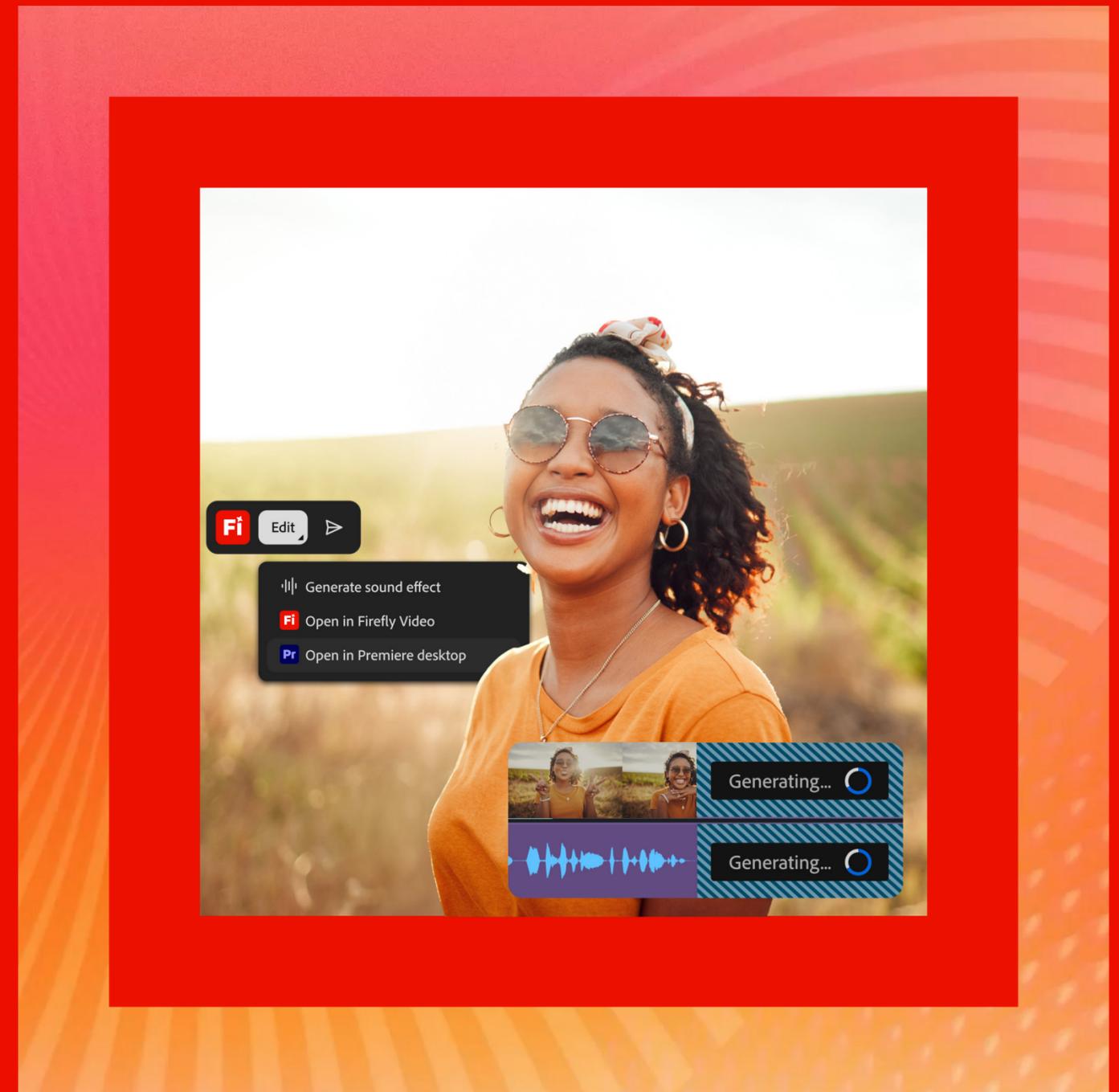


Adobe Creative Cloud

Level Up Your Day

AI Video to the MAX

Made by Adobe Express



Let's recap our conversation

As video teams handle growing content volumes and tighter deadlines, Adobe's AI-powered features make it easier to create, edit, and collaborate with speed and confidence.

The newest innovations with Adobe Firefly help you:

 **Create with ease.**
Simplify adaptations and automate time-consuming steps.

 **Edit faster.**
Save hours with upgrades like smart object masking, text-based editing, auto color correction, and instant sound effect generation.

 **Transform workflows.**
Work smarter across transcription, color, audio, captioning, and delivery, with intuitive automation that accelerates every stage of post-production.

Products showcased in this event



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Step-by-step demo tutorials

How to create and manage boards for collaboration

1. Visit the Firefly website and navigate to boards.
2. Create a new board or open an existing one.
3. Click the Invite option to add collaborators by entering their email addresses.
4. Set access rights for collaborators, such as read-only or full access.
5. Upload images, videos, or other assets to the board.
6. Use editing tools within the board to modify or enhance assets.
7. Save your edits and organize the assets within the board.
8. Share the board with collaborators for feedback and further development.

Step-by-step demo tutorials

How to generate audio

1. Open the audio generation section on the Firefly website.
2. Select the type of audio you want to create, such as soundtracks, music, or speech.
3. Paste your script into the text box for speech generation.
4. Choose a voice model from the available options.
5. Click Generate to create the audio.
6. Preview the generated audio to ensure it meets your requirements.
7. Adjust the script or select a different voice model if needed.
8. Download the audio file for use in your project.

Step-by-step demo tutorials

How to add sound effects to a video

1. Navigate to the audio generation section on the Firefly website.
2. Upload your video file that requires sound effects.
3. Enter a description of the sound effect you want to generate.
4. Use your microphone to create timing for the sound effects by mimicking the desired sound.
5. Click Generate to create the sound effect based on your input.
6. Preview the generated sound effect to ensure it matches the timing and quality you need.
7. Layer multiple sound effects if necessary to enhance the video.
8. Save the generated sound effects for further use.

Step-by-step demo tutorials

How to view vertical video for easier editing

1. Open Premiere Pro and load your project.
2. Navigate to the workspace modes in the top menu.
3. Select vertical video to adjust your workspace for vertical video editing.
4. Ensure the video takes up the full part of your screen for easier editing.
5. Import your vertical video footage into the timeline.
6. Use editing tools to trim, adjust, and enhance your vertical video.
7. Preview the video in the adjusted workspace to ensure it looks as intended.
8. Save your project and export the final vertical video.

Step-by-step demo tutorials

How to apply effects using the effects dashboard

1. Select the video clip you want to edit in the timeline.
2. Navigate to the effects dashboard.
3. Browse through the available effects and select one to apply.
4. Click Apply to add the selected effect to your video clip.
5. Use the Surprise Me button to explore different variations of the effect.
6. Adjust the effect parameters manually if needed for a customized look.
7. Save your project to retain the applied effects.

Step-by-step demo tutorials

How to use object masking tools

1. Select the video clip you want to edit in the timeline.
2. Navigate to the object masking tool under Effects.
3. Click the object masking option to activate it.
4. Use the tool to outline the object you want to mask.
5. Adjust the mask color to differentiate the masked area from the background.
6. Apply effects to the masked area, such as blur or opacity changes.
7. Save your project to retain the changes made with the object masking tool.

Frequently asked questions

How can Firefly boards help with video production?

Firefly boards streamline video production by allowing users to organize assets, use generative AI to enhance or create content, and share boards with collaborators for feedback. It also supports integration with tools like Premiere Pro.

What are the new features in Firefly for audio generation?

Firefly now includes audio generation capabilities, such as creating soundtracks, music, and speech. Users can select voice models, generate audio based on text input, and preview results before downloading.

How does the generative AI in Firefly assist with video editing?

Firefly can convert images into videos, remove objects, and create storyboard elements. It also allows users to generate sound effects and audio tracks directly within the platform.

Frequently asked questions

How does the object matte tool work in video editing?

The object matte tool allows users to mask specific objects in a video, separate them from the background, and apply effects like blur or opacity changes. It is fast and efficient, making it ideal for complex workflows.

What are the benefits of using vertical video workspace modes?

Vertical video workspace modes optimize the editing environment for vertical content, ensuring the video takes up the full screen for easier editing. This is particularly useful for social media content.

What updates were introduced to the effects system in Premiere Pro?

Premiere Pro now features a new GPU-based effects system with over 200 effects. The Film Impact dashboard provides enhanced tools for applying and customizing effects, including the Surprise Me button for creative exploration.

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Presentation slides





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[linkedin.com/showcase/adobe-creative-cloud](https://www.linkedin.com/showcase/adobe-creative-cloud)

business.adobe.com/resources/webinars

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Other resources for inspiration

- Tutorials: [Learn Adobe Firefly](#)
- Tutorials: [Learn Adobe Premiere Pro](#)
- Product help: [Firefly Boards](#)
- YouTube: [MAX Sneaks](#)

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Creative Cloud for Business?

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