

Starting the lesson

Text is effective when you need to convey information quickly to your audience. For example, you can identify a speaker in your video by superimposing their name and title during the interview (often called a *lower-third*). You can also use text to identify sections of a longer video (often called *bumpers*) or to acknowledge the cast and crew (with credits).

Text, properly used, is clearer than a narrator and allows for information to be presented in the middle of dialogue. Text can be used to reinforce key information.

The Essential Graphics panel offers a range of text-editing and shape-creation tools that you can use to design titles. You can use the fonts loaded on your computer (and those available via Adobe Typekit as part of your Creative Cloud membership).

You can also control opacity and color and insert graphic elements or logos created using other Adobe applications, such as Adobe Photoshop or Adobe Illustrator.

Let's try a few graphic and titling techniques.

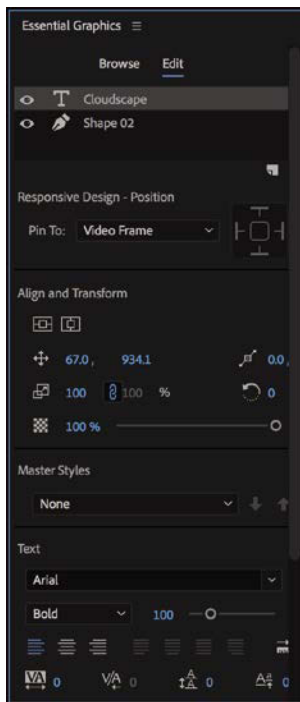
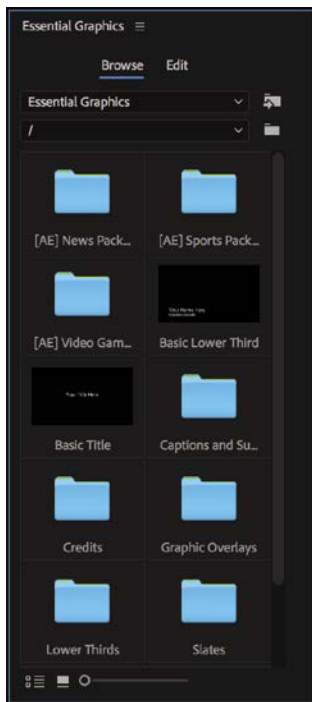
- 1 Open Lesson 16.prproj in the Lesson 16 folder.
- 2 Save the project as Lesson 16 Working.prproj.
- 3 Switch to the Graphics workspace by clicking Graphics in the Workspaces panel or by choosing Window > Workspaces > Graphics.
- 4 Reset the workspace by opening the Effects menu in the Workspaces panel and choosing Reset To Saved Layout or by choosing Window > Workspaces > Reset To Saved Layout.

The Graphics workspace reveals the Essential Graphics panel and positions the Tools panel next to the Program Monitor to make it easier to access the graphics tools you'll work with directly on the video preview.

Getting an overview of the Essential Graphics panel

The Essential Graphics panel has two sections.

- **Browse:** Allows you to browse a number of built-in title templates, many of which include animation.
- **Edit:** Allows you to make changes to titles you have added to a sequence or created in a sequence.



In addition to starting with a template, you can use the Type tool **T** to create a new title by clicking in the Program Monitor.

You can also use the Pen tool **P** directly in the Program Monitor to create shapes to use as graphic elements in titles.

Notice the Pen tool has a tiny triangle to indicate it's also a menu. If you click and hold the Pen tool, the Rectangle tool and the Ellipse tool are revealed.

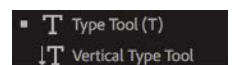
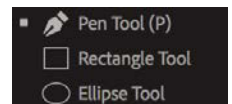
If you click and hold the Type tool, the Vertical Type tool is revealed, which allows you to type text in a column, instead of a row.

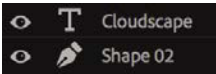
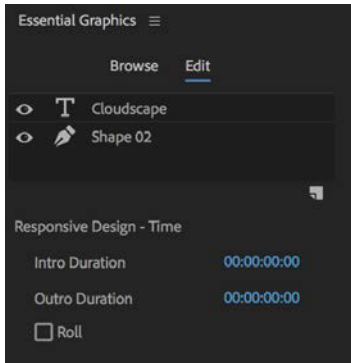
Once you have created new graphic and text elements, you can reposition and resize them using the Selection tool **V**.

All of this creative work is performed directly in the Program Monitor and in the Timeline panel.

Let's start with some preformatted text and modify it. This is a good way to get an overview of the powerful features of the Essential Graphics panel. Later in this lesson, you'll build titles from scratch.

- 1 Open the sequence 01 Clouds.
- 2 Position the Timeline playhead over the Cloudscape title on the V2 track, and select it.





3 Switch to the Edit pane of the Essential Graphics panel.

Like the Effect Controls panel, the Edit pane of the Essential Graphics panel shows options for whichever clip is selected in the Timeline panel.


Also, just like the Effect Controls panel, you can view the options for only one clip at a time.

Like the Lumetri Color panel, changes made in the Essential Graphics panel actually appear as effects in the Effect Controls panel, with the full range of settings available, including the options to create effect presets and to animate graphic elements with keyframes.

Notice there are two items listed at the top of the Essential Graphics panel: Cloudscape and Shape 02.

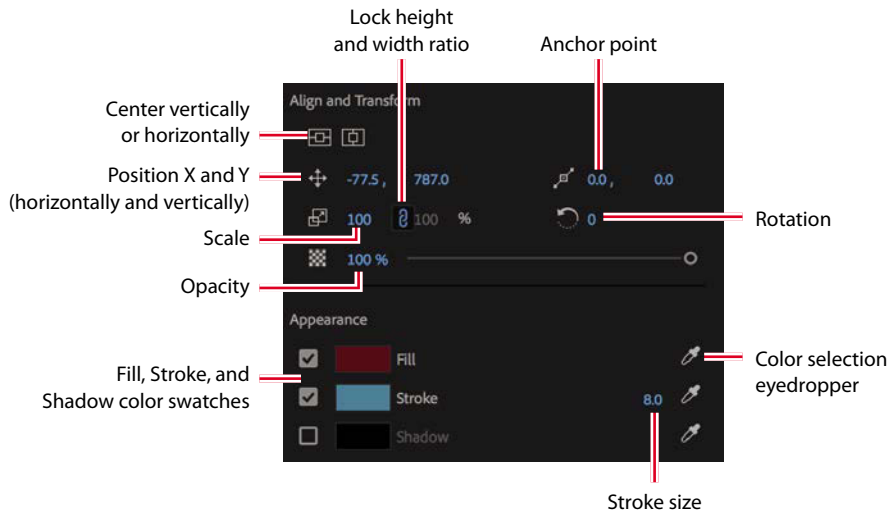
If you are familiar with Adobe Photoshop, you'll recognize these as layers. Each item in a graphic is displayed as a layer in the Essential Graphics panel.

Just like Timeline tracks, the layers at the top are in front of the layers at the bottom, and you can drag items up and down the list.

You'll also recognize the familiar eyeball icon  to enable or disable a layer.

4 Click the Shape 02 layer at the top of the Essential Graphics panel.

This displays standard alignment and appearance controls for Shape layers, in this case, the red band that goes across the screen.



Many of the options will be familiar to you from the Motion effect in the Effect Controls panel.


Items that are new to you are likely to be in the Appearance section, where you can specify a color for the shape fill, stroke (a colored line on the edges of a shape), and shadow.

Perhaps these color swatches are already familiar to you. They work in an intuitive way.



- 5 Click the Fill color swatch.

A color picker appears that allows you to choose a precise color. There are a number of color systems to choose between, or you can click the color directly that you want.

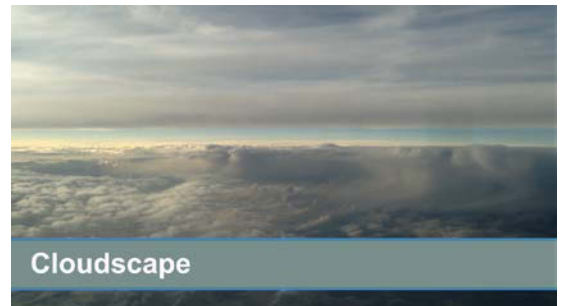
- 6 Click Cancel, and then click the eyedropper  for the fill color on the right side of the Essential Graphics panel.

The eyedropper allows you to pick a color from anywhere in the image. In fact, you can pick colors from anywhere on your computer screen! This is particularly useful if you have a range of colors you always want to use, such as a logo or branding color.



- 7 Click the thin blue band of sky between the clouds. The shape fill changes color to match the sky.

Notice the control handles visible on the shape in the Program Monitor. You can use the Selection tool to change the shape directly. For now, you're going to use the Selection tool to select another layer in the title.



Note: Using the Selection tool, click away from items in the Program Monitor to hide the control handles and see the result more clearly.

To select a layer in the Program Monitor, you may need to first deselect the layer that's already selected. You can do this by clicking the background of the Program Monitor or by deselecting the title clip in the Timeline panel.

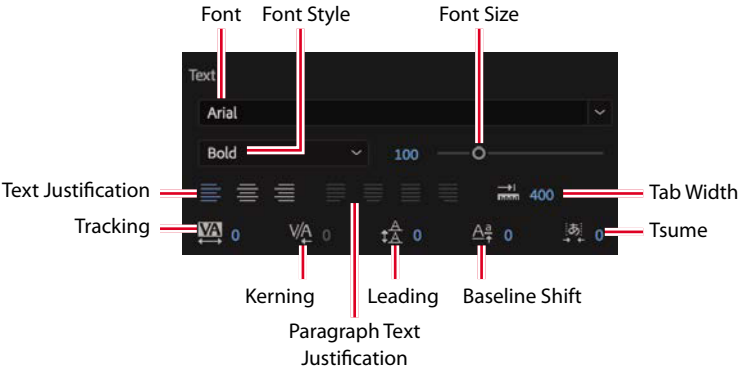
- 8 Use the Selection tool to click the word *Cloudscape* in the Program Monitor.

Note: You may have to expand the window or scroll to see all the Essential Graphics panel options.

● **Note:** With all the clicking and testing, it's easy to accidentally deselect layers. If there's no bounding box with handles around the text or shape, select it using the Timeline Selection tool.

► **Tip:** If you're ever unsure about the purpose of a control, hover the mouse cursor over an icon and a tool tip will tell you the name.

The same Align And Transform and Appearance controls are displayed in the Essential Graphics panel, but now there are additional controls that determine the appearance of your text.



☆	Arial Black	Sample
☆ >	Arial Narrow	Sample
☆	Arial Rounded MT Bold	Sample
☆	Arno Pro	Sample
☆ >	Athelas	Sample
☆	Avenir	Sample
☆ >	Avenir Next	Sample
☆	Avenir Next Condensed	Sample
☆	Ayuthaya	Sample
☆ >	Baskerville	Sample
☆	Bebas Neue	SAMPLE
☆	Big Caslon	Sample
☆	Bodoni 72	Sample
☆ >	Bodoni 72 Oldstyle	Sample

9 Try a few fonts and font styles to experiment with the controls. Anywhere you see blue numbers, you can drag with your mouse to update the setting. This is a quick way to find out what a control is for.

The specific fonts loaded on each system will vary, and your Adobe Creative Cloud membership includes access to many more fonts than you will have available to begin with.

To add more fonts, go to the Graphics menu and choose Add Fonts From Typekit to visit the Adobe Typekit website where you will find thousands of fonts to use.

● **Note:** Premiere Pro automatically saves your updated title in the project file. It does not show up as a separate file on your hard drive.

Mastering video typography essentials

When you design text for video, it's essential that you follow typography conventions. If text is composited over a moving video background with multiple colors, it can take some work to create a clear design.

► **Tip:** If you'd like to learn more about typography, consider the book *Stop Stealing Sheep & Find Out How Type Works*, Third Edition (Adobe Press, 2013), by Erik Spiekermann.

Find a balance between legibility and style, making sure enough information is on the screen without crowding it. If there's too much text, it will quickly become hard to read, frustrating the viewer.

Choosing a font

Your computer probably has many fonts, which can make choosing a good font for video work difficult. To simplify the selection process, try using a triage mentality and consider these factors:

- **Readability:** Is the font easy to read at the size you're using? Are all the characters readable? If you look at it quickly and then close your eyes, what do you remember about the text block?
- **Style:** Using adjectives only, how would you describe the font you've chosen? Does the font convey the right emotion? Type is like a wardrobe or a haircut; picking the right font is essential to the overall success of the design.
- **Flexibility:** Does the font mix well with others? Does it come in various weights (such as bold, italic, and semibold) that make it easier to convey significance? Can you create a hierarchy of information that conveys different kinds of information, such as a name and title for a speaker's lower-third name graphic?

The answers to these guiding principles should help steer you toward better-designed titles. You may need to experiment to find the best font. Fortunately, you can easily modify an existing title or duplicate it and change the copy for a side-by-side comparison.

Choosing a color

Although you can create a nearly infinite number of possible color combinations, choosing the right colors to use in a design can be surprisingly tricky. This is because only a few colors work well for text while remaining clear for the viewer. This task becomes even more difficult if you're editing your video for broadcast or if your design must match the style and branding of a series or product. The text may also need to work when placed over a busy moving background.

While it may feel a little conservative, the most common color for text in video is white. Not surprisingly, the second most popular color is black. If colors are used, they tend to be very light or very dark shades. The color you choose must provide suitable contrast from the background that the text is being placed over.

● **Note:** When creating text for use in a video, you will often find yourself placing it over a background that has many colors present. This will make it difficult to achieve proper contrast (which is essential to preserving legibility). To help in this case, you may need to add an edge stroke or shadow to get a contrasting edge.



White text has good readability over a dark background.



This blue text is more difficult to read because it's a similar color and tone to parts of the sky.

Adjusting the kerning

It's common to adjust the spacing between the letters in a title to improve the appearance of text and help match it to the design of the background. This process is called *kerning*. Taking the time to manually adjust text becomes more important the larger the font gets (because it makes improper kerning that much more visible). The goal is to improve the appearance and readability of your text while creating optical flow.

► **Tip:** A common place to start kerning is to adjust between an initial capital letter and the succeeding lowercase letters, particularly in the case of a letter with very little "base," such as *T*, which creates the illusion of excessive space along the baseline.

You can learn a lot about kerning by studying professionally designed materials such as posters and magazines.




Kerning is applied per letter, allowing for creative use of spacing.


Try kerning an existing title.

- 1 Locate the title clip White Cloudscape in the Assets bin.
- 2 Edit the clip into the 01 Clouds sequence after the first title on the V2 track.

Make sure the title is positioned over the background video clip so you can use it as a reference for positioning.



- 3 Use the Type tool  to select the text in the Program Monitor, placing the I-bar between the *D* and the *S* of the word *CLOUDSCAPE*.

- 4 In the Edit pane of the Essential Graphics panel, in the Text section, set Kerning to 250 .

The kerning option is available only when a single letter is selected or when the I-bar is placed between two letters.

- 5 Repeat this process for the remaining letters.
- 6 Click the Horizontal Center button in the Align And Transform section of the Essential Graphics panel to reposition the text. Then deselect the text by clicking an empty track in the Timeline panel.
- 7 Select the Selection tool.

► **Tip:** After using a different tool, it's a good idea to return to the Selection tool to avoid accidentally adding new text or making unwanted changes to your sequence.



Setting the tracking

Another important text property is *tracking* (which is similar to kerning). This is the overall control of spacing between all the letters in a line of text. Tracking can be used to globally condense or expand a line of text.

It's often employed in the following scenarios:

- **Tighter tracking:** If a line of text is too long (such as a lengthy title for a speaker's lower-third), you may tighten it slightly to fit. This will keep the font size the same but fit more text into the available space.
- **Looser tracking:** A looser track can be useful when using all uppercase letters or when you need to apply an outside stroke to the text. It's used often for large titles or when text is used as a design or motion graphics element.



You can adjust tracking in the Text section of the Essential Graphics panel. Simply select a text layer and adjust the setting.

Adjusting the leading

Kerning and tracking control the horizontal space between characters. *Leading* (pronounced “led-ing”) controls the vertical space between lines of text. The name comes from the time when strips of lead were used on a printing press to create space between lines of text.

You adjust the leading in the Text section of the Essential Graphics panel Edit pane.



The original leading causes the two lines of text to become difficult to read.



Increasing the leading adds space between lines and improves readability.

In most cases, you'll find the default setting works well for leading. Adjusting leading can have a big impact on your title. Don't set the leading too tight; otherwise, descenders from the top line (such as the downward lines on *j*, *p*, *q*, and *z*) will cross ascenders from the lower line (like the upward lines on *b*, *d*, *k*, and *l*). This collision is likely to make the text more difficult to read.

Setting the alignment

While you may be used to seeing text left-justified for things like a newspaper, there are no hard-and-fast rules for aligning video text. Generally, text used for a lower-third title is left- or right-justified.

You'll often center text used in a rolling title sequence or segment bumper. In the Essential Graphics panel, there are buttons to align your text.



Point text (see below) allows for regular text alignment.



Paragraph text (see below) allows for text block justification.

Setting the safe title margin

When creating titles, you may want to view guides to help you position text and graphic elements.



You can enable or disable these by going to the Settings menu in the Program Monitor and choosing Safe Margins.

The outer box shows you 90 percent of the viewable area, which is considered the *action-safe margin*. Things that fall outside this box may get cut off when the video signal is viewed on a television monitor. Be sure to place all critical elements that are meant to be seen (like a logo) in this region.

The inner box, which is 80 percent of the viewable area, is called the *title-safe zone*. Just as this book you're reading has margins to keep the text from getting too close to the edge, it's a good idea to keep text inside the innermost, or title-safe, zone. This will make it easier for your audience to read the information.



This text reaches too close to the edge (and outside the title-safe margin).



This image shows the text properly positioned inside the title-safe margin, which makes it more readable and visible, even on a badly calibrated screen.

Creating titles

When you create a title, you'll need to make some choices about how the text is displayed. There are two approaches to creating text, each offering both horizontal and vertical text direction options.

- **Point text:** This approach builds a text bounding box as you type. The text runs on one line until you press Enter (Windows) or Return (macOS). Changing the shape and size of the box changes the Scale property in the Essential Graphics panel.
- **Paragraph (area) text:** You set the size and shape of the text box before entering text. Changing the box size later displays more or less text but does not change the size of the text.

When using the Type tool in the Program Monitor, you choose which type of text you are adding when you first click.

- Click and type to add point text.
- Drag to create a text box and then type to add paragraph text.

Most of the options in the Essential Graphics panel apply to both types of text.

Adding point text

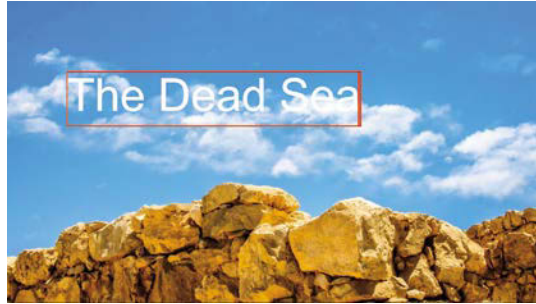
Now that you have a basic understanding of how to modify and design a title, let's build one from scratch, working with a new sequence.

You'll create a new title to help promote a tourist destination.

Note: If you have been experimenting with the Essential Graphics panel, your title may look different from the example shown. Whatever settings you used last will be applied to new titles you create.

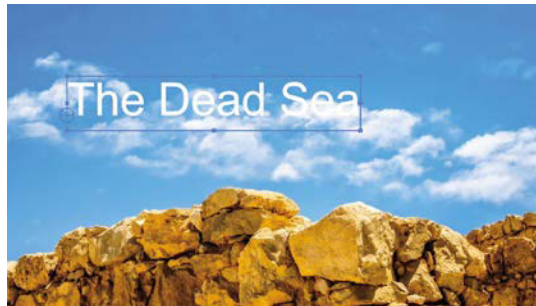
- 1 Open the sequence 02 Cliff.
- 2 Select the Type tool.
- 3 Click in the Program Monitor, and type **The Dead Sea**.

A new graphic clip is added to the sequence in the Timeline panel on the next available video track. In this case, it's V2.




- 4 Try changing the background video frame by dragging the Timeline playhead. Choose the background frame carefully when designing a title. Because video moves, you may find a title works at the start of a clip but not at the end.
- 5 Choose the Selection tool. Handles appear on the text bounding box.

You won't be able to use a keyboard shortcut for the Selection tool because you're typing into a text bounding box.




- 6 Drag the corners and edges of the text bounding box. Notice that the settings for Font Size, Width, and Height do not change. Instead, the Scale setting is adjusted. By default, the height and width maintain the same relative scale.

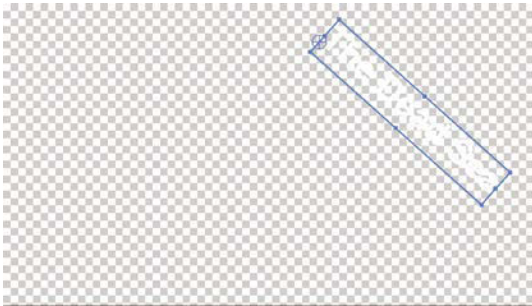
You can adjust the height and width separately by clicking Set Scale Lock .



- 7 Hover the pointer just outside a corner of the text box until a curved pointer appears. This allows you to rotate the text box. Drag to rotate the bounding box off its horizontal orientation.

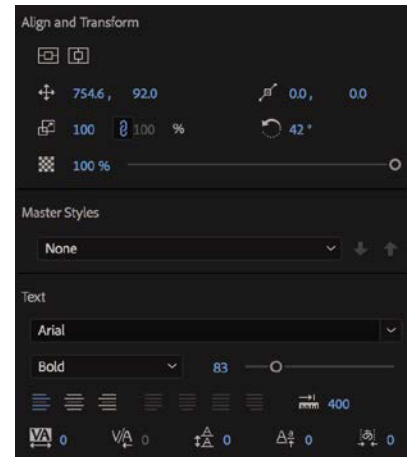
Notice that the default location of the anchor point is the bottom-left corner of the clip. When you rotate, it's not around the center but instead around that corner.

- 8 With the Selection tool still active, click anywhere in the bounding box and drag the text and its bounding box toward the top-right corner.
- 9 Disable the Video 1 track output by clicking the Toggle Track Output button .
- 10 Click the Program Monitor Settings menu, and enable the Transparency Grid option.



Use the settings in the Essential Graphics panel to try to match the example given here.

Now you can see the title against a transparency checkerboard, but it's almost impossible to read.



- 11 With the text selected, go to the Appearance section of the Essential Graphics panel, and enable the Stroke option. Set the color to black, and set Stroke Width to 7.

Now it's easy to see the text, and you can be confident it will remain readable against a range of background colors.



Adding paragraph text

While point text is flexible, you can take better control over layout with paragraph text. This option will automatically wrap the text as it reaches the edge of the paragraph text box.

Continue working with the same title.

- 1 Select the Type tool.
- 2 Drag in the Program Monitor to create a text box that fills the lower-left corner of the title-safe area.

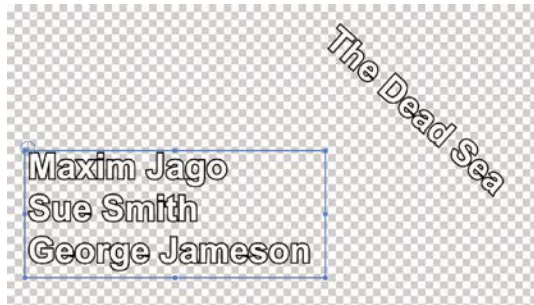
- 3 Start typing. Start entering names of participants who will be attending the tour. Use the names here or add your own. Press Enter (Windows) or Return (macOS) after each name to start a new line.

Type a name with enough characters to go beyond the end of the text box. You may need to reduce the font size so you can see a few lines of text at once. Unlike point text, area text remains within the confines of the bounding box you defined, and it wraps at the edges of the box.



The last name is too large to fit on one line, so it wraps to the next.

- 4 Press Enter (Windows) or Return (macOS) to add a new line.
- 5 Use the Selection tool to change the size and shape of the bounding box to fit around the text a little better.



► **Tip:** A good way to avoid spelling mistakes is to copy and paste text from an approved script or email that has already been reviewed by your client or producer.

As you resize the text box, the text stays the same size, adjusting its position in the text box. If you make the box too small to fit all your text, the extra text scrolls below the bottom edge of the text box.

There are now two layers in the Essential Graphics panel. Each text item is a separate layer, with its own controls.

Styling text

The Essential Graphics panel gives full control over the font, color, positioning, scaling, rotation, and color of your text.

In addition, visual effects can be applied to titles, just like video clips.