

## How to add text effects

The Adobe Premiere Pro Titler has several features you can use to enhance text and geometric objects:

- *Fill*: Define the area within an object's outline. Choose a fill type (solid, gradient, or texture), colors, and opacity.
- *Stroke*: Outline the inner or outer edges of an object. You can add up to 12 strokes to each object. After you add the stroke, you can adjust its color, fill type, opacity, sheen, and texture.
- *Sheen*: Apply a streak of light color across the surface of an object. Add sheen to any object's fill or stroke. You can adjust sheen color, size, angle, opacity, and position.
- *Texture*: Map any bitmap or vector graphic to an object's fill or stroke.
- *Drop shadow*: Add a shadow to any object in the Titler. The shadow options give you full control over color, opacity, angle, distance, size, and spread.

Unlike styles, which are sets of font characteristics, Titler templates combine background graphics, geometric shapes, and placeholder text for multiple uses such as opening titles, locations, interviewee names, frames, and bullet points. Adobe Premiere Pro has dozens of templates organized into themes with enough variety for just about any circumstance.

We recommend that you complete the “How to build text and objects in the Titler” guide before working on this guide.

## Using Titler effects

In this activity you start by viewing some of the Titler templates that come with Adobe Premiere Pro. You will then use Titler effects to build a new Titler template from scratch.

You'll make a *lower-third template*, so called because it appears in the lower third of the screen. You generally use lower-third templates to identify a location, interviewee, reporter, or anchor person. *Upper-third templates* are more frequently used to identify locations.

To use Titler effects:

1. Start Adobe Premiere Pro and open a project or start a new project.
2. In the main menu, select Title > New Title > Based On Template.

The Templates dialog box appears (**Figure 1**).

3. Display some of the template categories, in particular Lower Thirds, and notice the wide variety.
4. Click Cancel to close the Templates dialog box.
5. Select File > New > Title.

The New Title dialog box appears (**Figure 2**).

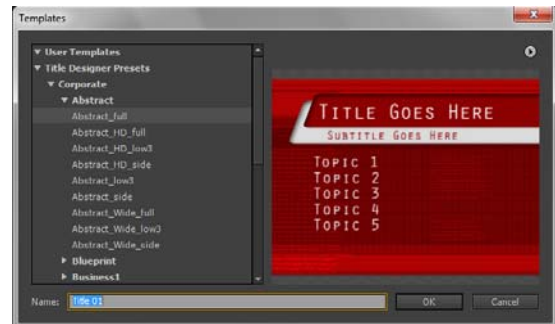
6. Give your title a name and click OK.

The Titler appears.

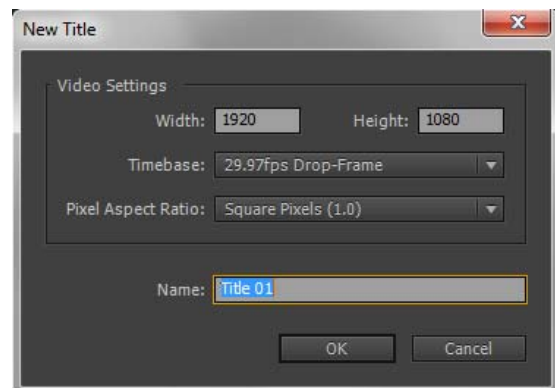
7. From the Title Styles panel, select a basic style, such as Caslon Pro 68 (**Figure 3**).
8. From the Titler Tools panel, select the Rectangle tool and drag a wide, short rectangle in the Title main panel screen.

This will serve as the background for the lower-third template you are building (**Figure 4**).

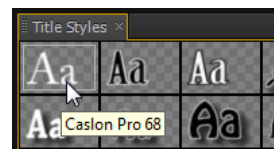
The rectangle sides should extend beyond the edges of the screen because this will be the backdrop to your text and does not need to fit within the safe title margin or the safe action margin. The bottom of the rectangle should be slightly below the safe title margin so your text falls directly on that margin.



**Figure 1** Templates dialog box



**Figure 2** New Title dialog box



**Figure 3** Title Styles panel



**Figure 4** Rectangular title background

- In the Fill area of the Title Properties panel, make sure the Fill option is selected, and select 4 Color Gradient in the Fill Type menu.

A Color property appears. It's a rectangle with four color stops—little boxes in each corner. The 4 Color Gradient option creates a fill with a color emanating from each of the object's four corners (**Figure 5**).

- Double-click the upper-left color stop.

The Color Picker appears (**Figure 6**).

- Select a color and click OK.

- Select colors for the remaining three color stops.

We chose the same color for the two lower color stops and a slightly darker instance of that color for the two upper stops. This gives the background some depth and helps emphasize the text (**Figure 7**).

**Note:** To select the same color for two color stops, create a color for one color stop, select the second color stop, select the Eyedropper tool (**Figure 5**), and click the Eyedropper tool on the first color stop to select that color.

- In the Title Properties panel Fill area, select Sheen, display its properties, and select a color and a size (**Figure 8**).

We chose a size of 25 and a color darker than those we used in the 4-color gradient. You can also adjust the angle, opacity, and offset (distance to the object's borders).

- In the Title Properties panel, expand the Strokes area, and click Add next to Outer Strokes.

The Outer Stroke properties appear (**Figure 9**).

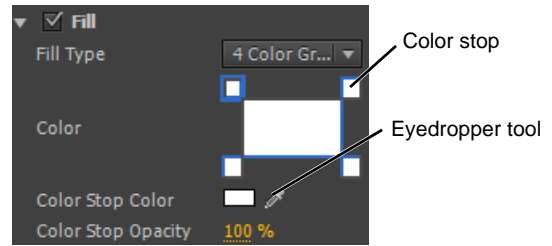
Strokes are outlines along the inner or outer edges of an object.

- Select Depth or Edge as the Type. Change Size to 3. Click the color swatch to display the Color Picker and select a new color.

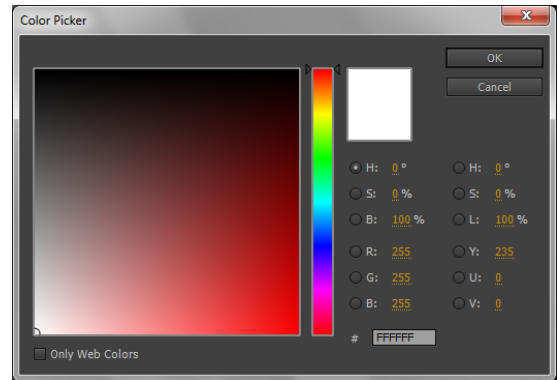
We recommend a color that matches the sheen but is slightly darker.

A border appears around the outside edge of the rectangle (**Figure 10**).

**Note:** The dark stroke may be difficult to see over a dark background or when the rectangle is selected.



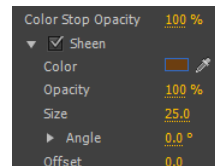
**Figure 5** Fill area Color property



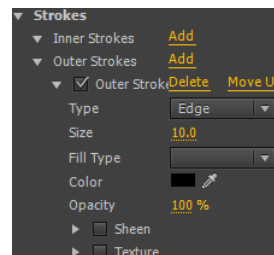
**Figure 6** Color Picker



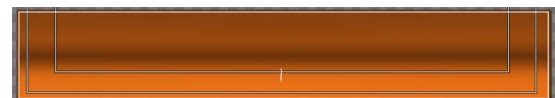
**Figure 7** Titler object with 4-color gradient



**Figure 8** Fill area Sheen property



**Figure 9** Fill area Outer Strokes properties



**Figure 10** Titler object with sheen and stroke

16. In the Outer Stroke area, click Sheen and display its properties, including the Angle subproperties (**Figure 11**).
17. Change Size to 25, change Angle to 190°, and select a light complementary color.
- Light-colored patches appear on the upper-left and lower-right edges of the outer stroke (**Figure 12**).



**Figure 11** Outer Stroke Sheen property

18. Create another outer stroke:
- Click Add (next to Outer Strokes) to add a second outer stroke below the first one (in the Title Properties panel).
  - In the new Outer Stroke area, change Size to 3 and select a color that's slightly darker than the first outer stroke.



**Figure 12** Sheen added to an outer stroke

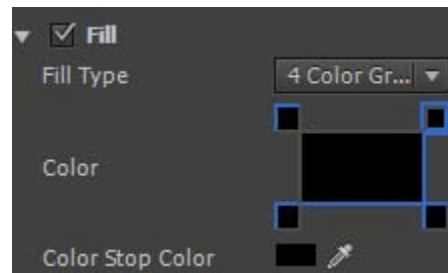
19. Give your newly created outer stroke a sheen:
- In the new Outer Stroke area, click Sheen and display its properties.
  - Change Size to 15.
  - Select a lighter color than the first sheen.
  - Set Angle to 350°.



**Figure 13** Sheen added to two outer strokes

Two more light-colored patches appear, opposite the previous two (**Figure 13**).

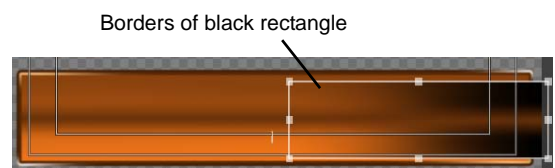
20. Select the Rectangle tool and, in an empty space in the Titler main panel, create another rectangle that is slightly shorter and half the width of the first rectangle.



**Figure 14** Fill area Color property

By default, the currently selected text effects—fill, stroke, and sheen—are applied to the new rectangle.

21. Make sure the second rectangle is selected. Then delete its outer strokes in the Title Properties panel and deselect sheen from its Fill area.
22. Change the four color-stop colors to black (**Figure 14**) in the Fill area.
23. Click the upper-left color stop and set the Color Stop Opacity to 0%.
24. Do the same thing to the lower-left color stop.
25. Drag the black rectangle over the first rectangle until the black rectangle's right edge is to the right of the screen border (**Figure 15**).



**Figure 15** Two superimposed rectangles

Superimposing this second, black-gradient rectangle makes your text stand out and keeps viewers' eyes from wandering off screen to the right.

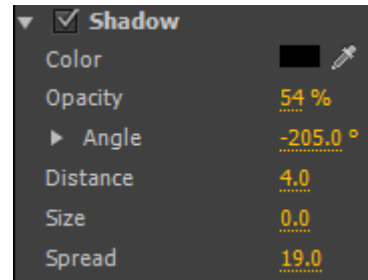
26. Click outside the rectangles to deselect them.
27. From the Title Styles panel, select a style you want to use for text. Select a color that will contrast nicely with the colors you used for the background. Select a large style that will fit vertically in the rectangles.

**Note:** After creating the text, you can change its font size in the Title Properties panel.

28. From the Titled Tools panel, select the Type tool (the large T) and click in the Titled main panel screen somewhere outside the rectangles.
  29. Type **Title**.
  30. Click the Selection tool (the arrow at the top of the Tools panel) and drag your newly created text over the left side of the large rectangle. Make sure the text fits within the box (**Figure 16**). Use the Title Properties panel to change the font size if necessary.
  31. Use the Type tool to highlight the title text. Type a new title that approximately fills the space between the Safe Title margin.
  32. In the Title Properties panel, make sure Shadow is selected (it's at the bottom of the panel) and display its properties (**Figure 17**).
- Note:** Most styles have shadows.
33. Adjust the Shadow parameters.
- Note:** Increasing the Spread value softens the shadow.



**Figure 16** Text superimposed on rectangles



**Figure 17** Shadow properties

## Saving a Titler template

To reuse the Titler template you created, you must save it.

To save a Titler template:

1. In the upper-left corner of the Titler main panel, click the Templates button (**Figure 18**).

The Templates dialog box appears.

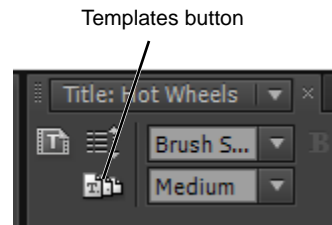
2. In the Templates dialog box menu, select Import Current Title as Template (**Figure 19**).

The Save As dialog box appears (**Figure 20**). The name of your title is entered automatically. You can replace this with a new name for the template.

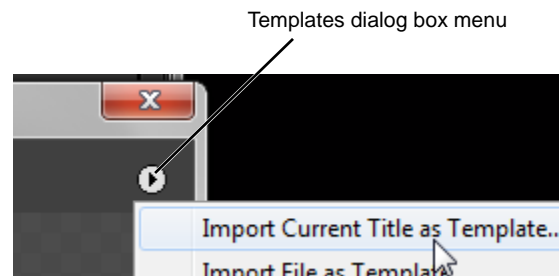
3. Type a template name and click OK.

The newly created template appears in the User Templates area of the Templates dialog box (**Figure 21**).

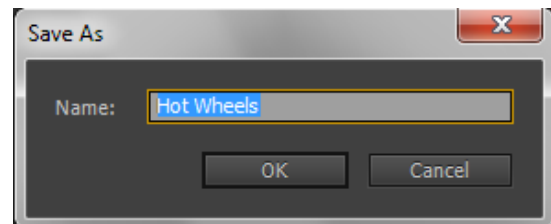
4. In the Templates dialog box, click OK.



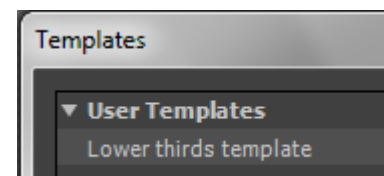
**Figure 18** Templates button



**Figure 19** Templates dialog box menu



**Figure 20** Save As [template] dialog box



**Figure 21** Templates dialog box

## How to add graphics and texture to text

The Titler offers several ways to use graphics and images. You can add an image as a background, as a logo within a text box, or as a separate object. In addition, you can use any graphic as a texture in any Titler object, including text.

To add graphics and texture to text:

1. From the main menu, select Title > New Title > Default Still.

The New Title dialog box appears.

2. In the New Title dialog box, type a name and click OK.
3. In the Titler, select the Rectangle tool. In the Titler main panel screen, drag the pointer to create a rectangle.

**Note:** If the rectangle has strokes or a shadow, deselect those properties in the Title Properties panel (leave Fill selected).

4. In the Properties area of the Title Properties panel, open the Graphic Type menu and select Logo (**Figure 22**).
5. Click the Logo Bitmap button (**Figure 23**).

The Choose A Texture Image dialog box appears.

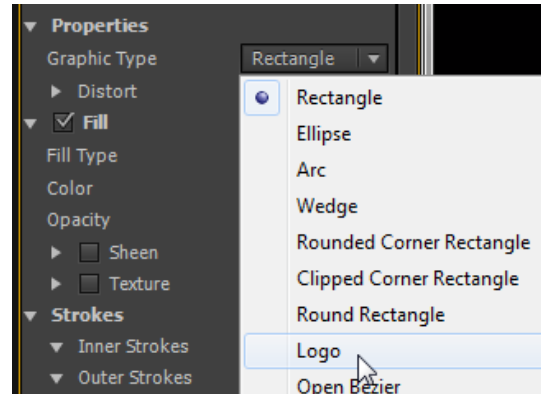
**Note:** Both Windows and Mac OS have options for viewing a file as a thumbnail, icon, or picture. This makes locating images easier.

6. Select an image and click Open.

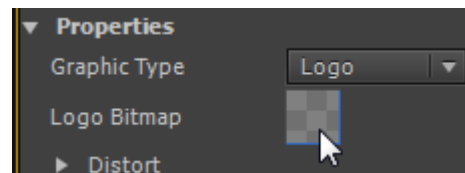
The selected image appears inside the rectangle in the Titler main panel screen (**Figure 24**).

**Note:** To add a graphic or image file as a full-screen title background, select Title > Logo > Insert Logo.

To add a graphic or image within a text bounding box, put the text insertion point where you want to add the graphic and select Title > Logo > Insert Logo Into Text.



**Figure 22** Properties area Graphic Type menu



**Figure 23** Logo Bitmap button



**Figure 24** Titler object with Logo graphic type

7. Select the Type tool, click somewhere in the Title main panel screen, and create some text.
8. In the Fill area of the Title Properties panel, select Texture and display its parameters.

**Note:** You can add texture to any object's fill or stroke.

9. Click the Texture button, select a file from the Choose A Texture Image dialog box, and click Open.

The graphic or image shows up within the text (**Figure 25**).

**Note:** Texture has about 25 parameters. To cover them here would go beyond the scope of this guide.



**Figure 25** Text with texture applied