LEARN
Adobe Premiere Pro CC
for Video Communication

SECOND EDITION

Adobe Certified Associate Exam Preparation

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Adobe

Doing those tasks for every single frame will keep your computer very busy and can take a long time. Higher resolutions (such as 4K frames), heavy use of effects, and longer sequences can extend the exporting time further; in some cases, it takes several hours. You can cut down that time by using a computer with a faster CPU, more CPU cores, or a more powerful graphics card that's compatible with Mercury Playback Engine GPU Acceleration.

You set up an export using the Export Settings dialog box. It includes multiple panels containing a large number of settings. There's no reason to let all those settings intimidate you, because you have an easy way out. As long as your intended output is a standard destination, you can set up most of the export settings in one step by simply choosing the preset for your destination.

For this exercise, you'll export a sequence with settings that are consistent with the job requirements reviewed at the beginning of this chapter: a high-quality video file compressed for efficient loading over an online video service such as YouTube.

To export the sequence:

1 Make sure the sequence you want to export is either active in the timeline or selected in the Project panel or a bin.
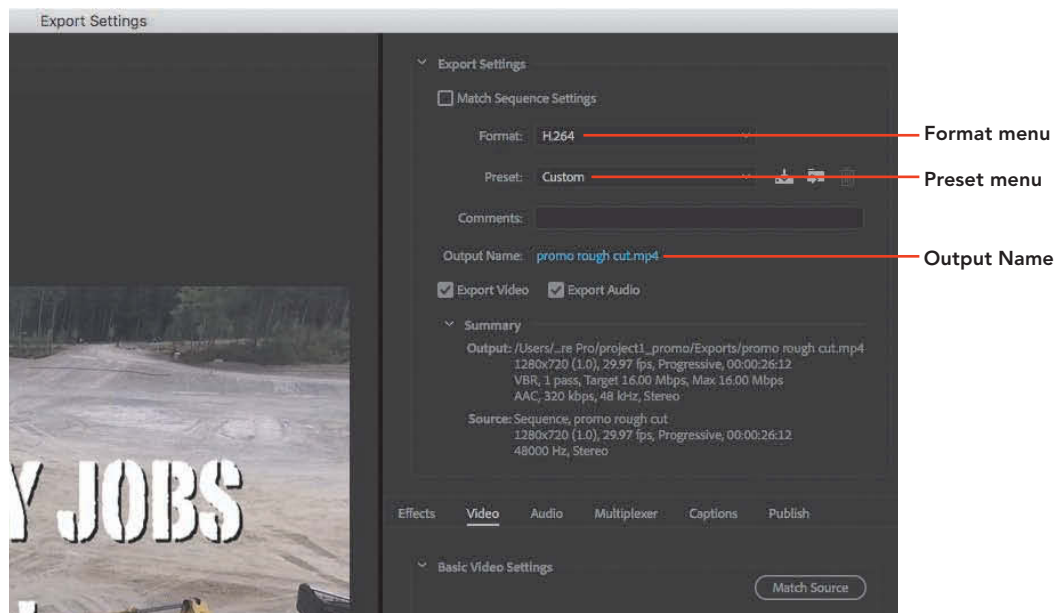
2 Choose File > Export > Media (**Figure 1.74**).

Figure 1.74 Set up an export in the Export Settings dialog box.

**3** Click the Format pull-down menu and choose H.264.

This step is important because the format determines which presets are available in the Preset list.

4 Click the Preset pull-down menu and choose YouTube 720p HD.

That's the specification Brain Buffet is using for final output of the client video. This single step has now altered all export settings to match the selected preset.

5 Click the blue Output Name text, set the location (the Exports folder for this project) and filename (**enewsletter.mp4**) for the exported video (**Figure 1.75**), and click Save.

Figure 1.75 Always set the filename and location for an exported file.
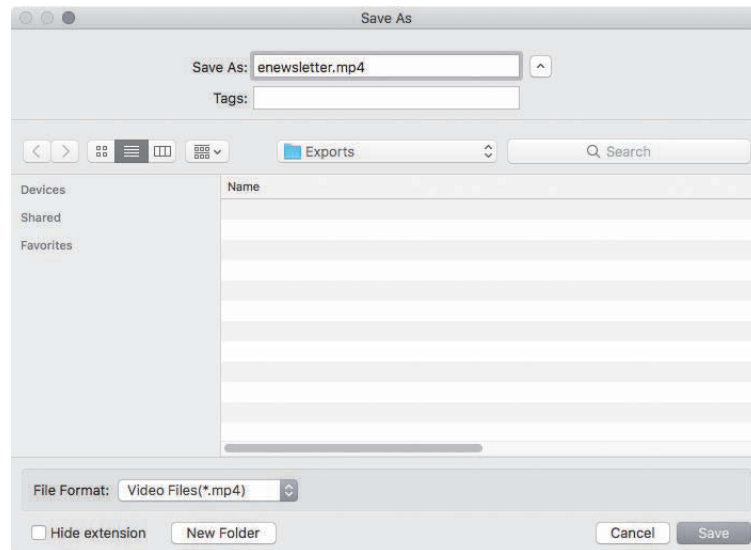
6 Click Metadata. In the Metadata Export dialog box (**Figure 1.76**), you can enter rights and licensing information, keywords that make it easier to find the video online, and so on. Enter any metadata that your project or client requires, and click OK.

TIP

If you expect to enter the same metadata for many projects, in the Metadata Export dialog box you can create Export Templates that contain that metadata. Then all you have to do is select a template to fill in the dialog box.
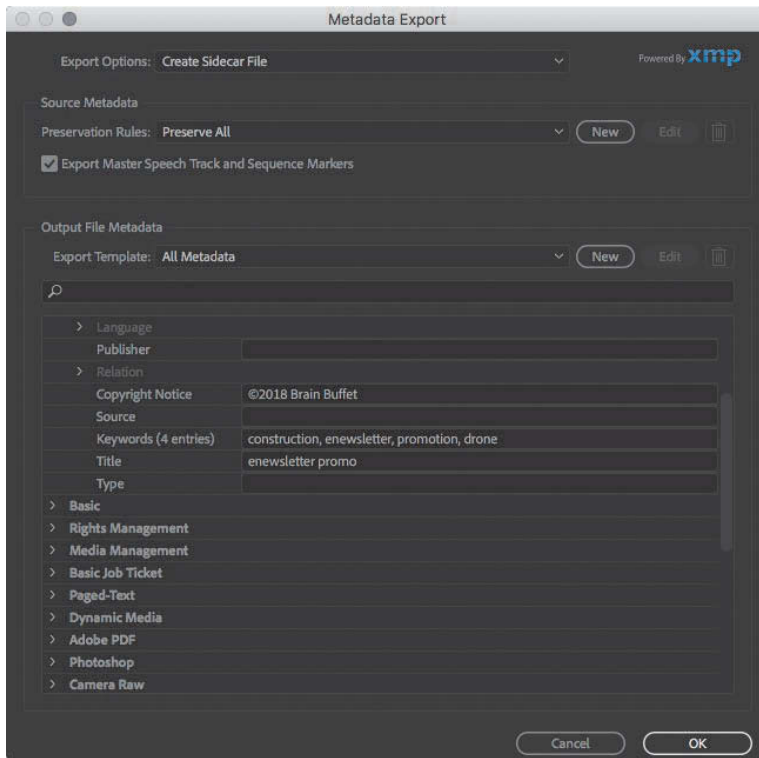
7   On your computer desktop, go to the Exports folder where you saved the video in step 5. Double-click enewsletter.mp4 to open it in your computer's video player, and check to make sure it plays back as you expected.

Exploring the Export Settings dialog box

There were many options that you didn't have to adjust individually because the preset you chose took care of them. But it's still good to have a general understanding of the different parts of the Export Settings dialog box, so let's take a brief tour of them.

The top section of the Export Settings dialog box contains the essentials: the format, preset, and filename and folder location.

In the middle of the Export Settings dialog box are six tabs of options. Again, these are automatically set up by the preset you choose, so in many cases you don't have

to touch any of them. But if you do need to customize them, here's what each of the tabs covers:

- **Effects (Figure 1.77):** Sometimes you want to apply an effect only to an exported video, without applying it to the original sequence. One reason is when the sequence needs to meet specific technical requirements for delivery, such as video limiting or loudness normalization. Another reason would be to overlay a logo that you don't want to have on the original sequence.

- **Video (Figure 1.78):** If there's one tab you might adjust, it's the Video tab, because you can change the frame size and the bitrate. Lowering the bitrate is one tactic for decreasing the file size of an exported video; you can lower it until you notice decreased image quality.
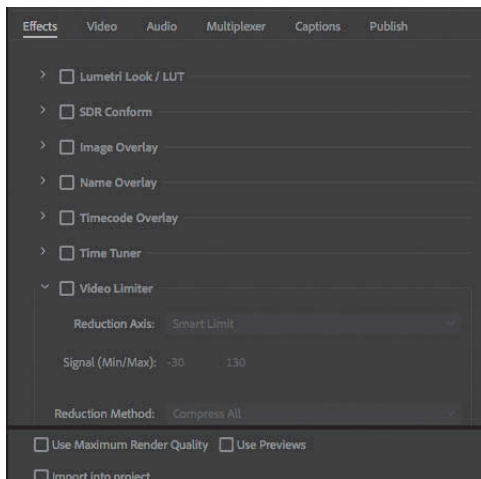

Figure 1.77 You can use the Effects tab to modify the exported video without altering the original sequence.
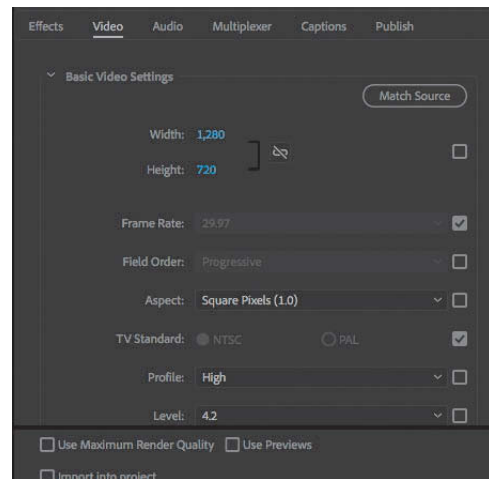

Figure 1.78 In the Video tab, you can customize video export options.

- **Audio (Figure 1.79):** The Audio tab lets you configure details such as the audio format and bitrate.

- **Multiplexer (Figure 1.80):** You'll probably leave the Multiplexer tab as it was configured by the preset you chose, unless you understand MPEG **multiplexing**.
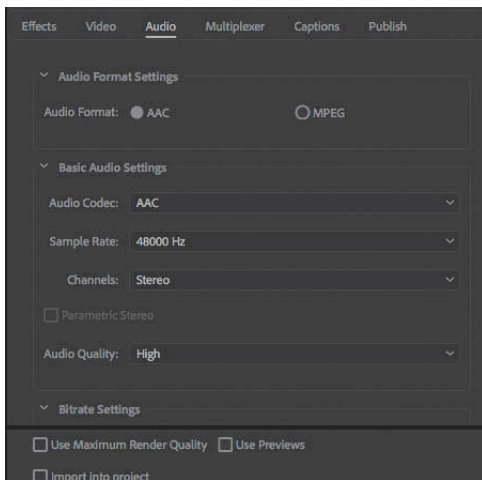
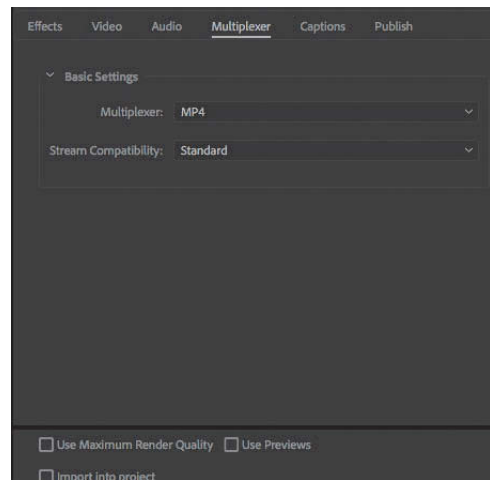**Figure 1.79** In the Audio tab, you can customize audio export options.

Figure 1.80 The Multiplexer tab contains MPEG multiplexing options.

- **Captions (Figure 1.81):** If you added closed captions to the sequence, in this tab you can decide how to export them. The sequence in this lesson doesn't use them.

- **Publish (Figure 1.82):** If you're exporting a sequence that's ready to be delivered straight to social media, you can set up your social media accounts in this tab, and the video will be uploaded after export.
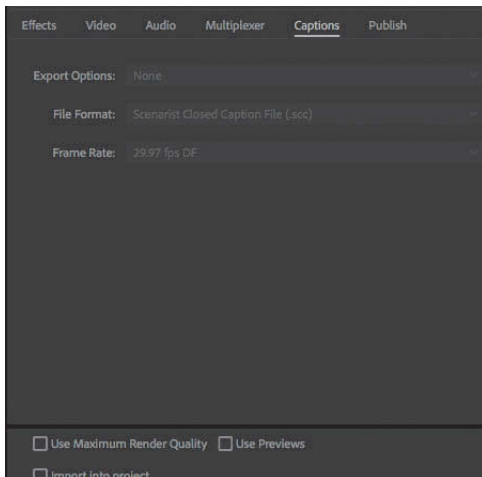

Figure 1.81 You can adjust caption export options in the Captions tab.
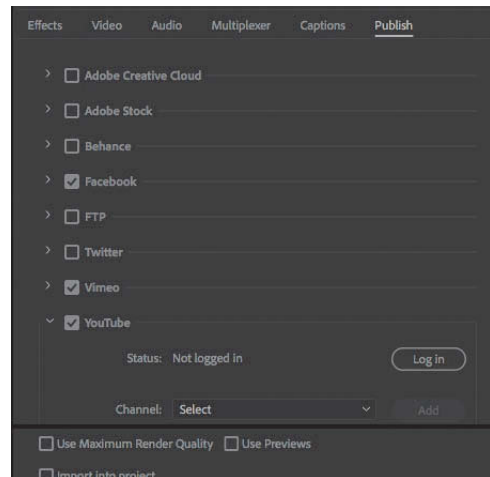

Figure 1.82 To upload your video after it finishes rendering, configure the options for online services in the Publish tab.

If you do customize the settings, you can save them as your own preset by clicking the Save Preset button (![icon]).

If you want to know more about all of the options in the Export Settings dialog box, refer to the Export Settings Reference:

https://helpx.adobe.com/media-encoder/using/export-settings-reference.html

ADOBE MEDIA ENCODER CC OR DIRECT EXPORT?

There are two ways to export a sequence to a video file. You can export it from Premiere Pro directly to a video file as you do in this lesson, or in the Export Settings dialog box you can click the Queue button to have the video exported by Adobe Media Encoder CC, a separate program that comes with Premiere Pro. Using Media Encoder has several benefits:

- Media Encoder can process exports in the background, so if you'd like to return to Premiere Pro to work on other sequences while your exports are processing, you can.

- Media Encoder can queue multiple exports. Instead of exporting a sequence from Premiere Pro and waiting until it's done to export the next one, you can send a number of sequences from Premiere Pro to Media Encoder, where they will be queued up and automatically processed in turn.

- If you need multiple versions of a sequence and the only difference between the versions are the export settings, you can export that sequence once from Premiere Pro, duplicate it in Media Encoder, and change the export settings for each duplicate. This will be much faster than exporting a sequence multiple times from Premiere Pro to Media Encoder, and it will result in less clutter than creating copies of a sequence.

Because Media Encoder is a standalone video converter, you can even use it on its own to convert video files from their current format to another, a process called *transcoding*. For example, you can drag multiple video files into the Media Encoder queue and apply an export settings preset that converts them all for YouTube.