

# 10

## Time Savers in the Title Tool

In this chapter, we will cover:

- ▶ Opening the Title Tool and setting preferences
- ▶ Methods to save a Title
- ▶ Revising a Title: Two methods
- ▶ Creating and/or recreating Title Media in a Bin
- ▶ Creating and/or recreating Title Media in a Sequence
- ▶ Creating and using Title Styles
- ▶ Creating and using Title Templates

### Introduction

Media Composer comes equipped with two titling applications. One is relatively uncomplicated, and is simply called the **Title Tool**, while the other is a 3D animation application called **Marquee**. This chapter will discuss the **Title Tool**, and will focus on some procedures and features that can save time and which often go unused.

It should also be mentioned that there are additional titling capabilities provided in the **Effect Palette (Tools | Effect Palette)**. In the left column of the **Effect Palette**, you'll see a category of effects labeled as **Avid FX**. Within that category, you'll see an effect named Avid FX Filter. This is actually licensed from Boris FX and is a package of effects also known as Boris Red. For more information, visit <http://www.borisfx.com/Avid-FX/>.

While far from being as powerful as Adobe's Photoshop, Avid's **Title Tool** is still a useful tool for creating slates, footage placeholders, Lower Thirds, a credits roll at the end of a film, or even a text scroll like we frequently see on news television.

There are a few things to be aware of when using the **Title Tool**:

- ▶ In Version 6, the **Title Tool** is actually a separate application that is launched when you choose to use it.
- ▶ In Version 6, when the **Title Tool** is launched, it will have its own pull-down menus at the top of the screen. The two menus (and their selections) to familiarize yourself with are the **Object Menu** and the **Alignment Menu**. Note that in previous versions of Media Composer that the **Object Menu** and the **Alignment Menu** are added to the right-hand side of the existing pull-down menus.
- ▶ Titles are created based on the format settings in place in the **Project Window | Format tab**. For example, titles can be **4:3** or **16:9**, SD or HD.
- ▶ You do not have to have a Sequence in the **Timeline** window in order to create or revise a title in a bin.

## Opening the Title Tool and setting preferences

When you first tell Media Composer that you want to create a title, you'll be asked which titling application you'd like to use. Let's take a look at how to open one of the titling applications and how to set a preference if you'd like to.

### How to do it...

1. You can open the **Title Tool** using either of these methods:
  - **Clip Menu | New Title...**
  - **Tools Menu | Title Tool**
2. The first time you ask Media Composer to make a title, you will be presented with a small dialog window which asks which application you'd like to use, along with if you'd like that selection to be the default for the future. Your choices are:
  - ▶ **Marquee**: This checkbox launches the Marquee three-dimensional titling application.
  - ▶ **Title Tool**: This checkbox launches the traditional **Title Tool** application.
  - ▶ **Persist?**: This checkbox allows you to set a default preference when making future titles without having to go to the settings tab. Refer to the following:.

- ❑ **Unselected/Unchecked:** Leaving this unchecked will mean that each time you ask to create a title, you will be presented with a dialog window, allowing you to choose which tool you'd like to use at that moment.
  - ❑ **Selected/Checked:** If you check this first, and then click either the **Marquee** button or the **Title Tool** button, then you are setting a default preference. In the future, whenever you ask to create a new title, you will not be presented with the dialog window. Instead, it will immediately open whichever application you selected as your preference.
3. You can adjust your preference at any time by going to: **Project Window | Settings tab | Marquee Title**. Opening the **Marquee Title** settings will allow you to:
- ❑ **Create New Title Using:** This sets the tool preference when you ask to create a new title. Choosing **Ask me** will tell Media Composer to once again present you with the small dialog window, allowing you to choose which tool you'd like to use at that moment.
  - ❑ **Promote Title Tool titles to Marquee:** This sets a preference for how you'd like Media Composer to treat your existing titles when you open them to be revised. The two methods for revising a title are discussed in this chapter.
  - ❑ **Backup Titles on Promote:** This creates a back-up copy of **Title Tool** titles if/when they are promoted to Marquee. Avid states, "The backup copy is a fast-saved (unrendered) title with [TT] added to the name of the back-up copy to differentiate it from the newly created Marquee version". I'll add that the two methods to recreate (render) the title media are also discussed in this chapter.

## Methods to save a Title

This topic is helpful when you need to create multiple, similar titles one after the other. I have seen some editors repeatedly opening and closing the **Title Tool**, and creating each title one at a time. I hate to see folks working harder than they need to.

### Getting ready

Open the **Title Tool** (as discussed in the previous section) and make a title. Do not save the title yet.

### How to do it...

This recipe presumes you have created a title and adjusted one or more attributes such as font, color, border, shadow, and so on.

When it comes time to save a title you have several options:

- ▶ Close or **Quit** the **Title Tool** – when you close or quit the **Title Tool**, you will be asked if you want to save the title. After going through the **Save Title** dialog window, then the **Title Tool** will close/quit.
- ▶ **File Menu | Save Title** (*cmd/Ctrl + S*): This will save the title, saving the changes on top of (that is, updating) the title you are working on. It will leave the Title Tool open to allow you to continue to work. Caution: If after completing a title you move on to making a new one, do *not* simply "**Save**" the title; instead use "**Save Title As**," otherwise you will be *replacing* (saving on top of) the previous title.
- ▶ **File Menu | Save Title As** (*Shift +Cmd/Ctrl +S*) – This will save the title as a separate clip from any other title. This allows you to keep the **Title Tool** open in order to create a number of titles at a time. For example, you created a title card for **Produced by Mike McNulty** and you chose a font, font size, and font color; you added a drop shadow, and centered the text both horizontally and vertically in the frame.

Knowing that you want the next title card to have the same attributes, you would perform a **Save Title As**. This will keep the **Title Tool** open, allowing you to simply adjust the text for the next title card to read as **Directed by Røk Svitchbørd**, and then once again select **Save Title As** to make sure that Røk's title is separate from the previous one. You would then repeat the process for **Written by Ron Manfred, Edited by Burt Hershel, Music by**, and so on (each time using "**Save Title As**") without ever having to close the **Title Tool**. Also note that after you complete the final title, you still need use **Save Title As** before you close the **Title Tool**.

## Revising a Title: Two methods

Each method of revising a title (in a Bin or in a Sequence) produces a different result. Let's get an overview of both methods before we cover the specific steps:

- ▶ Revising an existing title from within a Bin – when you use the recipe to revise an existing title from *within a bin*, it means that:
  - You will have the option to save the changes *on top of the previous version*, which updates the existing title in the bin.
  - You will have the option to save the title *as a new and separate title* (a different version), using the **Save Title As** command from the **File** menu.
  - Revising a title from within a Bin does *not* update any instances of that title which have been edited into your Sequence. In other words, if you've edited the title into a Sequence(s), then the title in the Sequence(s) will *not* be affected.

- Editing a title which was revised from within a bin over an existing title in a Sequence (that is, replacing it) means that you will lose your keyframe animation (however, there is a method to save a template of just the keyframe animation from the title before it is replaced, which can be applied to any title in the future. See the next section titled *Saving a Title's keyframe animation* for details).
- ▶ Revising an existing title from within a Sequence – when you use the recipe to revise an existing title from *within a Sequence*, it means that:
  - Once the revision is completed, the title *will be updated in the Sequence*. This means that any keyframe animation you already applied *will be retained*.
  - The original version of the title is retained in the bin (that is, the original remains unchanged).
  - The revised version of the title will be created and a new **Title Clip** will be placed in a bin.

## How to do it...

First, let's cover how to revise an existing title that's in a Bin:

1. Select the title you want to revise in the bin.
2. *option/Alt* + double-click on the title's icon. Note that this key combination is a somewhat recent change. If you find yourself on an older release of Media Composer, you may need to *cmd/Ctrl* + double-click on the title's icon.
3. Whichever titling application created that title (**Title Tool** or **Marquee**) will be launched. This recipe discusses the traditional **Title Tool** only.
4. Revise the title.
5. Do one of the following:
  - Close or **Quit** the **Title Tool**: This will present you with a dialog box asking if you want to save the changes to the title. If you press **Save**, then the changes will overwrite and update the original.
  - **File Menu** | **Save Title**: This will save the changes which will overwrite and update the original. It will also leave the **Title Tool** open for you to continue to make more titles. Be cautious that after making additional changes, if you do not want to update the original, then you must select **Save Title As**. Selecting **Save Title As** will create an entirely new and separate title from the original.
  - **File Menu** | **Save Title As**: This creates an entirely new and separate title from the original. It opens the **Save Title** dialog window which allows you to rename the new title, select a different resolution, and so on. It will also leave the **Title Tool** open for you to continue to make more titles. Be cautious that after making a new title, if you do not want to update the original, then you must again select **Save Title As**.

Now let's go through the steps of revising a title that has been edited into a Sequence:

1. Enter **Effect Mode**, or open the **Effect Editor: Tools Menu | Effect Editor**.
2. In the Sequence, select the title you want to revise.
3. In the **Effect Editor** window (just above the **Foreground** parameter), you will see a small, square button labeled as **Edit Title**. Select this small, square button. Whichever titling application created that title (**Title Tool** or **Marquee**) will be launched. This recipe discusses the traditional **Title Tool** only. For anyone on an older release of Media Composer, without the **Edit Title** button, see the *There's more...* section later for details on the **Other Options** button.
4. Do *not* close the **Effect Editor** window. It must remain open in order for the process to work correctly.
5. Revise the title.
6. Do one of the following:
  - Close or **Quit** the **Title Tool**: This will present you with a dialog box, asking if you want to save the changes to the title. Unlike revising a title from within a bin, Media Composer will not only update the title that is already in the Sequence, but will also create a new and separate version in the bin; and it appends the name with `.01`. Media Composer places the new title into the same bin that holds the active Sequence.
  - **File Menu | Save Title** – same result as Close/**Quit** the **Title Tool**.
  - **File Menu | Save Title As**: This opens the **Save Title** dialog window which allows you to name the new title, select a destination bin, and so on. Once the title has been saved, the **Title Tool** will close.

### There's more...

If you are using an older release of Media Composer, when you select a title while in **Effect Mode**, then there may not be an **Edit Title** button. In earlier releases, titles will have what Avid calls the **Other Options** button. You'll find this small, rectangular button in the upper, left-hand corner of the **Effect Palette**, just to the left of the text that reads **Title**. Clicking on that small button will launch whichever titling application created that title (**Title Tool** or **Marquee**).

### Saving a Title's Keyframe Animation

If you've animated a title, and you'd like to save this animation, so that it can be applied to any title in the future, then you'll follow these steps:

1. Enter **Effect Mode** or open the **Effect Editor: Tools Menu | Effect Editor**.
2. In the Sequence, select the title from which you want to save the keyframe animation.

3. In the **Effect Editor** window, you will see what Avid calls the **Effect Icon** in the upper-left corner. In this case, the icon will have a large letter **T** on it and have text next to it that reads **Title**.
4. Press and hold down the *option/Alt* key.
5. While continuing to hold down the *option/Alt* key: Click on the title's **Effect Icon** and then drag-and-drop it into any open bin.
6. Notice that at the end of the title's name, you will see **(Without Src)**. This means without source. In other words, you have just saved the keyframe animation information separate from the title information (for example, the words you typed, the colors you chose, and so on.).
7. This **Title Effect Template** can only be used on other titles. To use it, simply drag-and-drop it onto another title in a Sequence and the keyframes will be instantly applied. Also note that if you place the template onto a title which is shorter or longer than the one used to create the template, then Media Composer will adjust the keyframes proportionately.

## Creating and/or recreating Title Media in a Bin

If for any reason a title(s) is Offline you can recreate its media. Media may be offline because the media was deleted, or because the title was created as an unrendered "Fast Save" version. It is also possible to recreate a title's media at a different resolution. This would be useful for example if you mistakenly created the title at 20:1 and you actually want it to be 1:1.

### How to do it...

1. First, you have two options:
  - ▶ If the **Title Media** is **Offline**, then skip to step 2.
  - ▶ If the **Title Media** already exists (that is, **Online**), then you must first delete the media before you can tell Media Composer to recreate it. Again, this would be useful making a title created at a resolution of **20:1** into being at **1:1**. If this is the case, then follow these steps:
    - i. Select the title(s) in the bin.
    - ii. Press the *Delete* key on the keyboard.
    - iii. The **Delete** dialog window will open.
    - iv. Deselect the first option that reads **Delete 1 effect clip(s)**. For emphasis, uncheck this box. This relates to the information about your title (for example, the text you typed, the colors you chose, and so on.), and you do not want to delete it.

- v. Do select the second option that reads **Delete 3 associated media file(s)**.
  - vi. In the section titled **Resolutions to Delete:**, make sure that all the check boxes are indeed selected.
  - vii. Click the **OK** button.
  - viii. A second dialog window will open, asking you to confirm that you want to delete the media.
  - ix. Click the **Delete** button. The title's media will now be **Offline**.
  - x. Continue on to step 2.
2. Select the **Offline** title(s) in the Bin.
  3. Go to **Clip Menu | Create Unrendered Title Media**.
  4. The **Create Unrendered Title Media** dialog window will open.
  5. Select a drive to place the new media that will be created.
  6. Select a resolution for the media.
  7. Click the **OK** button.
  8. The media will be created and Media Composer will append the name of the title with .0. The recreated title(s) will appear at the *top* of the Bin.

## Creating and/or recreating Title Media in a Sequence

This process allows you to either create title media for titles which are Offline, or to recreate title media at a different resolution (for example, making a title with a resolution of **DNxHD 36** into **DNxHD 220**). Unlike the previous method, you do not have to first delete any title media if it already exists (that is, is **Online**).

### How to do it...

1. Enable the Track Selector(s) for tracks that contain a title(s) you want to recreate media for.
2. Depending on the number of titles, choose one of the following options:
  - If you are recreating media for one title, then simply place your blue **Position Indicator** on that title
  - If you are recreating media for *multiple* titles, then place a **Mark In** and a **Mark Out** around the titles to select a range of titles to affect
3. Go to: **Clip Menu | Re-create Title Media**.
4. The **Re-create Title Media** dialog window will open.



5. Select a drive to place the new media that will be created.
6. Select a resolution for the media.
7. Click the **OK** button.
8. The media will be created for each and every title. In other words, if you **Marked In/Out** around a range of six titles, then you will be given six new title clips in the bin. Media Composer will append the name of each title with . 0. The recreated title(s) generally appear at the top of the same Bin as the active Sequence.

## Creating and using Title Styles

**Title Styles** allow you to make your own personal library of attributes, which are saved within your personal **User Settings**, that can later be applied to text (or even to objects like rectangles, ovals, lines, and so on.) in order to save you time and effort. For example, maybe you're frequently making placeholder slates for footage or scenes that you're waiting on, and you want all the slates to be uniform. You want them to always have the same font, size, color, border width, leading (the space between multiple lines of text), and justification (for example, centered), and you'd prefer not having to set each of those attributes one at a time whenever you make a placeholder slate. That's what **Title Styles** can do for you in just one step. After the recipe, in the *There's more...* section, we'll cover how to apply a **Title Style** to existing text or objects.

### How to do it...

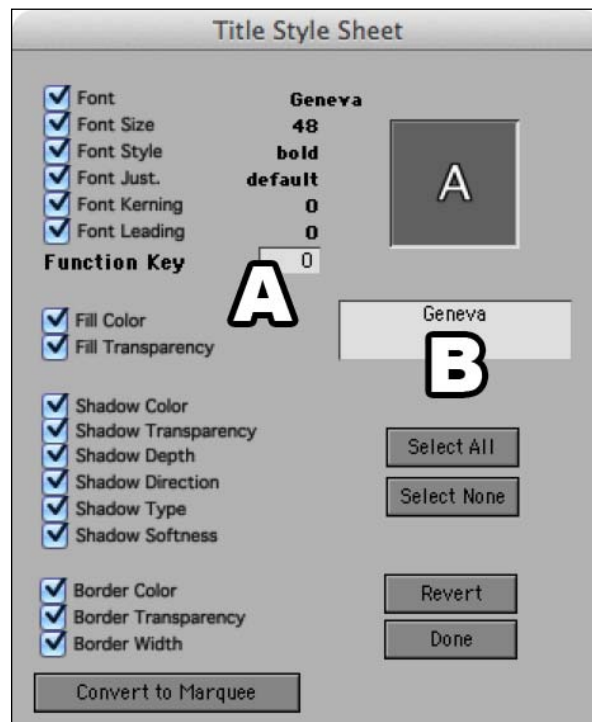
First we'll go through the process of making a **Title Style**:

1. Open the traditional **Title Tool: Tools menu | Title Tool**. See the *Opening the Title Tool application and setting preferences* recipe for more information, if required.
2. Create a title with some text (one line or multiple lines). Adjust attributes such as (but not limited to):
  - ❑ **Font**
  - ❑ **Font size**
  - ❑ **Justification**
  - ❑ **Kerning (the space between letters)**
  - ❑ **Leading (the space between lines of text)**
  - ❑ **Color**
  - ❑ **Border width**
  - ❑ **Border color**
  - ❑ **Transparency**
  - ❑ **Shadow**

3. Select the modified text by either:
  - Enable the **Selection Tool** (arrow button) and then select the textbox that holds the text
  - Enable the **Text Tool** (large letter **T** button) and then use the cursor to highlight the modified text
4. Go to the **Save Style Parameter Menu** (circled in the next screenshot):



5. Select **Save As**.
6. The **Title Style Sheet** window opens (see the next screenshot):

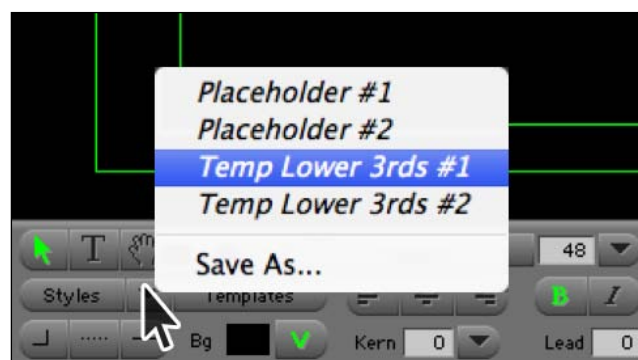


7. Select just specific attributes to be saved or leave them all selected. I just leave them all selected, since changes can always be made after a **Title Style** has been applied to text or an object in the future.
8. Assign a **Function Key** that will apply that set of attributes (see letter **A** in the previous screenshot). Note that for those using a PC (rather than a Mac), the *F1* key is not assignable (it is reserved for launching the **System Help**).
9. Name the **Title Style** (see letter **B** in the next screenshot). I find that naming it for its purpose (rather than after the font name) is most helpful. For example, **Placeholder Style 1**, **Placeholder Style 2**, **Temp Lower Thirds**, and so on. You can change the name of, or delete, **Title Styles** from your settings. See the *There's more...* section later for details.
10. Click the **Done** button.

## There's more...

Here we'll cover how to delete, access, and apply the **Title Styles** you've created.

- ▶ You can change the name of, or delete, **Title Styles** from your settings: **Project Window | Settings Tab | Title Style**. See the *Settings overview* recipe in *Chapter 2, Customizing Your Work Environment* for more information on **User Settings** in general, and deleting settings specifically.
- ▶ **Title Styles** are accessed/applied using any of the following three methods:
  - Using an assigned *F* key – if you assigned an *F* key in step 8, then you can select text or an object in the **Title Tool** and press that *F* key to apply the attributes of that **Title Style**.
  - From the **Save Style Parameter Menu**, your **Title Style** will appear in a text list above the **Save As** command as seen in the following screenshot:



- From the **Title Styles Palette**, click on the **Styles** menu button (circled in the next screenshot) to open the menu/palette in order to have a visual reference of the different styles you created (see the next screenshot). Once open, you can enlarge the palette window by grabbing the bottom, right-hand corner and dragging it to the right. You can also scroll back and forth through your library, using the scroll arrows that are on the left-hand and right-hand sides of the palette window. To apply one of the **Title Styles** from your library, first, select the text or object, and then click on one of the displayed buttons in the palette window.



## Creating and using Title Templates

**Title Templates** are actually files that you save (for example, to your portable flash drive) and can bring from job to job to save you time with tedious tasks like making **Program Slates**. This section will take you through making a **Title Template** for a **Program Slate**, and saving it. Then, in the *There's more...* section, we'll cover using the **Title Template** in the future.

### How to do it...

In this example, we're going to make a **Title Template** for a two-column **Program Slate**. This is accomplished by making two separate textboxes. The left-hand column textbox will have all the text justified to the right-hand side, while the right-hand column textbox will have all the text justified to the left-hand side.

1. Open the traditional **Title Tool: Tools menu | Title Tool**. See the *Opening the Title Tool application and setting preferences* recipe for more information, if required.

2. First, type out all the descriptor information such as **Title**, **Production Number**, **TRT** (total running time), and so on, as dictated by your Post Production Supervisor. Place each descriptor on a separate line. Adjust the text attributes as needed (for example, **Font**, **Size**, **Color**, **Leading**, and so on.). See the following screenshot:



3. Select the text by either:
  - ❑ Enable the **Selection Tool** (arrow button) and then select the textbox that holds the text
  - ❑ Enable the **Text Tool** (large letter **T** button) and then use the cursor to highlight the modified text
4. With the textbox, or text itself, selected, click on the **Right Justify Text** button (circled in the previous screenshot).
5. Using the **Selection Tool** (arrow button), select the textbox (rather than highlighting the text). When selected with the **Selection Tool** arrow, you'll see eight small white squares around your text. These are the adjustment handles which allow you to resize the textbox (see the next screenshot).
6. Go to **Edit Menu | Copy** (*cmd/Ctrl + C*).
7. Click your cursor in a new location outside of the text you selected, making sure that the original text you copied is not selected in any way.
8. Go to **Edit Menu | Paste** (*cmd/Ctrl + V*).

9. Using the **Selection Tool** (arrow button), select the textbox you just pasted and move it to the right-hand side. If you first select the textbox and then hold down the *Shift* key before moving it, then the textbox will be constrained to moving only horizontally. That way the text lines will continue to be aligned. If they become unaligned, you can always fix this by using the appropriate command from the **Alignment** menu.
10. With the second textbox still selected, click the **Left Justify Text** button (circled in the following screenshot) to set all the text to align to the left-hand side of the textbox.



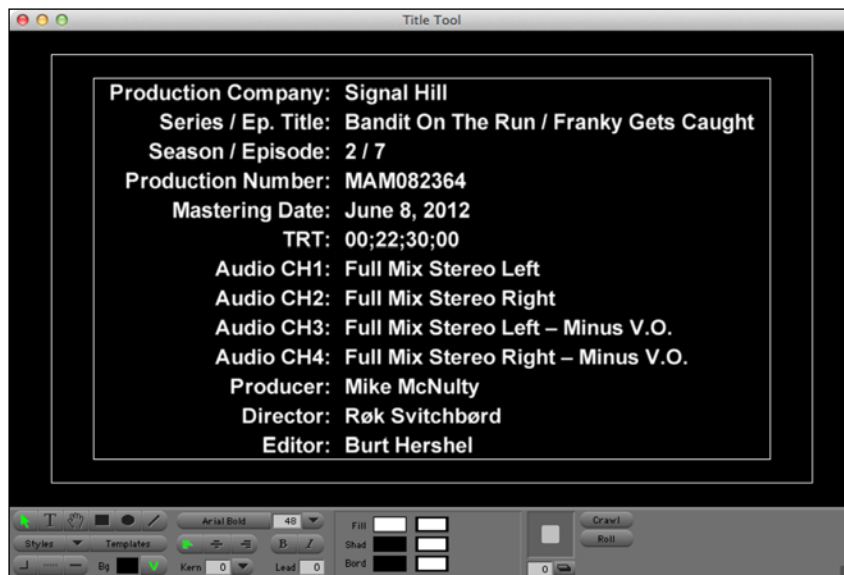
11. Adjust the positions of the two textboxes. You can use any of these methods:
  - Nudge them, using the arrow keys on the keyboard
  - Use the commands from the **Alignment** menu
  - Use the *Shift* key to select multiple objects and/or textboxes at the same time
12. Now that you've created the design for the template, you'll save it as a template file in the next steps.
13. Click on the **Templates** button (Avid calls it the **Template Commands Menu**).
14. From the **Templates** menu, select **Save Template**.
15. The **Save Template As** dialog window opens.
16. Name the template.

17. Choose a location to save the `Title_Template` file:
  - By default, Media Composer will want to save it in the `Title_Templates` folder (which is inside the **Settings** folder that exists inside the Media Composer application folder). If you'll never be changing workstations, then this is a convenient location.
  - If you'll be changing workstations frequently, then navigate to another location where you'd like to save the template file (for example, on your removable flash drive, on a server partition, and so on).
18. Click the **Save** button. Media Composer will save the file as a `.pct` file.

### There's more...

When you want to use a saved title template in the future, you'll follow the steps below.

1. Open the **Title Tool: Tools menu | Title Tool**.
2. Click on the **Templates** menu button and select **Edit Template**.
3. Navigate to your previously saved `Title_Template.pct` file, and select it.
4. Click the **Open** button.
5. The template appears in the **Title Tool**. You can now modify it as needed. See the next screenshot for an example:



6. Save the title. See the *Methods to save a title* recipe earlier in this chapter for details.

