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Developing a Promo Video in Premiere Elements: a Day in Dublin

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Bachelor of Technology (Computing) DT036-3 Graphics & Multimedia

Video Laboratory

Editing and Post-Production:

Shooting and recording video only provides raw material. Creating a finished piece of video – whether it is a feature film or a small clip for a website – requires additional work. *Editing* is the process of making a constructed whole from a collection of parts. It comprises the selection, trimming and organization of the raw footage, and where sound is used, its combination with the picture. Transitions, such as dissolves, may be applied between shots, but no changes are made to the footage itself.

We contrast this with *Post-Production*, which is concerned with making changes or adding additional material. These could include colour and contrast corrections, blurring or sharpening and compositing. Compositing is the combination or overlaying of elements from different shots into one composite sequence. For example, figures may be shot against a blue-screen or green-screen and then inserted into background scenes that were shot separately. The green component is extracted giving the impression that the figure and background were shot together.

Premiere Elements 7.0 is a multimedia program designed specifically for editing and post-production of video.

SMPTE Timecode:

For editing purposes an accurate naming method is required for identifying position in a piece of footage. Timecode is used for this purpose – the most popular being SMPTE* timecode. A timecode value consists of four pairs of digits, separated by colons, such as [01:14:35:06](#), representing hours, minutes, seconds and frames. Thus the complete value identifies a precise frame.

Timecode behaves differently depending on the frame rate: for a PAL system, the final component (which identifies the frame number) ranges from 0 to 24, for NTSC it ranges from 0 to 29, but not in the obvious way, because the NTSC frame rate is 29.97. Since there are not an exact number of NTSC frames in a second, the SMPTE timecode, which must use exactly 30, drifts with respect to the lapsed time. The work-around used is called *drop frame timecode*. In this frames [xx.xx.00:00](#) and [xx.xx.00:01](#) are omitted at the start of every minute except the tenth. (It's a bit like a leap year). So your count jumps from, say: [00:00:59:29](#) to [00:01:00:02](#) but runs smoothly from [00:09:59:29](#) through [00:10:00:00](#) to [00:10:00:01](#)

One measure of how professional a digital video editing program is, is whether or not it handles drop frame timecode correctly.

* Society of Motion Picture and Television Engineers

Premiere Elements Exercise:
Create the movie described below.

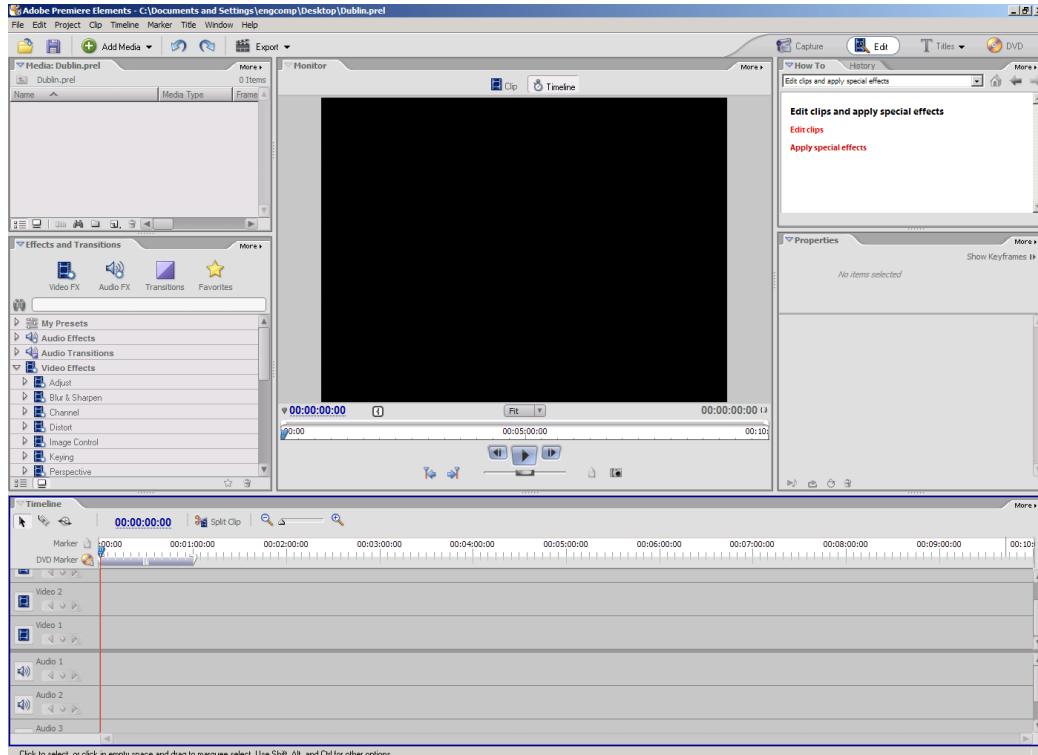
Storyboard: A Day in Dublin

1. Easons.mpg	2. Luas.mpg	3. Millenium.mpg
4. Eustace.mpg	5. Market.mpg	6. CollegeGreen.mpg
7. Bewleys.mpg	8. Green1.mpg	9. Grafton1.mpg
10. Flowers.mpg	11. Green2.mpg	12. Images Slideshow

Open the program by selecting **Adobe Premiere Elements 2.0** shortcut.
Clicking on *Setup* will give the default settings.

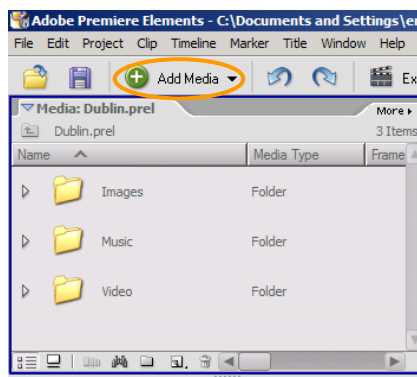


Hit *Cancel* to return to the previous window and select *New Project*.
Choose a name and location to save your project. Hit OK.
The **Main Workspace** opens:



Organize Tab: Click on the *Get Media* icon and select *PC Files and Folders*. Browse to find the *Video Lab* folder. Select the *Images* folder and click on *Add Folder*. Repeat to add the *Music* and *Video* folders.

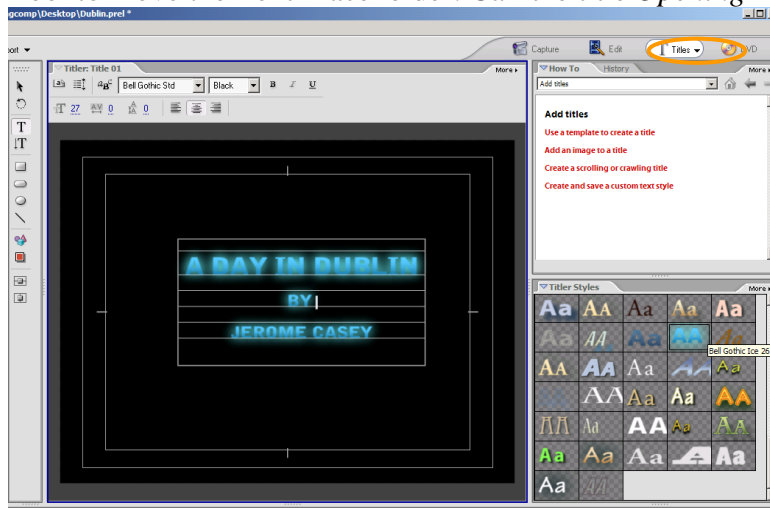
The **Media pane** should appear as shown.



Adding Titles:

Select *Title/New Title/Default Still*

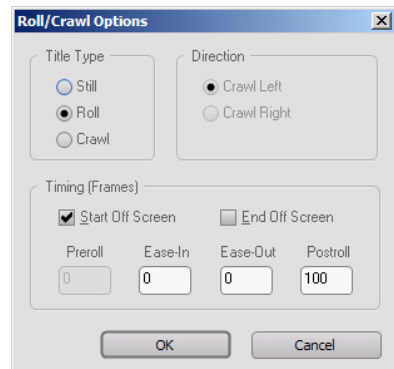
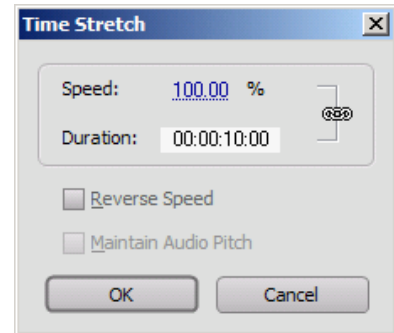
Choose a Text Style such as *Bell Gothic Ice 26*. Adjust the Text Size. Use the Selection Tool to move the Text Placeholder. Call the title *Opening Title* (Edit Tab, Project Icon).



Create another Title and call it *Black*. It will appear in the Media panel. Right-click on it and select *Overlay*. Add the *Black* Title to the Timeline at **Video Track 1** via a drag and drop.

Right-click on the *Black* Title in the Timeline and select **Time Stretch**. Set the Duration to 2s.

Create the final Title and call it *Closing Title*. Set the font to *Arial* and copy and paste the text from the accompanying text file. In the **Titler Pane** select *Roll/Crawl options* and adjust as shown:



In and Out Points:

Select the *Easons.mpg* clip and via a drag and drop add it to the Monitor window. While in **Clip mode**, set the **In point** at timecode 00:00:07.04 and the **Out point** at timecode 00:00:33.02. Drag and drop to add the clip to the Timeline at **Video Track 1**.

Right-click to select **Fade /Fade In Audio and Video**.

Now add the Opening title to the Timeline at **Video Track 2**. It should appear at Timecode 00:00:11:02. Set its Duration for 6s.

Select the *Luas.mpg* clip and via a drag and drop add it to the Monitor window. While in **Clip mode**, Set the **In point** at timecode 00:00:01:10 and the **Out point** at timecode 00:00:13:15. Drag and drop to add the clip to the Timeline at **Video Track 1**.

Set the **Current Time Indicator** to Timecode 00:00:40:05 on the Timeline. Select the *Millenium.mpg* clip and drag and drop 'as-is' to the Timeline at **Video Track 1**. Move up to the playhead position.

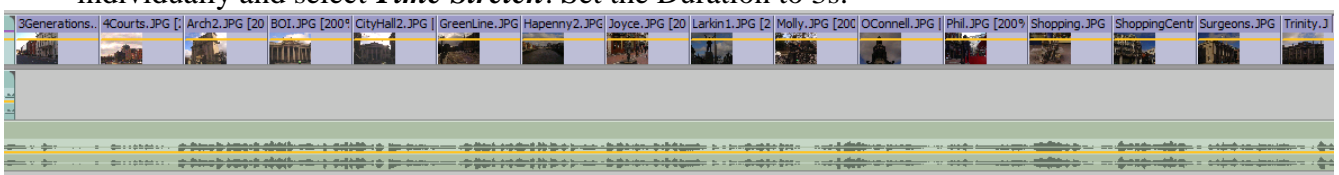
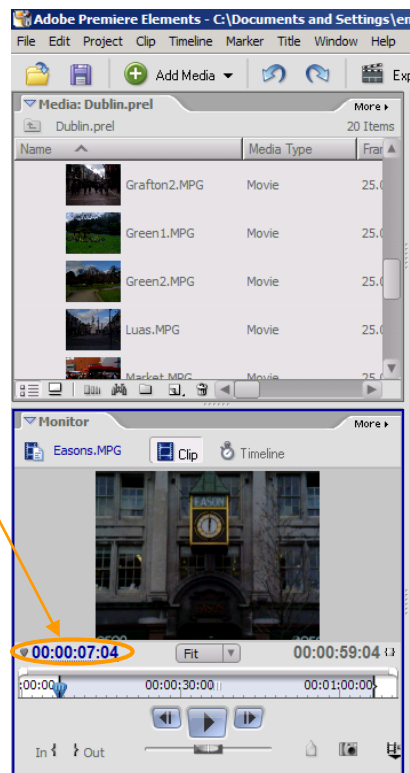
Adding a Soundtrack:

Now add the *Dublin-saunter.mp3* soundtrack to the Timeline at **Audio Track 2**. It should appear at Timecode 00:00:40:05. This starts to play at the same time as the *Millenium.mpg* clip. Right-click on the clip in the Timeline and select **Delete Audio**.

Add the remaining video clips according to the Storyboard order.

Images Slideshow:

Add the images one by one to the Timeline at **Video Track 1**. Right-click on each image individually and select **Time Stretch**. Set the Duration to 3s.



Video Transitions:

Video Transitions/ Dissolve/ Cross Dissolve

Add this transition between *Eustace.mpg* and *Market.mpg*

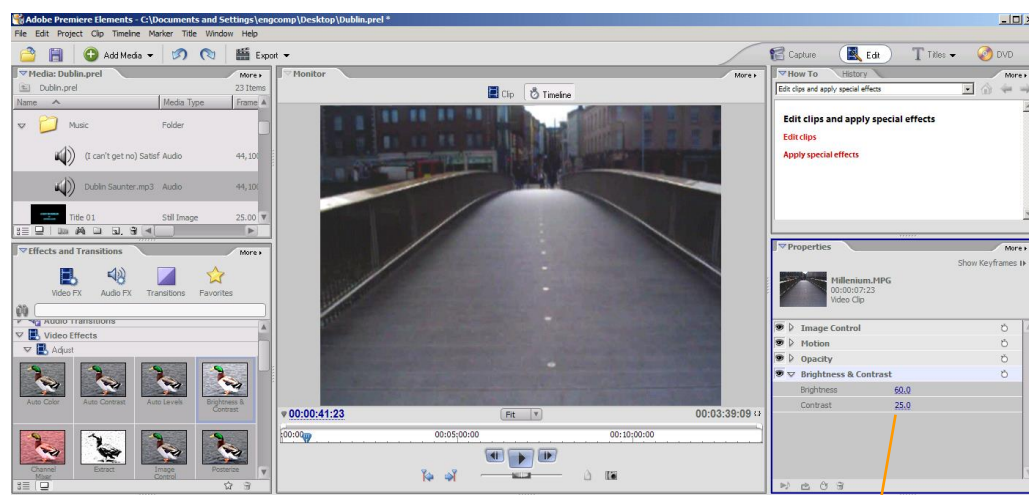
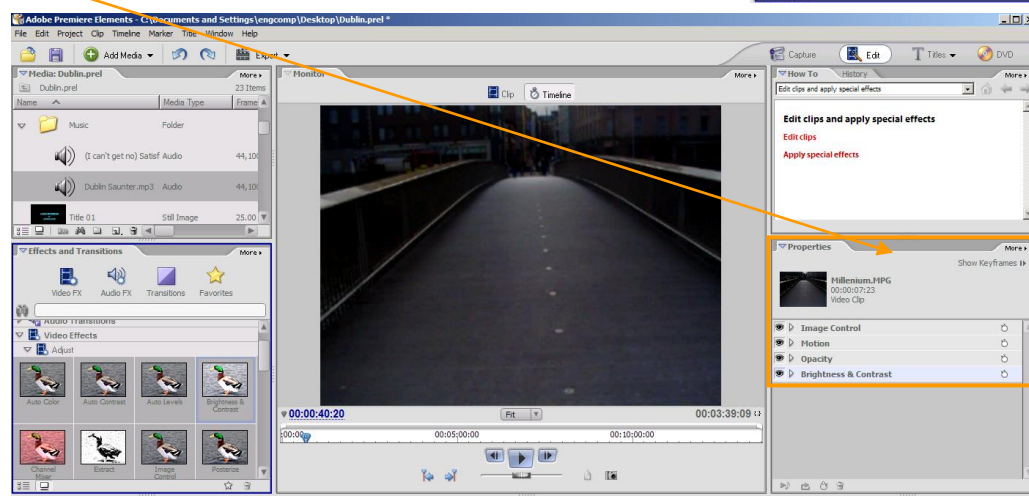
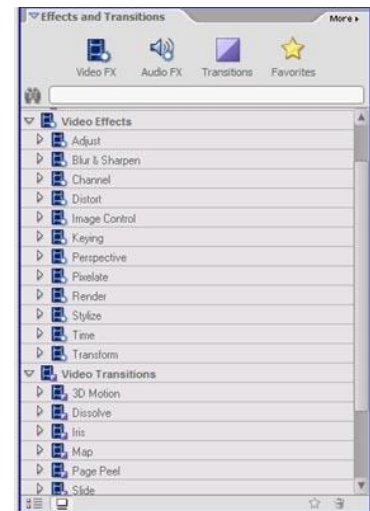
Video Transitions/ Dissolve/ Dip to Black

Add this transition at the last image.

Video Effects:

From the Effects and Transitions Pane make the following adjustments:

Locate **Video Effects / Adjust / Brightness & Contrast**. Drag to the *Millenium.mpg* clip on the Timeline. The **Properties pane** for the clip opens.



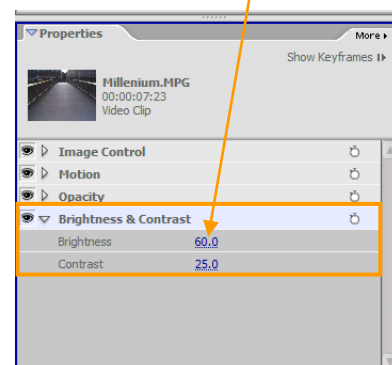
Use the following values:

Brightness 60.0 **Contrast** 25.0

The picture should be improved.

Repeat for the remaining video clips using the following settings:

Brightness 90.0 **Contrast** 20.0

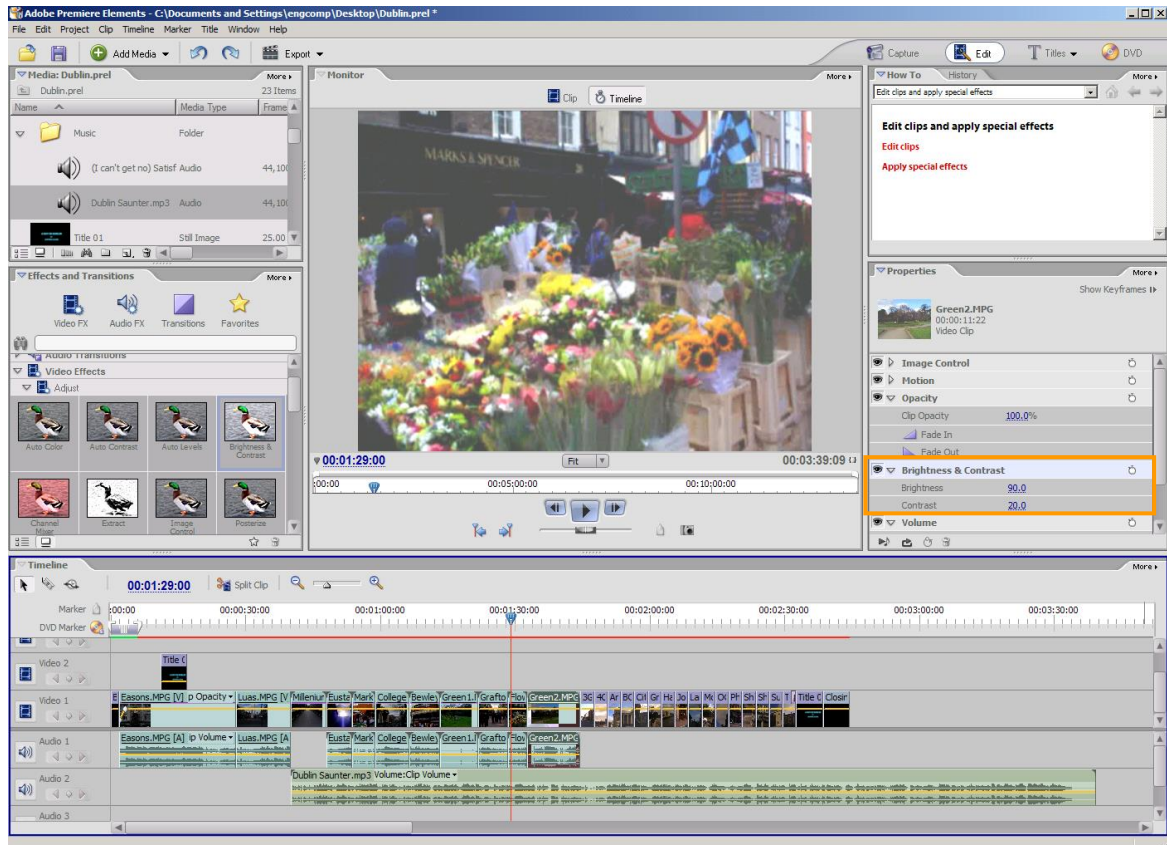


Closing Titles:

Add the *Opening Title* to the Timeline again at Timecode **00:02:32:16**.

Now add the *Closing Title* to the Timeline at Timecode **00:02:38:15**. Set its Duration for 6s.

The completed Movie and Timeline.

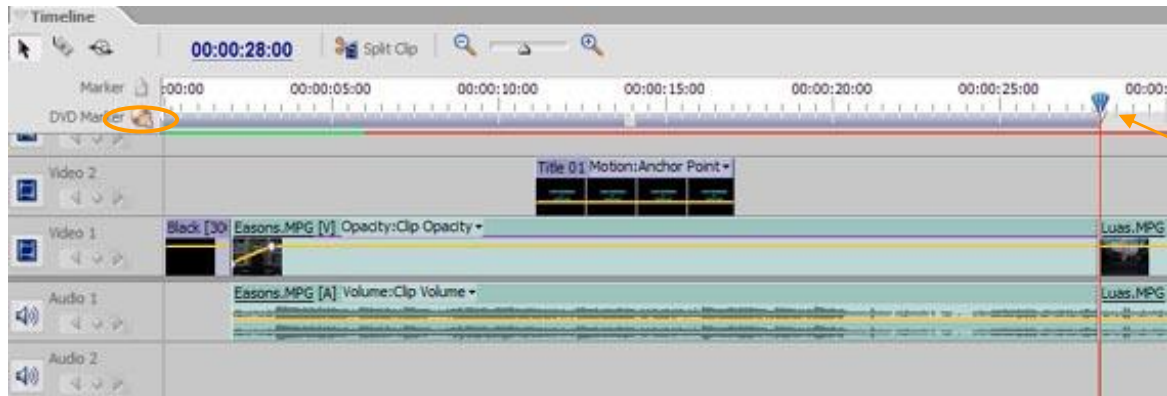


Other ideas:

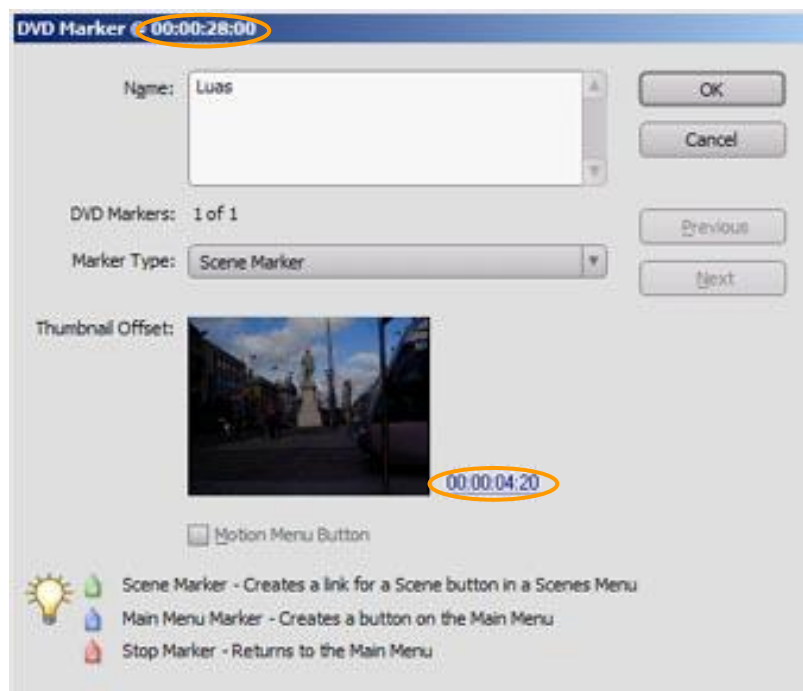
- Record your voice to create a narration, using the finished movie as a guide for synchronization. Add to the Timeline. You could do this by recording using a digital camera, add the footage to the Timeline and delete the Video track while keeping the Audio track.
- Now add the *(I can't get no) Satisfaction.mp3* soundtrack to the Timeline at **Audio Track 2** and delete the original *Dublin-saunter.mp3*. It should appear at Timecode **00:00:40:05**. This starts to play at the same time as the *Millenium.mpg* clip.

Setting DVD Markers:

Place the **Current Time indicator** at the location on the Timeline where you want to be marked. Place it at the start of the *Luas.mpg* clip. Click on the **Set DVD Marker** icon.



The DVD marker window opens. Name the marker as you would like it to appear in the **Scene Menu**. You can also scrub the Timecode to get a more representative thumbnail, such as that at Timecode **00:00:04:20** where the Luas is just going past.

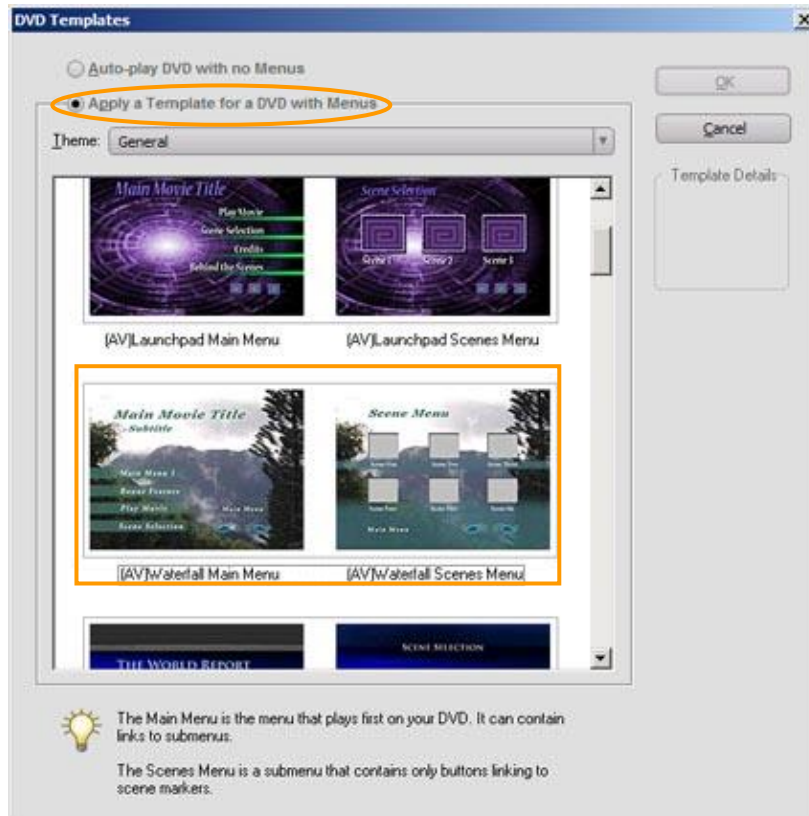


Repeat by creating markers called *College Green* (Thumbnail Offset set at Timecode **00:00:04:10**) and *Images*.

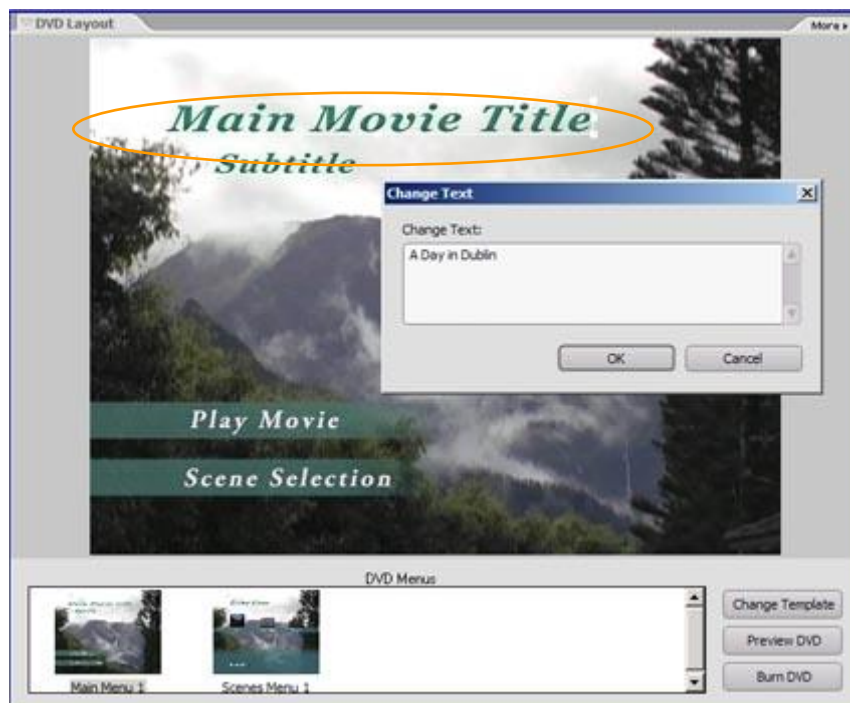
Creating the Menus:

Add the menus by clicking on the **DVD** icon. This will load the **DVD Workspace**. You will be prompted to choose a template. Select **Apply a Template for a DVD with Menus**, select **General** followed by the **Waterfall** template, and hit OK.





Double-click on the *Main Movie Title* to edit it as below. Repeat by double-clicking on the subtitle to either add your name or erase the text and leave it blank.



Editing the Menu Background:

1. At the bottom of the **DVD Layout panel** select the thumbnail of the menu you want to change, such as the *Main Menu*.
2. Drag the *Green2.mpg* video clip from the **Media Panel** to the Menu Background drop zone in the **Properties panel**.
3. Set the **In Point** of the video to Timecode **00:00:11:21** (the fountain) and tick *Use Still Frame*. A Still image could also have been used.
4. Audio can also be added here. Click the **Apply to all Menus** to use the same background in the *Main Menu* as in the *Scenes Menu*.



Editing the Menu Background



The Main Menu



The Scene Menu

Burn DVD

Hit the **Burn DVD** button. Burn to a folder as you do not have a DVD burner drive in the lab. Specify a name for the folder and browse to locate it.

Transfer the file (approx 225MB) and you can later burn to CD or DVD for distribution.

