Adobe Premiere Pro Certification Proposal

Adobe Premiere Pro is industry standard video editing software that allows users to produce a wide variety of digital video content. Ranging anywhere from 60 second tutorials to full feature-length films, Adobe Premiere Pro has the capacity to bring most creative, professional, and personal projects to life. As editing is an integral step in media production, access to this software and the opportunity to attend editing courses are significant services that SPNN offers to its members. Therefore, we are proposing a formal assessment which can be implemented to gauge members’ level of competency with the software, as well as Northstar skills. The assessment would never be used to limit members’ access to tools or spaces, but rather help staff, as well as members, understand where support is needed.

As mentioned, this assessment would not only test their Adobe Premiere knowledge, but also incorporate questions which would be found in Northstar assessments such as:

Mac OS

* Using finder to locate files, folders, and apps.
* Moving files.
* Identifying devices on the computer.
* Minimizing and expanding windows.
* Opening browsers.

Internet Basics

* Demonstrating familiarity with website structures.
* Using search engines.
* Ability to scroll.

Basic Computer Skills

* Drag and drop.
* Double clicking.

The assessment will most likely be administered at a distance, at the SPNN building. Participants will be able to take the test in one of the editing rooms while sharing their screen via Team Viewer with proctors in separate rooms. The assessment itself is set up much like a Northstar assessment, and will consist of 28 “directions” which, if completed correctly, will result in a successful completion of a short video project. A rough draft of these “directions” is located in the page below.

Directions:

1. Open Finder and create a new folder and name it “Project 1”
2. Insert the memory card into the computer, and double click on the folder that reads Private, then open AVCHD, then BDMV, then STREAM
3. Once in the STREAM folder, go through and rename the files to “clip1, clip2, and clip3”
4. Click and drag the STREAM folder into the Project One folder.
5. Now open Adobe Premiere.
6. Select “New Project” and title it “Project 1” then click okay.
7. Double click the “Import Media to Start” panel, then open the folder named project 1.
8. Double click on clip 1 then drag ONLY THE VIDEO into the timeline.
9. Do the same with clip 3, placing it after clip 1.
10. Now minimize Premiere and open Google Chrome, then search results for “royalty free music.”
11. Scroll down until you find a website called PurplePlanet.com and click on the link.
12. Click on the box titled “cinematic”
13. Download the first sample in the list.
14. Return to Premiere and import the audio by clicking “file” then “import,” and opening the sample found in DOWNLOADS.
15. Drag the audio into the timeline.
16. Adjust the audio to be louder by 1db.
17. Cut clip 3 in half and delete the second half
18. Trim the audio to end with the video.
19. Now add the title “Project 1”towards the beginning of the movie.
20. Select the whole movie, video AND audio.
21. Begin export the movie by pressing CTRL+M
22. Format the movie to H.264
23. Click on the output name and change the file name to “Project 1”
24. Make sure the file will be saved to the “Project 1” folder
25. Click export
26. Wait for the movie to export, then open the Project 1 folder in finder.
27. Double click the Project 1 movie to view it.
28. Move the movie to trash

Normally in a Northstar assessment, a participant must receive a score of 85% or higher to pass. That same standard will carry into the Premiere assessment, which would mean that any score of 23/28 or lower would not be passing. Where this assessment will differ, however, is that participants will be able to ask for support if they get stuck on a direction. They will be allowed up to four “saves” in order to successfully complete all the directions, but each save will deduct one point from their score. If they complete all the directions with four or less saves, then they will be awarded a certificate for their achievement.