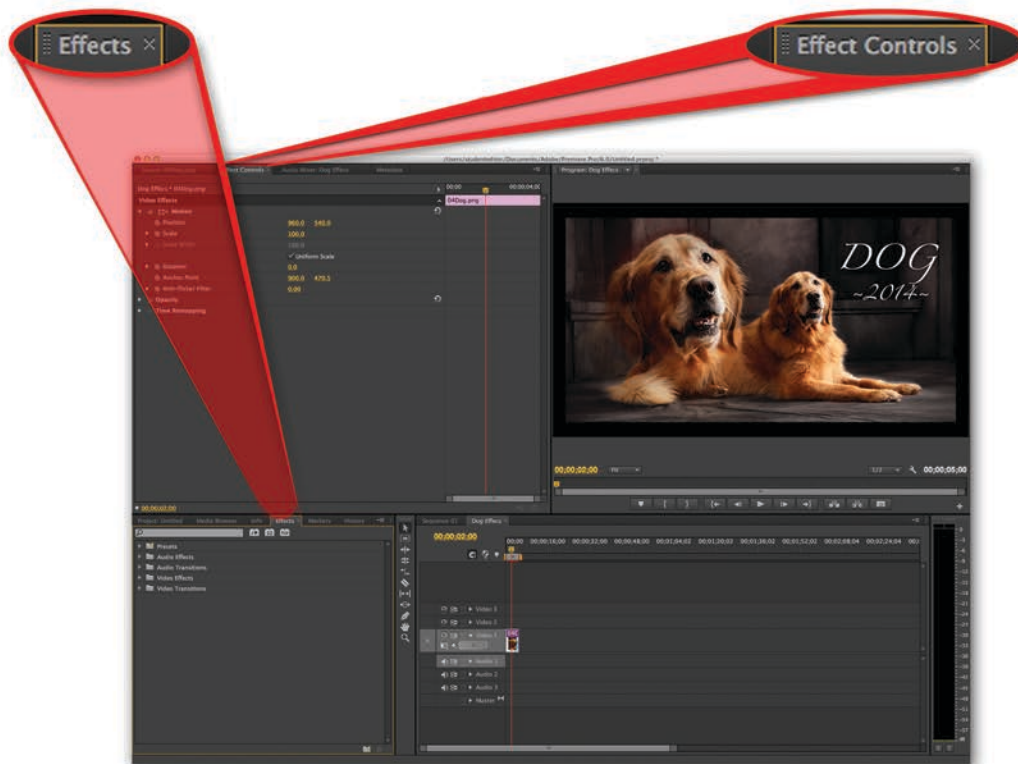


## Adobe Premiere: Basic Effects

page 1

**Video and audio effects, as well as basic scaling and positioning, are controlled using two tabs in Adobe Premiere:**



If you're working with Premiere's default workspace, your "Effects" and "Effect Controls" tabs will be located in the places indicated above. All video and audio effects and transitions can be found in the "Effects" tab. To apply an effect, follow these steps:

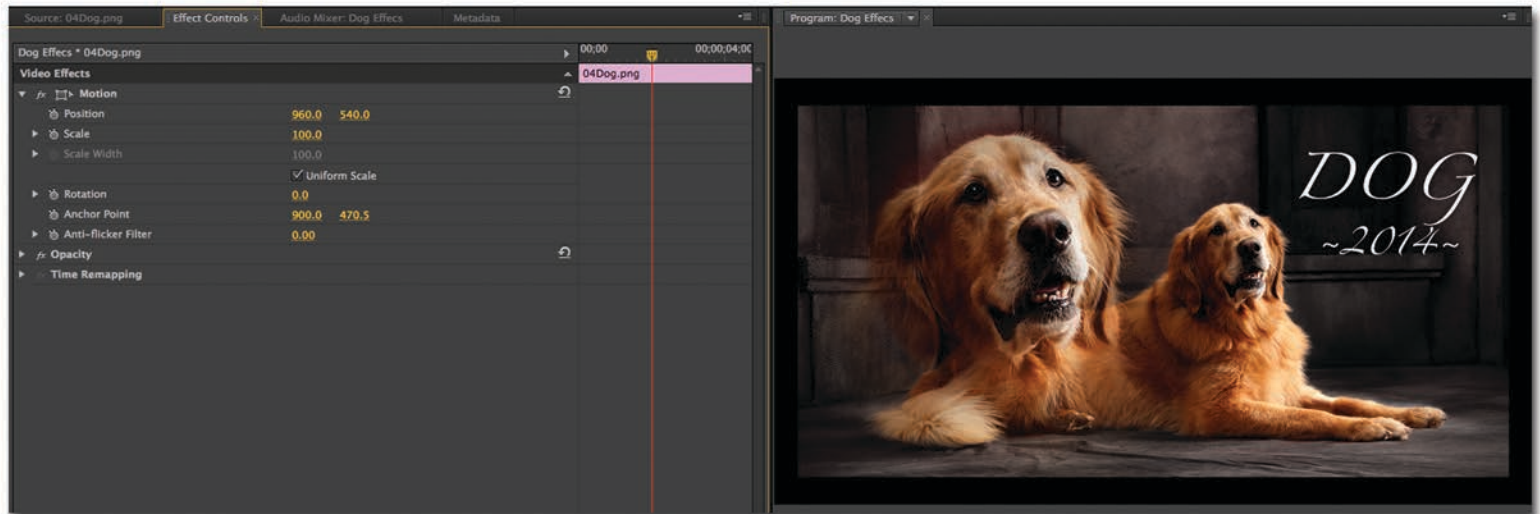
1. Find your desired effect in the "Effects" tab, and then drag it onto your desired clip in your timeline.
2. Making sure that the clip you're working with is highlighted in your timeline, navigate to the "Effect Controls" tab. You'll notice that your effect is listed there. Make your desired adjustments here. The effects that you apply should be visible in your program window when you play your sequence. If you have difficulty playing your sequence, you may have to render it.
3. To render a clip, move the work area bar over it by navigating to the beginning of your clip and pressing Opt+[ and then going to the end and pressing Opt+]. Press Enter to render, and your playback should be smooth.

**If you want to create an effect that involves the size or positioning of your image, follow the steps on the next page.**

## Adobe Premiere: Basic Effects

page 2

**The example below shows a still image placed on an HD timeline.**



Note the black bars around the outside of the image. This is caused by a resolution mismatch between the source image's size and the resolution of my sequence. The image's size can be increased to fit the frame by following these steps:

1. First, highlight the clip in the timeline. Then, open the "Effect Controls" and expand the "Motion" menu. Increase scale until the image fills the frame.

**In the following example, my image shape is different from my frame shape:**



But if I re-size it to fill the screen, I lose some of the information that I want to appear on-screen. Notice how the lettering is cut off at the bottom.



To fix this, I have to use the position tool:

1. With my clip selected in the timeline, I navigate to the "Effect Controls" tab. In the "Position" row in the Motion menu, I have my controls for my X and Y axis. I simply adjust both until I see what I want in the screen:

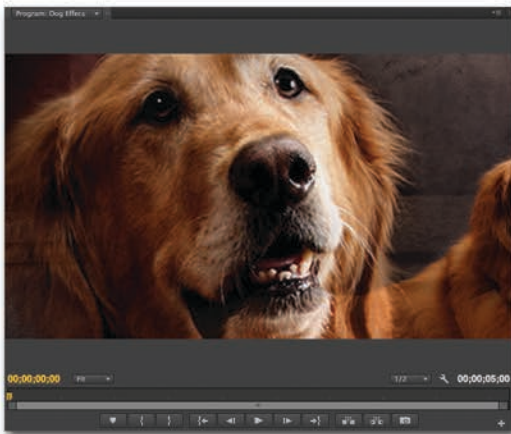


Note that I've had to make a decision about which parts of the image will appear in the frame. Whenever you use source material with a shape that is significantly different from your frame shape, you will have to make this kind of compromise.

## Adobe Premiere: Basic Effects

page 3

**If you want to make a change to scaling or positioning over time, follow these steps.**



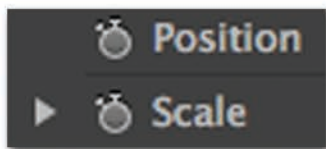
Elapsed Time: 5 secs



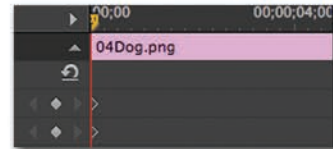
Suppose I wanted to create a zoom-out effect over the course of five seconds on my timeline.

1. I would start by highlighting my desired clip on my timeline
2. In the effect controls menu, I would expand the Motion menu and, using the "Scale" tool, make my image the size I want it to be at the beginning of the effect. Since I'm creating a zoom out, I'll scale my image up to 257.
3. This may or may not center your image on the point you want to emphasize. Use the position controls to move your images to the appropriate starting point. Now that you've scaled and positioned your image to it's start, you need to create keyframes.

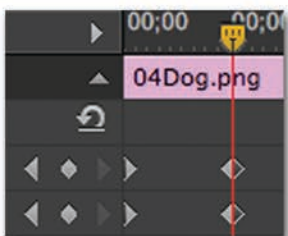
4. Next to the Scale and Position controls, press the stopwatch icons.



This will create keyframes on your timeline:



5. Now move your playhead five seconds forward in time. Click on the small diamond icons in your scale and position rows to create two new keyframes:



6. While your playhead is located on top of your two new keyframes, return to the scale and position controls and adjust your image so that it is sized and oriented in the way that you want your effect to end.

Now when you play back your sequence, you will observe the zoom out effect you've created.

**Note: the farther apart your keyframes, the more gradual your effect will be.** Keyframes are used to control every effect that uses time as a variable for both video and audio effects.