

Starting the lesson

● **Note:** Premiere Pro can export clips selected in the Project panel, as well as sequences or ranges within sequences or the Source panel. The content that's selected when you choose File > Export is what Premiere Pro will export.

Nowadays, the primary form of media distribution is digital files. To create these files, you can use Adobe Media Encoder CC. Adobe Media Encoder is a stand-alone application that handles file exports in batches, so you can export in several formats simultaneously and process in the background while you work in other applications, including Premiere Pro and Adobe After Effects.

Understanding the export options

Whether you've completed a project or you just want to share an in-progress review, you have a number of export options.

- You can export to a file to post online or create a Digital Cinema Package (DCP) file for theatrical distribution.
- You can export a single frame or a series of frames.
- You can choose audio-only, video-only, or full audio/video output.
- Exported clips or stills can be reimported into the project automatically for easy reuse.
- You can play directly to videotape.

Beyond choosing an export format, you can set several other parameters.

- You can choose to create files in a similar format and at the same visual quality and data rate as your original media, or you can compress them to a smaller size for distribution on disc or the Internet.
- You can transcode your media from one format to another to make it easier to exchange with creative collaborators.
- You can customize the frame size, frame rate, data rate, or audio and video compression choices if an existing preset doesn't fit your needs.
- You can apply a color lookup table (LUT) to assign a look; set overlay timecode and other clip text information; add an image overlay; or upload a file directly to social media accounts, an FTP server, or Adobe Creative Cloud.
- You can make an undetectable last-minute adjustment to the duration of your new media file by automatically shortening or extending periods of low activity.


Exporting single frames

While an edit is in progress, you may want to export a still frame to send to a team member or client for review. You might also want to export an image to use as the thumbnail of your video file when you post it to the Internet.

When you export a frame from the Source Monitor, Premiere Pro creates a still image that matches the resolution of the source video file.

When you export a frame from the Program Monitor, Premiere Pro creates a still image that matches the resolution of the sequence.

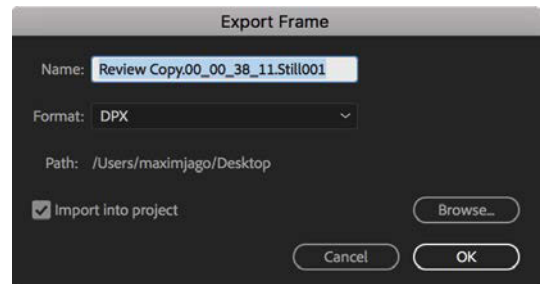
Let's give it a try.

- 1 Open Lesson 18_01.prproj from the Lessons/Lesson 18 folder.
- 2 Save the project as Lesson 18_01 Working.prproj.
- 3 Open the sequence Review Copy. Position the Timeline playhead on a frame you want to export.
- 4 In the Program Monitor, click the Export Frame button  on the lower right.

If you don't see the button, it may be because you've customized the Program Monitor buttons. You might also need to resize the panel. You can also select the Program Monitor and press Shift+Ctrl+E (Windows) or Shift+E (macOS) to export a frame.

- 5 In the Export Frame dialog, enter a filename.
- 6 Use the Format menu to choose a still-image format.
 - JPEG, PNG, GIF, and BMP are universally readable. JPEG and PNG files are commonly used in website design.
 - TIFF, Targa, and PNG are suitable for print and animation workflows.
 - DPX is often used for digital cinema or color-grading workflows.
 - OpenEXR is used to store high dynamic range picture information.
- 7 Click the Browse button to choose a location to save the new still image. Create a folder named Exports in the Lessons folder, select it, and click Choose.
- 8 Select the Import Into Project option to add the new still image into your current project, and click OK.

● **Note:** The music in this project is titled "Tell Somebody," by Alex featuring AdmiralBob. Licensed under Creative Commons Attribution 3.0.



● **Note:** In Windows, you can export to the BMP, DPX, GIF, JPEG, OpenEXR, PNG, TGA, and TIFF formats. On a Mac, you can export to the DPX, JPEG, OpenEXR, PNG, TGA, and TIFF formats.

Exporting a master copy

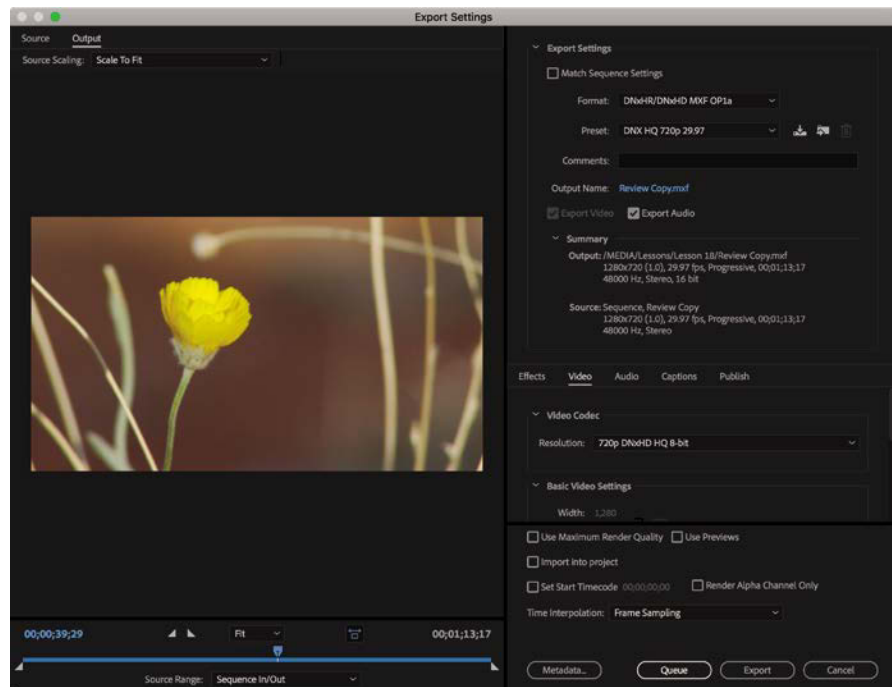
Creating a master copy allows you to make a pristine digital copy of your edited project that can be archived for future use. A master copy is a self-contained, fully rendered digital file output of your sequence at the highest resolution and best quality possible. Once it's created, you can use a file of this kind as a separate source to produce other compressed output formats without opening the original project in Premiere Pro.

Matching sequence settings

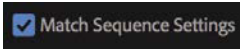
Ideally, the frame size, frame rate, and codec of a master file will closely match the sequence it's based on. Premiere Pro makes this easy by offering a Match Sequence Settings option when you export.

- 1 Continue working with the Review Copy sequence.
- 2 With the sequence selected (in either the Project panel or the Timeline panel), choose File > Export > Media.

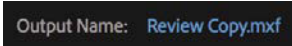
The Export Settings dialog opens.



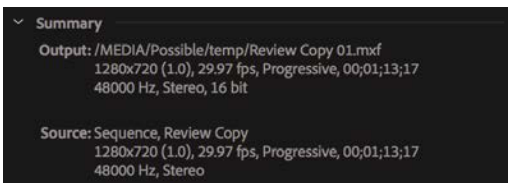
- 3 You'll learn more about this dialog later. For now, select the Match Sequence Settings check box.



- 4 The blue text showing the output name is actually a button that opens the Save As dialog. You'll find the same type of text-as-a-button in Adobe Media Encoder. Click the output name now.



- 5 Choose a target location (such as the Exports folder you created earlier), name the sequence **Review Copy 01.mxf**, and click Save.
- 6 Review the Summary information to check that the output format matches the sequence settings. In this case, you should be using DNxHD media (as MXF files) at 29.97fps. The Summary information is a quick, easy reference that helps you avoid minor errors that can have big consequences. If the Source and Output Summary settings match, it minimizes conversion, which helps maintain the quality of the final output.



When exporting a sequence, the sequence itself is the source in this dialog—not the clips, which will have already been conformed to the sequence settings.

Note: In some cases, the Match Sequence Settings option cannot write an exact match of the original camera media. For example, XDCAM EX will write to a high-quality MPEG2 file. In most cases, the file written will have an identical format and closely match the data rate of the original sources.

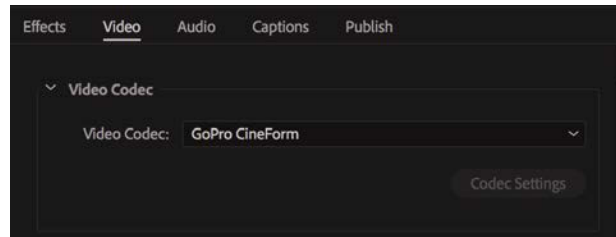
- 7 Click the Export button to create a media file based on the sequence.

Choosing another codec

When you export to a new media file, you can choose the codec that's used. Some camera capture formats (such as the popular H.264 .MP4 files commonly produced by DSLR cameras) are already heavily compressed. Using a higher-quality mastering codec can help to preserve quality.

- 1 With the same sequence selected, choose File > Export > Media or press Ctrl+M (Windows) or Command+M (macOS).
- 2 In the Export Settings dialog, open the Format menu, and choose QuickTime.
- 3 Click the output name (the blue text), and give the file a new name, **Review Copy 02.mov**. Save it to the same destination you used in the previous exercise.
- 4 Click to select the Video section near the bottom of the window.
- 5 In the Video Codec section of the dialog box, choose a video codec that you have installed.

Try the GoPro CineForm codec. This produces a high-quality (but reasonably sized) file. Make sure the frame size and frame rate match your source settings. You might need to scroll down or resize the panel to see all the settings.



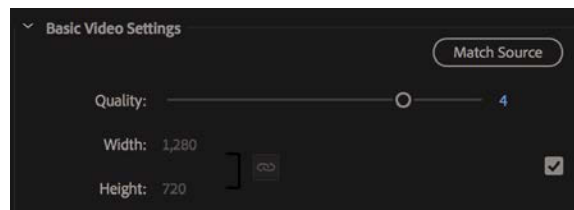
● **Note:** GoPro CineForm is a professional codec that is supported natively by Adobe Creative Cloud applications. Like all codecs, it will only play back in media applications that support it.

Understanding the GoPro CineForm Codec options

The GoPro CineForm codec comes in three configurations, which can be selected using the Preset menu at the top of the Export Settings dialog.

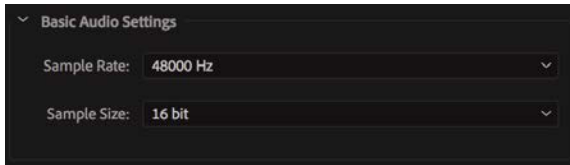
- **GoPro CineForm RGB 12-bit with Alpha at Maximum Bit Depth:** This produces a high-quality file, storing picture information with 12-bit color (rather than the more common 8-bit) and using the full RGB color gamut, with effects calculated in 32-bit floating point and with an alpha channel. It'll take a little longer to produce the file, and it'll be a little larger, but the quality will be excellent.
- **GoPro CineForm RGB 12-bit with Alpha:** This produces the same high-quality file as the first option, but the encoding is performed using the standard color bit depth. It's still a high-quality result, and the encoding will take place faster.
- **GoPro CineForm YUV 10-bit:** This produces a high-quality video file using YUV color, the most common color mode for camera media and televisions. There is no alpha channel, but it's rare that you will need it. While this file is created with 10-bit color rather than 12-bit, remember most video is produced in just 8-bit.

6 Click the Match Source button.



Below the Match Source button, each output format setting has a check box. If the check box is selected, the setting will automatically match the source.

- 7 Click to select the Audio section. In the Basic Audio Settings section, choose 48000 Hz as the sample rate, and set the Sample Size to 16 bit. Just below that, set the Audio Channel Configuration Output Channels to output Stereo.



- 8 Click the Export button at the bottom of the dialog to export the sequence and transcode it to a new media file.

▶ **Tip:** HEVC/H.265 is a new compression system formulated by the same Motion Picture Experts Group that brought us H.264. It's more efficient, but fewer players support it. You may be asked to supply media using this codec when producing UHD content.

The most popular delivery format and codec is an MPEG4 (.mp4) file, using the H.264 codec. If you choose H.264 in the Format menu, you'll find presets for YouTube and Vimeo.

Working with Adobe Media Encoder CC

Adobe Media Encoder CC is a stand-alone application that can be run independently of or be launched from Premiere Pro. One advantage of using Media Encoder is that you can send an encoding job directly from Premiere Pro and then continue working on your edit as the encoding is processed. If your client asks to see your work before you finish editing, Media Encoder can produce the file in the background without interrupting your flow.

By default, Media Encoder pauses encoding when you play video in Premiere Pro to maximize playback performance. You can change this in the Premiere Pro Playback Preferences.

Choosing a file format for export

It can be a challenge to know how to deliver your finished work. Ultimately, choosing delivery formats is a process of planning backward; find out how the file will be presented, and it's usually straightforward to identify the best file type for the purpose. Often, clients will have a delivery specification you must follow, making it easy to select the right options for encoding.

Premiere Pro and Adobe Media Encoder can export to many formats.

