

How to Do  
*Everything*  
with

# Adobe® Encore™ DVD

Create  
professional,  
high-quality  
DVDs

Properly  
prepare video,  
audio, and  
image assets

Create  
eye-catching  
menus,  
submenus,  
and buttons



Doug Sahlin

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Graw  
Hill

Osborne

How to Do  
*Everything*  
with

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# Adobe® Encore™ DVD

Doug Sahlin



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### **How to Do Everything with Adobe® Encore™ DVD**

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Doug has also coauthored a book on digital video; he is an accomplished photographer, videographer, and video editor, skills that he uses to augment his clients' web sites, multimedia applications, and DVD presentations.

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# Introduction

Adobe Encore DVD is a Windows application used to author DVDs. If you do not own a Windows computer, quietly put this book back on the shelf, as the application will not work on a Macintosh machine. But if you do own a Windows machine, by all means read on.

Adobe Encore DVD 1.0 is a brand-new application. But the name Adobe ensures you it's a rock-solid, well-thought-out application with the necessary tools and menu commands to author DVDs. If you use the application to its fullest, you'll create more than just garden-variety DVDs; you'll create compelling, eye-catching DVDs with features such as motion menus, animated buttons, subtitle tracks, alternate audio tracks, and much more. However, this degree of sophistication doesn't come without a learning curve.

That's where this book comes into play. *How To Do Everything with Adobe Encore DVD* is designed to help you get up and running quickly while getting the most from the application. The book will help users of all levels understand digital video and DVD authoring. In addition to finding a full-course serving of Adobe Encore DVD, you'll also find useful snippets of information on related topics such as shooting digital video for use with a DVD project, working with sound for DVD projects, replicating DVDs, and much more.

The information is presented in a logical progression starting with some necessary information about digital video and digital video formats as well as information about the DVD format and television broadcast standards. This preliminary information is followed with the information you need to author a DVD project with Adobe Encore DVD.

Each chapter builds on the previous, in the same progression that you'll use the various facets of the application to author DVD projects. The first chapters in the book show you how to organize your project, import assets, and create timelines,

and is followed by chapters that show you how to use the application and your creative talent to author state-of-the-art DVD discs. The information is presented with a minimum of technical jargon; where technical information is presented, it is condensed into easy-to-understand terms.

## **The Structure of This Book**

This book is organized into the following parts:

### **Part I: Introducing Adobe Encore DVD**

In the first part of this book, you'll find information on the DVD format, digital video, and television broadcast standards used in the Americas and the rest of the world. You'll also receive an introduction to Adobe Encore DVD as well as a glimpse at the steps you'll use to author a DVD disc. In addition, you'll find a chapter that delves into all facets of the Adobe Encore DVD workspace (Chapter 3) with additional information that shows you how to customize the workspace to suit your workflow.

### **Part II: Authoring a DVD**

This part of the book gets into the nitty-gritty of authoring a DVD project. You'll learn how to create a new project and specify project settings for the part of the world in which your DVD will be viewed, and you'll learn how to work with and organize project assets. In addition, you'll find information on how to properly plan your DVD project to avoid any potential pitfalls when you're deep into a project. In this part you'll find an entire chapter (Chapter 6) devoted to creating timelines for your video and audio assets, as well as creating chapter points and poster frames for each part of your DVD disc.

### **Part III: Working with Menus and Buttons**

When your DVD is loaded into a set-top DVD player, the only visible parts of your handiwork are the menus, buttons, and, of course, the video that is linked to each menu button. Even though you do devote a considerable amount of time to planning your project and working with assets, if your menus are not eye-catching, and they have buttons that don't function properly, your finished DVD will fall short of the mark. In this part of the book, you'll find everything you need to know about creating flawless menus that pique viewer interest. You'll also learn how to properly link buttons to video clips and other menus. If you want to create a DVD disc that stands out from the crowd, you'll find the chapter on motion menus (Chapter 10) essential.

## **Part IV: Advanced DVD Techniques**

If you've explored the application prior to purchasing this book, you know that Adobe Encore DVD ships with an impressive array of menus and buttons. However, if you want to put your own stamp of originality on a project, you need to create a custom menu, a skill you'll learn in the chapter devoted to creating custom DVD menus in Adobe Photoshop (Chapter 11). If your DVD needs features such as subtitles and alternate audio tracks, you'll find a chapter devoted to each in this part of the book.

## **Part V: Creating the DVD Disc**

The end result of any DVD project is creating a disc. In this part of the book you'll find out how to do this in Adobe Encore DVD. You'll learn how to burn a project to a DVD disc, create a DVD image, and create a DVD master. You'll also find a chapter devoted to preparing your project for output (Chapter 14), in which you'll find useful information to ensure your DVD projects are error free. Information on copy-protecting your DVD discs can also be found in this part of the book.

## **Appendix A: Create Your Own DVD: A Step-By-Step Tutorial**

This appendix encapsulates each phase of creating a DVD project in a condensed format. It reinforces the material presented in each part of the book and serves as a quick reference guide on how to create a DVD from start to finish.

## **Appendix B: Adobe Encore DVD Keyboard Shortcuts**

This appendix lists each Adobe Encore DVD keyboard shortcut you can use to streamline your workflow. If you prefer the convenience of keyboard shortcuts, this appendix is a must read.

## **Appendix C: Internet DVD and Video Resources**

The Internet is a treasure trove of useful information on most any topic, and DVD is no different. However, finding *useful* web sites about a topic can often be a daunting task. This appendix separates the wheat from the chaff and lists some beneficial Internet resources for creating DVDs and working with digital video.

## **Conventions Used In This Book**

Whenever you find instructions to use a menu command, you'll see the path to the command listed. For example, when you see instructions to import an asset, the path to the Adobe Encore DVD menu command is listed as follows: File | Import



As Asset. When new terms are introduced, they are *italicized*. You will find a parenthetical reference for new terms, or a brief explanation. Whenever information on how to perform a detailed task is presented, it is listed in step-by-step format.

Throughout the book you'll find useful Tips that show you ways to streamline your workflow and Notes that alert you to certain issues or pitfalls to avoid. You'll find insights and interesting tidbits about related Adobe Encore DVD subjects in the Did You Know sidebars. You'll also find a generous helping of How to... sidebars, jam-packed with information on how to create elements for your Adobe Encore DVD projects.

## Conclusion

This book is designed to be a desktop reference for creating DVDs with Adobe Encore DVD. You can read the book from cover to cover, or use the index to locate information pertaining to a specific task. I hope you find the information useful in your goal to get the most from Adobe Encore DVD and create state-of-the-art DVDs for yourself, your clients, or your organization.

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