

# Motion Graphics Techniques - Rendering

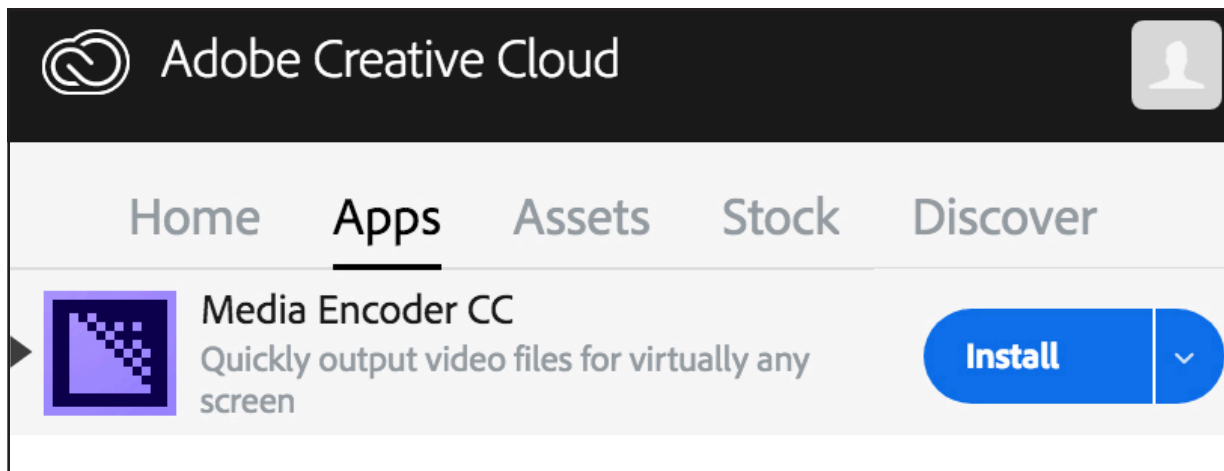
How to use Adobe Media Encoder for this class

## Rendering for Motion Graphics Techniques

While the After Effects Render Queue is quite powerful in many ways, it has a few significant drawbacks. For this class we are going to use Adobe Media Encoder, which comes free with your Adobe CC subscription.

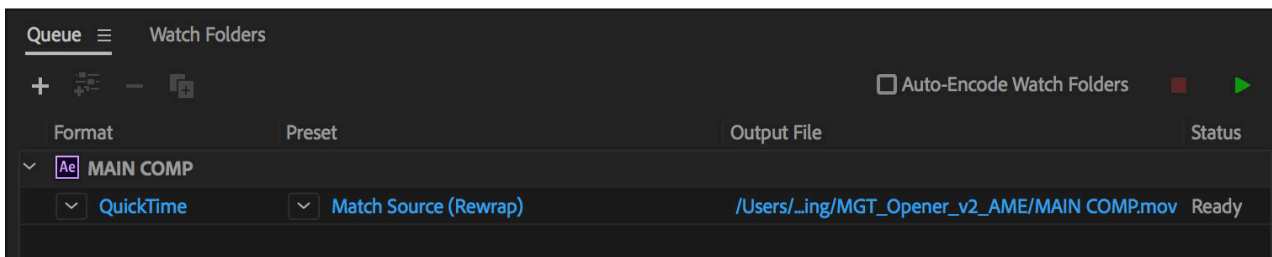
## Adobe Media Encoder (AME)

Go ahead and download the app through your CC subscription. It's way better than After Effects for compression, and allows you to render .mp4 files. This is what I am requiring you to do for this class. Luckily it's very easy!



## AE to AME

Once you have finished your work in AE, go to Composition > Add to Adobe Media Encoder Queue, or use the keyboard shortcut Option + Command + M (on a Mac) or Alt + Control + M (on a PC). This launches AME -- it might take a moment -- and puts your composition in line to render. Told you it was easy!

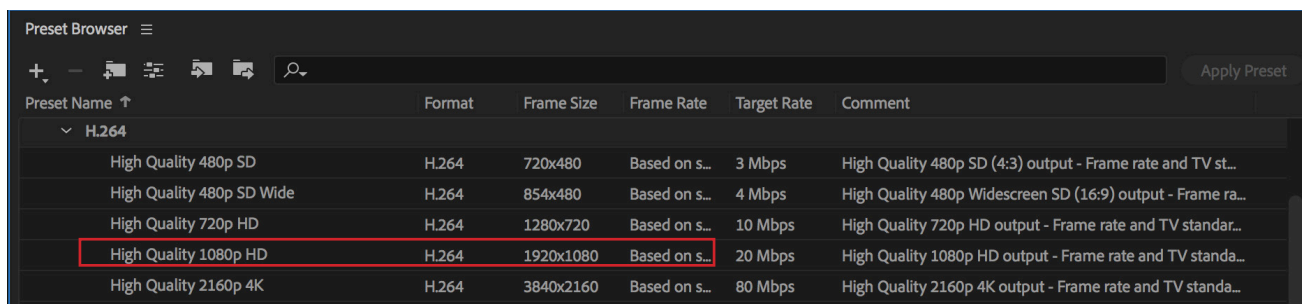


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## AME Preset Browser

On the bottom left side of the AME interface is the Preset Browser. If it's not open go to Window > Preset Browser. This gives you a ton of rendering options. Find the Broadcast tab, twirl it down and then navigate to the H.264 tab. If you twirl this down you will see a lot of H.264 options. The one to use for this semester is High Quality 1080p HD. Grab this setting with your arrow and drop it onto your queued comp. Pick a folder to render to, and then press the green "play" button. Voila!



## Other Useful Presets

H.264 is not the only way you can encode media in AME. For example, there are great presets for Social Media. So if you want to make sure that you're rendering your work optimally for Facebook, Vimeo or Twitter, you can do that easily in AME. Just look in the Preset Browser under Web Video (it's down at the bottom) and then Social Media. Just look at how many options you have at your fingertips!

