How to apply and adjust video effects

Adobe Premiere Pro CS4 features more than 130 video effects. You apply video effects to clips to give them special visual characteristics such as waves, lens flare, changing colors, soft focus, spotlights, lighting, or texture.

Most effects come with an array of properties, all of which you can animate—make them change over time—by using keyframes.

Adding video effects is easy: drag an effect to a clip or select a clip and drag the effect to the Effect Controls panel. You can apply multiple effects on a single clip, which can produce surprising results.

You can access virtually all the video effect properties within the Effect Controls panel, making it easy to set the behaviors—the intensity, location, and other characteristics—of those effects. You can apply keyframes independently to every property listed in the Effect Controls panel to make those behaviors change over time. And you can use Bezier curves to adjust the velocity and acceleration of those changes. (You will use Bezier curves in a later project.)

To try to fully explain all the video effects in Adobe Premiere Pro would be impractical. Many would require several pages. Instead, this guide presents a representative sample of what is available and explains how to use some of the effect properties. Adobe Premiere Pro Help has separate listings with explanations of all options for each video effect.

We recommend that you complete the “How to use the Motion effect” guide before tackling these tasks. That guide covers effect properties and keyframes, which are used extensively in this guide.

To complete all the tasks in this module, you need one brief video clip (5 seconds is sufficient).

How to apply video effects to clips

1. Start Adobe Premiere Pro, start a new project, import a video clip, and add the clip to the sequence in the Timeline panel.

   Make sure the CTI (current-time indicator) is within the clip so you can view it in the Program Monitor.

2. Select Window > Workspace > Effects.

   The Effects panel appears in a tall column along the left side of the workspace (**Figure 1**).

3. Drag the top or bottom of the Effects panel frame to make it as tall as possible.

4. In the Effects panel, expand the Video Effects bin.

   Note: There are several video effects categories.

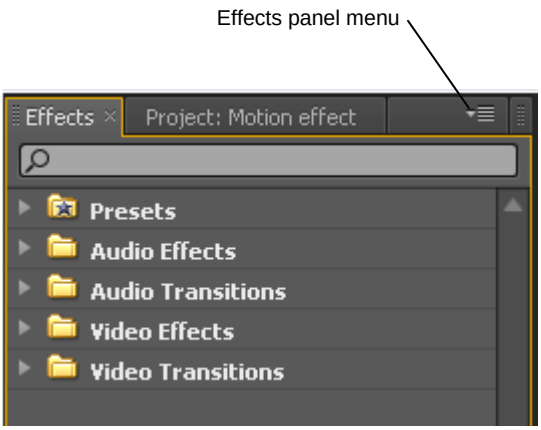

Figure 1 Effects panel

5. From the Effects panel menu, select New Custom Bin.

   The new bin appears in the Effects panel below Video Transitions (**Figure 2**).

6. Click twice on the new custom bin's name to highlight it, and then change its name to something like **My Favorite Effects**.

7. Expand any Video Effects bin and drag an effect to your custom bin.

   Note: The effect remains in its original bin (you cannot move or delete an effect) and also appears in your custom bin. You can use custom bins to build effect collections that match your work style.

8. In the Effects panel, expand the Image Control bin and drag the Black & White video effect to the video clip on the sequence in the Timeline panel.

   Your full-color footage immediately converts to black and white—or more accurately, grayscale **(Figure 3)**. It also puts the Black & White effect at the bottom of the Effect Controls video effect list, below the three fixed video effects: Motion, Opacity, and Time Remapping (**Figure 4**).

9. In the Effect Controls panel, click the Toggle The Effect On Or Off button next to the Black & White effect.

   This on/off button is the only option available with the Black & White effect. You can use keyframes to have the effect switch on or off at selected times in the clip.

   Note: Sudden changes from color to black-and-white can be jarring to viewers. To resolve that, use a Cross Dissolve video transition between color and black-and-white clips or within a clip that has the Black & White effect applied to it. To put a transition within a clip so it shifts smoothly to black-and-white, do the following:

   - Select the Razor tool (**Figure 5**).
   - Click within the clip to cut the clip into two smaller clips (this cut clip will play smoothly, as if there were no cut line between the two clips).
   - Drag the Cross Dissolve transition from the Video Transitions to the cut line.
   - Drag the Black & White video effect to the first or second clip segment.

   The sequence shifts gradually from color to black-and-white (or vice versa).

10. In the Effect Controls panel, select the Black & White effect and press Delete to remove it.

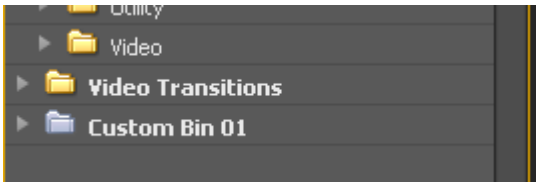

Figure 2 Custom video effects bin

Figure 3 Black & White video effect

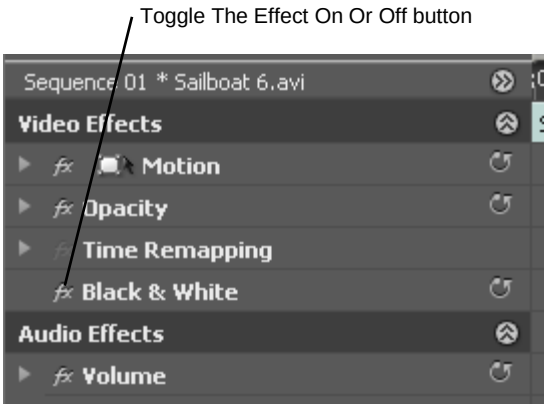

Figure 4 Effect Controls panel, Black & White effect

Figure 5 Razor tool

© 2008 Adobe Systems Incorporated

11. At the top of the Effects panel, type **cam** in the Contains text box (**Figure 6**).

Any video effects with the letters “cam” within their names appear.

Note: With so many video effect bins, locating the effect you want is sometimes tricky. If you know an effect’s name (or part of its name), type it in the Contains text box and Premiere Pro immediately displays all effects and transitions that contain that letter combination. Typing more letters narrows your search. Clicking the large X on the right side of the Contains text box clears any text and returns the Effects panel to its previous display state.

12. Make sure the clip in the sequence is selected. In the Effects panel Blur & Sharpen bin, drag Camera Blur to the Effect Controls panel.

Note: The other way to apply a video effect to a clip is to select the clip in the sequence to display its properties in the Effect Controls panel and then drag an effect from the Effects panel to the Effect Controls panel.

13. In the Effect Controls panel, display the Camera Blur properties.

Camera Blur has three items the Black & White effect did not have: a Setup button, a Percent Blur slider, and a Toggle Animation button (**Figure 7**).

14. Click the Setup button.

The Camera Blur Settings dialog box appears.

15. In the Camera Blur Settings dialog box, drag the slider to the right to increase the blur—you get a real-time display in that dialog box screen—and click OK (**Figure 8**).

Note: Most video effects do not have a Setup dialog box. For those that do, you generally can also access the Setup dialog box options in the Effect Controls panel effect list. You use the Setup dialog box to set a single option value for the entire clip. To have the option value change over time, you need to apply keyframes to it within the Effect Controls panel. Setup dialog boxes do not have a keyframe option.

16. Practice changing the percent of blur in the Effect Controls panel.

The changes show up in real time in the Program Monitor.

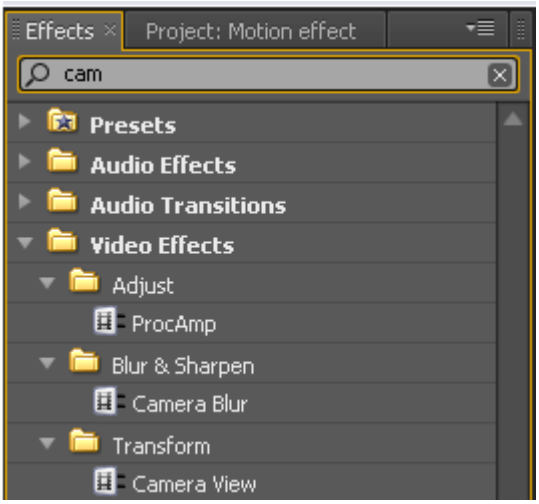

Figure 6 Effects panel Contains text box

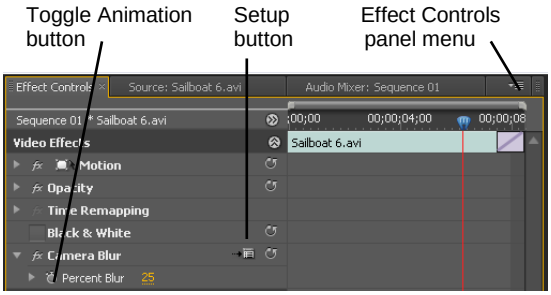

Figure 7 Effect Controls panel Camera Blur effect

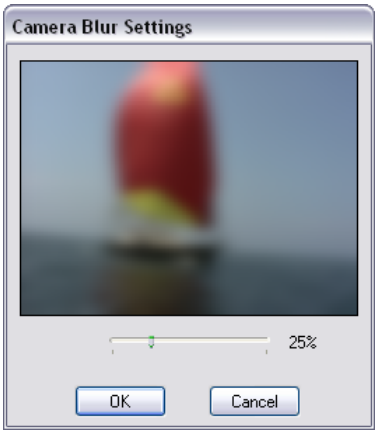

Figure 8 Camera Blur Settings dialog box

17. In the Effect Controls panel, select the Black & White effect and press Delete. Select the Camera Blur effect and press Delete.

Note: You cannot delete the fixed effects: Motion, Opacity, and Time Remapping.

18. In the Effects panel, expand the Video Effects and Distort bins, drag Spherize to the Effect Controls panel, and display its properties.

Spherize is one of several effects that have a transform button (as does the Motion effect). The Transform button indicates you can directly control the effect's location in the Program Monitor (**Figure 9**).

19. Set the Radius value to about 200.

A sphere appears in the Program Monitor.

20. Click Spherize (its name in the Effect Controls panel) to switch on its transform control cross hair in the Program Monitor, and then drag the bulbous-looking effect around inside that screen (**Figure 10**).

Note: In the Effect Controls panel, the Spherize effect center of sphere values change as you drag the effect in the Program Monitor.

21. Delete Spherize from the Effect Controls panel.

22. In the Effects panel, expand the Distort bin, drag Wave Warp to the Effect Controls panel, and display its properties (**Figure 11**).

Note: Wave Warp has three menus: Wave Type, Pinning, and Antialiasing. These specific effect conditions do not have numeric values associated with them, but even these are *keyframeable*. That is, you can use keyframes to switch from one discrete condition to another at any time in the clip's duration. Several other video effects have menus that work in the same way.

23. In the Program Monitor, click the Play button.

Waves ripple through the clip. Wave Warp is an animated effect. Although you can use keyframes to animate virtually all Adobe Premiere Pro video effects, Wave Warp and a few others also have built-in animations.

24. Delete the Wave Warp effect.

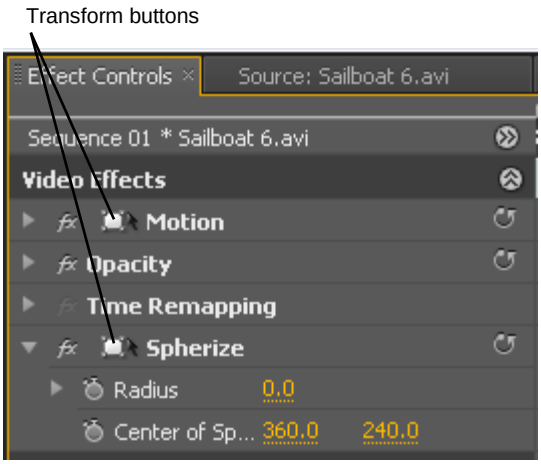

Figure 9 Effect Controls panel

Figure 10 The Spherize effect in the Program Monitor

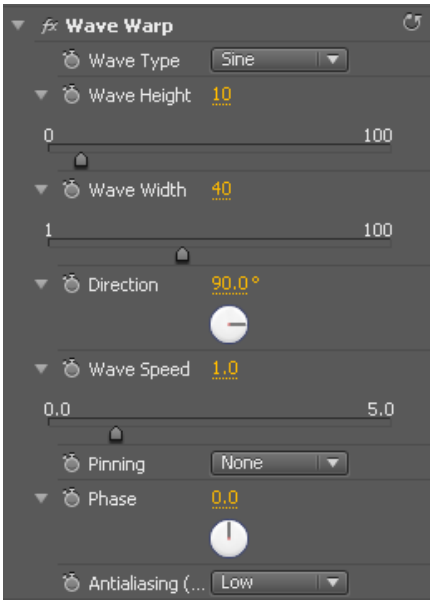

Figure 11 Wave Warp video effect

 © 2008 Adobe Systems Incorporated

How to adjust video effect properties and keyframes

Virtually all video effect properties enable you to change the effect's behavior over time by using keyframes. For example, you can have an effect gradually rack out of focus (as if you were turning the focal ring on a lens), change color, warp into a funhouse mirror, or lengthen its shadow.

1. In the Effects panel, expand the Presets bin, expand the Twirls bin, and then drag the Twirl In preset to the Effect Controls panel. Expand the Twirl properties (**Figure 12**).

   This preset has keyframes at the beginning of the clip and at the one-second point for the Angle and Twirl Radius options.

   Note: Premiere Pro has several dozen video effect presets. Most are picture-in-picture effects (PiPs) that are explained in a later guide. The others are primarily intended to be used at the beginning or end of a clip and behave something like transitions. You work with several in the upcoming steps.

2. Play the clip to see how this preset works.

   The clip starts in a tight spiral (**Figure 13**). By the time it reaches the one-second point, it has fully unwound.

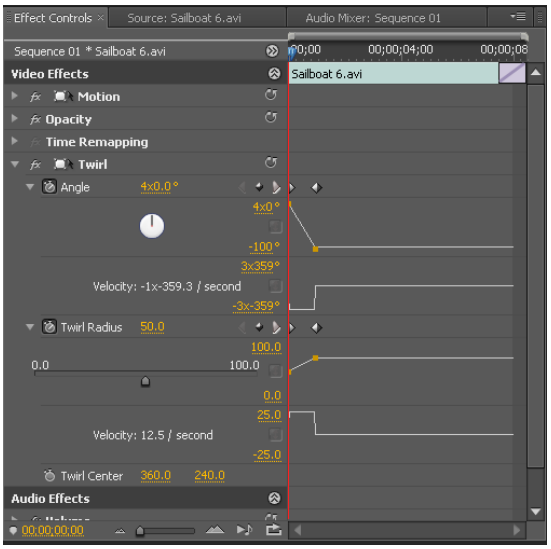

Figure 12 Twirl In preset video effect

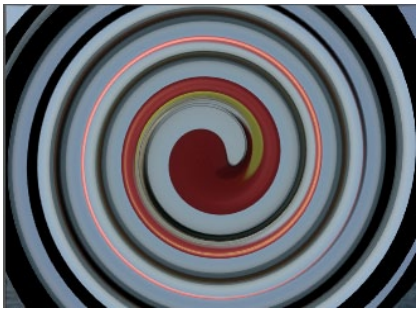

Figure 13 Twirl effect in the Program Monitor

Note: If you plan to reuse an effect you've applied keyframes to, save it as a preset. To do that, follow these steps:

- Apply an effect to a clip.
- Set keyframes and property values.
- Click the effect name in the Effect Controls panel.
- In the Effect Controls panel menu, select Save Preset.
- In the Save Preset dialog box, give the preset a name and, if needed, a description (**Figure 14**).
- Select whether to scale the effect to the clip length or anchor it to the clip in point or out point.
- Click OK.

The customized preset appears in the Presets bin (**Figure 15**).

3. In the Effect Controls panel, drag the Angle and Twirl Radius keyframes from the one-second point to about the two-second point and play the clip.

   The spiral unwinds more slowly.

   Note: Keyframes (even those in presets) are not permanently affixed. You can drag them in the Effect Controls time ruler to change their positions within clips or to change their values in the effect options list.

4. Delete the Twirl effect.
5. In the Effects panel, expand the Video Effects and Stylize bins, drag Replicate to the Effect Controls panel, and display its single property (**Figure 16**).
6. In the Effect Controls time ruler, drag the CTI to the beginning of the clip.
7. Click the Toggle Animation button (to the left of Count).

   That does three things:

   - Switches on keyframes.
   - Adds a keyframe at the beginning of the clip (at the CTI location).
   - Gives that keyframe the default Replicate value of 2 (a 2 x 2 grid of replicated clips).

   The result is shown in the Program Monitor **(Figure 17)**.

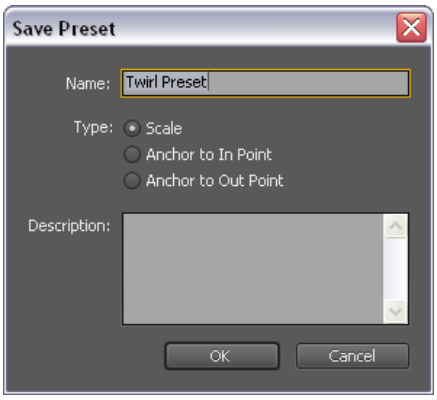

Figure 14 Save Preset dialog box

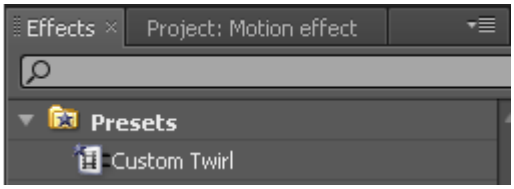

Figure 15 Effects panel Presets bin

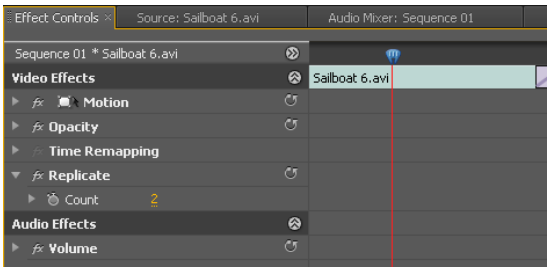

Figure 16 Replicate video effect

Figure 17 Replicate effect in the Program Monitor

© 2008 Adobe Systems Incorporated

8. Add three more keyframes as follows:

- At about the 1-second point, change the count value to 9 (midway between this effect's minimum and maximum values).
- At about the 3-second point, click the Add/Remove Keyframe Button to add another keyframe with a count value of 9.
- At the end of the clip (press Page Down and then press the Left Arrow key), change the count value to 16 (**Figure 18**).

9. Play the clip and note how the effect builds to a 9 x 9 grid, holds for 2 seconds, and changes to a 16 x 16 grid at the end.

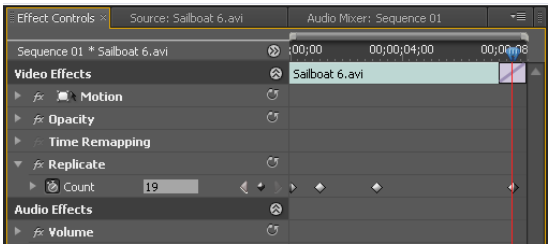

Figure 18 Replicate keyframes

How to apply effects to text or graphics

1. Create some text:

- Select File > New > Title.
- Name the title and click OK.
- In the Titler, create some basic text.
- Close the Titler.

2. Using the Selection tool, drag your text clip from the Project panel to the sequence after the video clip, position the CTI on the text clip to display it in the Program Monitor, and click the text clip to display its parameters in the Effect Controls panel.

Note: If you don't move the CTI to the clip you're applying an effect to, you won't see that clip or its effects in the Program Monitor. Clicking a clip does not move the CTI to that clip.

3. In the Effects panel, expand the Video Effects, Presets, and Blur & Sharpen bins. Drag Fast Blur to the text clip (or to the Effect Controls panel).

Note: If your bin does not include Fast Blur, select a different blur.

4. In the Effects panel, expand the Presets and Mosaics bins and drag Mosaic In to the text clip (or to the Effect Controls panel).

The Effect Controls panel should look like **Figure 19**.

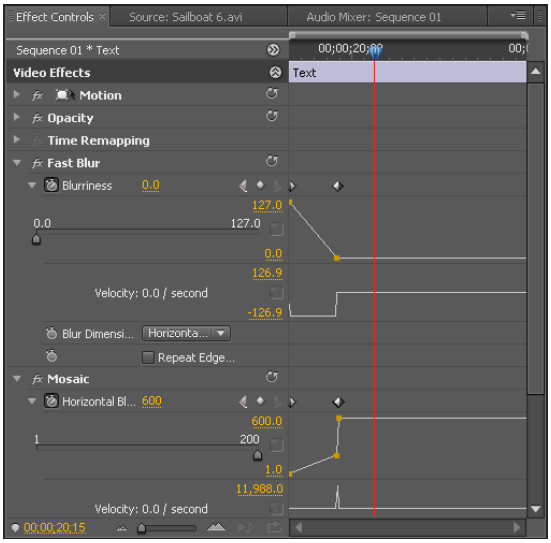

Figure 19 Fast Blur and Mosaic effects

5. Play this clip.

The clip starts as blocky and blurry (**Figure 20**) and then sharpens at the one-second point. This demonstrates two things:

- You can use video effects to animate or gradually reveal text or a graphic in a sequence.
- You can apply more than one effect to a clip.

Note: Effect order counts. Standard (non-fixed) video effects work from bottom to top in the Effect Controls panel, with the most recently applied effect appearing at the bottom of the effect list.

For example, if you apply the Tint effect and then apply Black & White, the clip displays as grayscale. Black & White trumps Tint because Black & White appears below Tint in the Effect Controls effect list. If you apply Black & White first and then apply Tint, the clip has the color you selected in the Tint effect. Tint trumps Black & White.

Most effects do not cancel each other out. You need to test a few combinations to get a feel for this feature.

You can drag effects up and down within the Effect Controls panel to change their order.

Opacity, Motion, and Time Remapping (the fixed effects) are always the final three video effects applied to a clip. If you want to apply motion or opacity to a clip at a different place in the effect order, use a non-fixed motion effect, Basic 3D, or the non-fixed Alpha Adjust opacity effect.

Figure 20 Fast Blur and Mosaic effects in the Program Monitor

 © 2008 Adobe Systems Incorporated