Adobe

[00:00:00] Hi. So I'm gonna show you how I use the Adobe Creative Suite here at Cognism. So I have just opened up everything that I need to show you. And so I have up on the screen is the Creative Cloud Desktop app. And within this is essentially just kind of where you can download the different apps within the Adobe Suite.

So here you can see the ones that I have installed, Adobehave a lot of applications that they have here, the ones that I didn't install, but they are available on the plan and maybe if I need them in the future, for instance, Adobe Animate, maybe I need it for a certain animation in the future and I can go ahead and install it.

But a lot of these aren't relevant to my role. These are the ones that I've used or used in the past. So, going into. Project. So I've decided just to demonstrate how I use this through a project that I've done in the past, which is the rebrand launch. I've chosen the rebrand launch because it uses a lot of different applications within the Adobe creative Suite.

So, I say if I open something up, maybe you will open up a different one. So if we go onto here, [00:01:00] essentially I use the Adobe illustrator to create any vector files that I will need to use oranimate within After Effects. So I would go on to Illustrator first and then drag that into After Effects and then animate it in there.

So we're in illustrator now, and as you can see, so, I'm in here and I essentially just create a lot of different layers, ready to be animated into After Effects. I think I said that three times. So I've opened up different kinds. So essentially what I'm doing is just creating different vector files.

So I would go in here and you can see there's many tools I could use on the side. So I can go ahead and create whatever shape I want. If I want to create more of these bars for this bar chart, then I can go ahead and create that, or whatever I need to create or animate. So what I did for this project is I essentially created all the vector files that I needed to go into after effects.

So if [00:02:00] we go into After Effects for this project, one second.

Cool. So we can see in here, there's loads. There's loads of compositions in this file. So we have different, so essentially these compositions are different scenes within the video. And so we can go into any of these and we can see how I've used it. So for instance here, if we just make this bigger. . So you can see how I've used it.

So here is essentially what I've done with the Vector files from Illustrator. So I would drag the files in here and then I would create the key frames in after Effects to create different animations that we have used. Maybe a bit slow cuz playback [00:03:00] isn't the fastest if we skip on a little bit. But as you can see here are all the shapes.

The shapes that were corrected. The shapes that were made, created in Illustrator, moved onto here to create key frames to animate the different movements in there. And then within that we had , different videos, different scenes, different types and different ways that it is animated. So that's how I use Illustrator.

Going onto After Effects. After that, explore all these scenes, and then I would put that in to Premier Pro. And then when I go into Premier Pro, this is where I kind of just put it all on the timeline, put it all together, add music, add any sound effects, any extra effects on top and then export it as a whole project.

There are files missing, but we'll just put those ones as offline.[00:04:00]

So the files that are missing is just music, which is fine because we don't need to hear it. But essentially, as you can see, so I put the different scenes in here onto the premier pro application, and this is where I kind of export the whole video as a whole together. And then there's my video. So the other applications within the Adobe Creative Suite that I didn't demonstrate. So Photoshop. Photoshop is something that I don't use too often because I work a lot with like Vector files, so I would use Illustrator, but Photoshop is another option to use. And then put like how I've used Illustrator. You could use Photoshop and then put that in to after Effects is just another option. Out of preference Illustrator is better for Vector files, so I just tend to use that. And with Photoshop, for instance, if we go on maybe like a recent thing, so we've [00:05:00] got this photo which was done on Photoshop by Ognen. So I sometimes I would be working with Photoshop . So just open that is here.

All the different layers here. And this is used to create this graphic in the corner here. So that's another demonstration. We've got Light room. Light room is, has been used to kind of just edit some pictures that we're taking in the office. So just adjust certain. Lighting colors and all of that kind of stuff I showed you Premier Pro, After Effects, Character Animator has been used in the past.

I don't have the files on my maybe we could just open it though. I don't have the files on my PC at the moment. They're on a hard drive, external hard drive. So if we just open Character Animator, this has been used in the past for dude, where's my leads? [00:06:00] But essentially it is just a a software which animates characters, says it in the name. So that is that. Audition - audition is used for audio. So, sometimes audio is hard to fix within Premier Pro because you're very limited to your kind of like audio. If you go on the audio tab here and you look at all the audio effects and audio kind of like edits you can do, you are quite limited.

So if it's something more complex, I'll go in audition and edit audio from there.. Because on there you can see things like a audio heat graph different. Basically it's just a lot more complex . Media encoder media encoder I use every day is just essentially just a, what it says. It's a media encoder, so it kind of renders all the files that I need within After Effects Premier Pro.

Anywhere that I need to export video files, I'll do it through media encoder. As you can see, these are some of the files that I rendered recently. And then that is also, I think that's [00:07:00] everything that I use for Adobe creative Cloud. So that's how I use it for Cognism.