How to add video effects

You can use effects to add a creative flair to your movie or to fix exposure or color problems, edit sound, or manipulate images. Adobe Premiere Elements comes with preset effects with which you can quickly and easily apply a preconfigured effect to footage. You can use included presets, create your own presets, or adjust and animate values as desired. You can animate the effects you add to clips by using presets that have predefined keyframe values, or you can create keyframes with custom values. Presets provide a quick, easy way to animate effects, while custom keyframes let you create more precise and complex animations.

About effects

After you've assembled a movie (arranging, deleting, and trimming clips), you can add polish to it by applying and refining clip effects (**Figure 1**). For example, an effect can alter the exposure or color of footage, manipulate sound, distort images, or add an artistic feel. All effects are preset to default settings so you can see the results of the effect as soon as you apply it. You can change these settings to suit your needs when you apply the effect.

You can also use effects to rotate and animate a clip or to adjust its size and position within the frame. Adobe Premiere Elements also includes several preset effects you can use to quickly alter your footage. Most effects have adjustable properties; however, some effects, such as Black & White, do not. All effects are reversible, so if you don't like the results of an effect, you can remove the effect at any time.

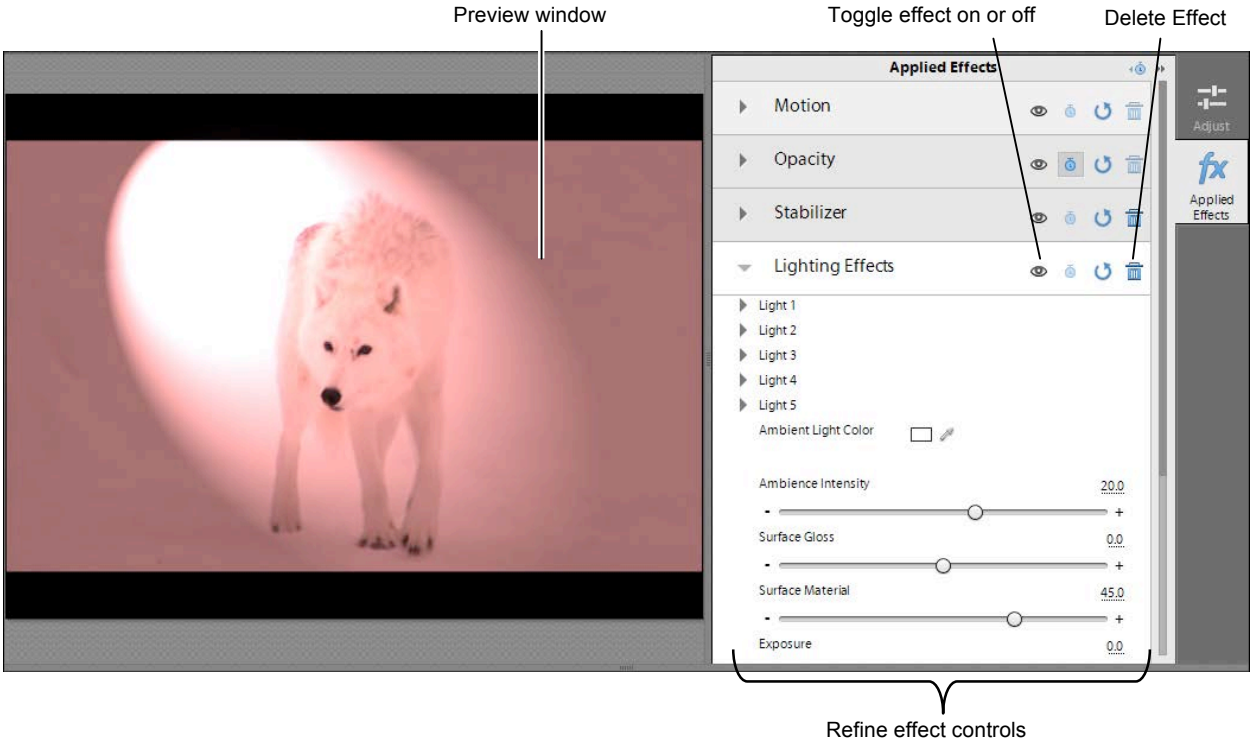

Figure 1 Applied Effects panel

This guide examines how to apply effects to a clip—including how to use the cartoon special effect and how to use the Pan and Zoom tool. The cartoon effect applies a cartoon-like style to scene (or part of a scene) for an entertaining special effect. Use the Pan and Zoom tool to apply documentary style movement to video and still images.

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Find, apply, and preview effects

Available effects are listed in the Effects panel. The Effects panel works differently in the Quick and Expert views. In Quick view, a selection of the most popular effects are presented. In Expert view, an expanded list of effects is available. In this section, you will use the Expert view to find, apply and preview effects.

Effect presets (preconfigured effects) are stored in the Presets folder. If you create your own effect presets, they are stored in the My Presets folder. Within each folder, effects are grouped by type in nested folders. For example, the Blur And Sharpen folder contains effects that alter the clarity or focus of an image, such as Fast Blur and Sharpen.

When you apply an effect to a clip, the effect is set to default values and is active for the duration of the clip. After you apply an effect, you can adjust its properties by clicking the Applied Effects button in the Tasks panel. You can make an effect start and stop at specific times or adjust the values of the effect over time by using keyframes.

You can apply multiple effects to a clip, and you can apply the same effect numerous times to the same clip with different settings. Keep in mind, however, that the more effects you add, the more time it takes to render the final movie. If you decide an effect is not suitable for your project, you can easily delete it in the Applied Effects panel.

To apply and preview a video effect:

1. Open an Adobe Premiere Elements project.
2. Click the Expert tab at the top of the workspace.
3. Click the Effects button in Action Bar to open the Effects panel.
4. Click the Effect category menu to reveal the preset effects categories (Advanced Adjustments, Blur Sharpen, Channel, and so on) (**Figure 2**).
5. Click an Effect category to view its contents.

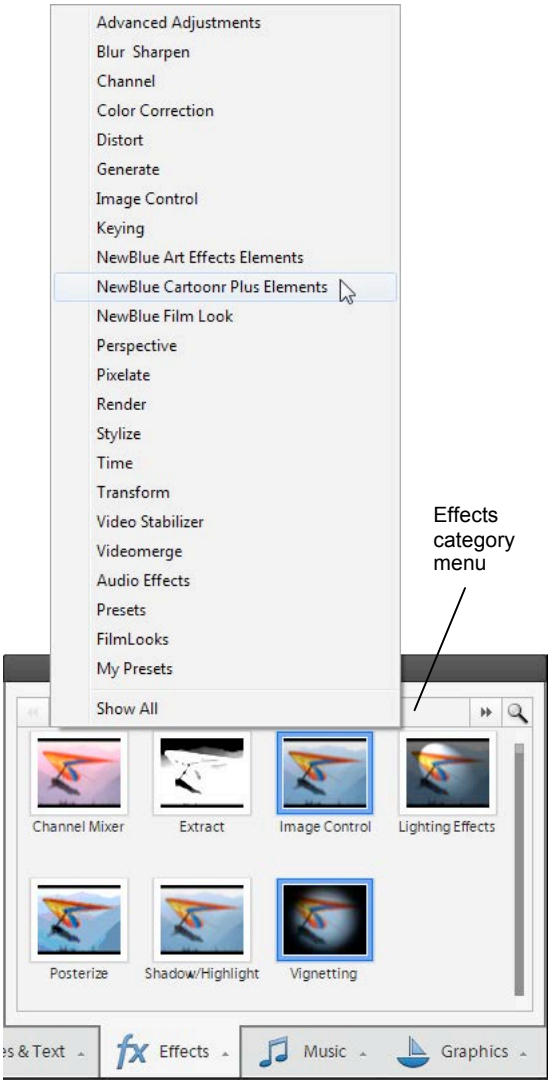

Figure 2 Selecting an effect category from the category menu in the Effects panel

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6. Select an effect from the Effect panel and drag the effect to the clip in the Timeline, or the Monitor panel (**Figure 3**).

   Note: To select nonconsecutive clips, Shift-click each clip. To select consecutive clips, click in the My Projects panel and drag a marquee around the clips you want.

7. Click the Play button in the Monitor panel to preview the clip with the effect applied.

8. To remove an effect, select the effect at the top of the Effects view, and then click the Trash Bin button (**Figure 4**).

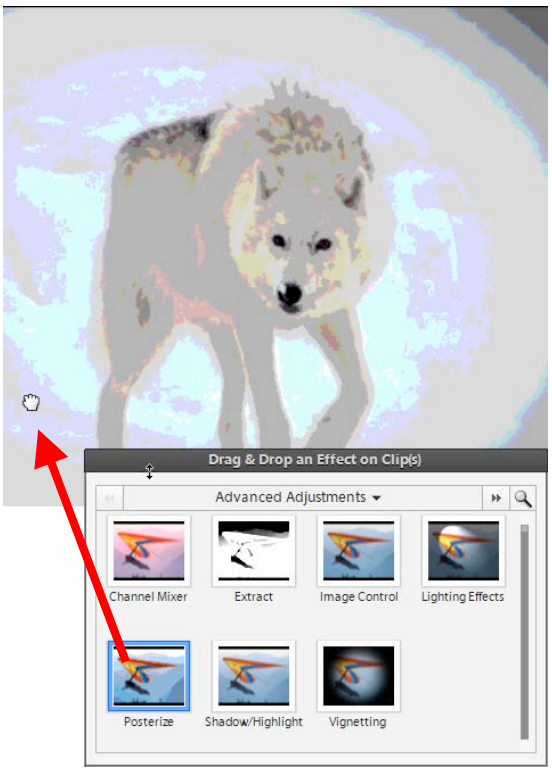

Figure 3 Drag and drop an effect to the Monitor panel

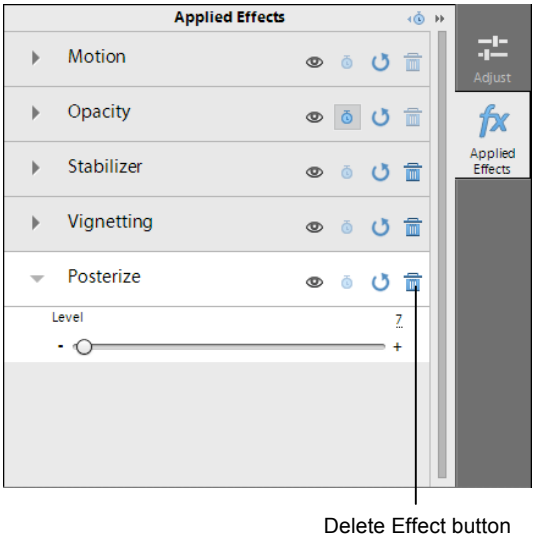

Figure 4 Applied Effects panel

Adjusting effect properties

Use the Applied Effects panel (**Figure 5**) to adjust effect properties. Open the Applied Effects panel by clicking the Applied Effects button (or by choosing Window > Applied Effects).

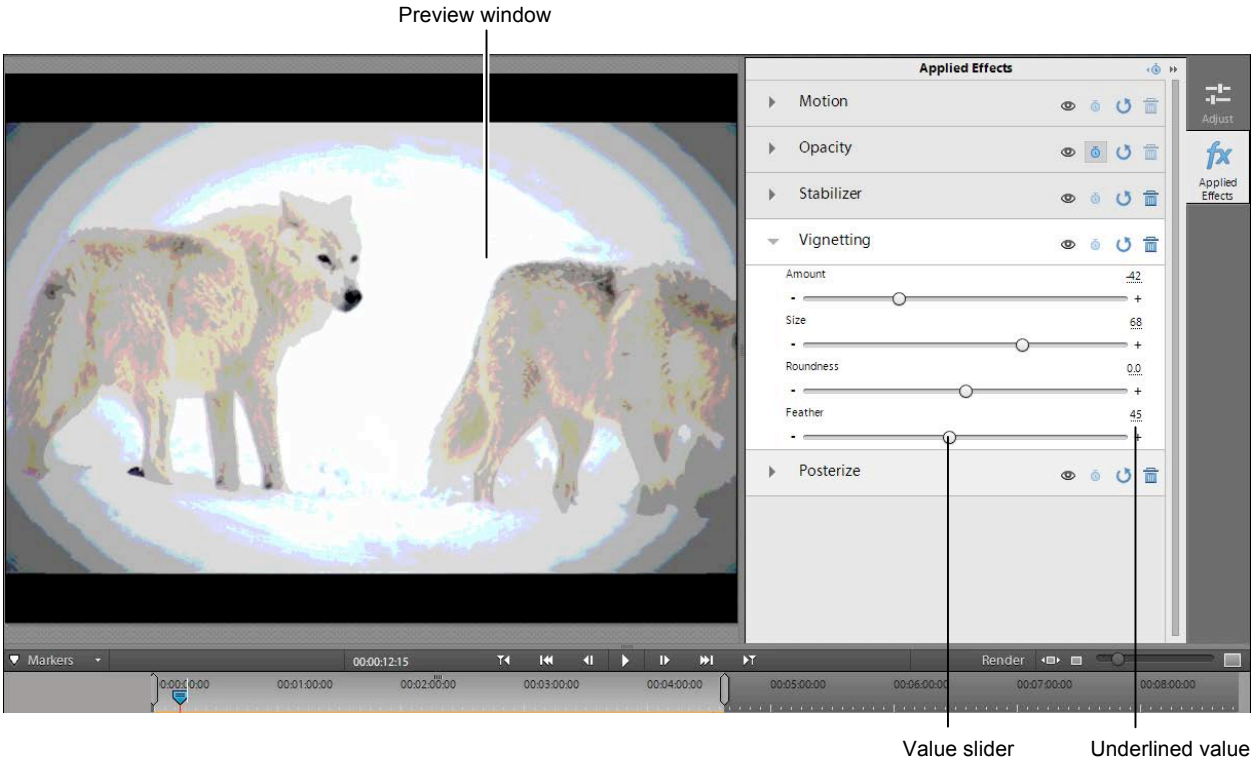

Figure 5 Monitor and Applied Effect panels

To adjust a video effect:

1. In the Quick view Timeline, or Expert view Timeline, select the clip that contains the effect you want to adjust.
2. Click the Applied Effects button.
3. In the Applied Effects panel (**Figure 5**), expand the effect and do any of the following:
   - Drag the underlined value left or right.
   - Click the underlined value, enter a new value, and press Enter (Windows) or Return (Mac OS).
   - Drag the value slider left or right.
   - Drag inside the angle control area. After you've clicked inside the angle control, you can drag outside of it to quickly change the values.

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4. If an effect is color-based, do either of the following:
   - If the color swatch is available, select a color in the Color dialog box, and then click OK.
   - If the Eyedropper tool is available, position it on the desired color anywhere on the screen, and then click to select the color.
5. Sometimes, reordering effects can lead to an interesting effect in itself. To reorder effects, click an effect name in the Effect Properties view and drag it to a new location in the list. A black line appears when the effect is above or below another effect (**Figure 6**). When you release the mouse button, the effect appears in the new position.
6. Preview your changes in the Monitor panel (**Figure 7**).

   Note: If you have a DV camcorder, you may be able to preview effects on a TV monitor. Connect the computer to your DV camcorder's FireWire™ jack and connect the camcorder's audio and video outputs to the TV. Previewing on a TV monitor is especially helpful for changes to color.

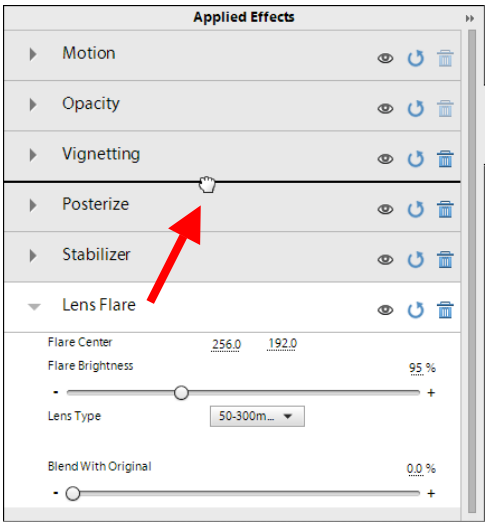

Figure 6 Dragging an effect to a new location

Figure 7 Preview the effect changes in the Monitor panel

Panning and zooming video and stills

Video and film techniques, such as how you frame a shot, can greatly influence the mood and meaning of your story. Camera movement, such as zooming and panning, are used to focus the viewer's attention or to build curiosity and suspense by slowly revealing objects hidden beyond the edge of the frame.

This technique is used in historical documentaries where film or video material is not available. Action is given to still photographs by slowly zooming in on subjects of interest and panning from one subject to another. For example, in a photograph of a hockey team, one might slowly pan across the faces of the players and come to a rest on the player the narrator is discussing. The zooming and panning across photographs gives the feeling of motion, and keeps the viewer visually entertained.

You can use the Photoshop Elements Zoom and Pan tool to add these effects to both video and still images during the editing process.

To zoom or pan a clip in the Timeline:

1. In the Quick view Timeline, or Expert view Timeline, select the video or picture that you want to zoom or pan.
2. Click Tools button to open the Tools panel, and scroll down and click the Pan & Zoom tool (**Figure 8**).

   The Pan and Zoom window opens with two frames created automatically (**Figure 9**). By adjusting the size and position of each frame, you define the change, or movement, that occurs. The Effect Timeline shows the duration of the effect. Green represents when the clip is still (no motion). Blue represents when the movement occurs between frames.

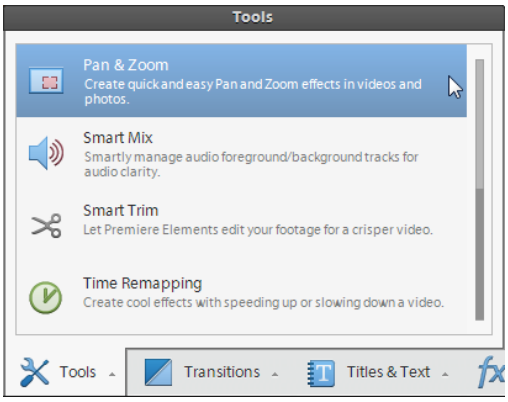

Figure 8 Pan and Zoom tool

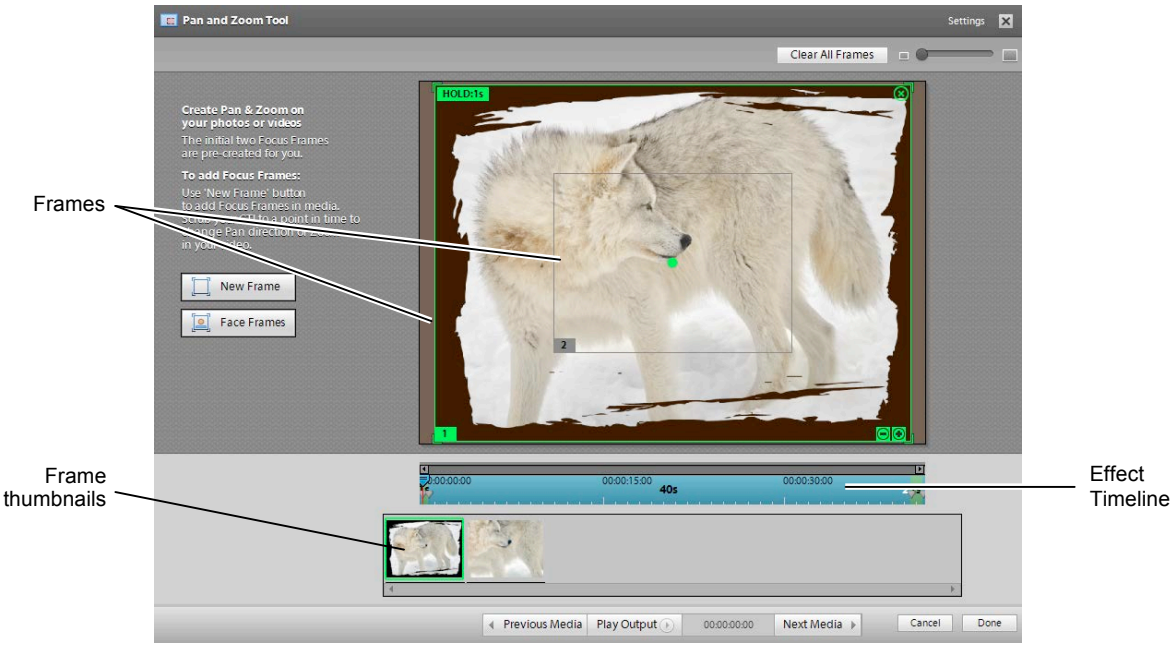

Figure 9 Pan and Zoom window

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3. Click Play Output to preview the default effect.
4. Click Exit Preview or press Esc to exit the preview window and return to the Pan and Zoom window.

   Most likely, you will need to adjust the position of the frames. In this example, the effect begins full screen for one second (frame 1) and then takes forty seconds to zoom into the center of the picture (frame 2). The zoom should end on a close up of the wolf's face instead (**Figure 10**).

   Note: To reverse the effect (begin zoomed in and slowly zoom out), you can rearrange the frame thumbnails by dragging.
5. Position the pointer over the center of the frame 2 box and drag it to reposition the end point of the zoom effect (**Figure 11**).
6. To change the size of a frame, position the pointer along any corner handle and drag (**Figure 12**).

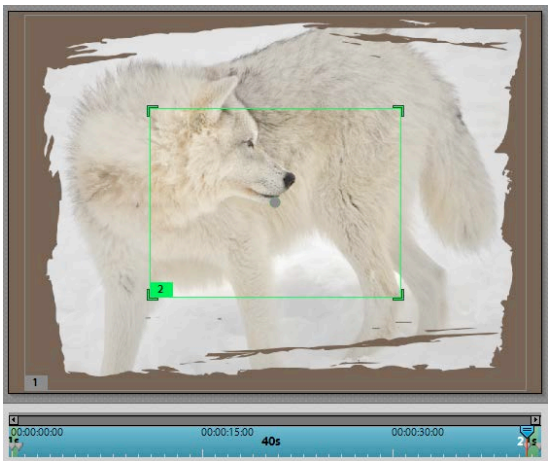

Figure 10 Forty second zoom effect

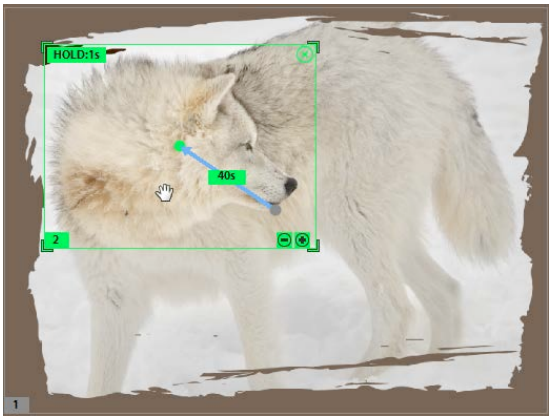

Figure 11 Adjusting the position of the frame

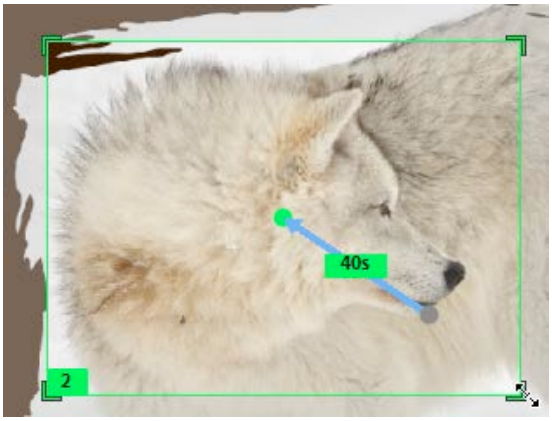

Figure 12 Adjusting the size of the frame

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7. To change the timing of the effect, select the frame and click its timing icon (**Figure 13**).
8. In the Pan (or Zoom) Time dialog box, enter the new duration for the effect and click OK.
9. To add additional movement to the same clip, click New Frame in the Pan and Zoom window.

   A new frame is added to the window and a new thumbnail appears (**Figure 14**).
10. Drag the new frame to position the end point of the new frame.

    In this example, the clip begins full screen in frame 1, zooms into a close up of the dog on the left, holds for one second, and then pans to the dog on the right (**Figure 15**).
11. In the Effect Timeline, drag the current time indicator to the beginning of the effect and click Play Output to preview the effect.
12. Click Exit Preview or press Esc.
13. When you are satisfied with the effects on the current clip, click Done.

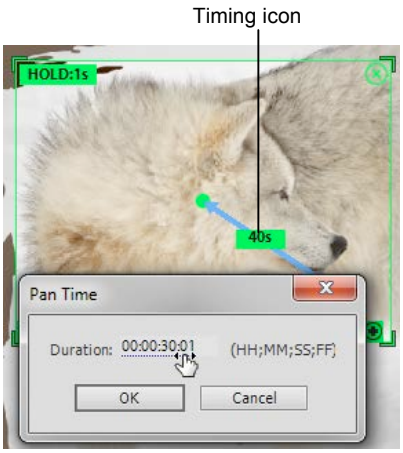

Figure 13 Pan Time dialog box

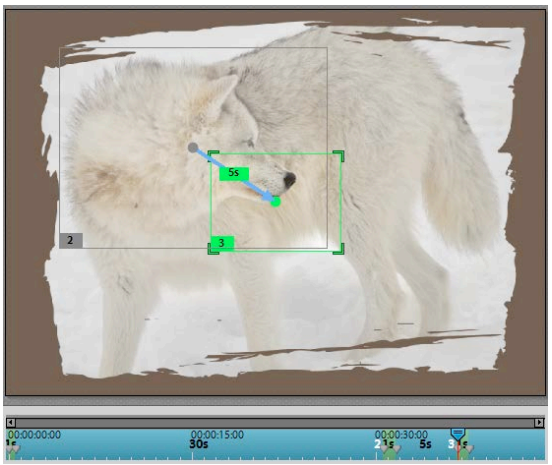

Figure 14 An effect with three frames

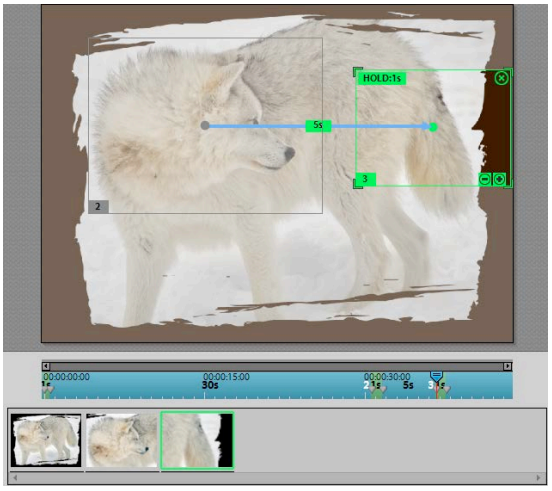

Figure 15 Panning to the right

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To zoom or pan using Face Frames:

1. In the Quick view Timeline, or Expert view Timeline, select the video or picture that you want to zoom or pan.
2. Click Tools button to open the Tools panel, and scroll down and click the Pan & Zoom tool (**Figure 16**).
3. Click the Face Frames button.

   The picture is analyzed and additional close up frames are created for each face that is recognized in the photo (**Figure 17**).

   The effect will begin wide screen and then zoom into a face. After holding for one second, the effect pans to another face in the image. You can rearrange the order of each frame by dragging the thumbnails below the Effect Timeline.

   Photoshop Elements assumes you want to feature each face in the image for equal amounts of time. You can ignore specific people in the photo by selecting a thumbnail and pressing Delete.
4. Position the current time indicator at the beginning of the Effect Timeline and click Play Output to preview the effect.
5. Click Exit Preview or press Esc.
6. Size and position each frame as needed.
7. Adjust the duration for each zoom or pan as needed. If your project includes a narration sound track, you can time the effects to sync the narration.
8. Click Done to apply the effect.

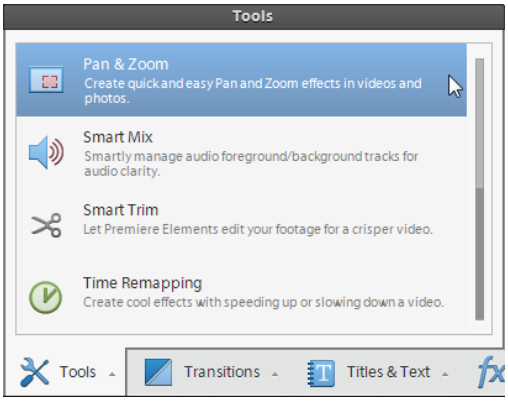

Figure 16 Pan and Zoom tool

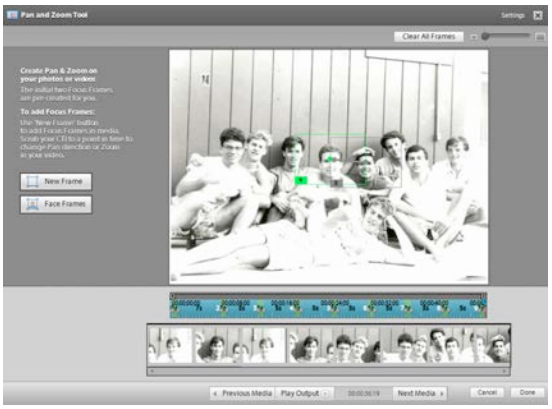

Figure 17 Face frames