

Getting the Job done with Premiere Pro



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Ask questions!

yes, it can have *nothing* to do with this talk!

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Notes will be posted there

Who are you?

Quick Survey

- Producer?
- Post/Managerial?
- Editor?
 - Avid Media Composer?
 - Final Cut?

Why are you here?

- Yes, I know, but I want to hear it from you...

This session

Overview

- Some thoughts on software
- Immediate Premiere Pro benefits
- Some examples of some editorial features
- “It’s part of a suite”
- Time permitting: specific differences

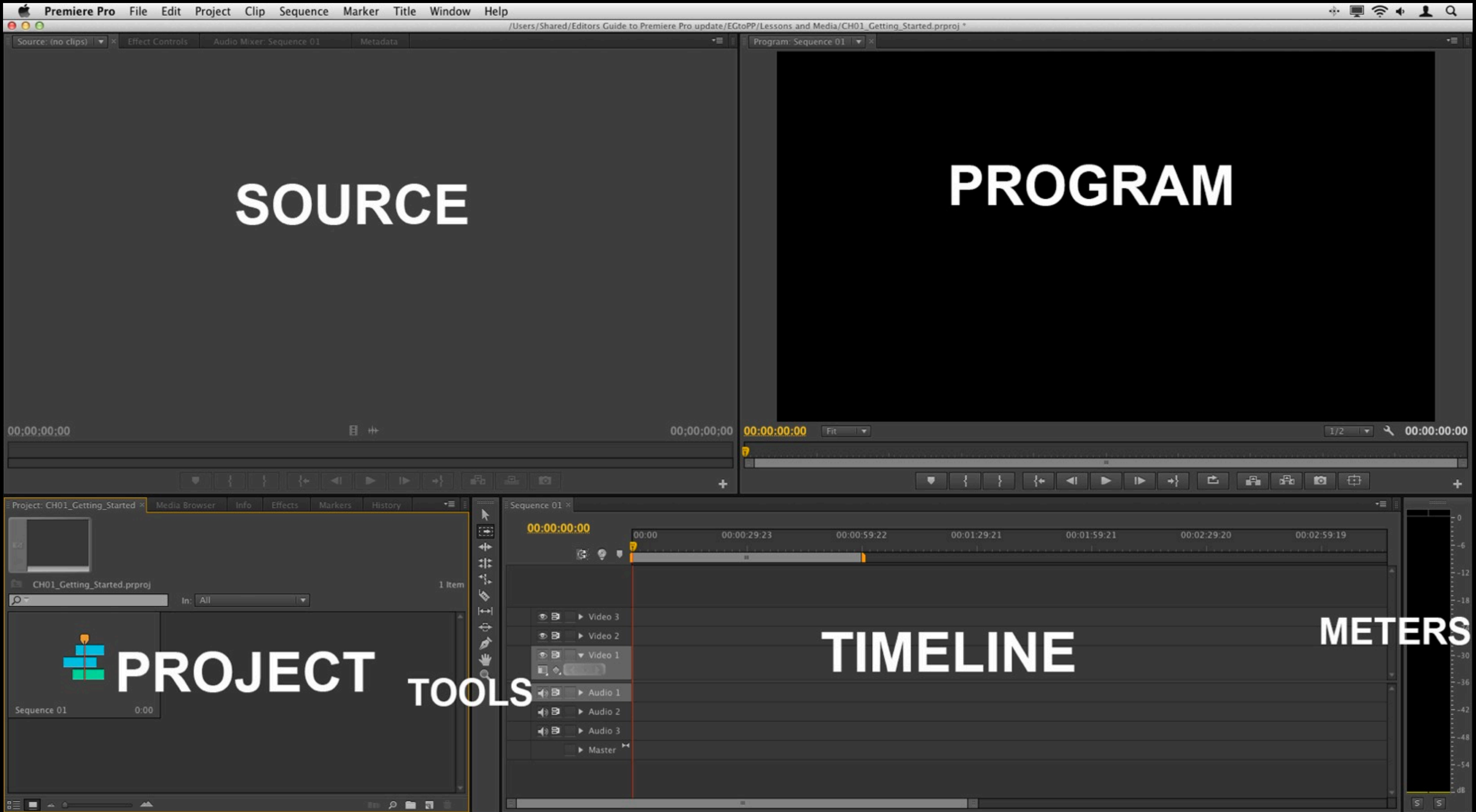
Ramping up with software

- Familiarity
- Speed
- Matching toolset

Switching tools?

- Feature set
- “Are they listening?”

Familiarity



Obvious

- J - K - L
- I / O
- Splice in/Overwrite
- Trimming

Prepped keyboard

- Final Cut Pro Keyboard
- Avid Media Composer Keyboard
- Build it yourself - it's easy!

Bonus key = `
 (& control `)

No Transcode

Formats

- Obvious - XDCAM, P2
- 3gp
- h.264 (DSLR + Cellphones)
- DVD VOB
- Flash
- WMV on windows

Minimal rendering

Mercury Playback engine

- Leverages 64 bit OS
- Multiple CPUs
- Fast drive connection
- “*right*” video card = accelerated major effects (Color correction, scaling, frame conversions)

Some cool editorial features

Media Browser

Ripple Edit to playhead
(tops/tails)

Auto Assembly

“Professional” trimming
feature set

Multicam

Audio Normalization

Killer feature:
It's part of a Suite

Adobe Media Encoder

- Loads of prebuilt compression settings
- Common broadcast outputs (like Fastpath, XDCam)
- *Works in background with a 'snapshot' of the sequence*

Adobe After Effects

- No render in AE - send and return
- Loads of prebuilt text presets
- Great 'advanced' baked in work
- Loads of learning paths

Adobe Photoshop

- Do I really need to tell you about this?
- *GPU accerlation*

Adobe Audition

- Don't know this?
- Mixer
- Heavily used in Radio
- ADR
- Noise Reduction

Adobe Prelude

- Perfect for producer on location
- Reads + backup cards
- Quick basic string together of shots

Differences

Closing

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