Audio and Video Editing

Titles & Graphics

Jelena Todorović

Faculty of Technical Sciences – University of Mitrovica (UPKM)

Exercise Objective

- *The objective of this exercise is to become familiar with the possibilities of the Titler window. The Titler window offers extensive possibilities such as choosing the font, its size, color or opacity.*

- *Becoming familiar with the existing library of predefined and easily modifiable styles will help in selecting an appropriate appearance. The exercise explains the difference between titles and graphic objects, emphasizing the difference between poorly readable titles and inappropriate graphics, and between easily readable titles and good graphics.*

- *Attention is drawn to the visible area of a typical television screen and to the positioning of the title/graphics in relation to the edges of the screen.*

Titles & Graphics

- The first impression is the most important. This must be kept in mind when your opening title is concerned. It allows the viewer to become informed and gain an overview of what may follow.

- Well-designed graphics directly contribute to the success of any presentation, while poor graphics and a poor opening title discredit the entire production right from the start.

Titles & Graphics Today

- Titles include the form and layout of text and numbers, while graphics include diagrams, maps, tables, decorative and pictorial elements. In the past, great skill was required for working with titles and graphics; it was a demanding and painstaking process. Creating well-designed graphics today should not be a problem, because an "ordinary" personal computer is sufficient for that.

- Work on graphics begins with the choice of font. Also, programs for inserting titles and graphics offer a large number of predefined and easily modifiable options. The extensive possibilities these programs offer can lead you toward over-designed and inappropriate graphics, because they may not correspond to the content of the program that follows or accompanies them.

Titles & Graphics Today

- It is very important from a design point of view (it is also necessary from a technical aspect) to predict the medium for which the graphic is being made: whether it is a standard 4:3 or 16:9 image format.

- Pay attention to what part of the image is visible on the average TV and position the graphic farther from the edges. The part of the screen where it is safe to place titles and graphics is called the *title safe area*.

Proper Titling

- You have surely countless times seen poorly readable titles at the beginning, during, and at the end of a program. The purpose of a title is to inform the viewer, to allow them to read the information easily, quickly, and without noticing it. Special attention should be paid to titling (translation) of a foreign program (film or television).

- Readability of letters depends on their size, shape, and the background on which they appear.

- The size of the letters should not be smaller than 1/25 of the image size. Fonts good for print are not necessarily good for titling. If possible, it is good to use bold letters.

Proper Titling

- There should not be more text on the screen than the viewer needs at that moment. Otherwise, instead of reading your information—or part of it—they may end up not reading it at all.

- Rapid change of titles discourages viewers after just a few seconds, and they give up on reading. The best test of duration is that you can read the entire title aloud at a slow pace, and that it remains on screen for some additional time afterward.

- Choosing an appropriate background for titles can be as important as the letters themselves. A solid-color background is often the best solution, because it draws attention to the letters and does not interfere with reading. However, it is risky if it lasts too long, as it becomes boring to watch. Ornamental backgrounds full of textures and abstract shapes can enhance the viewer's overall impression, but can also confuse them. Choosing a background requires great attention.

Proper Titling

- Placing the graphic on a colorful background makes it difficult to read. If you insert titles over field footage, the human eye may not be able to find them and will focus on the background instead of the title. This can be avoided most easily by using light letters (white or yellow) outlined with a dark line (black or gray).

- You can always check graphics, if the program allows, by switching the entire image to a monochromatic environment. Avoid placing titles over letters within the shot (a newspaper shot, street signs, etc.).

- Titles have several basic positions: center top, left or right top, centered, center bottom, left or right bottom.

Types of Graphics

- Graphics can make a significant contribution in all types of TV programs.

- It can be presented in several ways:

  - full screen (as a full frame), or

  - can be combined with a live image (appearing on a screen within the shot, as a map on the wall, or as a free-standing panel).

Animated Graphics

- Animation brings graphics to life; even the smallest movement such as a pan from one detail to another, or a zoom to or from a detail, can hold the viewer's attention longer than static graphics.

- For example, in all children's shows, graphics are necessary to keep children's attention and associate them with a cartoon.

- Animation can also be the simplest application of transitions (wipes, dissolves).

- Thanks to animated graphics, even during studio recording (or outside it), it is possible to simulate raindrops, snowflakes, fire, fog…
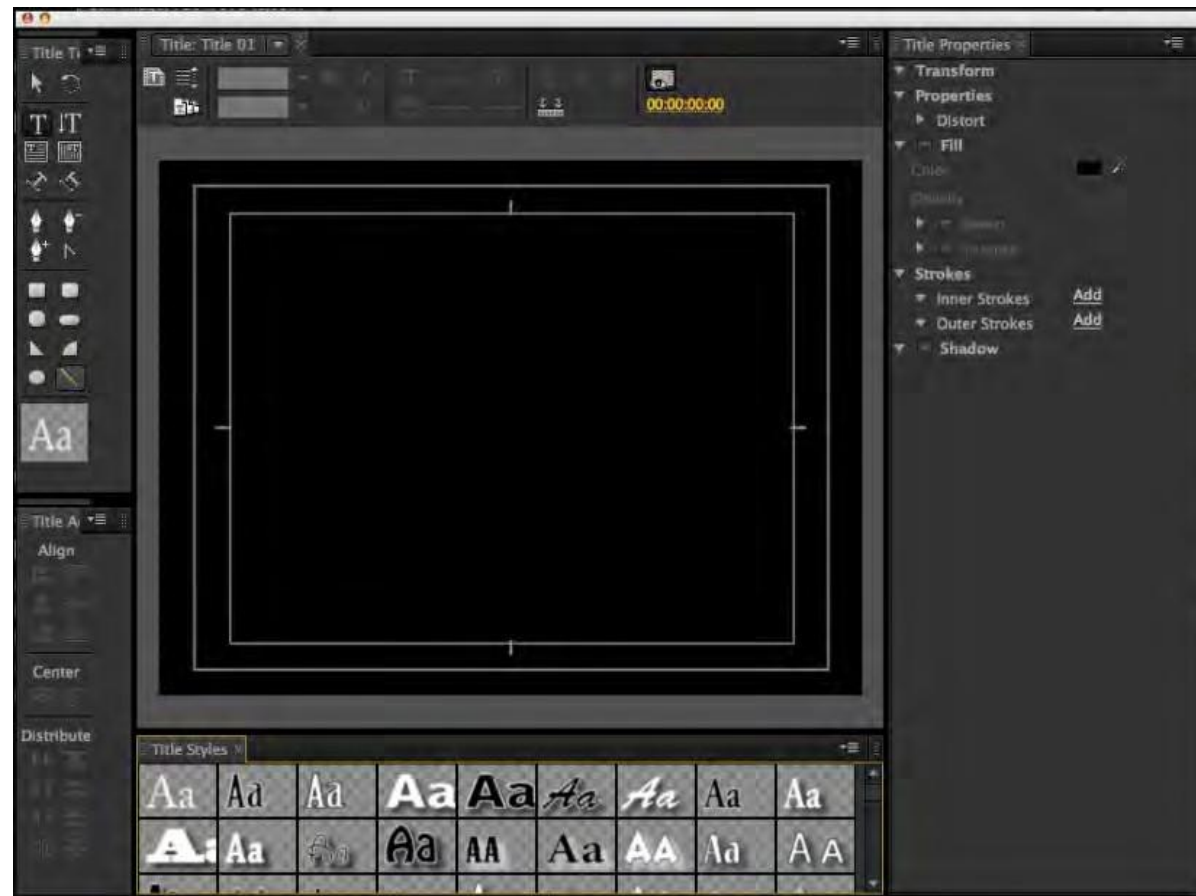
Exercise 5

1. Start Adobe Premiere Pro, select New Project >titlovi.

2. Select: File > New Sequence, from Available Presets > DV - PAL > Standard 48kHz.

3. Right-click in the Project panel and you will open the menu, select > New Item > Title... (or Title > New Title > Default Still).

- *A window will open where you can assign a name to the title you create (or the program will automatically generate one). It is also possible to change the size, framerate and pixel aspect ratio, regardless of the sequence settings. Confirm.*

New Title

Video Settings
Width: 720   Height: 576
Timebase: 25,00fps
Pixel Aspect Ratio: D1/DV PAL (1.0940)

Name: Title 01

Cancel   OK

Exercise 5

- *You are now in the Titler window where all titles in Adobe Premiere Pro are created.*
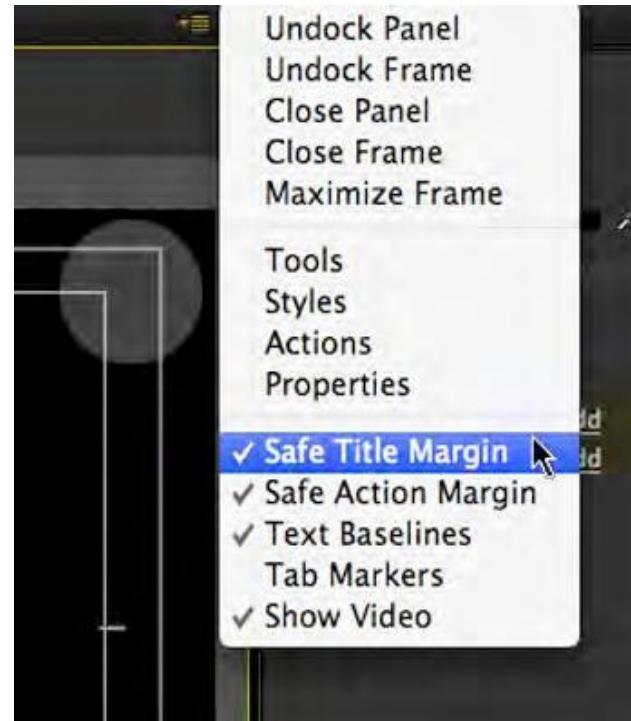
Exercise 5

- *The Titler window contains a large number of tools classified into 5 panels.*

  - *Title Designer – Represents the main screen where generated titles are created and previewed (Depending on the CTI position in the Timeline panel, the content from the Timeline panel will appear in this screen. If you have not set a good CTI position, by selecting the Show Video option and selecting a specific place in the Timeline panel by changing the timecode, you can reach the desired frame in the screen.)*

  - *Title Properties – Contains all essential text settings: font, size, color, etc.*

  - *Title Styles – Contains predefined graphic title designs.*

  - *Title Actions – Contains tools necessary for centering text within the screen.*

  - *Title Tools – Used, among other things, for defining text direction, determining paths, etc.*

Exercise 5

- *In the Titler window the predefined options Safe Title Margin and Safe Action Margin are enabled. If you want to disable/enable them again, click on the arrow located on the right side above the preview screen and mark them in the dropdown menu.*

Exercise 5

4. If it is not active, select the Type Tool. Click "in the middle" of the screen. Write your name.

5. Choose one of the predefined graphic solutions from the panel Title Styles.

- *Depending on the selection, the text takes on the properties of a predefined style.*

6. Select the Arial font type Regular from the dropdown menu.

7. In the panel Properties, you can also change the font in the Font Family dropdown menu. Select Times New Roman and in Font Style choose Bold.

Exercise 5

8. Change the font size to 45 using the Font Size option.

- *Instead of typing the desired value, you can also change the size by dragging the mouse over this option.*

9. Choose the Type Tool again and activate the field for entering titles by clicking your name. In a new line write your surname. Select text.

10. Try all the options in the Properties section.

- *If you have obtained a text style you want to use in the entire project, you can add it to Title Styles so you do not have to enter the settings every time.*

Exercise 5

11. y clicking the arrow on the right side of the Title Styles panel, a menu will open, choose New Style... and confirm.

- *A window will open where you can enter the name of the predefined graphic title style, or leave the automatically generated name.*

- *In the Title Styles panel a new icon with the appearance of your title will appear at the last position. When creating every subsequent title, you can select your predefined style.*

12. In the Title Action panel press the Vertical Center and Horizontal Center buttons to position the text in the middle of the screen.

Exercise 5

13. When you are completely done creating a title, simply close the window.

- *Adobe Premiere Pro will not ask whether you want to save the file; it will do so automatically. You can use the title from the Project panel like any other a/v clip in the Timeline panel, and by double-clicking on a specific title you can make further edits. Text generated in the Titler window automatically has an alpha channel.*

Exercise 5

14. Create a new title. Try using Point, Area,
    and Path tools.
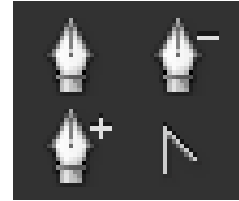
- *Point – the text you type appears in a single line until you manually move to the next line.*

- *Area – the text you type appears within a previously defined area and wraps automatically.*

- *Path – by marking points on the screen, the text you type appears along a line defined by those points.*

- *All these tools have their own horizontal or vertical direction.*

Exercise 5

15. The path is created using the Path Type tool and modified with the Pen, Add/Delete Anchor Point or Convert Anchor Point tools.

- *If you have used the Pen tool in Adobe Photoshop or the Bezier Tool in Corel Draw, you will have no difficulty using the Pen tool. A path is defined by at least two points. By dragging the mouse across the screen and clicking at specific points, you can create the desired path. If you later want to add or remove points, use Add Anchor Point or Delete Anchor Point. With the Convert Anchor Point tool you can continue your path.*

16. After drawing the path, by clicking anywhere inside the boundary area you can type text that will follow the path.
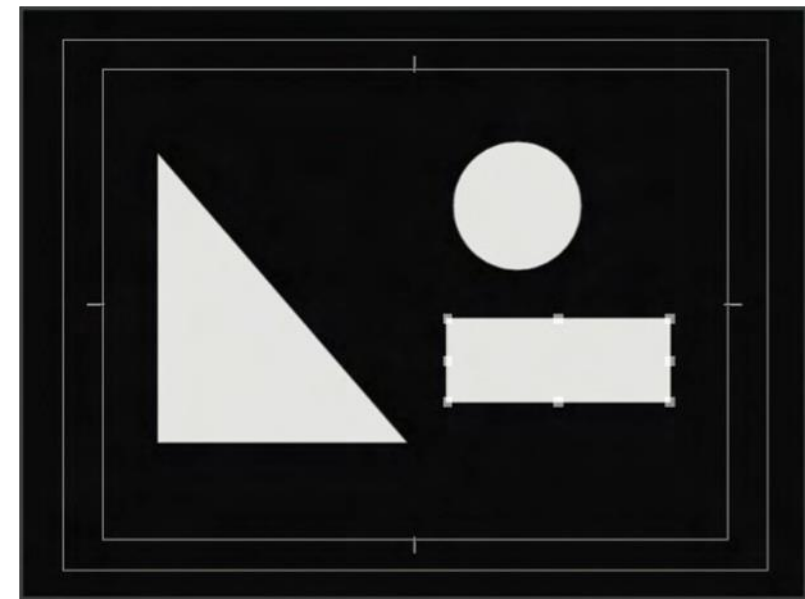
Exercise 5

- In addition to creating titles, in the Titler window you can also create geometric shapes.

17. Create geometric shapes. Start the Titler.

18. Choose one of the predefined shapes. By dragging across the screen (drawing the contour), you define the future shape of the object, Then release the mouse button.

- *If you hold the "Shift" key on the keyboard you will maintain equal proportions of the shape.*

19. To add another geometric shape, choose the Selection Tool, click on an empty part of the screen, then choose the desired shape again.

Exercise 5

- *The appearance of objects is also affected by the styles saved in Title Styles.*

20. Try to make all the shapes offered in the window Titler. Close the window.

- *In addition to static titles (Still Title), there are 2 types of dynamic text: Roll and Crawl.*

21. Select Title > New Title > Default Roll. Name the title Rolling Credits. Confirm.

- *The Roll option can be activated in the Titler window by clicking Roll/Crawl Options… from the dropdown menu.*
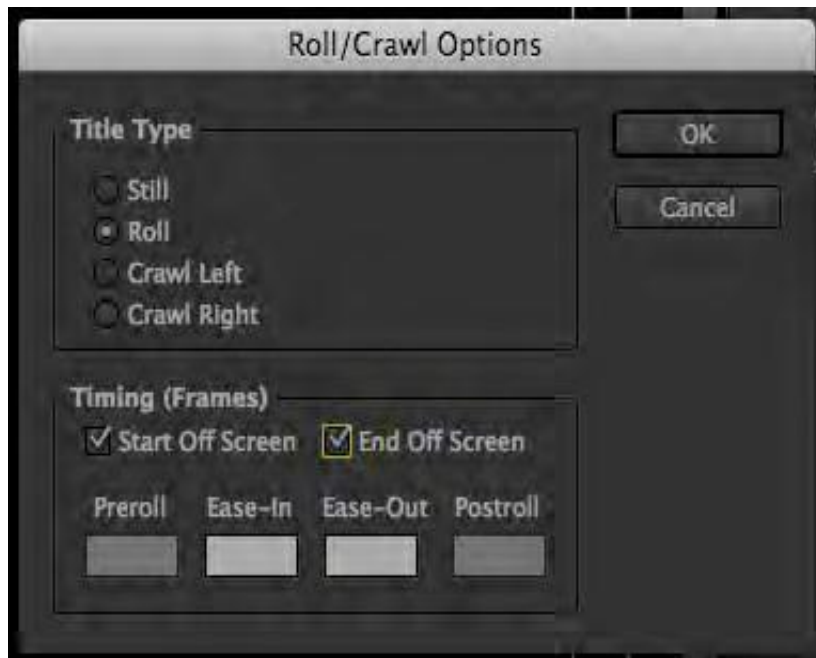
22. Start Notepad. From the Banka 4 folder, open the file credits.txt. Copy the contents of the .txt file to Titler.

23. Center the text, select the desired style (Title Style).

Exercise 5

24. Press the "Roll/Crawl Options..." button

- *Start Off Screen – determines whether the credits start completely off-screen or begin with text at the top.*

- *End Off Screen – determines whether the end credits finish completely off-screen.*

- *Pre--Roll – determines the number of frames before the first words appear on the screen.*

- *Post--Roll – determines the number of frames after the last words appear on the screen.*

- *Ease-In – determines the number of frames for slowing down at the beginning of the credits.*

- *Ease-Out – determines the number of frames for speeding up at the end of the credits.*

- *Crawl Left/Right – determines the direction of crawl text.*

Exercise 5

25. Select the Start Off Screen and End Off Screen fields, type 5 in the Ease-In and Ease- Out fields, close the window.

26. From the Project panel, drag the title "Rolling Credits" to the Video 2 track, in the Timeline panel.

27. From the Banka 4 folder, import: Slika4_1. Drag the file Slika4_3 to the Video 1 track below the title. Render the preview.

- *If necessary, equalize their duration.*

Exercise 5

28. Play the title.

29. The content of the end credits cannot be read because the credit roll moves too quickly. Extend the duration of the title and background image in the Timeline panel until you achieve the desired scrolling speed.

30. Save the project.

Questions & Answers