

Timing: 2 to 3 hours

Level: Ages 15 and up

# Applying video effects

## Activity Overview

When used correctly, video effects help create polished and professional-looking video projects. Use this activity to introduce your students to effects, including how to apply text effects, motion effects, and image effects.

**Note:** Portions of this activity align to the Adobe Certified Associate objectives. Within the instruction steps and technical guides, the specific learning objectives for the exam(s) are referenced with the following format: <sup>1.1</sup>

### Activity Objectives

#### Technical skills

*Adobe Premiere Pro*

- Using basic motion effects
- Enhancing text by using sheen, shadows, fills, and shapes
- Using slow-motion and fast-motion tools
- Creating transitions, borders, sepia tones, and soft-focus effects
- Using keyframes for motion effects
- Using picture-in-picture effects

### Project Assets

- *Adobe Premiere Pro guide:* How to apply and adjust video effects <sup>4.5, 4.6</sup> ([tutorial assets](#))
- *Adobe Premiere Pro guide:* How to use the Motion effect <sup>4.6</sup> ([tutorial assets](#))
- *Adobe Premiere Pro guide:* How to composite <sup>2.3, 4.6</sup> ([tutorial assets](#))
- *Adobe Premiere Pro guide:* How to change clip speed and direction <sup>4.6</sup> ([tutorial assets](#))
- *Adobe Premiere Pro guide:* How to work with advanced effects <sup>4.5, 4.6</sup> ([tutorial assets](#))
- *Adobe Premiere Pro guide:* How to animate and keyframe <sup>4.6</sup> ([tutorial assets](#))

### Background preparation resources

[Technical and content information](#)

[Adobe Certified Associate objectives](#)

## Activity Steps

1. Discuss how video effects are used in video projects. Explain that effects can add interest to video, text, and graphics. Ask students to think about the opening of movies and how production companies create interest in their movie and set the tone by using effects.<sup>2,3</sup> Provide examples of different kinds of effects and discuss the following:
  - How they do or don't enhance the video.
  - The techniques used to create the effects.
2. Distribute the technical guides and using the "I do, we do, you do" method, demonstrate how to create effects for video, text, and graphics in Adobe Premiere Pro.

*Adobe Premiere Pro guide: How to apply and adjust video effects* <sup>4.5, 4.6</sup>

*Adobe Premiere Pro guide: How to use the Motion effect* <sup>4.6</sup>
3. Using the "I do, we do, you do" method, demonstrate the following techniques in Adobe Premiere Pro to help students create a polished and professional-looking video projects:
  - Speeding up/reversing clips
  - Layering clips

*Adobe Premiere Pro guide: How to change clip speed and direction* <sup>4.6</sup>
4. Discuss the use of still images in video projects.<sup>2,5</sup> Demonstrate how to import still images, including Adobe Photoshop PSD files.<sup>4.1</sup> Explain that to create compelling still images, editors use picture-in-picture, beveled edges and shadows, and other special and 3D effects. Using the "I do, we do, you do" method, demonstrate how to create color, picture-in-picture, and basic 3D effects in Adobe Premiere Pro.

*Adobe Premiere Pro guide: How to apply and adjust video effects* <sup>4.5, 4.6</sup>

*Adobe Premiere Pro guide: How to work with advanced effects* <sup>4.5, 4.6</sup>

*Adobe Premiere Pro guide: How to composite* <sup>2.3, 4.6</sup>
5. Discuss the use of motion effects and how to make their effects look more realistic and behave the way they want them to. Using the "I do, we do, you do" method, demonstrate how to use keyframe manipulation to create motion effects.

*Adobe Premiere Pro guide: How to animate and keyframe* <sup>4.6</sup>
6. Ask students to take a video clip (either one they shot or one provided by you) and using what they've learned, apply at least one text and one motion effect. Alternatively, have them apply affects to a project they are currently working on.
7. Explain that as they become more comfortable with applying effects they should carefully consider the purpose of the effect and the technique used to make sure the effects supports the goals of the project. A common mistake is to overuse effects so they wind up being a distraction, rather than an enhancement, to the final video.

## Assessment:

	0 – Does not meet expectations	3 – Meets expectations	5 – Exceeds expectations
Video clip with effects	Absent or incomplete.	Video clip employs at least one text and one motion effect.	Video clip employs two or more video, text, graphic, and motion effects. Video clips includes an advanced effect, such as a basic 3D effect.

## Background preparation resources:

- To view video tutorials aligned with the skills required to complete this project, visit [Adobe Learn](#).
- For more teaching and learning resources on the topics in this project, search for resources from the community on the Adobe Education Exchange: <http://edex.adobe.com/>
- For an overview of the interface and for more information on the technical aspects of *Adobe Premiere Pro*, see [Premiere Pro Help](#).

## Adobe Certified Associate Exam Objectives

### Adobe Certified Associate, Video Communication objectives

- 2.3 Demonstrate knowledge of visual techniques for enhancing video content.
- 2.5 Demonstrate knowledge of using still images to enhance video content.
- 4.1 Import media assets (video, image, and audio files).
- 4.5 Manage superimposed text and shapes in a video sequence.
- 4.6 Add and manage effects and transitions in a video sequence.

### For more information

Find more teaching materials for using Adobe software in your classroom on the Adobe Education Exchange: <http://edex.adobe.com/>.



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