



## Motion Graphics

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Welcome to the Motion Graphic class offered by FPTV. This class is designed to take you beyond the capabilities and limits of what is possible in Adobe Elements into the world of Adobe Premiere Pro CC. The possibilities expand exponentially when working with Premiere and we are excited to tell you more about the program. You will be asked to take a short assessment at the end of this course reflecting on what you we have covered.

## **Getting Started:**

In order to edit in the Fayetteville Public Access Television edit rooms you will need to log-in. You can do this by first clicking on the “**Public Access User**” icon (in the editing bays). The password for the edit bay computers is always the same as the username. For example, if the username is “Person1” then the password would also be “Person1”.

Video projects take up a LOT of storage space. We strongly suggest that you use your own external USB drive. Your instructor can give you a recommendation about what type of hard drive, where you can purchase it, and offer suggestions on size depending upon your planned usage.

If you don't have your own hard drive, you will be required to create a personal folder for your working files, either on the “**Media Raid 0**” hard drive (in the editing rooms) or on the desktop (if using the laptops).

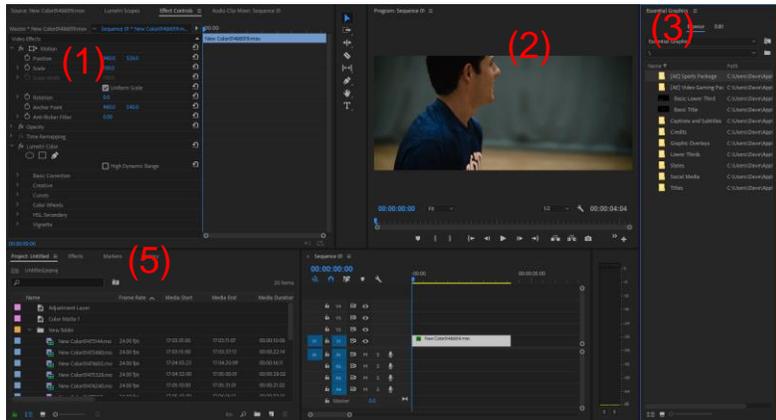
## **Introduction:**

If you are taking this class then you know relatively what you are getting into with this degree of editing. Motion Graphics is a somewhat difficult subject to wrap one's mind around. If practiced and mastered, however, it is something that can be used to differentiate your video or TV program from others through the construction of interesting and unique titles and sequences.

After teaching several people, I have determined that the best way to introduce someone to this concept and help get them started is to simply walk them through the making of an animated graphical element. In this class, we will be creating a title and animating it in and out.

## Lay of the Interface:

Much like the Color tab in Premiere, the way that you can help yourself out the most is by getting to know the interface of the **Graphic**



Layout. On the top left we have our **“Effect Controls”** (1). Effect Controls will, again, be where we spend much of our time. In the center we have our **“Program” Viewer** (2), and then to the right we can see the **“Essential Graphics”** (3). Similarly to the Color tab, the **“Timeline”** (4) has been

shortened and the **“Project” Media Browser** (5) is located at the bottom left.

## Effect Controls:

The **“Effect Controls”** tab will be a hub that we can go to whenever we have something that we need to animate. This tab will be especially useful for us when we get into the adjusting and animating things like text or shapes. We will use this Effect Controls center as a means of adjusting keyframes and other parameters throughout our animation process.

## Essential Graphics:

The **“Essential Graphics”** tab is the main newcomer to our workflow. This tab contains all of the presets and templates that are available if we so choose to use them. Indeed, Premiere does offer quite a few interesting and very useful templates that are adjustable and can up the production value of your video in almost no time at all. However, what we are going to be focusing on is making our own templates and animations. This will teach you how to create assets that you can then adjust and animate. Additionally, this should familiarize you with how to animate and change the presets in Premiere. By doing this, we should cover all of the bases necessary for understanding how motion graphics work.

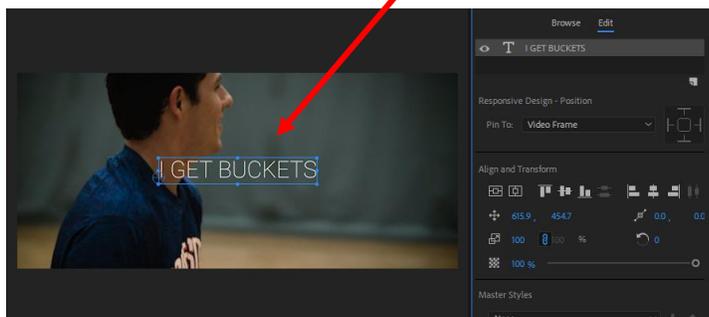
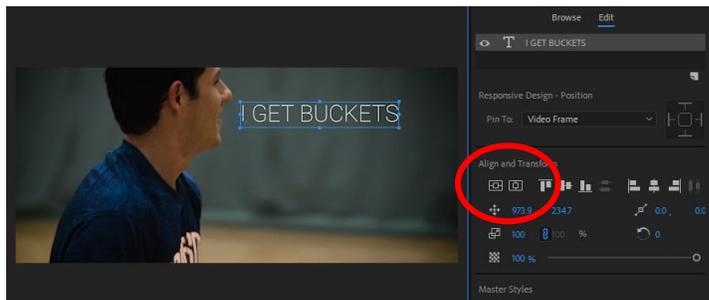
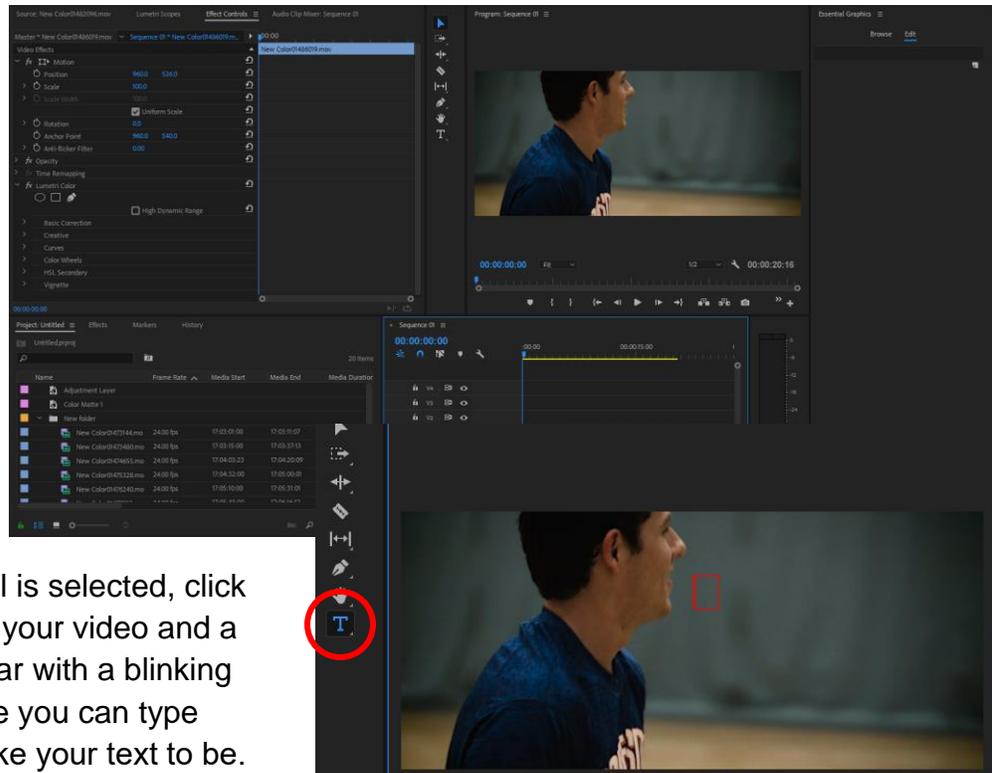
## Where to Begin:

The first thing that we should do is drop in our footage. The title that we will create is just an introduction to give the audience a feel for the content of the footage.

You can see in the picture on the next page that I have dropped in several clips back to back into the timeline.

The next step is to create a **Title**. This is the Title that we will be using and animating through the entirety of this course. To do this, click on the “**T**” in the toolbar or click the “**T**” key on your keyboard.

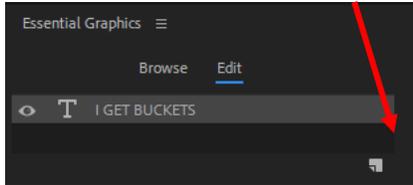
After the Text tool is selected, click on any portion of your video and a red box will appear with a blinking cursor. From here you can type whatever you'd like your text to be.



After you have typed your text, you will notice that the “Essential Graphics” tab opens up with all different kinds of settings and parameters for your text. What we need to do is align the text to the center. We can do this by clicking the “**Align Horizontal**” and “**Align Vertical**” buttons. After we do that we can see that our title has been aligned to the center in the place that where we want it.

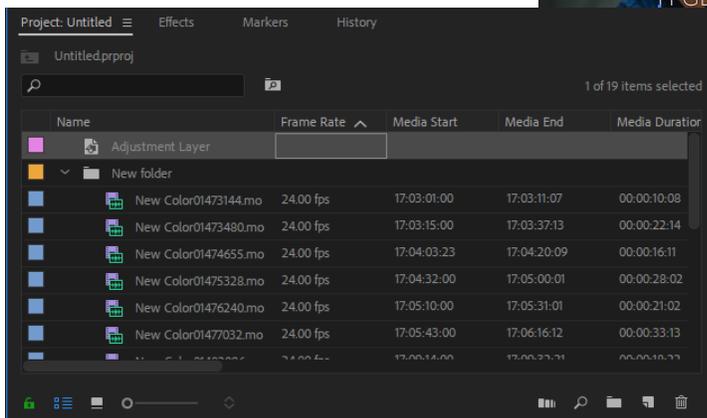
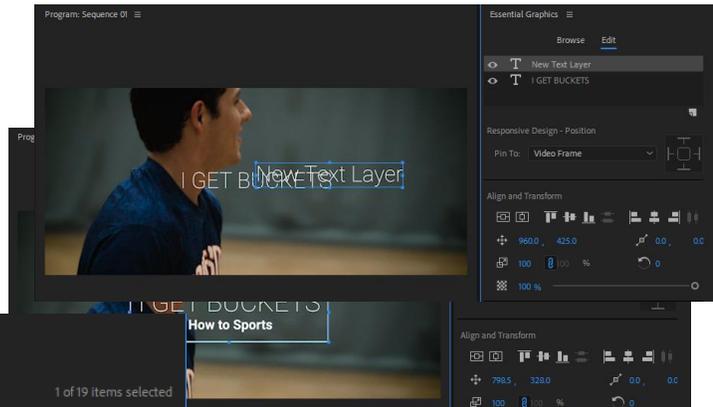
The next step that I'd like to take is to create a subtitle. To accomplish this, we are essentially going to be adding another layer to the text that we just created. To do this, click on

the icon located to the bottom right of the Text panel in the Essential Graphics “Edit” tab. We will then be greeted by a menu. Select “Text” from the menu. Another layer of text will appear that we can then edit. I have aligned mine to the center and changed the font slightly. Feel free to make adjustments as you see necessary. Notice that I have also created a box around my text to add a little bit of aesthetic appeal to my title. This was not difficult by any means. I simply selected the same icon as before and clicked on the “Rectangle” option. Our title is set and ready to animate. One more



thing, however, needs to be done.

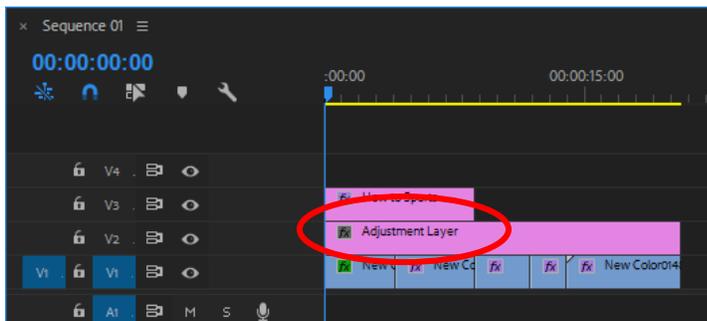
It can sometimes be difficult to read text when there is an image moving in the background. This is a good way to introduce “Adjustment Layers” Because of this, I would like to blur the background. What we need to do is



add an “Adjustment Layer”. What an Adjustment Layer does is affect whatever layer is underneath it. To accomplish this, navigate to the “New Item” icon at the bottom right of the Project Media panel. You will then get a menu that has different options. Select the Adjustment

Layer option. Premiere will then put an Adjustment Layer into your Project

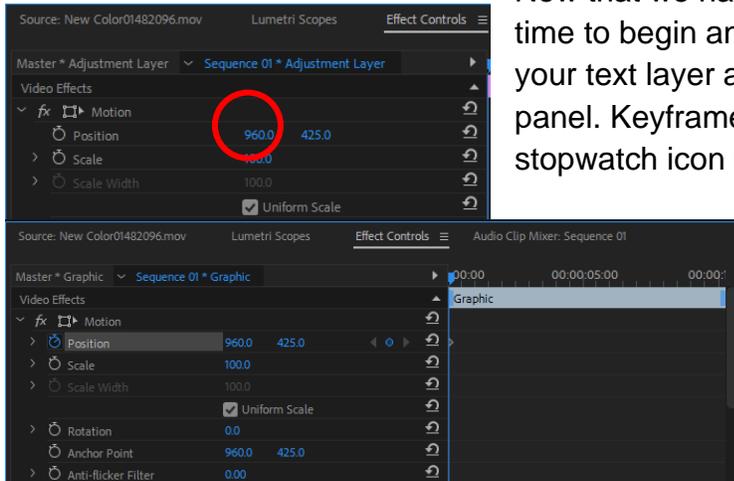
Media. From there, you can click and drag that Layer into your timeline above your clips but beneath your text.



Now that we have our adjustment layer set, we can now blur the background while keeping the text in tact. Navigate to the “Effects”

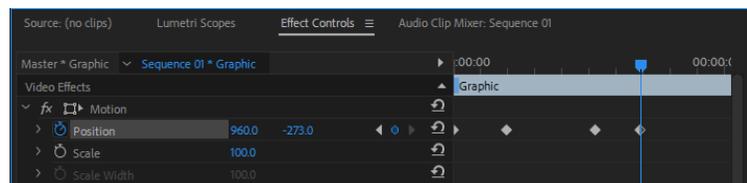
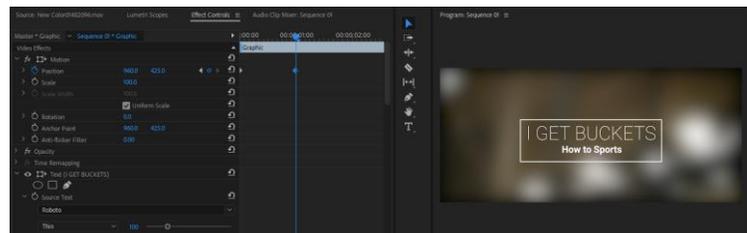
tab of the Media Browser and search in the search bar for “Gaussian Blur”. Once

found, select and drag the effect over to your adjustment layer. Select the Gaussian Blur in the Effect Controls and change the blurriness from 0 to a value of about 200. You'll notice how this selectively brings the blurriness of the background up without affecting the title we have created.



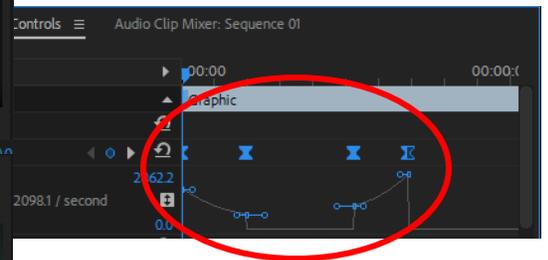
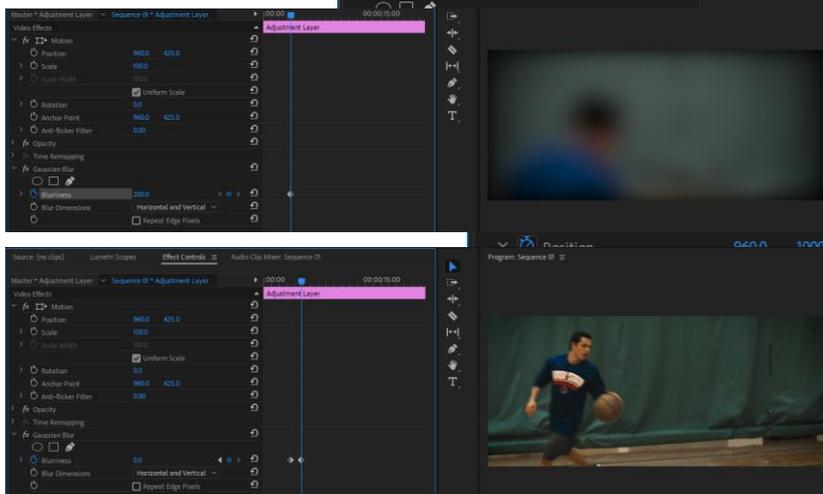
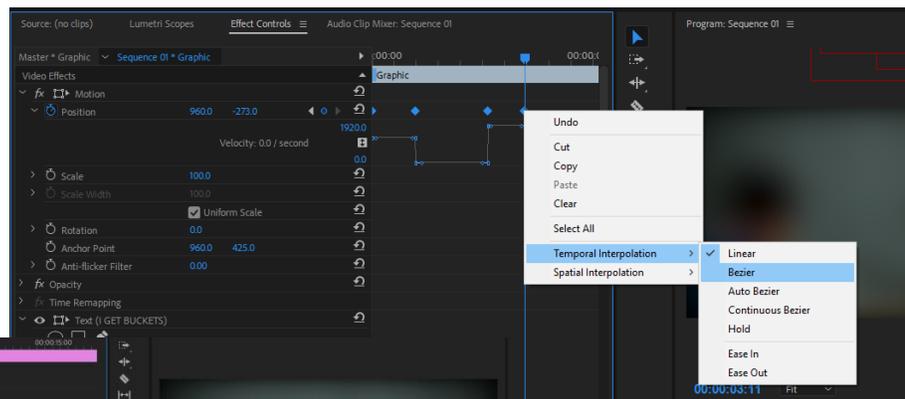
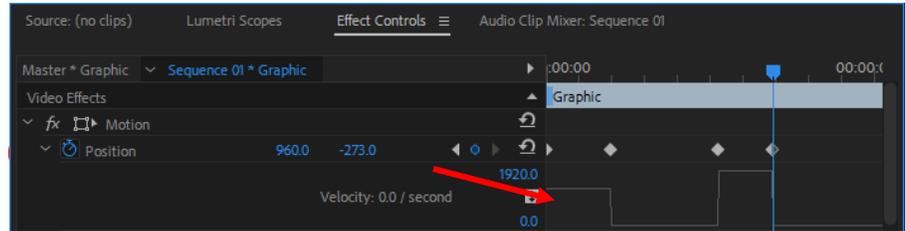
Now that we have changed the background, it is time to begin animating the title. Start by selecting your text layer and navigate to the Effect Controls panel. Keyframe the Position by clicking the stopwatch icon next to the Position label. The stopwatch should turn blue. Click on the Y value (the right-most number) and drag to the right until you get a value of about 1,000. This will start your title animation off of the screen. Next, drag your playhead to about 1

second. Lay down a keyframe on the position and click on the Y value again. This time, enter in the number 450. This is the number that we started out with and should recenter the title. Notice how, if we play back, we can see the title animating over that value. It starts off the screen and comes to a stop in the middle of the screen. We now want the title to stay there for a moment and then rise out of the frame. To accomplish this we can scrub down about three seconds on the timeline and add another keyframe to the title. We are not going to move the title, however. We simply want it to stay put for us during this span of a few seconds. After this, the only thing left to do is scrub a few seconds on down the timeline and keyframe the title off the screen.



Now we have our title that animates in, stays for a few seconds and then animates out of the frame. One thing that adds production value is to change the **“Interpolation”** of the keyframes. Changing the Interpolation allows you to ease in and out of a Keyframe and makes for a much cleaner effect. To change this, click the drop down to the left of the Position. You will see a graph editor appear. Notice how all of the lines connecting the Keyframes are straight with no bend in them. We need to change this. Highlight all four Keyframes by clicking and dragging a selection box over them.

Right click on them and this will bring up a menu. Navigate to **Temporal Interpolation > Bezier**. You should see the lines that connect your Keyframes transform from straight to curved. This is a representation of the speed in which your title is travelling. So, rather than the title animating in and sticking to a point, it eases into the motion. These can be adjusted by grabbing the handles and reshaping the Interpolation. If you play back the title animation we have created you will see how the changing of the interpolation has affected the speed and feel of the animation from rigid to smooth.



The last thing that needs to be done is to Keyframe the Gaussian Blur to zero on the

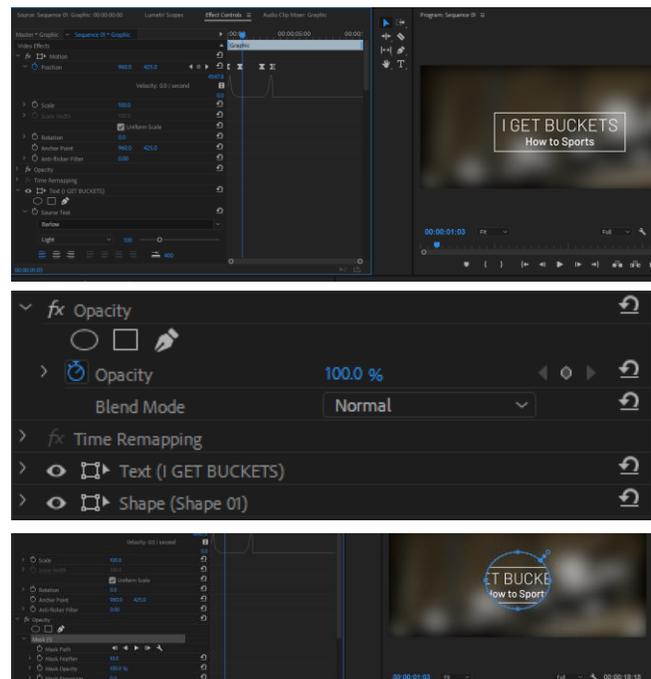
Adjustment Layer. This will bring our video back into focus. To get started on this final step, click on the Adjustment Layer to select it and navigate your Playhead to a point in the timeline where your title has disappeared off the screen. Click the stopwatch icon on the Blurriness parameter to lay down a Keyframe. Press the Spacebar and let the video play for about two seconds. Pause the video and click the Keyframe icon to lay down another Keyframe. Enter "0" into the blue number indicator to bring the value of the Blurriness down to zero.

We have now completed the effect. There is, however, one more functional piece that we need to cover before this session is completed.

## Masking in Premiere:

The last element that Premiere offers in the vein of motion graphics is masking. Masking is a great way to pick and choose what portion of the graphic you'd like to reveal.

To begin this process, select the graphic that we have created. Next, navigate to the Effect Controls tab. If that tab is not there, simply click on the Effect Controls tab at the top left of your screen. You will see a few shapes located under the section dedicated to the opacity of your text. These are mask options. If you select the circle mask, you will notice how a circle appears on your project viewer. You should also observe that the mask is cutting off parts of our text layer. The mask is allowing us to choose what part of the text is shown. Of course, these options can be keyframed to allow the implementation of interesting effects. For example, we can keyframe the **Mask Expansion** option to a value of 300 to reveal the entire text layer. We can also keyframe it to -300 to close up and hide the text layer. We also have the availability to keyframe the other parameters like **Feathering**, **Mask Opacity**, and **Mask Path** which actually keyframes the shape of the mask. As you can see, the opportunities with this are endless.



## **Conclusion:**

Now that we have finished all of these steps, we have created our title. It might have seemed silly to make a title like this, but my hope is that with all of the knowledge that you have gained from this session you can go and make your own unique titles and animations. Think of this as a foundation for the skills you can now learn on your own. The hardest part of motion graphics is not knowing how and when to use different effects. The hardest part of motion graphics is learning what the tools are, where they are located and how they work. Once you can get past the intimidating look and feel of the program you can start to create unique content. My hope is that you have gained a certain beginning level of knowledge from creating this title and can now use take that knowledge and apply it in different ways.

## **Terms to Know:**

**Keyframe:** A point that dictates where a layer or object will be at and look like at a certain time. Keyframes are the main way to animate objects or text. Keyframes can be applied to any number of different settings to create unique looks.

**Adjustment Layer:** A layer that affects every layer underneath it. They are designed to allow effects to be selectively applied to layers.

**Effects Tab:** Usually located on the same panel as the Project Media. Contains all of the effects and adjustments that can be applied to clips and Adjustment Layers. Contains effects such as Lumetri Presets, Audio Effects, Video Effects, etc.

**Interpolation:** The velocity and way that Keyframes animate against one another.

**Linear Interpolation:** An Interpolation preset that causes keyframes to rigidly animate against one another.

**Bezier Interpolation:** An Interpolation preset that makes the curves between Keyframes curved. This mode also allows for manual shaping of the Keyframe curves via handles attached to the Keyframes.