Animating objects can often seem like a daunting task, but it is actually quite simple. This task can easily be completed using one simple tool. Key frames. Using key frames, you can rotate, scale, position, and change the opacity of any picture or object. So, let's get started.

Step 1: Make sure your picture is in an adobe photoshop file. This will make it easy to change colors, text, and get rid of a background. This also makes it very easy to move the file between adobe programs, as Adobe has made it so every adobe file is supported in all adobe programs.

Step 2: Start a new project in Adobe Premier. Make sure you have it saved in the right place and have it named correctly. This can sometimes be confusing, so a graphic of where these changes can be made is provided.
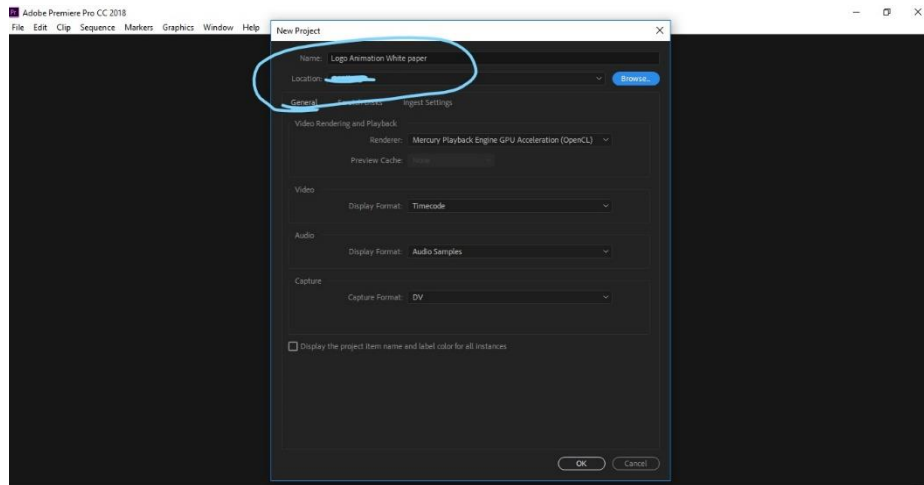

Step 3: First you need to know what spaces you are working with. Provided is a graphic numbered 1 through 4.

1- This is where you import and look through your media. Personally, I like to open file explorer and drag and drop the media I am using, but you can also explore files through this section. It is all personal preference, but if you have the footage or photoshop file open in file explorer, it is often to just drag and drop.
2- This is where you can look at all your raw footage if you are using Adobe Premier Pro for video making. However for animating, we will also heavily use this section, just a different subsection of it, which I will show you in step 5.
3- This is what your full animation will look like. What video is shown when you press play is what your video would look like of you export it right then.
4- This is called your sequence or timeline. This space is used more in the video making process, however this can also be used to decide how long you want your animation to be.
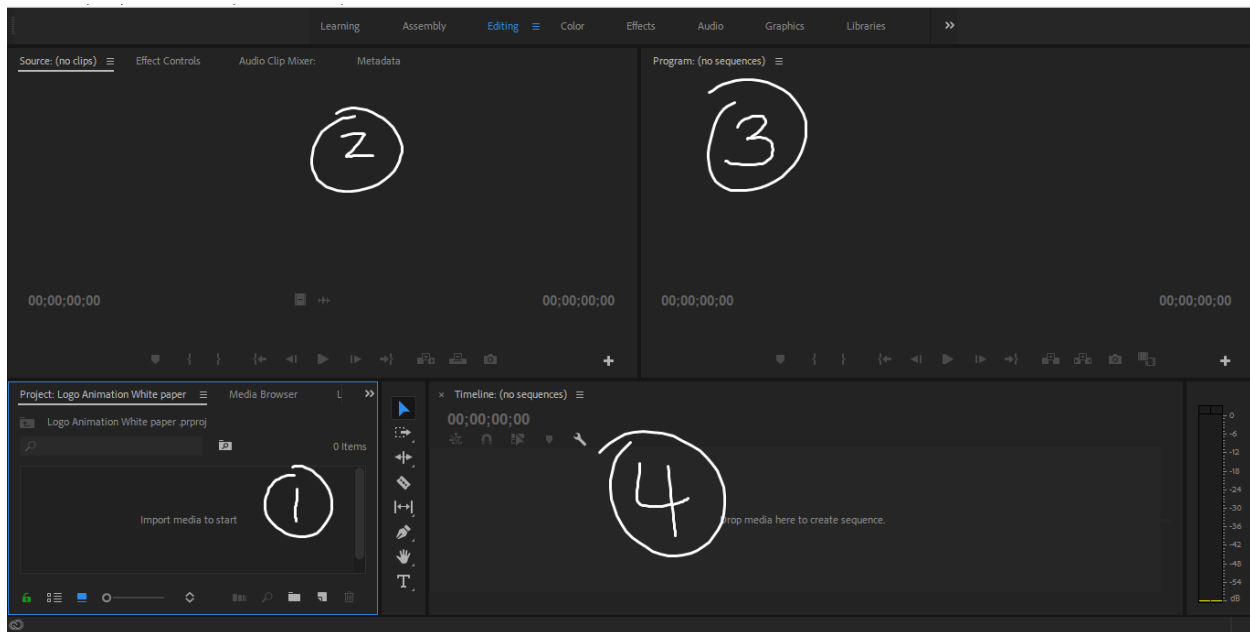
Step 4:Import your Adobe photoshop file into quadrent 1. You will then need to drag the file into the sequence (quadrent 4). After this you can right click, click speed and duration and then change how long you want your animation to be. I suggest about 8 seconds, but you can always chop off excess still video at the end. (side-note: in Adobe Premier, time is counted in seconds and *frames*. Typically you will have 30 frames per second. That means 7:30 is the same as 8 seconds. It is not 7 and a half seconds.) You should then see your logo in quadrent 2 after dragging into the sequence, but if you don't, do not worry. Simply double click on the clip in your sequence and it will open up in quadrent 2.
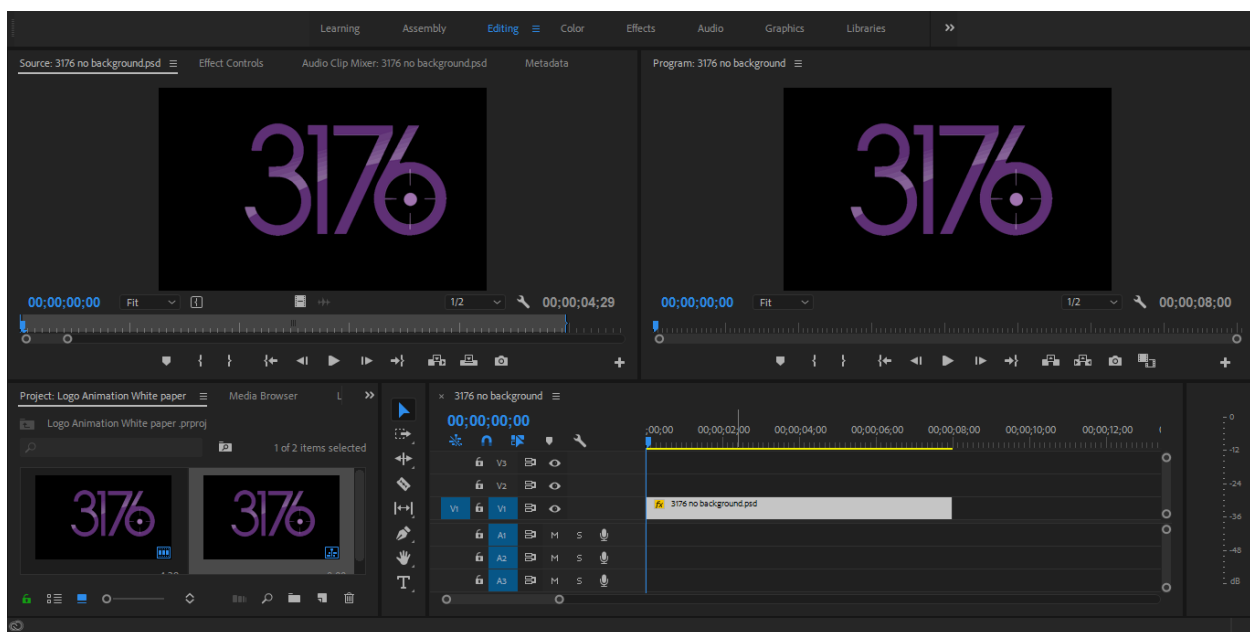
Step 5: Now, in quadrent 2, above your logo there will be label called "effect controls". This tab is how you are going to animate the logo. If there is nothing selected, you will need to click on your clip in the sequence tab and then go to effect controls.
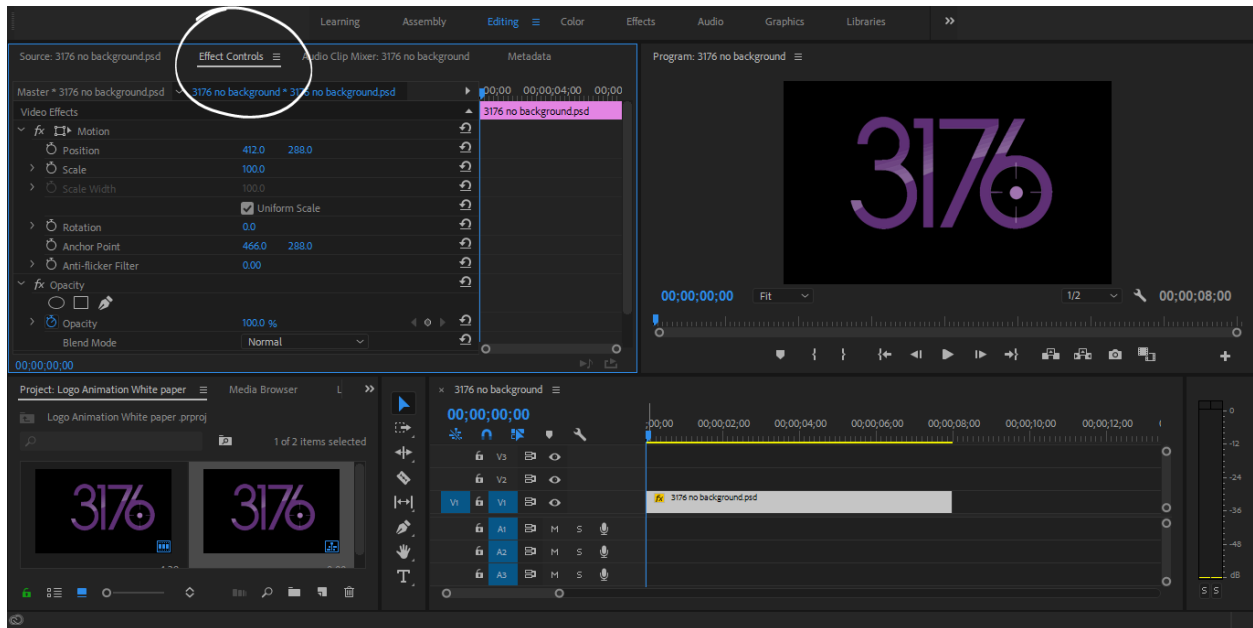
Step 6: Before we do any actual animating, you need to know the basics. Animating in Premier is made possibly by things called "Key Frames". Key Frames are almost the exact same as In and Out points used in video creation. These indicate a specific start time for an effect to happen and the end point tells it how fast you want it to happen. Key frames use no numbers for time, you just need to know when ou want an effect to start and stop. Keyframes can be accessed by the little stopwatch icons next to the actions that can be used to animate using keyframes. These effects will be further discussed in the next step.
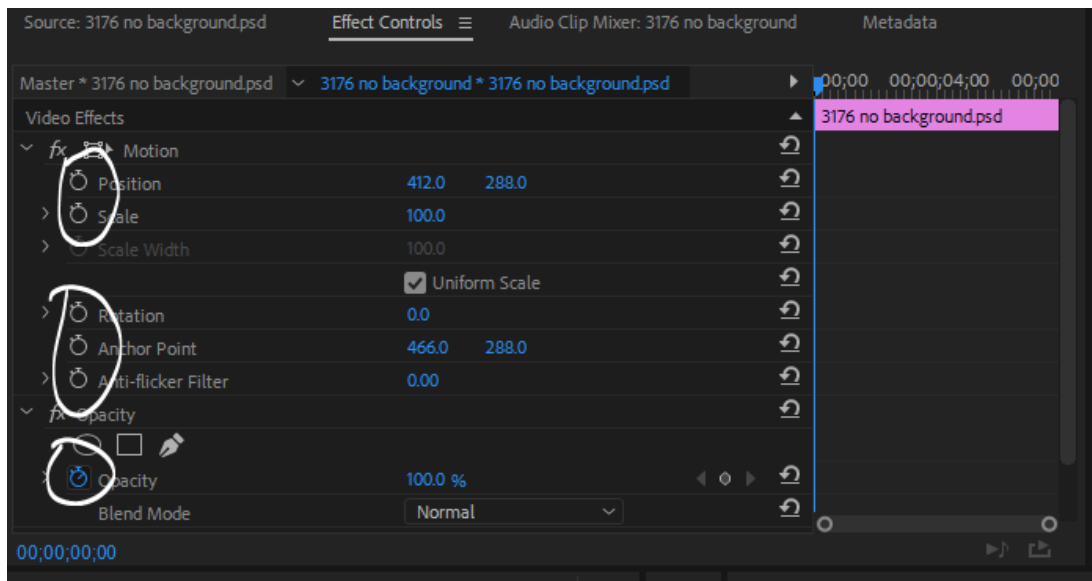
Step 7: This step will describe effects and how to use them

Position: in your program, your positin values might be changed. This is fine, as these values shift the left and right (first value) and up and down (second value). It is often easier to click on the number and drag left and right that way you arent messing around with exact values. It is important to remember and blue number can be changed.

Scale: this is pretty self explanitory, but this changes how big and small the logo is.

Rotation: this is again, self-explanatory, however the value system is slightly different. The number I how many full rotations, so if you want something to rotate 2 times, put 2 in for the value and it will rotate twice.

Anchor point: I do not use this in animations, so I will not teach how to use it, but if you want to play around with it feel free to (undo shortcut is ctrl + z)

Anti-flicker filter: I do not use this in animations, so I will not teach how to use it.

**Opacity:** This changes how transparent the logo is.

Step 8: using keyframes is an easy concept, however it is just slightly different. To use keyframes, you add a keyframe where you want your effect to start. Then you go to where you want your keyframe to end and change the value. This should automatically create an end keyframe, however if it does not just click the keyframe button again.

Step 9: in order to use position, you must choose where you want your starting position to be, and then place your starting keyframe.
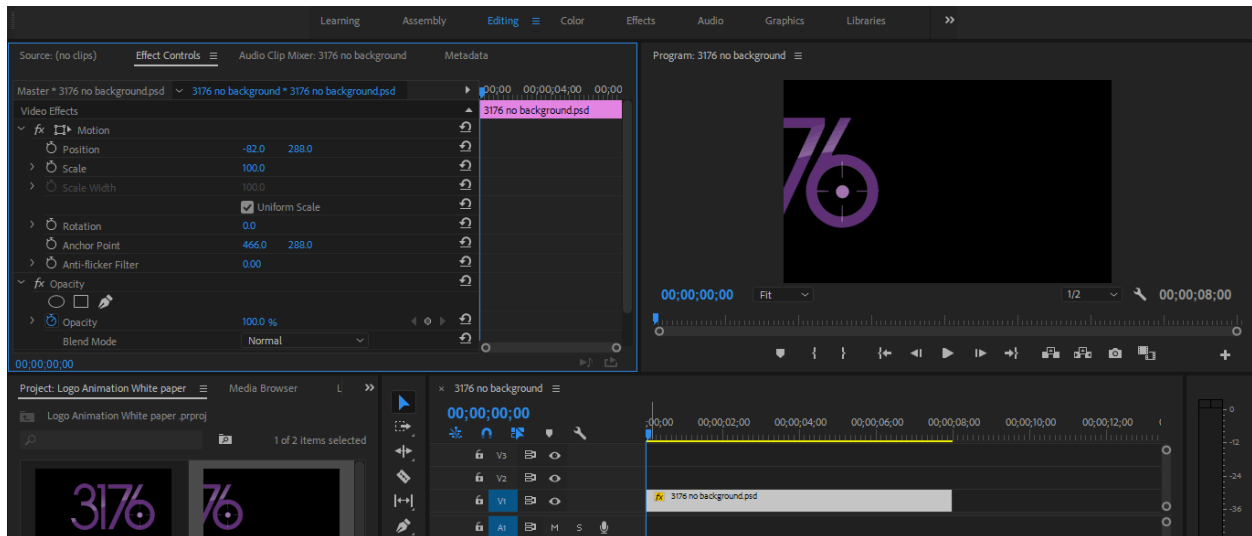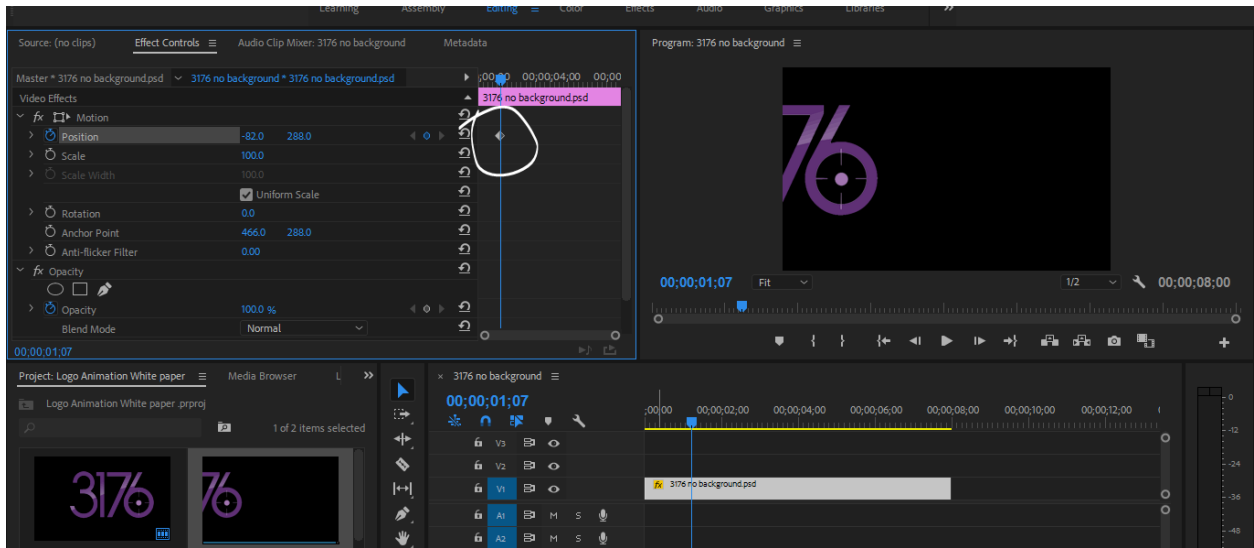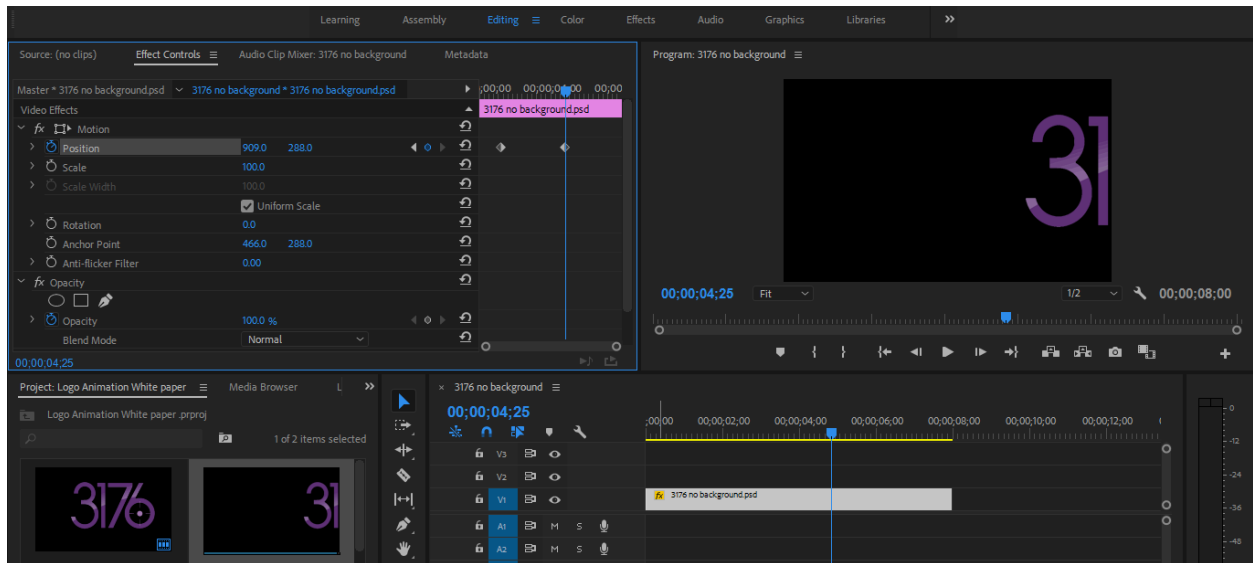
here you can see how the position has changed.
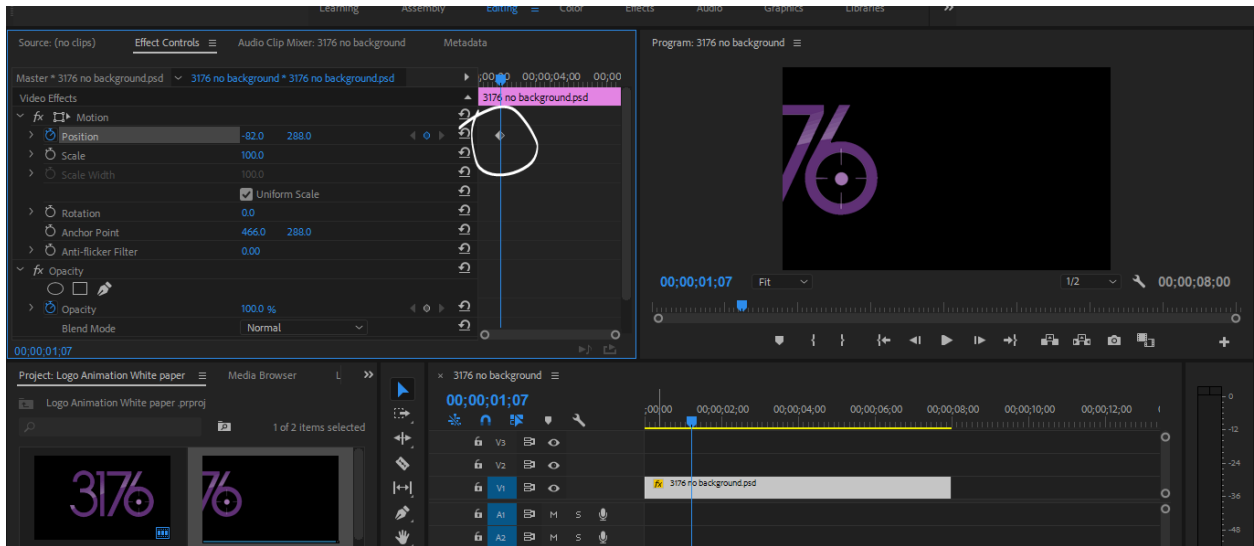
Here is where the starting keyframe is placed

Now, you move your blue time curser to where you want the movement to stop and you can change the position when you have the time where you want it. The finishing keyframe will automatically pop up.

These concepts are the same for all other effects. Of course, if you find any more confusion. YouTube is a very helpful place, but a little trial and error should help with any troubles you have. Don't be afraid to make mistakes! This can be confusing at first, but through a little bit of perseverance, you can achieve anything.