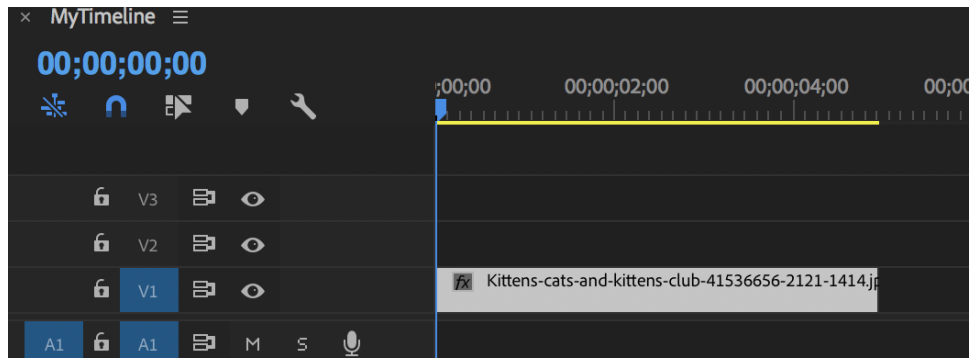


Adobe Premiere Pro - Pan and Zoom Effect

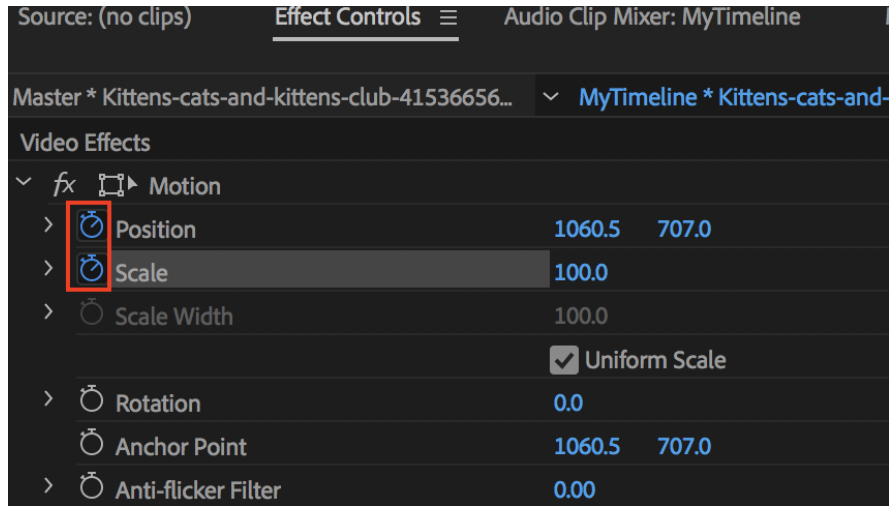
To create a Ken Burns pan and zoom effect in Premiere Pro, we'll be using keyframes for the zoom and position parameters. Keyframes can be used for virtually any attribute in Premiere Pro; zooms, position, audio levels, color filters...anything.

Start by adding image or footage to the timeline.

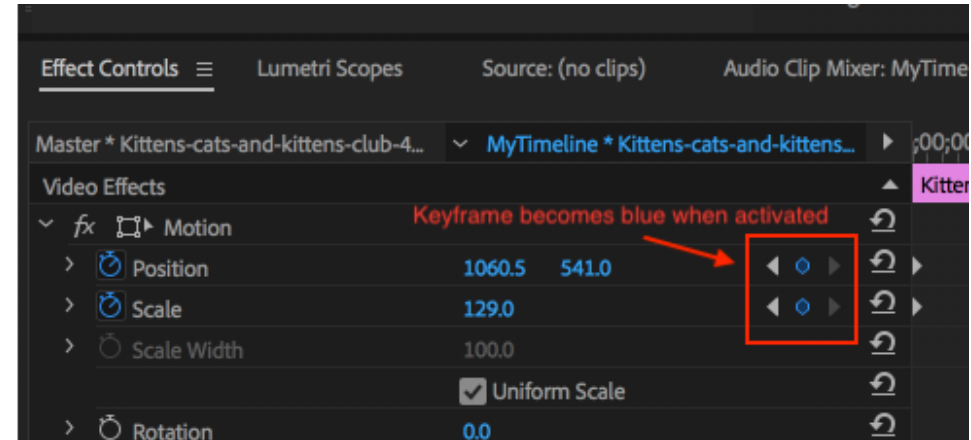


With the clip selected, navigate to the very FIRST frame of the clip.

Click the stopwatch icon next to the **POSITION** and **SCALE** parameters. You just added your first keyframe for the scale and position of the clip.



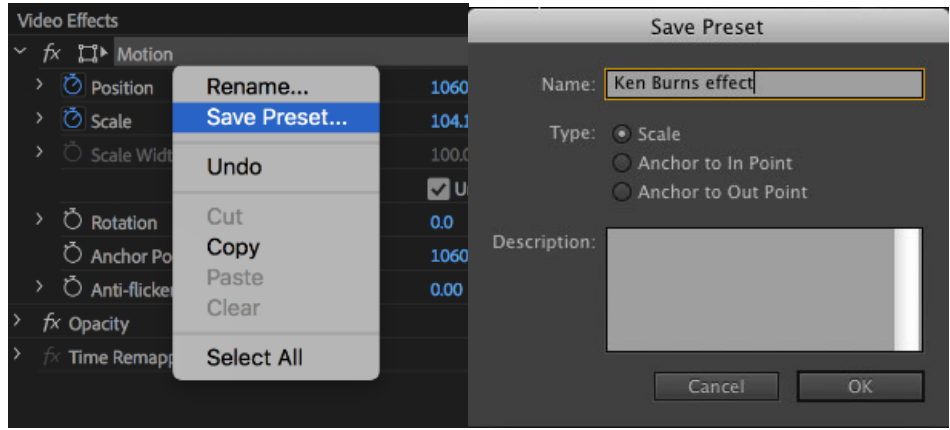
After you click and enable the stopwatch for a parameter. Premiere Pro automatically adds keyframes when a parameter is adjusted. So, all we have to do now is navigate to the LAST frame of the clip and adjust our scale and position parameters. As soon as you adjust the parameter, a new keyframe is automatically added at the current time.



For bonus points, save this **Ken Burns animation** as a preset to use quickly later.

In the "Effect Controls" window, right click on "Motion".

Click "Save Preset." Make sure that you choose "Scale" as the type of preset. This will rove the animation for the entire duration of the clip. Name the preset something relative, like "Ken Burns effect" or "scale up 100-120%".



Now, whenever you need to achieve the **Ken Burns effect** again, just look in your presets folder in your effects window. To use it, just drag onto footage or image on your timeline.

