How to add text effects

The Adobe Premiere Pro Titler has several features you can use to enhance text and geometric objects:

- *Fill:* Define the area within an object's outline. Choose a fill type (solid, gradient, or texture), colors, and opacity.
- *Stroke:* Outline the inner or outer edges of an object. You can add up to 12 strokes to each object. After you add the stroke, you can adjust its color, fill type, opacity, sheen, and texture.
- *Sheen:* Apply a streak of light color across the surface of an object. Add sheen to any object's fill or stroke. You can adjust sheen color, size, angle, opacity, and position.
- *Texture:* Map any bitmap or vector graphic to an object's fill or stroke.
- *Drop shadow:* Add a shadow to any object in the Titler. The shadow options give you full control over color, opacity, angle, distance, size, and spread.

In this task you build a Titler template from scratch. Unlike styles, which are sets of font characteristics, templates combine background graphics, geometric shapes, and placeholder text for multiple uses such as opening titles, locations, interviewee names, frames, and bullet points. Adobe Premiere Pro CS4 has dozens of templates organized into themes with enough variety for just about any circumstance.

We recommend that you complete the "How to use the Titler to build text and objects" guides before working on the following task. Both guides teach you the fundamentals you need before you move on to the tasks in this guide.

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How to use Titler effects

1. Start Adobe Premiere Pro and open a project or start a new project.
2. In the Main menu, select Title > New Title > Based On Template.

   The New Title dialog box appears (**Figure 1**).
3. Display some of the template categories, in particular Lower Thirds, and notice the wide variety.

   This task shows how to make a lower-third template. You generally use lower-third templates to identify a location, interviewee, reporter, or anchor person. Such a template is called a lower-third template because it appears in the lower third of the screen. Upper-third templates are more frequently used to identify locations.
4. Click Cancel to close the New Title dialog box.
5. Select File > New > Title.

   A smaller New Title dialog box appears (**Figure 2**).
6. Give your title a name and click OK.

   The Titler appears.
7. From the Title Styles panel, select a basic style. We recommend Caslon Pro 68 (**Figure 3**).
8. From the Title Tools panel, select the Rectangle tool and drag a wide, short rectangle in the Title main panel screen.

   This will serve as the background for the lower-third template you are building (**Figure 4**).

   The rectangle sides should extend beyond the edges of the screen because this will be the backdrop to your text and does not need to fit within the safe title margin or the safe action margin. The bottom of the rectangle should be slightly below the safe title margin so your text falls directly on that margin.
9. In the Fill area of the Title Properties panel, make sure the Fill option is selected, and select 4 Color Gradient in the Fill Type menu.

   A Color property appears. It's a rectangle with four color stops—little boxes in each corner. The 4 Color Gradient option creates a fill with a color emanating from each of the object's four corners (**Figure 5**).

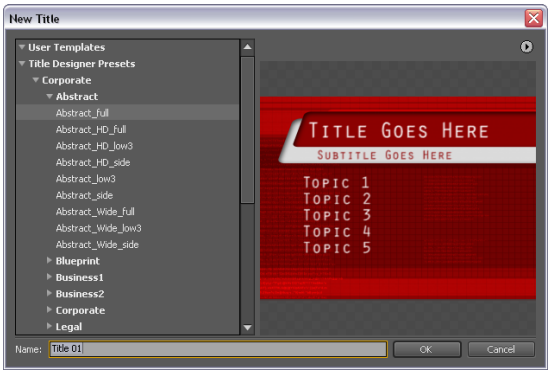

Figure 1 New Title dialog box

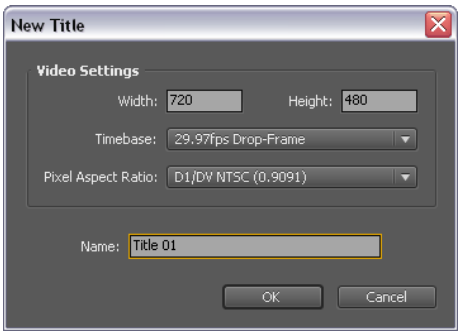

Figure 2 New Title dialog box

Figure 3 Title Styles panel

Figure 4 Rectangular title background

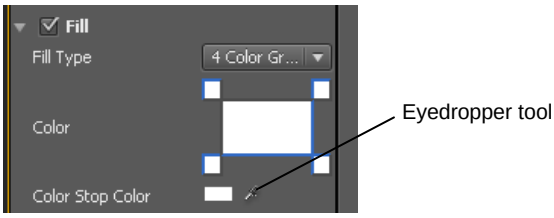

Figure 5 Fill area Color property

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10. Double-click the upper-left color stop.

The Color Picker appears (**Figure 6**).

11. Select a color and click OK.

12. Select colors for the remaining three color stops.

We chose the same color for the two lower color stops and a slightly darker instance of that color for the two upper stops. This gives the background some depth and helps emphasize the text (**Figure 7**).

Note: To select the same color for two color stops, create a color for one color stop, select the second color stop, select the Eyedropper tool, and click the Eyedropper tool on the first color stop to select that color.

13. In the Title Properties panel Fill area, select Sheen, display its properties, and select a color and a size (**Figure 8**).

We chose a size of 26 and a color darker than those we used in the 4-color gradient. You can also adjust the angle, opacity, and offset (distance to the object's borders).

14. In the Title Properties panel, expand the Strokes area, and click Add next to Outer Strokes.

The Outer Stroke properties appear (**Figure 9**).

Strokes are outlines along the inner or outer edges of an object.

15. Change Size to 3. Click the color swatch to display the Color Picker and select a new color.

We recommend a color that matches the sheen but is slightly darker.

A border appears around the outside edge of the rectangle (**Figure 10**).

Note: The dark stroke may be difficult to see over a dark background or when the rectangle is selected.

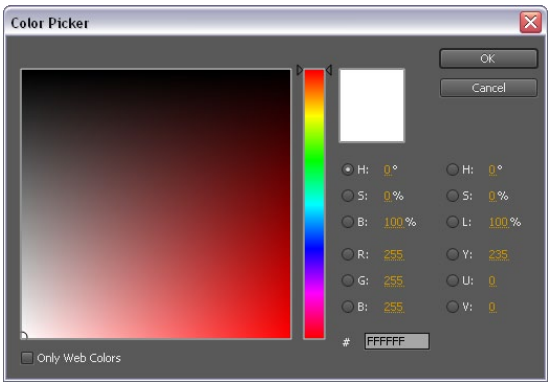

Figure 6 Color Picker

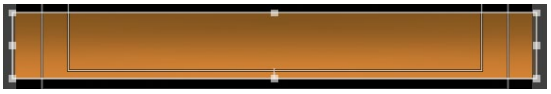

Figure 7 Titler object with 4-color gradient

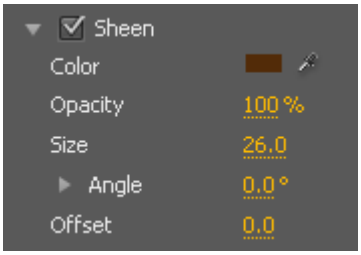

Figure 8 Fill area Sheen property

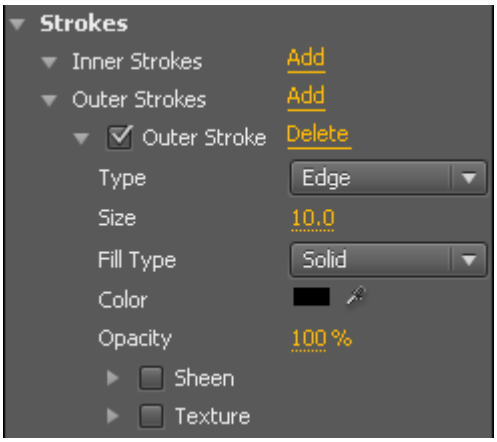

Figure 9 Fill area Outer Strokes properties

Figure 10 Titler object with sheen and stroke

16. In the Outer Stroke area, click Sheen and display its properties, including the Angle subproperties (**Figure 11**).

17. Change Size to 25, change Angle to 190°, and select a light complementary color.

Light-colored patches appear on the upper-left and lower-right edges of the outer stroke (**Figure 12**).

18. Create another outer stroke:

- Click Add (next to Outer Strokes) to add a second outer stroke below the first one (in the Title Properties panel).
- In the new Outer Stroke area, change Size to 3 and select a color that's slightly darker than the first outer stroke.

19. Give your newly created outer stroke a sheen:

- In the new Outer Stroke area, click Sheen and display its properties.
- Change Size to 15.
- Select a lighter color than the first sheen.
- Set Angle to 350°.

Two more light-colored patches appear, opposite the previous two (**Figure 13**).

20. Select the Rectangle tool and, in an empty space in the Titler main panel, create another rectangle that is slightly shorter and half the width of the first rectangle.

By default, the currently selected text effects—fill, stroke, and sheen—are applied to the new rectangle.

21. Make sure the second rectangle is selected. Then delete its outer strokes in the Title Properties panel and deselect sheen from its Fill area.

22. Change the four color-stop colors to black (**Figure 14**) in the Fill area.

23. Click the upper-left color stop and set the Color Stop Opacity to 0%.

24. Do the same thing to the lower-left color stop.

25. Drag the black rectangle over the first rectangle until the black rectangle's right edge is to the right of the screen border (**Figure 15**).

Superimposing this second, black-gradient rectangle makes your text stand out and keeps viewers' eyes from wandering off screen to the right.

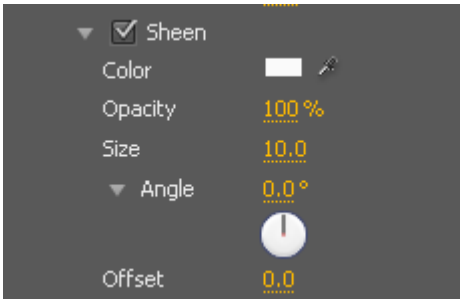

Figure 11 Outer Stroke Sheen property

Figure 12 Sheen added to an outer stroke

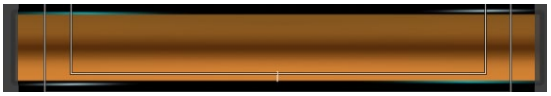

Figure 13 Sheen added to two outer strokes

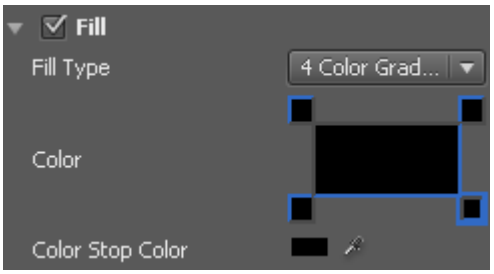

Figure 14 Fill area Color property

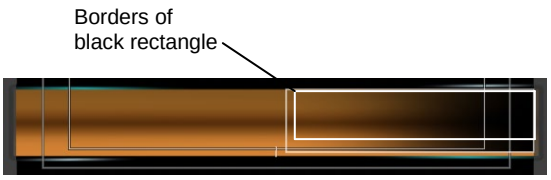

Figure 15 Two superimposed rectangles

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26. Click outside the rectangles to deselect them.

27. From the Title Styles panel, select a style you want to use for text.

We chose Bell Gothic White 70.

28. From the Title Tools panel, select the Type tool (the large T) and click in the Titler main panel screen somewhere outside the rectangles.

29. Type **Title**.

30. Click the Selection tool (the large arrow above the Title tool) and drag your newly created text over the left side of the large rectangle. Make sure the text fits within the box (**Figure 16**).

31. In the Title Properties panel, make sure Shadow is selected (it's at the bottom of the panel) and display its properties (**Figure 17**).

Note: Most styles have shadows.

32. Adjust the Shadow parameters.

Note: Increasing the Spread value softens the shadow.

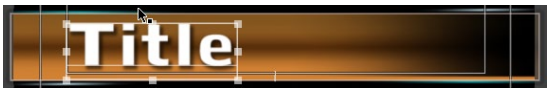

Figure 16 Text superimposed on rectangles

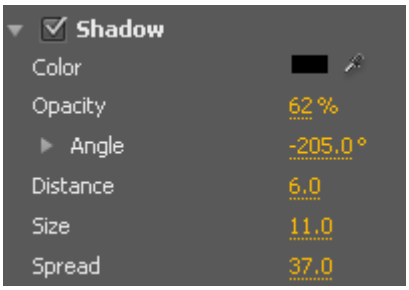

Figure 17 Shadow properties

How to save a Titler template

1. From the Titler main panel menu, click the Templates button (**Figure 18**).

   The Templates dialog box appears.

2. In the Templates dialog box menu, select Import Current Title As Template (**Figure 19**).

   The Save As dialog box appears (**Figure 20**).

3. Type a template name and click OK.

   The newly created template appears in the User Templates area of the Templates dialog box (**Figure 21**).

4. In the Templates dialog box, click OK.

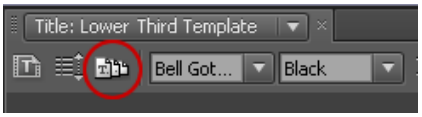

Figure 18 Templates button

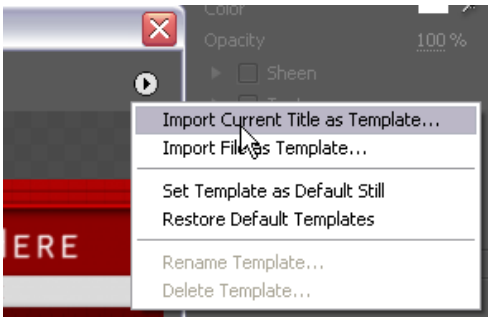

Figure 19 Templates dialog box menu

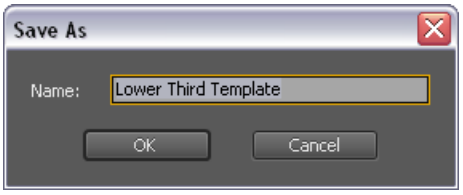

Figure 20 Save As [template] dialog box

Figure 21 Templates dialog box

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How to add graphics and texture to text

The Titler offers several ways to use graphics and images. You can add an image as a background, as a logo within a text box, or as a separate object. In addition, you can use any graphic as a texture in any Titler object, including text.

1. From the main menu, select Title > New Title > Default Still.

   The New Title dialog box appears.

2. In the New Title dialog box, type a name and click OK.

3. In the Titler, select the Rectangle tool. In the Titler main panel screen, drag the pointer to create a rectangle.

   Note: If the rectangle has strokes or a shadow, deselect those properties in the Title Properties panel (leave Fill selected).

4. In the Properties area, open the Graphic Type menu and select Logo (**Figure 22**).

5. Click the Logo Bitmap button (**Figure 23**).

   The Choose A Texture Image dialog box appears.

6. Click the View Menu button in the upper right corner and select Thumbnails (Windows) or click the Icon View button in the upper left corner (Mac OS).

7. Select an image (for this example, we selected 1080_basketball_bkg.png), and click Open (Windows) (**Figure 24**) or Choose (Mac OS).

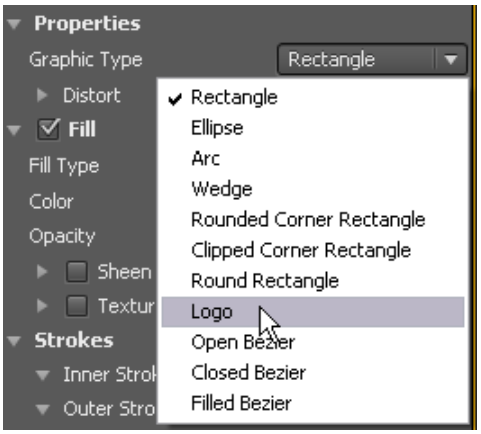

Figure 22 Properties area Graphic Type menu

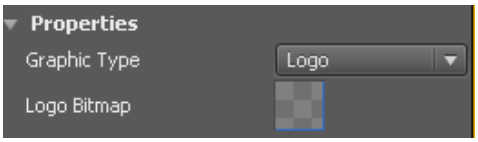

Figure 23 Logo Bitmap button

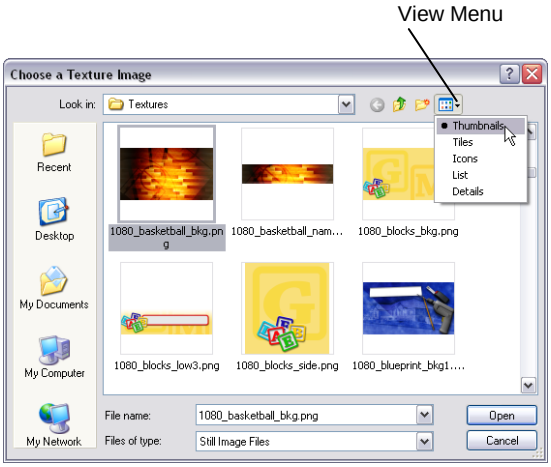

Figure 24 Choose A Texture Image dialog box

The selected image appears inside the rectangle in the Titler main panel screen (**Figure 25**).

Note: To add a graphic or image file as a full-screen title background, select Title > Logo > Insert Logo.

To add a graphic or image within a text bounding box, put the text insertion point where you want to add the graphic and select Title > Logo > Insert Logo Into Text.

7. Select the Type tool, click somewhere in the Titler main panel screen, and create some text.

8. In the Fill area of the Title Properties panel, select Texture and display its parameters.

Note: You can add texture to any object's fill or stroke.

9. Click the Texture button, select a file from the Choose A Texture Image dialog box, and click Open (Windows) or Choose (Mac OS).

The graphic or image shows up within the text (**Figure 26**).

Note: Texture has about 25 parameters. To cover them here would go beyond the scope of this guide.

Figure 25 Titler object with Logo graphic type

Figure 26 Text with texture applied

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