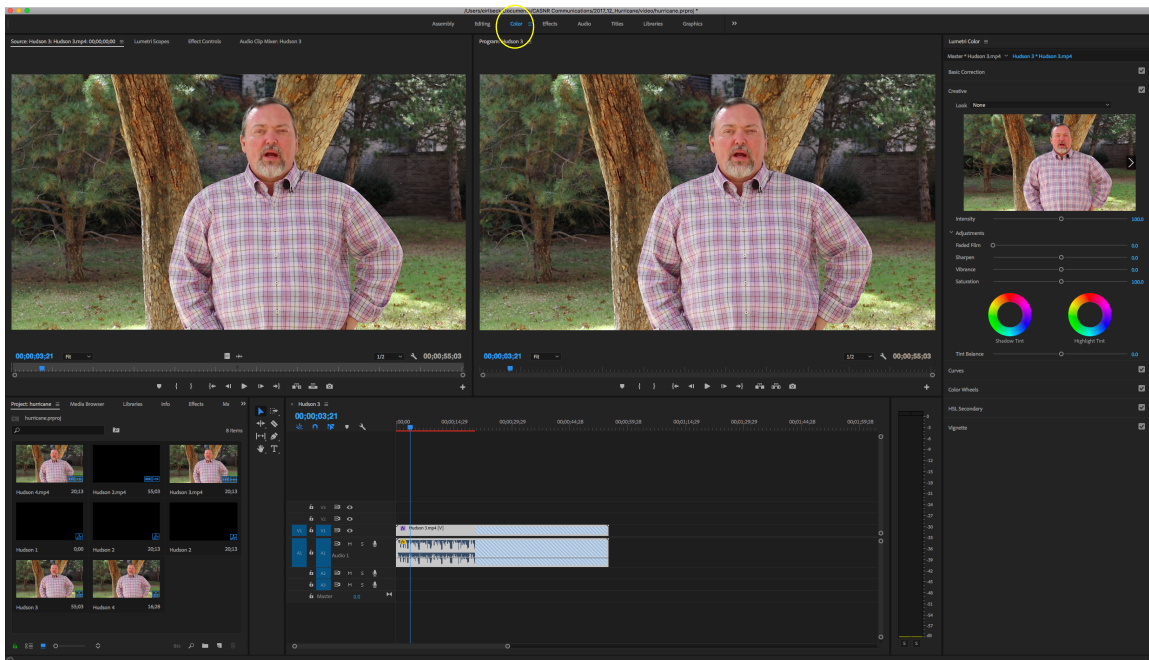
3. Premiere's color correction options are very similar to Photoshop. There are several collapsible windows: Basic Correction (temperature, tint, exposure, contrast, saturation); Creative (adjust the tints, shadows, and hi-lights); Curves (adjust RGB curves); Color Wheels (very cool way to tone down a strong color tone); Vignette (extremely easy way to add some shading around the corners of your screen).

4. The easiest way to learn how to use these tools is to experiment. Try several and see what happens. Dr. Irlbeck's favorites are the color wheels, vignettes, and basic correction.

5. To make sure your corrections will be eye appealing on most screens, go to your source window and click on Lumetri Scopes. Under the Curves panel to the right, adjust the curves so that it does not go below zero nor above 230.

To duplicate:
You corrected the color of an interview, and you're going to use a sound bite from the same source later in your timeline. You don't want to go through the color correction steps again.

6. Right click the color corrected clip in the timeline. Select Copy.

7. Go to the clip that *needs* to be corrected in the timeline. Select it, then right click. Select "Paste Attributes." All the effects you had on the first clip will be applied to the second.

8. That's all! You may have to render. Save to be safe.

Video Filters

You can do all sorts of crazy/fun stuff with a video filter. This is one of those "just because you can, doesn't mean you should" kind of things.

1. In the Project window, click on the Effects tab.

2. Now, click on the Video Effects folder.

3. There are a number of things you can do. Pick one that sounds fun, and simply click and drag it on top of any clip you want to put a filter on.

4. You can adjust the look of the filter by going into the Source Monitor and clicking on the Effect Controls tab. There are all sorts of changes you can make there.

5. Try another effect or two to see what they do.

Audio Effects

You can do some fun effects to your audio, and even make it sound better.

1. Go back to the effects tab in the Project Window.

2. Click the Audio Effects folder. EQ really helps with a soft spoken individual like the gentleman in the interview. Reverb is kind of fun, but only if you want to sound like you're in an auditorium. Flanger is a fun effect also.

3. Just click on the filter and drag it on top of the audio clip you want to adjust. You can make further changes under the Effect Controls tab.

4. You will probably have to render.

5. Save.

An easy way to boost audio:

1. Select a clip that has really low audio.

2. Clip>Audio Options>Audio Gain.

3. Adjust the gain by 15. See what happens. Re-adjust as needed. Command+Z repeatedly if you don't like it.