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Adobe Premiere Pro CC Classroom In A Book (2015 Release)



Synopsis

Those creative professionals seeking the fastest, easiest, most comprehensive way to learn Adobe Premiere Pro CC choose Adobe Premiere Pro CC (2015 release) Classroom in a Book from Adobe Press. The 19 project-based lessons in this book show readers step-by-step the key techniques for working in Premiere Pro. Readers learn to take a project from beginning to end where they'll get the basics on things like organizing media, using audio, creating transitions, producing titles, and adding effects. Once they have the basics down, they'll learn how to take their projects further by sweetening and mixing sound, compositing the footage, adjusting color, compressing and exporting files, and much more. (Adobe Premiere Pro CC (2015 release) offers many new capabilities to the editor who needs quick results and this book covers the workflows required to get the job done. Best of all, the companion DVD (also available as an online download) includes lesson files so readers can work step-by-step along with the book. The online companion files include all the necessary assets for readers to complete the projects featured in each chapter as well as ebook updates when Adobe releases new features for Creative Cloud customers. And new to this release, all buyers of the book get full access to the Web Edition: a Web-based version of the complete ebook enhanced with video and interactive multiple-choice quizzes. As always with the Classroom in a Book, Instructor Notes are available for teachers to download.

Book Information

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Customer Reviews

Premiere Pro is not new to us. We go back to the 1991 version 1.0 before Adobe added "Pro" to the end of the name. At the time, many video professionals, whose opinions we generally respected, told us that Premiere was something of a toy. They said it wasn't possible to make a non-linear editing (NLE) software program. To them, Premiere 1.0 was something of a video version of the then freshly baked Photoshop 2.0. That was then and this is well we think Photoshop has found a pretty secure niche and so has Premiere Pro (Pr). Having taken all of that in stride, we watched Premiere continue to blossom into what has become the leading editing tool among broadcasters and filmmakers. However, there was a point where the bloom fell off the rose. Though Premiere 1.0 was a Mac-only software program, Premiere Pro 1.0 was re-introduced as a Windows-only app. It was something of an Adobe concession to Apple's Final Cut Pro (FCP), which was leading the pack, at the time. Those reigning kingdom days of FCP are over. Premiere Pro is the leading NLE app, out-pacing that Apple offering, which has become something of a consumer-oriented product. Avid, a long-term favorite of broadcasters, is no longer on the top of the sales charts, either. Some of Premiere's rise to fame is due to the Adobe Creative Cloud subscription model. This is due to those big media conglomerates who no longer need to factor big software investments into the budget. A complete package of all things graphic are now part of their accepted monthly operating expenses. From Creative Suite 3 (CS3) forward, Premiere Pro went back to both Mac and Windows and was included in a big package of Adobe apps called "The Master Collection" which cost around \$2,600.

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