

Adobe Motion Graphics Templates: Speeding Up Video Workflows

Motion Graphics templates speed up collaboration for After Effects artists and video editors.

About this Research

This report presents the findings of a market-specific benchmarking project conducted by Pfeiffer Consulting for Adobe. The main aim of the research was **to document the efficiency and productivity gains linked to Adobe Motion Graphics templates**, compared to using conventional ways of placing After Effects content in Premiere Pro and other applications.

Benchmarks were executed using *Pfeiffer Consulting's Methodology for Productivity Benchmarking*, which has been fine-tuned over more than a decade, and measures the time experienced operators take to execute specific tasks. Please refer to the Methodology section on the last page of this document for more information.

About Adobe Motion Graphics templates

Motion Graphics templates are part of the Essential Graphics panel introduced in After Effects CC 2017 and Premiere Pro CC 2017. Essentially, they allow motion graphics artists and video editors to change or update specific aspects and parameters of an After Effects composition, **thus making them much more easily accessible and editable**. A Motion Graphics template is a self-contained file or CC library asset that can be placed on a Premiere Pro timeline, and makes editing these parameters possible without opening the original composition. This **increases productivity significantly**, as these benchmarks document: On average, based on 147 individual benchmarks, using Motion Graphics templates instead of native After Effects files for the same tasks was over three times faster. (See chart below.)

Key Benchmark Results: Average of 147 Workflow Benchmarks



Chart based on the average of four different workflow scenarios per solution. A total of 147 individual benchmark measures were taken. **Reference value:** Average time when working with conventional methods. **Shorter is better.**

Executive Summary

- ▶ The Essential Graphics panel and Motion Graphics templates **redefine workflow efficiency** when working with Premiere Pro and After Effects.
- ▶ This benchmark project measured productivity of combining Premiere Pro and After Effects content, based on several common use-case scenarios. **Productivity was on average almost 350% higher using Motion Graphics templates** in these benchmarks.
- ▶ The availability of Motion Graphics templates on Adobe Stock **allows video editors unfamiliar with After Effects to work with stock motion graphics content**.
- ▶ Using Motion Graphics templates in conjunction with CC Libraries **speeds up sharing After Effects content significantly**.



How Motion Graphics Templates Speed Up Working with After Effects Content

The productivity impact of the Essential Graphics Panel

A new approach to video workflow optimization

Motion Graphics templates are poised to dramatically change how video professionals organize their work and collaborate. While Motion Graphics templates can be created in both Premiere Pro and After Effects, it is the integration between these two programs that makes the new feature the most valuable.

After Effects is both a very simple and an extremely complex program. Simple because one can understand its basic approach in a few minutes, and complex because of the incredible variety and depth of effects and controls it exposes to the user. Every single modifiable parameter is a layer; sophisticated After Effects creations can easily run into thousands of nested layers, and even relatively simple compositions contain dozens and dozens of them. **Navigating these layers to find the right one to modify can take considerable time.** Because it is so complex, video editors often have to ask motion graphics artist to make basic changes for them, which delays projects.

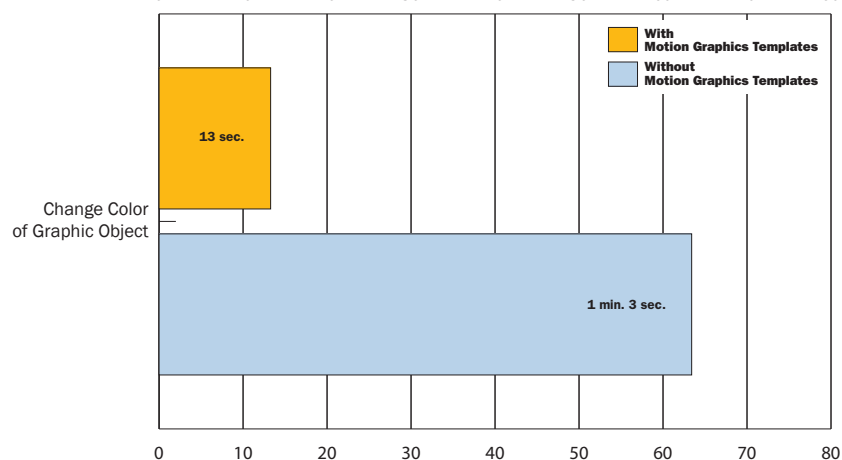
In the past, the best way to work in Premiere Pro with After Effects content was to insert an After Effects project file directly in the editing timeline. This works well, but has one drawback: to modify a sequence created in After Effects, one needs to open After Effects, find the right

Major Points

- ▶ Motion Graphics templates allow modifying After Effects content **without leaving the Premiere Pro editing environment.**
- ▶ Working and collaborating with After Effects content using Motion Graphics templates was **up to 454% faster than using native After Effects files** for the same tasks.
- ▶ The arrival of Motion Graphics templates on Adobe Stock **opens up the use of stock Motion Graphics to Premiere Pro editors** unfamiliar with After Effects.
- ▶ Motion Graphics templates helps teams **extend and manage brand in video.**

The Impact of Simplified Access to Core Parameters

Time-scale in seconds. **Shorter is better.**



The most important benefit of Motion Graphics templates is that they provide direct access to key modifiable parameters, such as editable text.

By comparison, editing an After Effects file means having to locate the salient settings in the long list of nested layers or sub-compositions. In this benchmark, the color of a graphic object needed to be modified, yet it was not initially clear which of the many color layers in the composition was the right one. This took over a minute, compared to 13 seconds using the Motion Graphics Template.

And even this scenario is a very optimistic one: if an After Effects is not very clearly structured, it can take significantly longer to locate which is the layer one needs to change.

composition, then the right layer (which is the most time-consuming part), make the change and save the file—or instruct the After Effects artist to do it.

What has changed? Introduced in their 2017 release, **After Effects CC and Premiere Pro CC now feature the Essential Graphics panel**, particularly useful for creating title sequences and text overlays. There, the user can combine certain key aspects of the sequence—text which needs to be edited in the future, the color, opacity and so forth—where they are directly accessible. Most importantly, it is possible **to package the content of the Essential Graphics panel in a self-contained Motion Graphics Template** (a .mogrt file), which can be easily shared to give direct access to these

parameters. In other words, the Essential Graphics panel **revolutionizes how motion designers and video editors can collaborate** and speed up the way they combine their work.

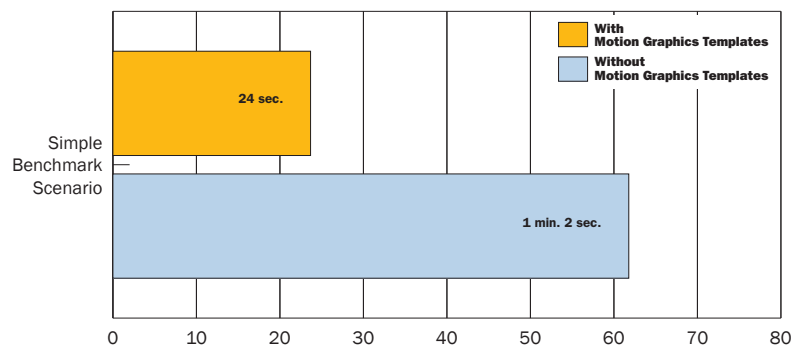
What this means is quite ground-breaking in terms of workflow efficiency. Many video editors have some working knowledge of After Effects, yet navigating a composition created by a motion graphics designer to find a specific parameter inside a complicated project with several precomps can be daunting even when the file is well prepared and structured. Using Motion Graphics templates, the designer can now chose to expose just a few essential aspects, which the Premiere Pro editor can change in seconds, without leaving the editing environment. This also means that After

Motion Graphics Templates Productivity: Speeding Up Working with After Effects

► **Motion Graphics templates productivity — Simple editing scenario:** This benchmark covered the simplest but also very frequent use case for a Motion Graphics Template: Editing a lower-third text overlay, initially only changing the text, then editing text and color of the type, finally also modifying an accompanying graphic object. Using Motion Graphics templates resulted in a 261% productivity increase.

Simple Benchmark Scenario: Average of All Benchmarks

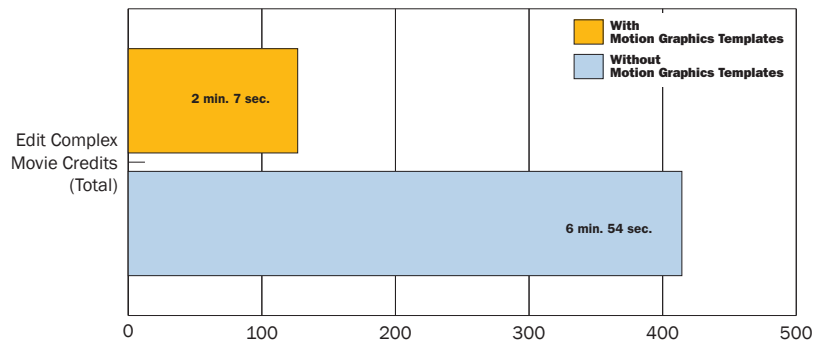
Time-scale in seconds. **Shorter is better.**



► **Motion Graphics templates productivity — Complex composition:** This benchmark used opening credits for a movie. Several items and graphic parameters needed to be changed: the name of three actors, text and color for the director and the title of the movie, as well as adapting graphic elements in three different segments of the sequence. It took almost seven minutes to complete the tasks using After Effects, compared to just over two minutes with Motion Graphic Templates.

Benchmark Scenario 2: Edit Complex Movie Credits

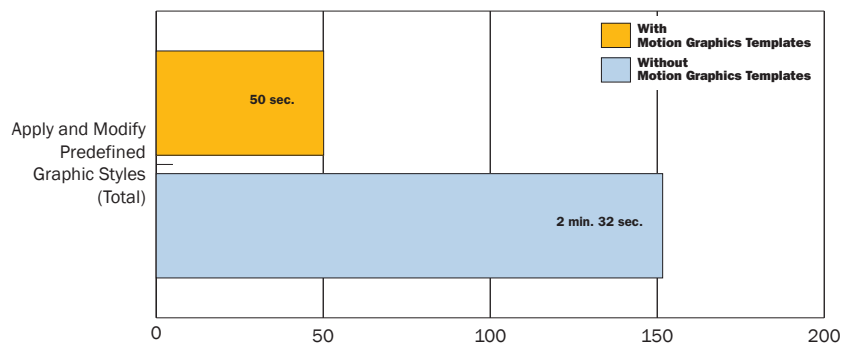
Time-scale in seconds. **Shorter is better.**



► **Working with graphic styles and multiple templates:** One of the most powerful features of Motion Graphic Templates is that they can provide access to several different layouts for the same text. The benchmarks also included modifying aspects such as opacity for an object, or changing speed for a rotating element. Motion Graphics templates provided a productivity increase of over 300% in this benchmark.

Benchmark Scenario 3: Apply and Modify Predefined Graphic Styles (Total)

Time-scale in seconds. **Shorter is better.**



Motion Graphics Templates Arrive on Adobe Stock

While customizable After Effects templates have been around for a while, it is usually necessary to be quite comfortable with the program to be able to make good use of them: As is the case with web-design templates for common content management systems, **one needs to know enough about the authoring environment to customize them**, and that usually locks out casual users.

Thanks to Motion Graphics templates, Adobe Stock, Adobe's resource for stock images, graphics and video assets, is about to change that: **as from Fall 2017, users will be able to purchase and download After Effects compositions packaged as Motion Graphics templates**, which opens up their use and their customization to all Premiere Pro users, even if they are completely unfamiliar with the intricacies of After Effects.

Effects artists can focus on more important work, rather than spending their time implementing minor changes. If an editor doesn't know After Effects, then every change they need to make requires that they go back to the motion graphics artist.

This is an important aspect in terms of workflow efficiency. Motion Graphics templates enable After Effects artists to template production and allow editors to be independent. **Instead of spending time making small changes, they can work on more sophisticated projects instead of minor tweaks, which the editors can now do on their own.**

And finally there is collaboration: Motion Graphics templates can be saved directly to CC Libraries, where they are immediately available to any user who has access to that library. **The productivity impact of this way of sharing a template is significant.** (See chart below.)

About the benchmarks

To develop the assets which were used to conduct these productivity measures we worked with a seasoned motion graphics artist, who designed three different After Effects compositions of varying complexity. For each asset, **several scenarios of increasing sophistication were executed.**

First, a simple **lower-third text overlay** as they are used when presenting a speaker in an interview, allowing the user to change two lines of text, the color of the text as well as size of a graphic element.

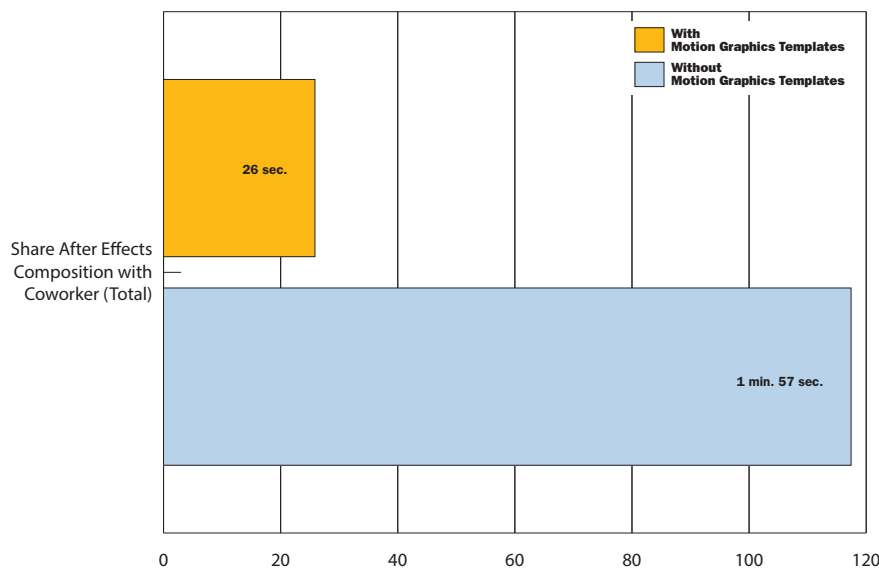
The second asset consisted in the **opening credits for a movie**, with several names and graphic sequences that could be modified individually. The third example was **an After Effects composition which offered several different graphic styles for the same title.** The user could edit the title, color, swap graphic styles, edit different graphical aspects of each style.

Finally, **collaboration benchmarks** compared the time necessary to share an After Effects composition with a coworker, either by copying the file to a local server, or by saving it to CC Libraries. (For details on benchmark methodology, check the Methodology section on page 5.)

The Collaboration Potential: Combining Motion Graphics Templates with CC Libraries

Collaboration Benchmark: Share After Effects Composition with Coworker (Total)

Time-scale in seconds. **Shorter is better.**



Sharing assets with coworkers can be time-consuming: In this benchmark, we measured the time necessary for copying an After Effects file to a specific location on a local server volume, subsequently retrieving it from a different workstation and placing it in a Premiere Pro sequence.

With Motion Graphics templates, none of these steps are necessary: a template can be saved directly to a library, giving anybody who has been invited to collaborate immediate access to the .mogrt file, which can be dragged from the libraries panel directly to the Premiere Pro timeline.

It took almost two minutes to complete the sequence with an After Effects file - compared to 26 seconds using CC Libraries.

Methodology

This benchmark project was commissioned by Adobe and independently executed by Pfeiffer Consulting.

All the productivity measures presented in this document are based on real-world workflow examples, designed and executed by professionals with many years of experience with the programs and workflows involved.

► How we design the benchmarks

The basic approach is simple: in order to assess productivity gains that a program or solution may (or may not) bring, we start by analyzing the minimum number of steps necessary to achieve a given result in each of the applications or workflows that have to be compared.

Once this list of actions has been clearly established, we start to execute the operation or workflow in each solution, with the help of seasoned professionals who have long-standing experience in the field and with the solutions that are tested.

Every set of steps is executed three times, the average of the three measures is used.

► About Pfeiffer Consulting

Pfeiffer Consulting is an independent technology research institute and benchmarking operation focused on the needs of publishing, digital content production, and new media professionals.

For more information, please contact

research@pfeifferreport.com



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Motion Graphics Consultant: Thomas Jouenne

For further information, please contact research@pfeifferreport.com.

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