

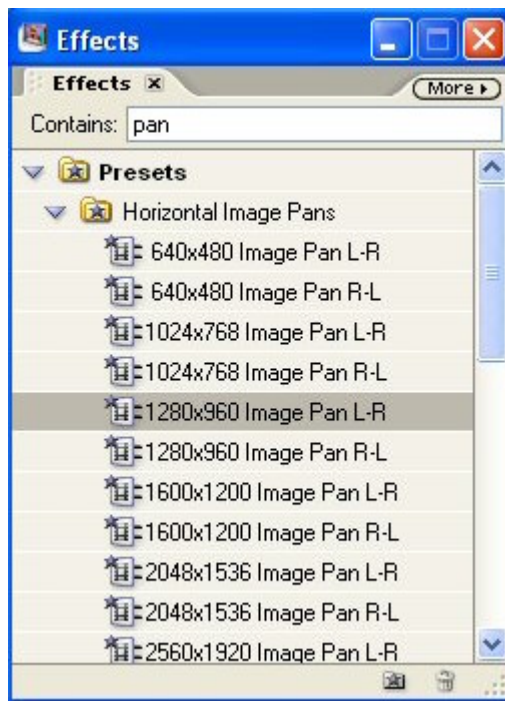
Adobe Premiere Elements – Part II

Advanced Effects

In our first video we used some simple effects such as Shadow/Highlight to improve the quality of our video. Now we're going to see how to apply the "Ken Burns" effect by using panning and zooming to give motion to our otherwise still images. Let's start with a simple pan (moving horizontally from left to right or right to left or moving vertically from top to bottom or bottom to top).

Panning

1. Select the second image on the timeline (goreeapproach7.jpg).
2. Click on the **Effects** button on the taskbar at the top.
3. Type *pan* in the Contains box. When the window reveals the pan menu, we have a plethora of choices in front of us. With all these choices, which one is the right one?



4. In order to make a good choice, we need more information about our image. What size is it? 640 x 480? 1024 x 768? 1280 x 960? To get that information, in the Media window, first select the clip (goreeapproach7.jpg). Then click on More > View > Preview Area. At the top of the media window now appears the information about our image that we need:



In the preview area, we can see that the image is 1280 x 960. By the way, most landscape oriented digital photos are this size.

Now we can select the icon for a 1280 x 960 Image Pan L-R and drop it onto our clip in the timeline.

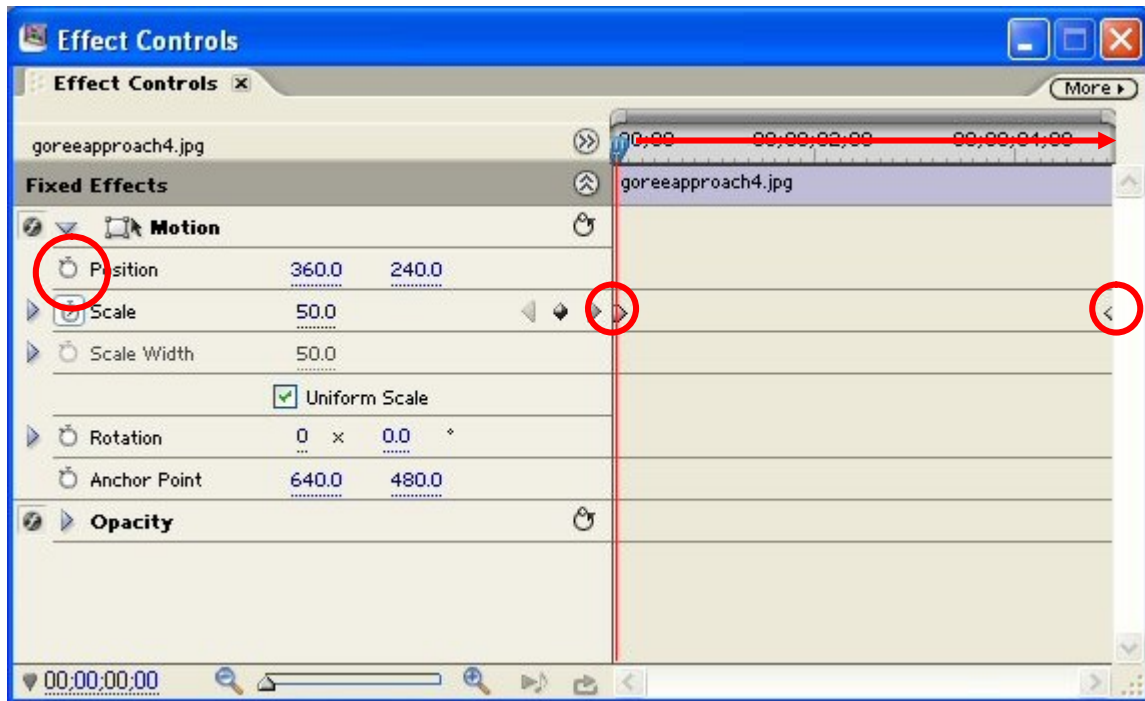
Play it back to see how much this simple effect adds to a still image.

Apply this same effect to the next image on the timeline (goreebeach1.jpg).

Zooming

Moving left to right across an image is cool enough, but zooming in on a feature in an image is even cooler. It also takes a little bit more work, so stay with me on this one.

1. Select the first image in the timeline (goreeapproach4.jpg).
2. Click on the **Effects** button if the Effects window is not visible. In the text box, type *zoom*.
3. Check the size of the image in the preview area of the media window; it is also 1280 x 960, so we'll select the 1280 x 960 Zoom In icon and drag it onto the first image. This is where things get interesting.
4. In order to do a zoom, Premiere Elements has to know where to start and where to stop. When we dropped the effect onto the image, Premiere Elements inserted a starting and stopping point for the action. These points are called keyframes. You have a lot of control over motion using keyframes by telling Premiere Elements exactly where you want to start and stop.
5. For now, we'll accept the starting point assigned. But if you play the movie, you'll notice that the stopping point for the zoom may not be exactly where you want it. So we're going to adjust the final keyframe so it zooms in exactly on what we want, not what it thinks we want!
6. First, delete the transition between the first and second clip (select it, then hit the delete key). We'll put it back when we're done, but it will be easier to see the action without it.
7. Click on **Effects** and hold your mouse down until you see a menu. From the menu select **Advanced Effects**. Click on it to bring up the effect controls window:



In the screenshot above, I have circled the keyframes (small diamonds) that denote the starting point and the ending point for the zoom. First click on the button to the left of the word Position to toggle on the animation. Now, notice that there is also a current time indicator in this window. Move the current time indicator to the final keyframe on the right. This is the one we want to change.

8. Now click on the image in the monitor window to select it. Click again and drag the image to the left so that the entire island is visible in the image. This is where we want the zoom to stop. When you're satisfied with the position, release the mouse button. You have now set the position for the final keyframe.
9. Hit the home key to return to the beginning of the clip and play it back (press the spacebar to stop and start playing the clip). See how you like this effect. If you're satisfied, replace the missing cross dissolve transition.
10. Now that you're an expert with keyframes, apply the zoom in effect to the following images:
 - a. Goreestreet4.jpg (make it seem like we are walking down the street)
 - b. Goreeescavestatuue.jpg (focus on the upper torsos and chains)
 - c. Maisondesesclavesentree.jpg (focus on the sign that says "Maison des Esclaves")

A general rule of thumb is that if a still image lasts more than four seconds, it needs some animation. Add a transition, throw in an effect, but don't let it just sit there like a wart on your nose.