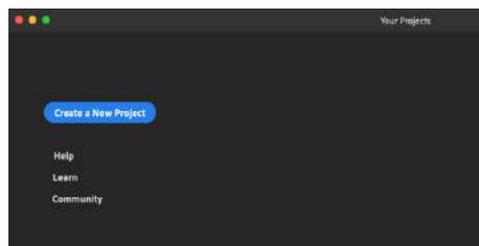


Create Text-Overlay Video in Premiere Rush

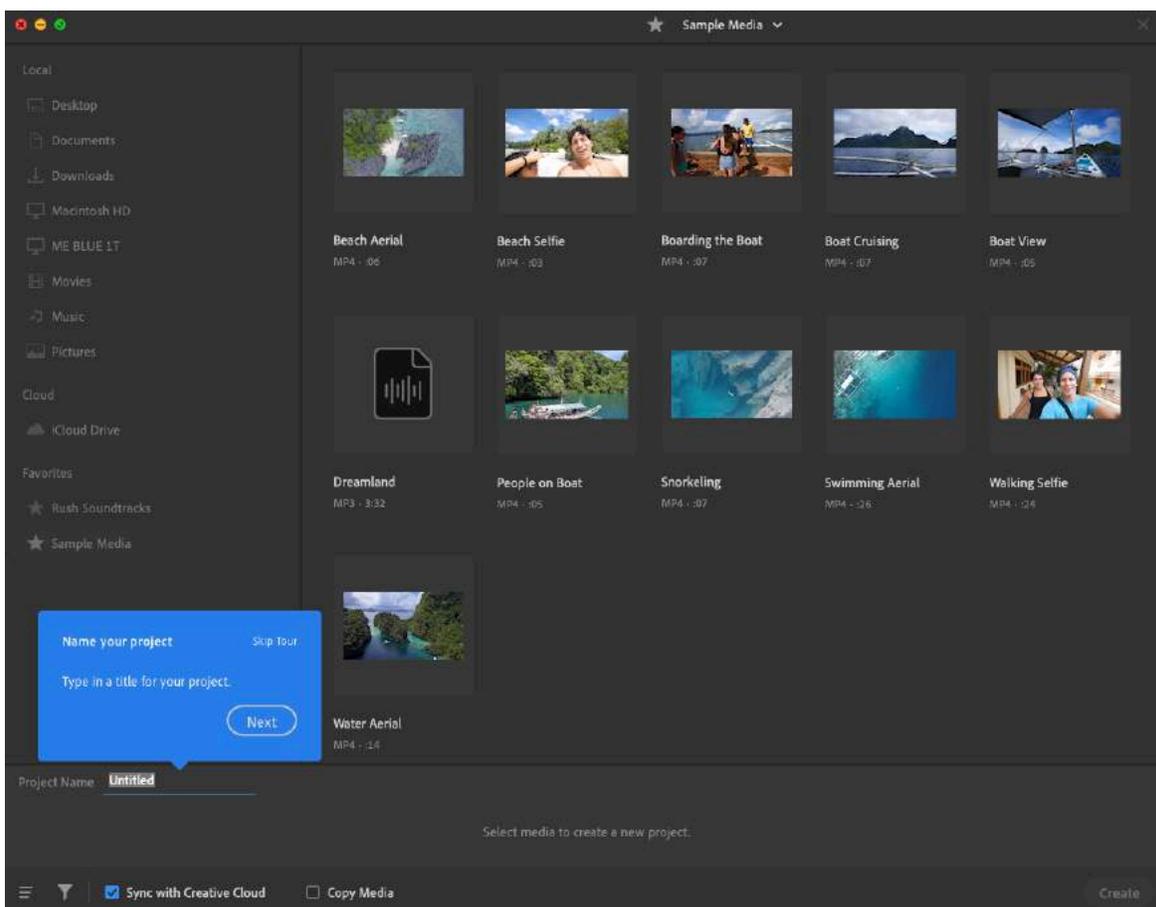
1. Write about five short sentences for the video. Each will become a title in the project.
 - a. Don't know what to write? Answer who, what, when, where and why. Also how and a call to action.
 - b. Show. Don't tell. If something's obvious in the video, don't make it into a title.
 - c. If you must include long sentences, separate them into two or more lines.
 - d. If someone is speaking in the video, write what they say. A text-overlay video should be understood completely without audio. Most viewers won't unmute the video. They'll just leave.

2. Open Premiere Rush. (It can be downloaded from Adobe.com. Use Enterprise Log In and your UTRGV computer log-in information.)

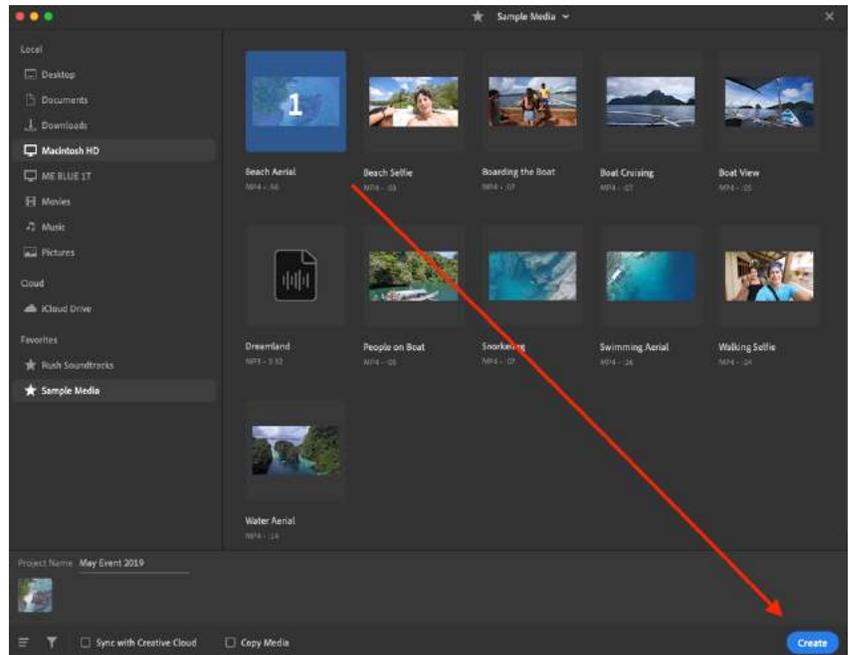


3. Click on Create a New Project.

4. On the bottom left of the screen, add a Project Name.

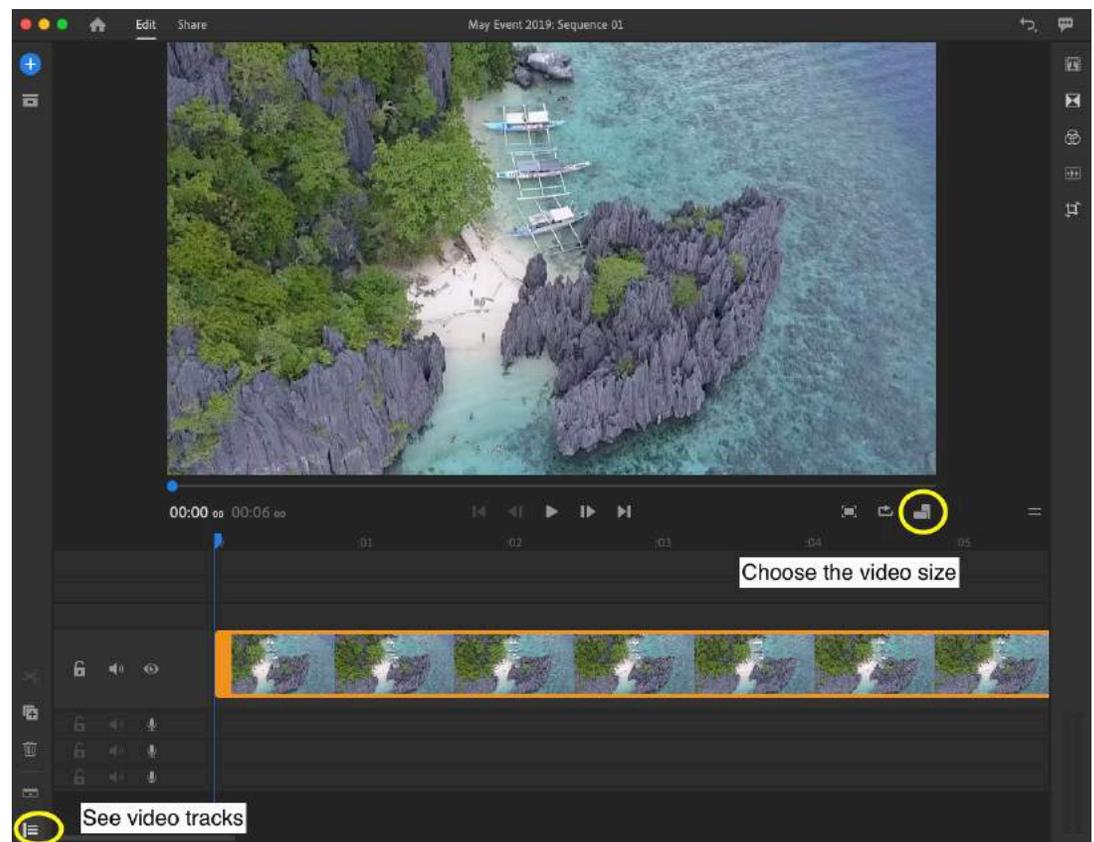


5. Select just one video to use in the project.
6. Click Create button on the bottom right of the screen.
7. A new layout appears. On the bottom right of the video window, there's an icon to select the video size. Choose the size you want – landscape, square, or portrait.



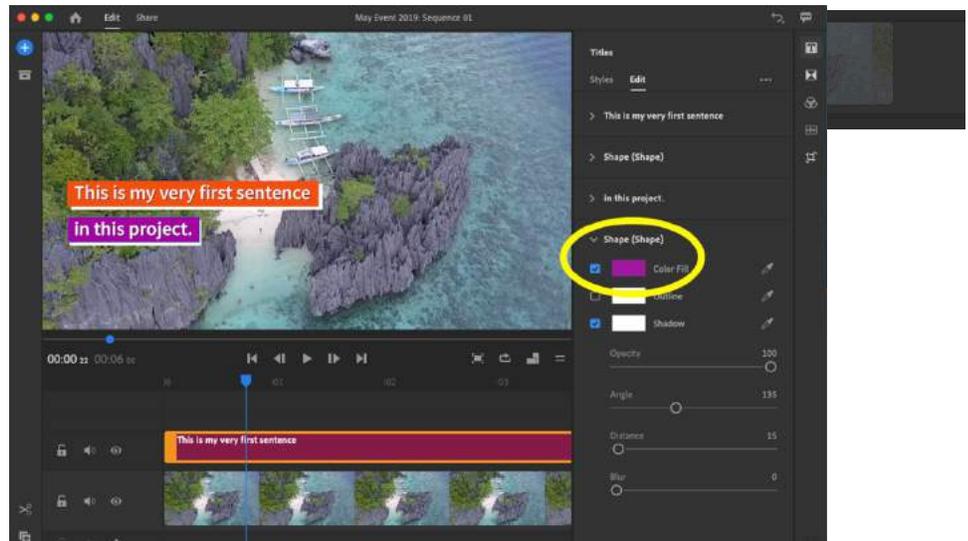
8. On the bottom left side, click on the Control Tracks icon. There are tracks for video and audio.

Video tracks can include video, photos, and titles. What's on the top-most layer is overlaid or covers the content on the tracks beneath it.



Note: The blue pentagon and line over the timeline is the current time indicator (CTI). Whatever it's over is the image that will appear on the main video screen.

- On the video track, there is an eye icon. Click on it to hide the video you imported. Click the speaker to mute the video clip's audio. We're going to focus on titles.



Create Titles

- On the right side menu, click on the first icon, the Titles icon.

- Several templates will appear. For this exercise, double-click on Shadow 2-Line Left.

- It will appear on a new track on the timeline and the text options will appear on the right side.

- In the Edit menu on the right, click once on the text of the first line. It will be highlighted.

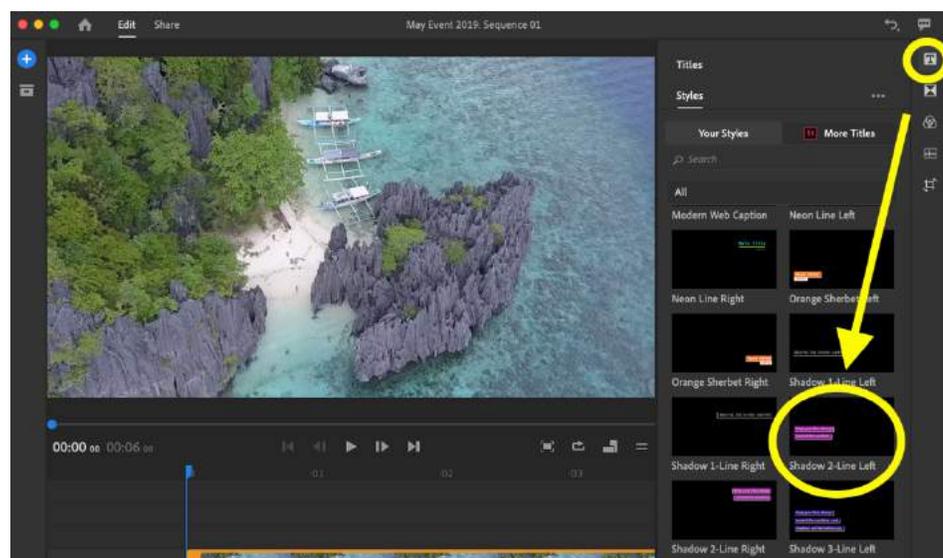
- Replace the highlighted text with your first sentence into the title Rush title.

Note: If you don't see the title on the screen. Move the blue CTI bar to the middle of the screen. The title has animation and doesn't appear on the screen at the start of the title clip.

- Choose Shape and adjust color fill to #F05023 or another UTRGV brand color.

- Repeat with the second line of title text if necessary.

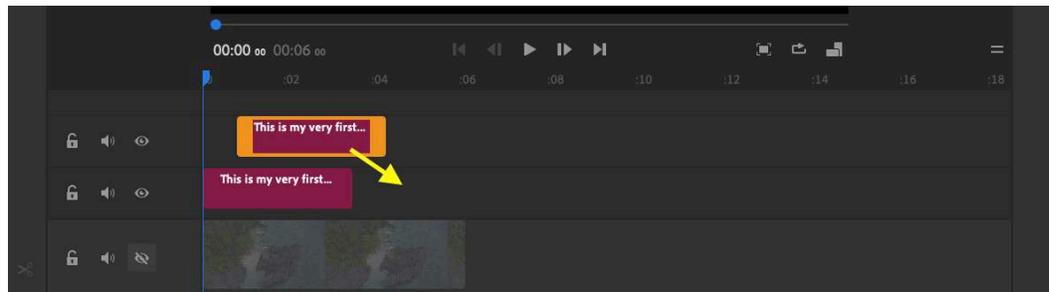
If the second line and block aren't needed, highlight the text and delete. Click on Shape 2 in the Edit menu and hit delete.



- Move the blue current time indicator icon to the beginning and play the video.

18. Adjust the length of the title, by putting your mouse at the end of the clip. The pointer will change to a bracket and arrow. Click and drag the clip to the right to add more time. Drag left to decrease the title's time on screen. **Important:** The title should be on the screen long enough for you to read it twice.
19. Make sure the title is selected. (It will have an orange border around it.) Click the duplicate button on the bottom left of the screen.
20. The duplicated title will appear on a video track above the first title. Drag the duplicated title behind the first title.

21. Paste or type the second sentence text into the second title.



22. Repeat the steps for adjusting the length of the title and duplicating the title as needed to get the whole script on the screen.

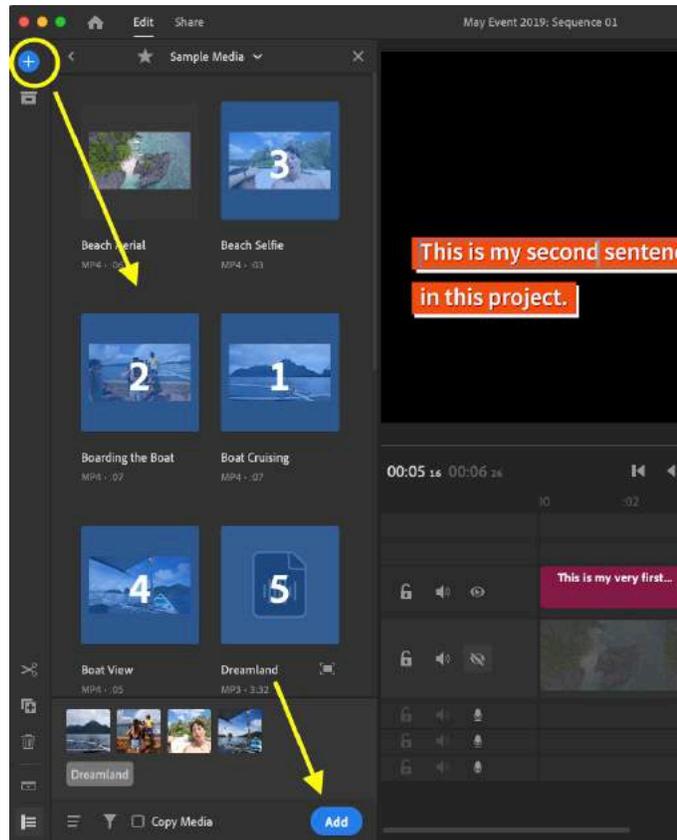
Note: You can zoom in on the timeline and zoom out by using the gray bar at the bottom of the screen. Shortening it zooms into the timeline. Lengthening it zooms out.

23. Before continuing, lock the title track by clicking on the lock icon on the title track row. This will prevent changes to the titles.
24. If the titles panel is open, click on the Titles icon on the right top menu again to close it and free up screen space.
25. Unhide the video layer by clicking on the eye icon on the track with video.

Import More Videos

26. Click on the plus sign on the top left of the screen. Choose Media.
27. Select video (or images) to import. Choose the drop-down menu on the top of the import window to locate files in a different directory.
28. Choose which video to use for each title.
29. Click the Add button.
30. Click the lock icon of the video track with titles, so they aren't moved in the next steps.

Note: You can close the import panel by clicking on the X on the top right of the panel. This will give you more screen space to work.



Match Video with Title

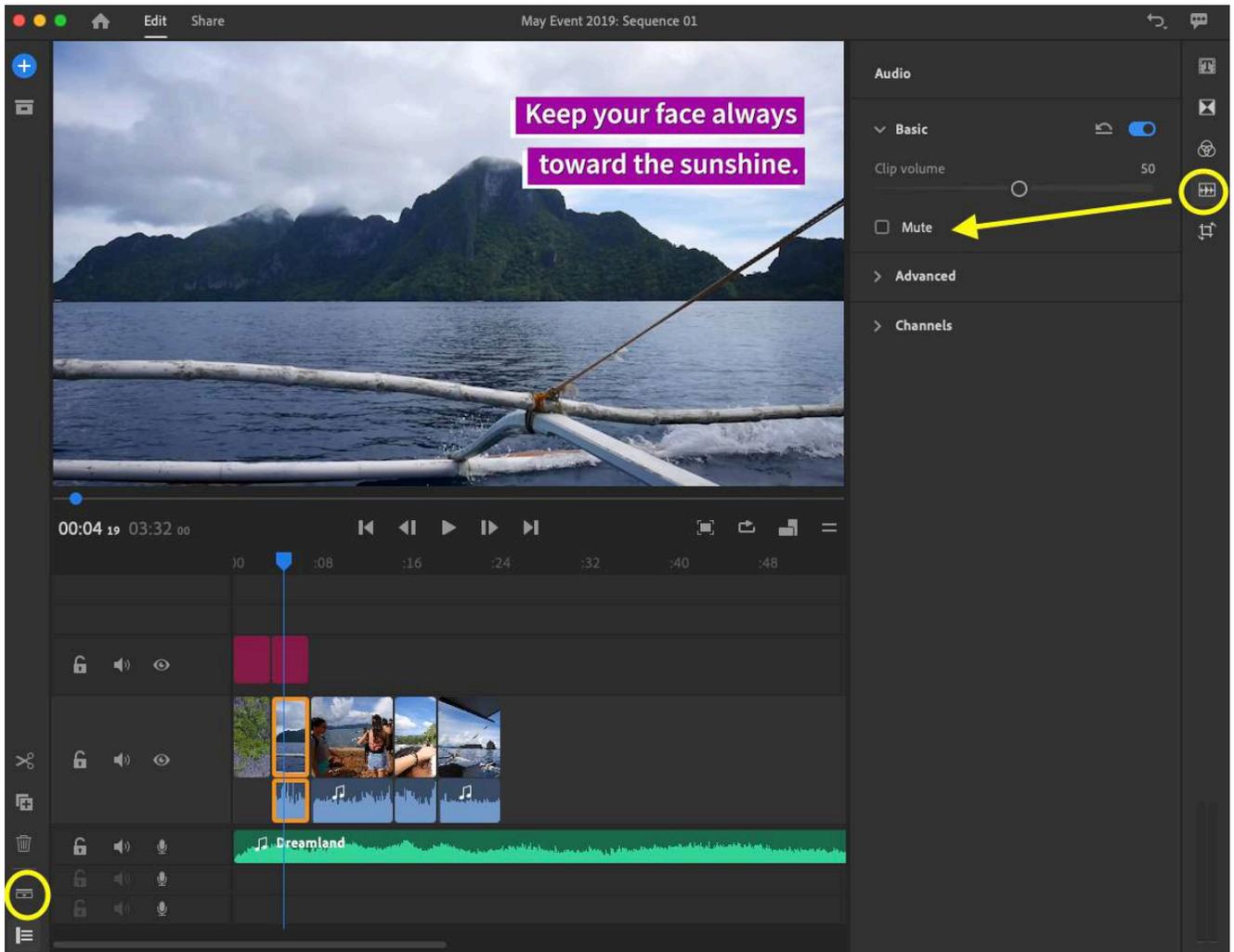
31. Click and drag the clips in the order wanted to match the text in the titles.

NOTE: The video content should relate to the text in the title. If you choose multiple clips for one title, make sure they change between clips doesn't distract too much from the text.

32. Adjust the video length of the first clip to match the first title. Place your mouse and the start or end of the clip. Click and drag to change the length.
33. Adjust placement of title on the screen if necessary. Select the title clip you want to move. Click on title in the video window with the mouse and move.

Adjust Audio

34. Click the Expand Audio button. It's the second-to-last button on the bottom left menu.



35. Select the first video clip. Open the Audio effects panel, which is on the menu on the upper-right side. Lower the volume or check the Mute option.

36. Repeat for all the video clips.

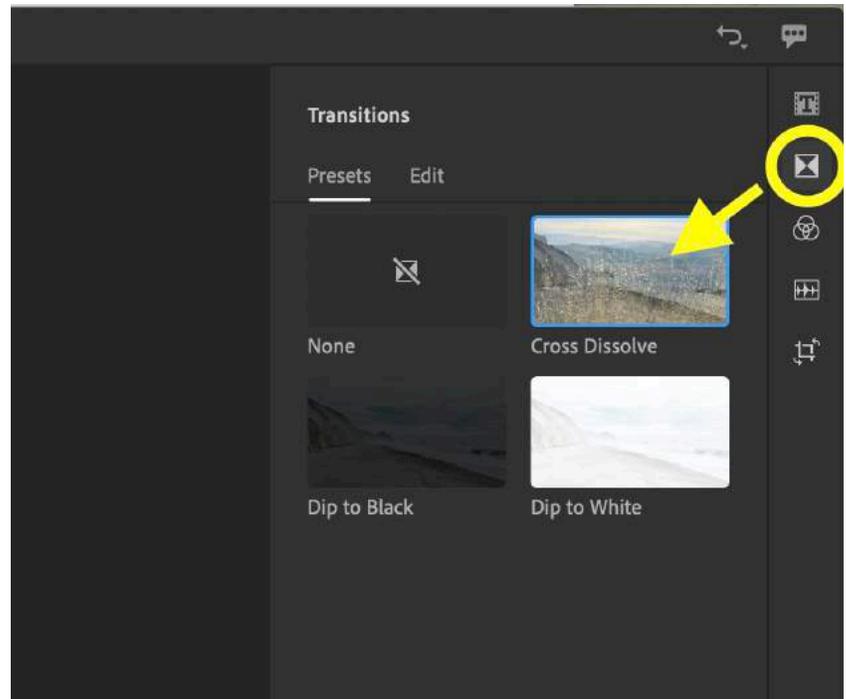
Add Music

37. Click the import button. Select Media.

38. Select a music file. Click Add. The music file will appear as a second audio track.

39. Adjust the length of the audio to match the video. (Or you can place the CTI bar where you want the audio to end and select the scissors icon on the bottom right panel. This will split the clip. Select the second part of the clip you don't and hit the delete button.)

40. Open the Transitions effects panel on the upper-right menu by clicking on the second icon from the top.
41. Click and drag the cross dissolve effect to the end of the audio. Adjust the length of the cross dissolve effect, if necessary.
42. If applicable, import stinger or end tag and add to the end of the video.
43. If necessary, adjust the stinger or end tag audio to match the same volume as the music.

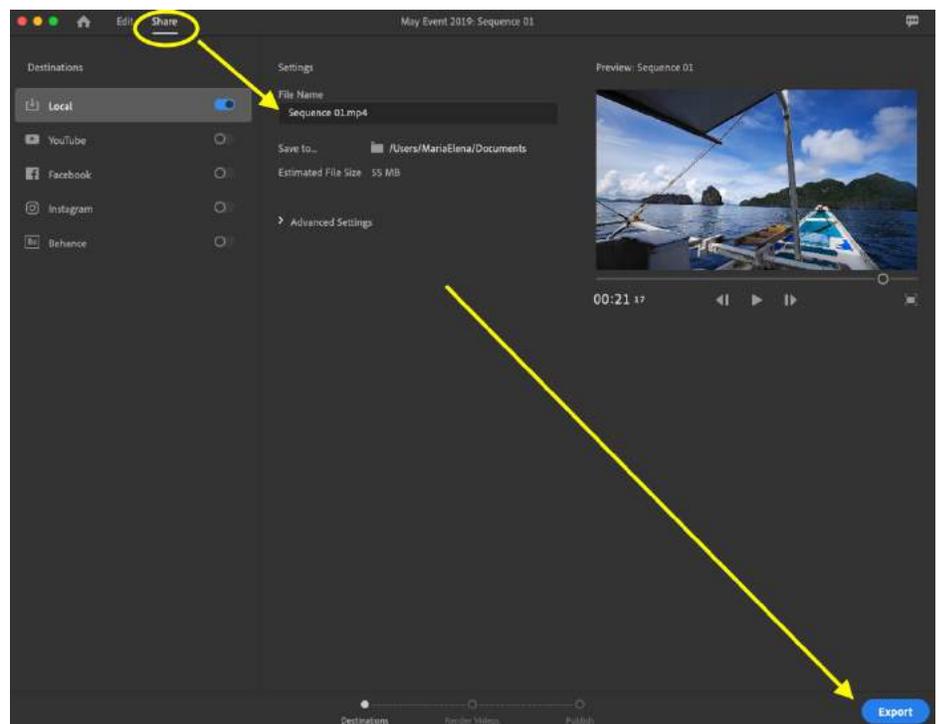


Review the video

44. Watch the video to check if the titles make sense and are on the screen long enough. Make adjustments as necessary.

Export the Video

45. Click on the Share tab on the top of the window.
46. Name the file. Choose the file destination. Click on Export.



Suggestions:

- Use sans serif font which is easier to read.
- ALL CAPS looks nice in some font, but it's not easy to read.
- Select colors for the text and any shapes that are easy to read. Example: Avoid bright yellow text on bright blue box.
- If you include a quote, identify the person talking (name and title).
- You can alternate the position of the text on the screen for each sentence (top, bottom, left, right). It's a helpful visual cue to the viewer, who might've finished reading the current line, and the movement helps keep attention.

If you do this, for sentences that need more than one title, keep all the titles for that sentence in the same position, as a visual reminder that all the titles are part of the same sentence.

- Include music and nat sound (natural sound from the video, like someone playing an instrument, crowd cheering, etc.). Lower the volume of the music as necessary, when the nat sound should be heard.
- If there's video you want a viewer to focus on, extend the title for the length of that video or include the video without any title.
- Include a voiceover reading ALL the on-screen text, except soundbites (video of the person actually saying a quote in the script). You can remove all the audio from the clips or decrease the volume, so the voiceover is dominant.
- If you have a long quote you want to use in the video and don't want to transcribe it, then don't make a text-overlay video. Make a voiceover with the quote or a news report.

Suggestions if you use another program with more options:

- Increase leading (space between lines) as needed to make text easier to read.
- If the video used with the text makes it difficult to read, add a solid (or mostly solid) color box or shape behind the text in the title.
- Emphasize words in a sentence, as needed, by increasing the text size or using a different text color.

Link to video of this tutorial: <http://bit.ly/malenaText>