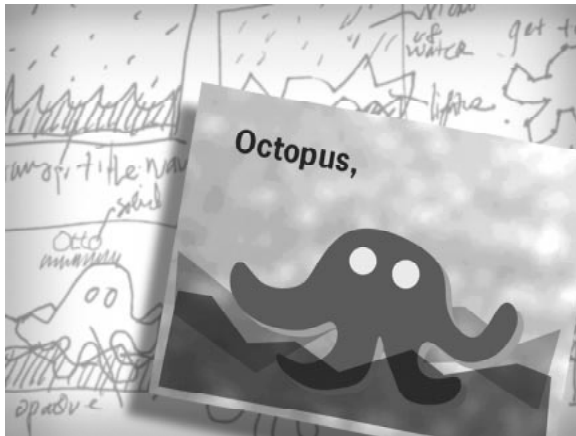


# Creating a Title



*Text and graphics play an integral role in conveying information in a video program. Premiere's Title window lets you create text and graphics, which you can import and superimpose over existing video.*

In this lesson you'll use Premiere's Title window to create a 14-second cartoon for a children's educational Web site. You'll create three different titles using text, rolling text, and graphic tools; then you'll superimpose them over a movie clip in Premiere's Timeline. Specifically you'll learn how to do the following:

- Enter text and change text attributes.
- Kern text.
- Add shadows and color.
- Create graphics.
- Apply opacity to graphics and text.
- Create and preview rolling type.
- Add titles to a project.
- Superimpose a title over a video clip.
- Edit titles.

## Getting started

To begin, you'll open an existing Premiere project and create a new title. Make sure you have installed the News Gothic font. For help, see "Installing lesson fonts" on page 4. Also make sure you know the location of the files used in this lesson. Insert the CD-ROM disc if necessary. For help, see "Using the Classroom in a Book files" on page 4.

To ensure that the Premiere preferences are set to default values, exit Premiere, and then delete the preferences file as explained in "Restoring default preferences" on page 5.

- 1 Double-click 08Lesson.ppj in the 08Lesson folder to start Premiere and open the project.
- 2 When the project opens, choose File > Save As. If necessary, open the appropriate lesson folder on your hard disk and type **Cartoon.ppj**. Press Enter (Windows) or Return (Mac OS).

## Viewing the finished movie

If you'd like to see what you'll be creating in this lesson, you can look at the completed movie. Because you'll be making your own drawings in the Title window, your movie will look slightly different.

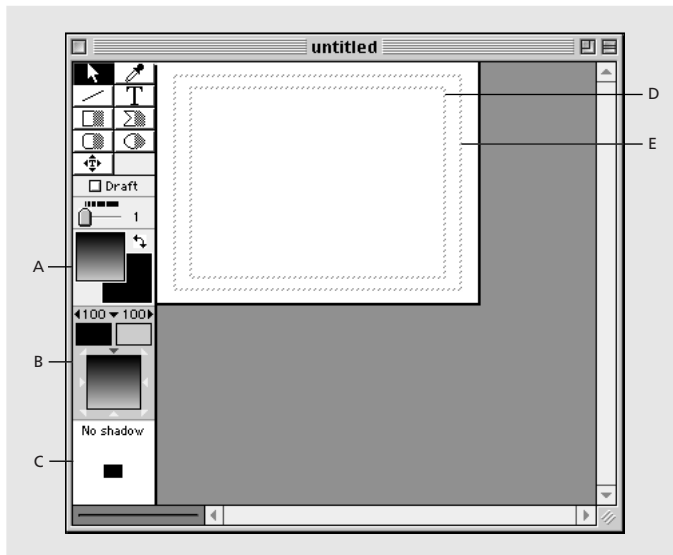
- 1 Choose File > Open and select 08Final.mov in the Final folder in the 08Lesson folder, and then click Open. The movie opens in the Source view of the Monitor window.
- 2 Click the Play button (▶) in the Source view to view the movie.

## About titles

Adobe Premiere's Title window lets you create text and simple graphic image files, called *titles*, that can be used only in Premiere. To use the Title window, you do not need to open an existing project or create a new project.

Let's open the Title window and review the basics.

Choose File > New > Title to open the Title window.



*A. Color swatches B. Gradient and Transparency settings  
C. Shadow Offset control D. Title-safe zone E. Action-safe zone*

When you open the Title window, Premiere adds the Title menu to the menu bar. This menu contains all of the Title window's commands and options. You can also access these options by right-clicking (Windows) or Control-clicking (Mac OS) in the Title window. However, if you want to change the window size or background color, you need to open the Title Window Options dialog box by either choosing the Window menu or by right-clicking (Windows) or Control-clicking (Mac OS) the Title window title bar.

The Title window contains two dotted-line boxes. The inner box represents the title-safe zone and the outer box represents the action-safe zone. If you draw graphic images outside of the action-safe zone, they may not be visible on some NTSC monitors. Text outside the title-safe zone may appear blurry or distorted on a NTSC monitor.

## Creating a simple title

Here you'll create a simple, text-only title. You will add a sample frame to the Title window, add text, change the text attributes, add a shadow, and kern the text.

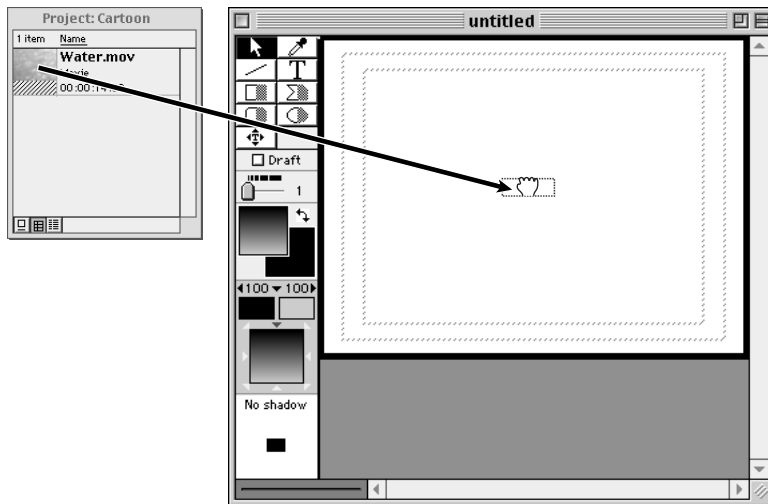
### Adding a sample frame for reference

Before you enter text, you'll add a sample background frame to the Title window. This sample frame will help you determine the best complementary colors to use for the title text. Sample frames are only for reference and do not become part of the title. When you save and close the title, the reference frame is not saved with the file.

**1** Move the Title window so that it is not overlapping the Project window.

Notice that Water.mov is already in the Project window. You'll use this movie as a background reference frame for your title.

**2** Drag the Water.mov icon from the Project window to the Title window and release the mouse. The background of the Title window is now the first frame from Water.mov.



### Creating text objects

*Compared to paper, video displays at a much lower resolution and is viewed from much farther away (often from across a room). For maximum legibility, use the following guidelines when specifying type for video:*

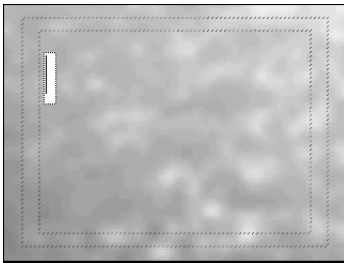
- *Use large sans-serif fonts. Avoid small type and serif fonts; the thin strokes of some small or serif characters do not display well on interlaced television sets, causing them to flicker.*
- *Use semibold and bold type weights, which are generally easier to read on television than regular or light type weights.*
- *Use few words in your titles. Long paragraphs of small type are difficult to read on television.*
- *When designing a title to be superimposed, use colors that contrast well with the background video. You can import a sample frame to check a title against its background. If the background is complex, consider adding a shadow or a semitransparent shape behind the type.*

—From the Adobe Premiere User Guide, Chapter 7

## Creating text and changing text attributes

Premiere lets you change the text attributes of words and individual characters within a word using any font available to your operating system.

- 1 Select the text tool ( **T** ) and click the top left corner of the Title window, within the title-safe zone (innermost dotted line).

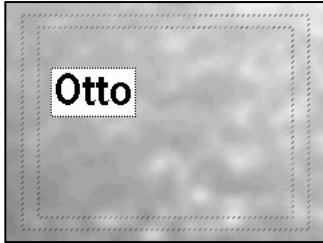


**Note:** *As a general rule for video, use fonts that are at least 16 points. Anything smaller may not be visible on a TV monitor.*

- 2 Change the font using the method appropriate for your operating system:
  - In Mac OS, choose Title > Font and select News Gothic Bold. Then choose Title > Size, select Other, and type **30** in the text box.

- In Windows, choose Title > Font, select News Gothic for the Font, Bold for the Font Style, and type 30 in the Size text box. Then click OK.

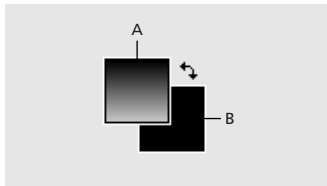
### 3 Type **Otto**.



- 4 Choose File > Save, open the 08Lesson folder if necessary, and then type **Otto.ptl** for the name, and click Save.

## Changing the text color

The Object Color swatch in the Title window displays the color of the currently selected object.




*A. Object Color swatch B. Shadow Color swatch*

The shadow color is determined by the color of the Shadow Color swatch, which is located to the right of the Object Color swatch. To switch the object and shadow colors, click the arrow between the swatches.

Clicking a swatch opens Premiere’s Color Picker. You can choose colors in the Color Picker by simply clicking on the color in the color box, or by entering values in the Red, Green, and Blue text boxes. The black, white, and gray values are located along the left side of the color box.

Let’s change the color of the word “Otto.”

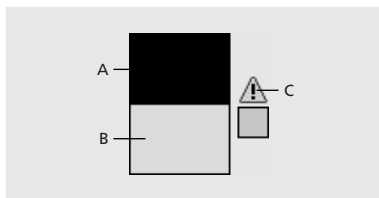
- 1 Using the selection tool () , select “Otto,” if not already selected. If it is selected, a small box or handle appears on each of the four corners of the bounding box.
- 2 Click the Object Color swatch.

Premiere’s Color Picker appears with a default color of black.



- 3 Click in the color box to select a deep blue.

If an exclamation point appears next to the color swatch in the upper right corner of the Color Picker, the color you chose is not NTSC-safe. Such colors may bleed or blur when displayed on a NTSC monitor. Because the movie you are creating now will only be played on a computer monitor, you do not need to be concerned with the NTSC-safe warning; however, if you were creating a movie that would ultimately be played from a NTSC monitor, you would need to make sure all your colors were NTSC-safe.



*A. Original color swatch B. Selected color swatch C. NTSC warning symbol*

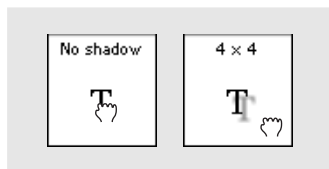
- 4 If you want to use the same color we used for our text, type **51** for Red, **0** for Green, and **176** for Blue. Then click OK to close the Color Picker.

## Adding a shadow

You can add a shadow to any image or text object in the Title window by simply selecting the object and then moving the Shadow Offset control (T).

Here you'll create a shadow and then change its color afterward. You can change the color of an object or shadow at any time by selecting the object and clicking the color swatch.

**1** With the word “Otto” still selected, drag the Shadow Offset control down and to the right until the shadow value shown above the control is about 4 x 4.



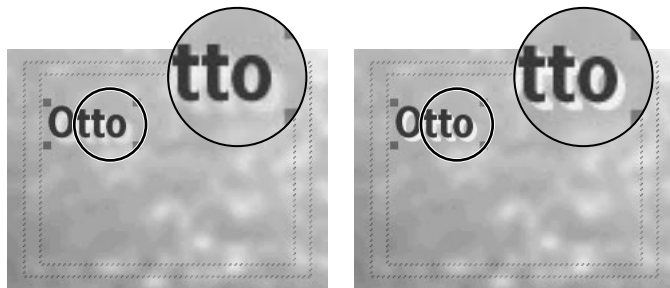
The default color of the shadow is gray. Let's change it to yellow.

**2** While the word “Otto” is still selected, double-click (Windows) or click (Mac OS) the Shadow Color swatch to open the Color Picker.

**3** Pick a light yellow. To use the same color we used, type **242** for Red, **255** for Green, and **176** for Blue, and then click OK.

By default, Premiere creates soft shadows. You'll change the shadow to a solid shadow, making it more prominent against the aqua-colored background.

**4** With the text still selected, choose **Title > Shadow > Solid**.



*Soft shadow and solid shadow*

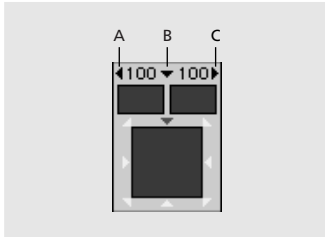
**5** Click anywhere in the Title window to deselect the text.

**6** Save the title.



## Changing opacity


The opacity slider in the Premiere Title window lets you set different levels of transparency for graphics, text, and shadows. To access the opacity slider, you simply click and hold one of the small black arrows below the Object and Shadow Color swatches.

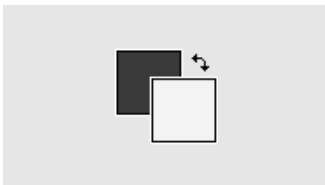


*A. Start transparency B. Overall transparency C. End transparency*

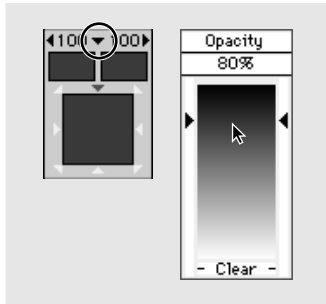
You can set the opacity for an entire image by clicking the center arrow (Overall Transparency), or you can vary the opacity by choosing different values using the left arrow (Start Transparency) and the right arrow (End Transparency). See “Using color, transparency, and gradients” in the *Adobe Premiere 5.0 User Guide* for information on varying opacity in the Title window.

Shadows have a default opacity value of 50%. Here you’ll increase the overall opacity of the shadow, making it less transparent.

- 1 Using the selection tool () , select the word “Otto.”
- 2 Make sure the Shadow Color swatch is active (is in the foreground). If it isn’t, click it to bring it forward.



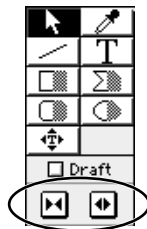
3 Click the center arrow and drag the Overall Transparency slider to approximately 80%. The shadow becomes darker because less of the aqua-colored background is showing through.



4 Save the title.

## Kerning text

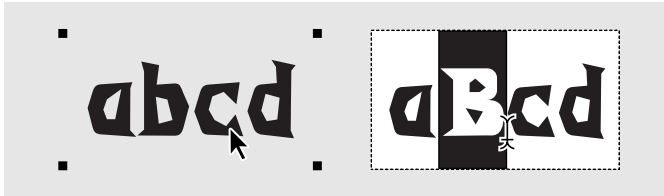
*Kerning* means changing the distance between two characters in a word. To kern text in Premiere's Title window, use the text tool to either highlight the two adjacent letters you want to kern or place the text tool icon between the two letters you want to kern, and then click a kerning button.



The left kerning button decreases the distance between two letters and the right kerning button increases the distance.

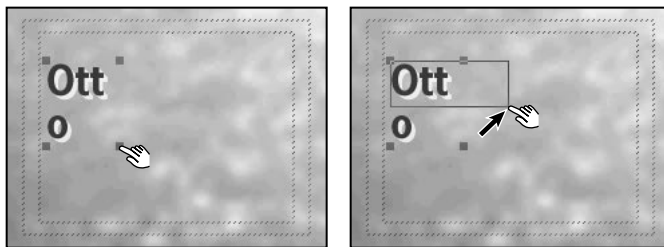
You must use the text tool, not the selection tool, to access the kerning buttons. When you use the text tool, you can kern and edit text, or highlight individual characters to change their font or font attributes.

When you use the selection tool to select text, you select everything within the text's bounding box. If you change the font, color, opacity, shadow, or gradient while the bounding box is selected, all of the text is affected.



*Use the selection tool to edit all text. Use the text tool to edit just selected text.*

- 1 Select the text tool ( T ) and then click between the two Ts in the word “Otto.”
- 2 Click the right kerning button twice to widen the space between the letters.  
Because kerning changes letter spacing, it may cause the line to break, splitting the word over two lines. If this happens, you can simply resize the word's bounding box by dragging any of the four corner handles.
- 3 If kerning caused the word “Otto” to split over two lines in your Title window, click the selection tool, then drag the lower right corner handle of the bounding box up and to the right. When you release the mouse, the two sections of the word reunite on one line.



## Aligning text

You can align text two ways in Premiere's Title window. You can align the text inside its own bounding box, and you can align the text's bounding box inside the window. Here you'll align the word “Otto” using both alignment methods.

First you'll align the text within the bounding box. This will be especially noticeable if you resized the box in the last exercise.

1 With the word “Otto” still selected, choose Title > Justify > Center. Notice how the word shifts to the center of the bounding box.

Now, before you center the bounding box, let’s move it to the top of the window.

2 Using the selection tool (⬚), drag the word “Otto” to the top of the window, so the letters are just inside the title-safe zone. You can also use the arrow keys to reposition the word in the Title window.



Now you can center the bounding box in the window.


3 With the word “Otto” still selected, choose Title > Center Horizontally. Notice how the whole bounding box shifts to the center of the window.

4 Save the title.

## Adding more text

Now you’ll add more text to the title.

1 Select the text tool (T) and click just below the word “Otto.” If you accidentally open the text box for the word “Otto,” click lower in the window.

 *To use a Title window tool one time and then revert to the selection tool, click it once to select it. If you want to use it repeatedly, double-click it. If you don’t double-click the tool, it changes back to the selection tool after one use.*

2 Choose Title > Size > 18.

3 Type **the octopus**, and then click the selection tool.

Notice the text has a shadow. This text doesn’t require a shadow, so you’ll remove it.

4 With “the octopus” still selected, drag the Shadow Offset control out of the Shadow area to return the shadow setting to No Shadow.



5 Using the selection tool, move the text so that it is positioned in the top one-third of the Title window, directly under the word “Otto.” You can also move selected text (or a selected image) by pressing the arrow keys.

6 Choose Title > Center Horizontally.

7 Save the title.



## Creating a graphic image in the Title window

Premiere’s Title window lets you create simple graphics. You can use the drawing tools to create rectangles, squares, rounded squares, circles, ovals, lines, and polygons.

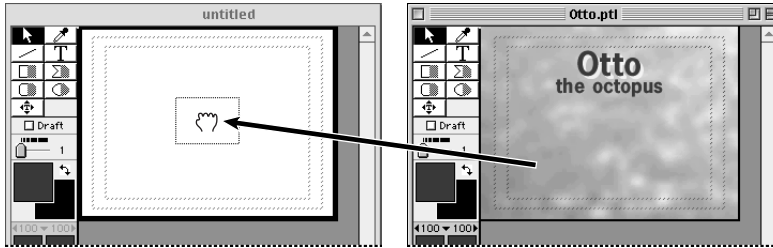
### Adding a title as a background frame

Before you start drawing the graphic, you’ll import the title you just created as the sample frame for this new title. The sample frame will provide a reference of exactly where the Otto title text is located so that you don’t draw over the top of it.

1 Choose File > New > Title.

2 Move the new Title window to the side of the Otto.ptl Title window so that you can see both windows.

- 3 Drag the center of the Otto.ptl Title window to the center of the new Title window.



The Otto title appears as a background for your new title. The water background does not transfer to your new title because it is only a sample frame, not a saved component of the Otto.ptl file.

- 4 Click the new Title window's title bar to make it the active window, and then choose File > Save.
- 5 Make sure the 08Lesson folder is open, and then type **Octopus.ptl** for the name, and click Save.
- 6 Close Otto.ptl.

### Changing the default color before you draw

When nothing is selected in the Title window and you change the color of the Object Color swatch, the new color becomes the default color for everything you draw or type.

Let's change the default color in the Object Color swatch from the deep blue you used for the text to a different blue before drawing.

- 1 Using the selection tool, click the Object Color swatch.
- 2 Pick a different blue color in the color box. To use the color we used, Type **52** for Red, **0** for Green, and **226** for Blue. Then click OK.

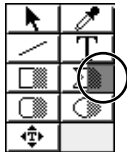
### Drawing an image using the polygon tool

The polygon tool lets you create random shapes by moving the tool in any direction and clicking to create new end points for each line. To close the polygon tool, either click the first point you created, or double-click where you want your last line to end. If you're using the filled tool, as you'll use in this exercise, you can double-click your last point to automatically connect the last point with the first point.

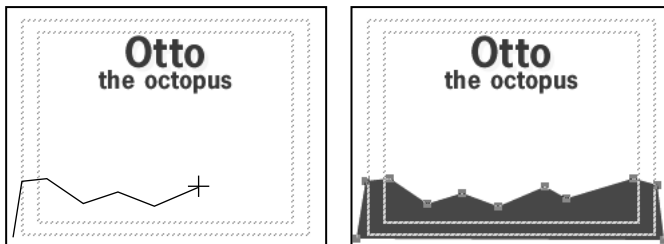
Now you'll draw a wave using the polygon tool.

- 1 Select the filled (right) side of the polygon tool.

The right side of the drawing tools represents the filled tool. If you select the filled tool, your drawing will result in a solid graphic. If you select the outlined tool, or the left side of the tool, your drawing will result in an outline only.



- 2 Position the cursor in the lower left corner of the Title window, outside the action-safe zone, and click to make the first point.
- 3 Move the cursor about one-third of the way up the left side of the window and click to make your second point.
- 4 Continue to click up and down across the lower third section of the Title window to make a wave effect. You can use the graphic below as a guide.



**Note:** If you make a mistake, you can double-click to close the tool and then press **Delete** to delete all your points, or you can finish drawing your image and then use the selection tool to adjust individual points.

- 5 When you reach the right side of the window, double-click anywhere in the lower right corner to close the polygon.


Premiere automatically adds a line from the last point to the first point, closing the image and filling it with blue.

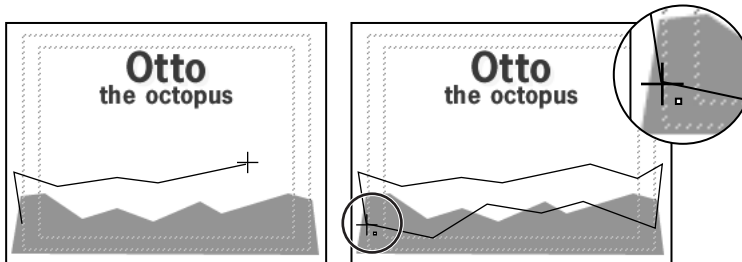
- 6 With the image still selected, drag the Overall Transparency arrow to 50%.

7 Click anywhere in the Title window, outside the image, to deselect everything; then save the title.

## Repositioning objects

You can reposition text and images in the Title window by bringing them to the front or sending them to the back. Here you'll draw another wave with a different opacity setting, and then send it to the back.

- 1 Select the filled polygon tool (.
- 2 Click the left line of the action-safe zone about halfway up the first wave to create a point.
- 3 Click to make the second point above the first wave but still in the lower half of the window. You can use the graphic below as a guide.
- 4 Continue making points up and down across the window as you did with the first wave; however, this time, instead of a flat bottom, draw waves along the bottom of the graphic. Make this wave a little smaller than the first wave.



- 5 When you reach the left side again, close the shape by connecting the last point to the first point. You'll know you're clicking on the first point when you see the "o" next to the pointer.
- 6 With the second wave selected, set Overall Transparency to 25%.



7 Choose Title > Send to Back. The second wave now sits behind the first wave and shows through slightly.




8 Save the title.

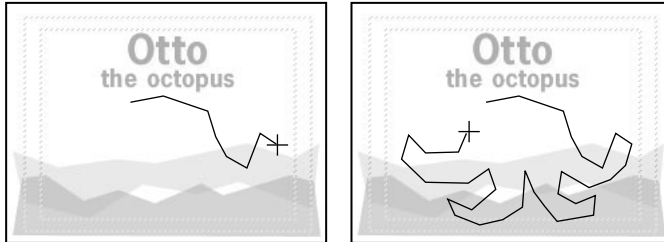
### Creating a smooth polygon

Now you'll use the polygon tool to draw an octopus. This time you'll smooth the lines because octopuses are round, not pointy.

Before drawing the octopus, let's change the color to orange. To ensure you don't change the color of the objects you just drew, you'll make sure nothing is selected.

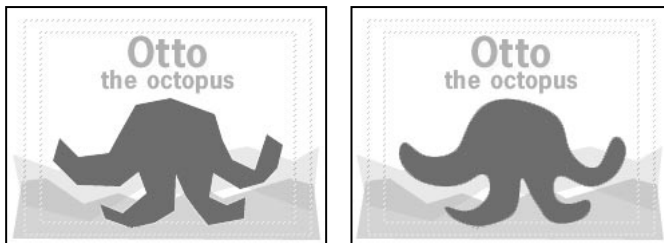
- 1 Using the selection tool (⌘), click anywhere inside the Title window (but outside of the waves) to deselect everything.
- 2 Click the Object Color swatch.
- 3 Pick a rich orange color from the right side of the color box. To use the exact color we used, type **245** for Red, **42** for Green, and **10** for Blue. Then click OK.
- 4 Drag the opacity slider to 100% to remove transparency.

5 Select the filled polygon tool (  ) and click under the words “the octopus” to make your first point for the top left corner of the octopus’s head. Then, using the image below as a guide, draw your own octopus in the lower two-thirds of the window, making sure not to draw over the text.



6 Close the shape by clicking your first point. Remember to look for the “o” before clicking your final point to ensure your cursor is directly above the first point.

7 With the octopus selected, choose Title > Smooth Polygon.




8 Save the title.

If you want to adjust any of your images, select the object using the selection tool and drag individual points to reposition them.

## Adding an octopus shadow


Now you’ll add a light pink shadow to the octopus.

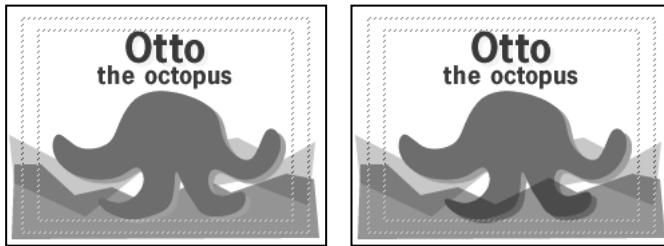
- 1 If necessary, use the selection tool (  ) to select the octopus image.
- 2 Drag the Shadow Offset control down and to the right so the dimensions are about 4 x 3.
- 3 Double-click (Windows) or click (Mac OS) the Shadow Color swatch to open the Color Picker.

- 4 Click a light pink color between the blues and the reds in the color box. To use the exact color we used, type **255** for Red, **118** for Green, and **174** for Blue. Then click OK.
- 5 Choose Title > Shadow > Single to remove the shadow's soft edges and create a basic drop shadow that is more apparent against the blue waves.

## Repositioning the waves

Now let's move the first wave you drew to the front so that the octopus appears to be floating between the two waves. Because you added transparency to the wave, you'll be able to see the octopus through it.

- 1 Using the selection tool () , select the first wave you drew. To ensure you selected the first wave, check the Transparency settings in the Title window—they should be 50%. If they're at 25%, select the other wave.
- 2 Choose Title > Bring to Front.



- 3 To see the shadow effect without the selection points, click an empty area of the Title window to deselect everything.
- 4 Save the title.

## Using the oval tool

Use the oval tool to draw ovals and circles of any size. To make a circle using the oval tool, constrain the tool by pressing the Shift key while drawing. You can also make squares, rounded squares, and 45-degree lines by pressing the Shift key while using the rectangle, rounded rectangle, or line tools.

Before you draw the circles, let's change the object color to green.

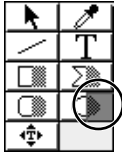
- 1 To ensure you don't change the currently selected object's color, click an empty area of the window, and then click the Object Color swatch to open the Color Picker.

2 Pick a bright green color in the color box. To use the same color we used, type **64** for Red, **255** for Green, and **131** for Blue. Then click OK.

3 Drag the opacity slider to 100%.

Now you'll draw one octopus eye, and then copy and paste it to create a second eye.

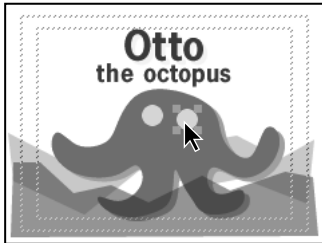
4 Select the filled oval tool.




5 Press Shift and draw a small circle on the octopus's head.

6 Choose Edit > Copy and then Edit > Paste. Premiere pastes a copy of the circle directly on top of the original.

7 Position the selection tool (⬅) over the eye, making sure the icon is a pointer, not a finger icon, and then drag the center of the new circle beside the first circle.



 *If you accidentally stretch the circle instead of move it, choose Edit > Undo, and then deselect and reselect the circle and use the arrow keys to move it.*

8 Click any empty space in the Title window to deselect everything.

9 Save the title.

Leave Octopus.ptl open in the background; you'll be using it again soon.

## Creating rolling titles

Using Premiere's rolling titles feature you can create text that rolls onto and off of the screen. You can make text roll up or down, or you can make it crawl across the screen from left to right or from right to left. In this lesson you'll create text that rolls up the screen.

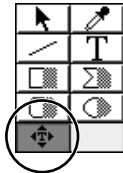
To create rolling titles, you must use the rolling title tool and enter text in a rolling title scroll box.

First you'll open a new title and set the default color to the same deep blue as the text in Otto.ptl.

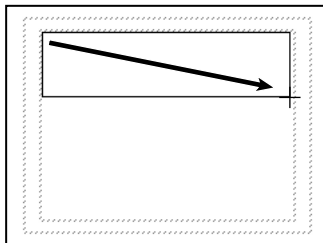
- 1 Choose File > New > Title.
- 2 Click the Object Color swatch.
- 3 The default color should be the blue you used earlier for the word Otto. If it isn't, type **51** for Red, **0** for Green, and **176** for Blue, and then click OK.
- 4 If a shadow value is selected, drag the Shadow Offset control out of the Shadow area so no shadow is selected.

Now you're ready to create the rolling title.

- 5 Select the rolling title tool.



- 6 Staying within the title-safe zone, drag to define a box from the upper left corner down and to the right about one-third of the way down the window.



The rolling title scroll box appears with a blinking text cursor at the top. In this box you enter the text you want to roll or crawl across the screen.

**7** Change the font size by choosing Title > Size > 18.

The text is still center-justified from the last title you created, so let's left justify it.

**8** Choose Title > Justify > Left.

Now you'll enter the poem text.

**9** Type **Octopus**, and then press Enter (Windows) or Return (Mac OS) twice.

**10** Type **Octopus**, again, and press Enter/Return twice.

**11** Type the remaining text and press Enter/Return once at the end of each line and twice where the larger spaces appear.

**how squishy  
are thee!**

**With your  
eyes  
so bright,**

**and tentacles  
of might,**

**swimming  
the deep**

**blue**

**sea.**

**12** Highlight the word "sea" to select it and choose Title > Justify > Center.

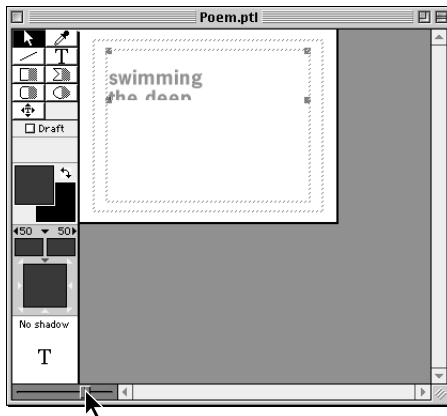
**13** Choose Title > Rolling Title Options and make sure Direction is set to Move Up; then click OK.

**14** Choose File > Save, open the 08Lesson folder if necessary, and then type **Poem.ptl** for the name and click Save.

## Previewing the rolling title text

You can preview the rolling text by dragging the preview slider bar at the bottom of the Title window's toolbox.

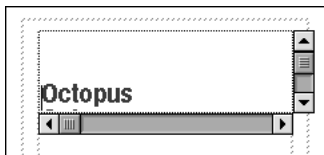
- 1 Using the selection tool (⬚), click to select the rolling title bounding box.
- 2 Click the preview slider button on the slider bar and drag to the right.



What you see is what will display in your movie. Notice how the text is on the screen at the beginning of the roll and rolls until the last word appears at the bottom.

To make the text roll onto the screen you'll insert extra carriage returns at the beginning of the text. You can also add extra carriage returns to the end of the text if you want the text to roll all the way off screen before stopping. For this lesson you want the text to stop on screen.

- 3 Select the text tool and click anywhere in the text area.
- 4 Scroll to the top of the text and make an insertion point before the first letter of the first word.



5 Press Enter (Windows) or Return (Mac OS) three times.

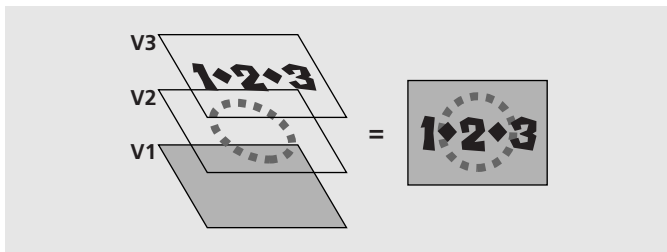
**Note:** *Even though it doesn't appear to move the text off the screen, the carriage returns will create the desired effect when you preview.*

6 Click anywhere in the Title window to deselect the text box, and then preview the changes by dragging the preview slider bar.

7 Save the title.

## Using titles in a Premiere project

Now you'll add the titles to a simple project, and then place them in the Timeline and superimpose them over a video clip. *Superimpose* means playing a clip, such as a title, still, or video clip, on top of another clip. To superimpose clips in Premiere, you add them to the superimpose tracks (Video 2 track and higher) in the Timeline. Clips in superimpose tracks play over the clips in the lower tracks.



When using titles, Premiere automatically assigns transparency, so clips on the lower tracks display through the title's background. You'll learn more about superimpose tracks and transparency in the next lesson.

You can add a title to a Premiere project in three ways:

- If both the project and the title are already open, you can simply drag the title to the Project window.
- If your windows are obscured, making dragging and dropping difficult, you can choose Add This Clip from the Project menu.
- If the title is not open at the time you want to add it, you can import it to your project the same way you import other clips, by choosing File > Import > File.



## Adding titles to a project

Here you'll add the titles you just created.

**1** If necessary, move the Title windows on the desktop so they do not overlap each other or the Project window.

**2** Click the Poem Title window to make it active, then drag the title to the Project window and release the mouse. You can drag from anywhere in the Title window, except the title bar or the tool bar.

The title file, Poem.ptl, now appears in the Project window.

**3** Close the Poem.ptl Title window.

Now you'll add the Octopus title to the project using the menu option.

**4** Click the Octopus.ptl Title window to activate it.

**5** Choose Project > Add This Clip. The Octopus.ptl title now appears in the Project window.

**6** Close the Octopus.ptl Title window.

Because you closed Otto.ptl earlier, you'll have to import it the way you import other video clips.

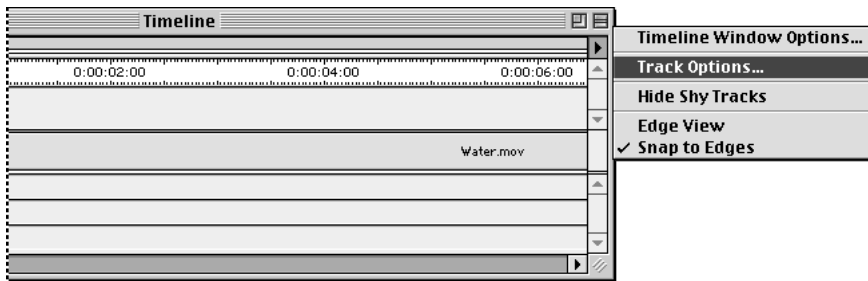
**7** Choose File > Import > File.

**8** Select Otto.ptl from the 08Lesson folder; then click Open (Windows) or OK (Mac OS). Otto.ptl now appears in the Project window.

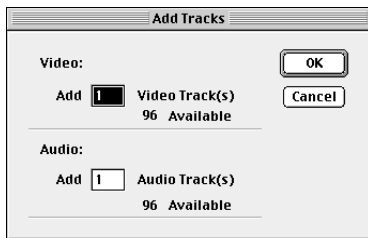
## Adding tracks to the Timeline

To superimpose two titles over the Water.mov video clip, you'll need to add another superimpose track to the Timeline. You can have up to 98 superimpose tracks to the Timeline, but you'll just be adding one now.

- 1 Select Track Options from the Timeline window menu.



- 2 Click Add to open the Add Tracks dialog box. By default, 1 video and 1 audio track are selected.



- 3 Because you don't need to add another Audio track, change the value in the Add Audio track to 0.
- 4 Click OK to add 1 Video Track; then click OK again to close the Track Options dialog box.

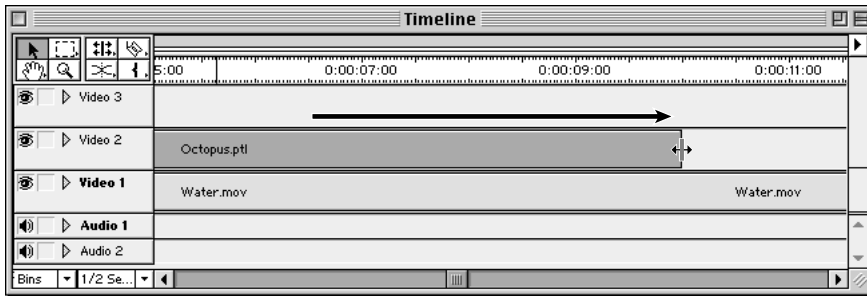
A new track, Video 3, now appears on the Timeline.

## Adding titles to the Timeline

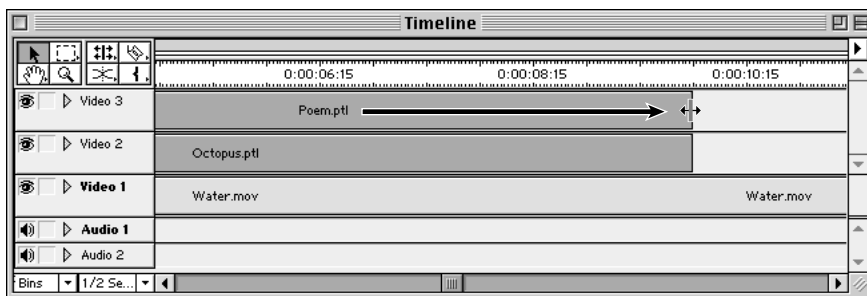
Titles are still images with a default duration of one second. You can change the duration by dragging either edge of the clip using the selection tool in the Timeline or by choosing Clip > Duration and entering a new duration. For information on changing the still image duration preference, see Lesson 12 “Assembling the final video program” on page 360.

- 1 Drag Octopus.ptl from the Project window to the beginning of the Video 2 track.
- 2 Choose Window > Show Info to display the Info palette. You'll need to refer to this palette when editing the size of the clips in this exercise.

- 3 Position the selection tool icon on the right edge of the Octopus.ptl clip so it turns into a trim tool (↔).
- 4 Drag the edge to the right and, using the Info palette as a guide, extend the Out point to 10 seconds (00:00:10:00).



- 5 Drag Otto.ptl from the Project window to the beginning of the Video 3 track.
- 6 Select Otto.ptl, and choose Clip > Duration.
- 7 Type **200** for the new duration and click OK. Otto.ptl is now two seconds long.
- 8 Drag Poem.ptl from the Project window to the Video 3 track, immediately following Otto.ptl. It should snap to the end of the Otto.ptl clip.
- 9 Using the selection tool, drag the right edge of Poem.ptl so its Out point is at 10 seconds. It should snap to the end of Octopus.ptl.



Because titles created in Premiere are automatically transparent, you don't need to apply transparency. So let's build a preview and view the results.

- 10 Save the project.

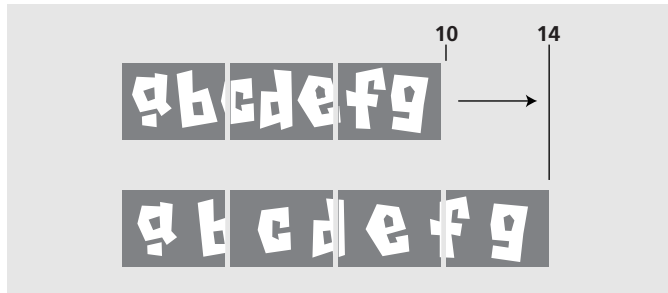
11 Press Enter (Windows) or Return (Mac OS) to preview the project.



## Changing the speed of a rolling title in the Timeline

You can change the speed of a rolling title by changing its duration: The shorter the duration, the faster the title plays; the longer the duration, the slower the title plays.

When you preview the rolling title script, you may notice that it plays rather quickly. To make it play slower, you'll increase the duration of the clip.



- 1 Drag the right side Poem.ptl in the Timeline to 14 seconds so that it snaps to the end of Water.mov.
- 2 Drag the right side of Octopus.ptl to 14 seconds so that it also snaps to the end of Water.mov.
- 3 Press Enter (Windows) or Return (Mac OS) to preview the project again. Now the title scrolls much slower and is easier to read.

## Updating a title in the Title window

You can open the Title window and update a title by double-clicking the title in either the Timeline or Project window. As soon as you save your changes to the title, Premiere updates all the references to it in your project.

Here you will adjust the rolling text of the Poem title so that it doesn't overlap the octopus graphic. To make this adjustment, you'll open Poem.ptl and adjust the size of the rolling text window using the selection tool.

- 1 Double-click Poem.ptl in the Timeline.

When the Title window opens, nothing appears in the window because you entered carriage returns at the beginning of the text. To see the bounding box, click in the top third of the window.

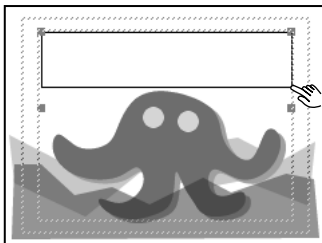


Because you need to make an edit that relies on the position of an object in Octopus.ptl, you'll first import a sample frame to the Title window and use it as a reference.

- 2 Move the Title window so that it is not obscuring the Project window.
- 3 Drag Octopus.ptl from the Project window to the Title window. The Octopus title now appears as the background for the Poem title.

Now you can see exactly how high up in the Title window you need to move the Poem title bounding box.

- 4 Using the selection tool, select one of the lower handles on the poem bounding box and move it up just a little so it doesn't touch the octopus's head.



- 5 Choose File > Save and then close the Title window.
- 6 Press Enter (Windows) or Return (Mac OS) to preview the project.
- 7 Save the project.

## Exporting the movie

Now let's export the project into a QuickTime movie for the Internet.

- 1 Click the Timeline title bar to activate it.
  - 2 Choose File > Export > Movie; then click Settings.
  - 3 Choose QuickTime for the File Type and Entire Project for the Range.
  - 4 Make sure that Export Video and Open When Finished are selected, and that Export Audio is not selected. Then click Next.
  - 5 Choose Cinepak for Compressor.
  - 6 Make sure the Frame Rate is set to 15 fps. This frame rate is lower than most movies because you want to maintain the best playback quality without making the file too big for playback from the Internet.
  - 7 Click Limit Data Rate to select it, and then type **500** in the K/sec text box. Limiting the data rate creates a file that requires fewer resources to play, thus enabling it to play back at a higher quality from a variety of systems.
  - 8 Click OK.
  - 9 Type **Otto.mov** for the name, then click Save (Windows) or OK (Mac OS) to export the file.
- A progress bar appears, reporting the time remaining, and then the movie opens in a separate Clip window.
- 10 Click the Play button in the player window to view your animation.

## Exploring on your own

Take some time to experiment with the Title window and the project you just created. Here are some suggestions:

- Apply a gradient fill to the word “Otto” in the Otto.ptl title file. A gradient fill requires a different color in the Start and End Transparency color swatches.
- Create a new title and make text that crawls across the screen. Add necessary insertion points to ensure the text starts completely off screen, crawls on to the screen, and then crawls completely off of the screen.

- Use the Rolling Title Options and apply special timing options to the crawling text so that it slows down as it exits the screen.
- Change the octopus graphic to a framed and filled object. Change the color and line weight of the frame.
- If you have a Web browser, export the project as an Animated GIF file, then double-click the file to open and view it in your browser. Animated GIFs are optimized for the Web and quickly open and play.

## **Review questions**

- 1 How do you create a new title?
- 2 How do you change the color of title text?
- 3 How do you add a shadow?
- 4 How do you change the opacity of text or a graphic?
- 5 How do you adjust the speed of a rolling title?
- 6 What is a reference frame?
- 7 What are the different ways rolling text can move over a frame?
- 8 How do you add a title to a video program?
- 9 How do you add video tracks to a project?

## **Answers**

- 1 Choose File > New > Title.
- 2 Select the text, click the Object Color swatch and pick a new color from the Color Picker.
- 3 Select the object and then move the Shadow Offset control.
- 4 Select the text or graphic and then drag a Transparency slider to a new setting.
- 5 Change the duration of the title clip.
- 6 A reference frame is a frame from another title, still image, or video clip that you can copy to your title and use as a reference to help determine what colors to use, to precisely position text over an image, or to provide a guideline for drawing an image.

- 7** Text can roll across a screen from left to right or right to left, and it can roll up or down the screen.
- 8** Drag it to the Project window, choose File > Add This Clip, or choose File > Import > File.
- 9** Choose Track Options from the Timeline window menu and then click Add Tracks.