<u>Premier Pro Critique:</u>

        Premier Pro is a professional video editing software that gives its user the control and power that is useful to create powerful and inspiring videos. Premier Pro offers a wide range of tools and options for the user to alter all aspects of the video. While Premier Pro can be used in amateur video editing for anything from youtube to school work, this software is also used in industry in creating many large blockbuster films such as Deadpool and Terminator: Dark Fate. Although Premier Pro has a KLM score of 67.65 it makes up for its learning curve and high KLM score with raw video editing power.

        Premier Pro stands out amongst software as a powerful software that can be used by professionals and amateurs alike. However it misses the mark in trying to overextend itself. By attempting to please professional and amatuer video editors it creates an interface which is too complex for new and aspiring editors. Offering too many tools and buttons creates a learning curve for amatuer editors, driving away those who are either uninterested in learning new shortcuts or tools or simply lack the time to do so. Premier Pro is a large conglomerate of menus, buttons and shortcuts which gives its user power at the expense of learning time. On the contrary, users who have experience with editing and shortcuts tend to use software with even more power such as Avid Media Composer, which allows for even more control and more tools than Premier Pro. While some companies still use Premier Pro, the obvious choice in industry are more powerful and strong software which offer much more reward at the cost of a greater learning curve.

        Premier Pro also seems to follow no direction for the location of its tools. Settings and tools that should be grouped together seem scattered amongst the interface, and many tools require many layers of submenus to reach. Multiple submenus frustrate users and add to the total time in order to access wanted tools and features.

        While Premier Pro attempts to catch many different user groups it fails to cater to any specific group. Too complex for amateurs and too simple for professionals, Premier Pro is a jack of all trades and master of none. Premier Pro offers many tools and the expense of never ending submenus each menu with a different layout than the last. With a lack of consistency, target audience and a slew of menus, Premier Pro receives a high KLM score and is otherwise overlooked for software that better matches the users wants.

<u>Sources:</u>

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