

Collaborative and Broadcast Workflows in Adobe Premiere Pro



Today's Schedule

9a – 9:10a Welcome/Introduction

9:10 – 10:20 Adobe Premiere Pro in Broadcast Workflow with
Jeff I. Greenberg

10:20 – 10:35a BREAK

10:35 – 11:35a Technical: Enabling Collaborative Workflows
Film Partners and Harmonic

11:35 – 11:45a Q&A

11:45 Session Close

Getting the Job done with Premiere Pro

Jeff I. Greenberg





Ask questions!

Yes, it can have nothing
to do with this talk!

Notes found at JGreenbergConsulting.com



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

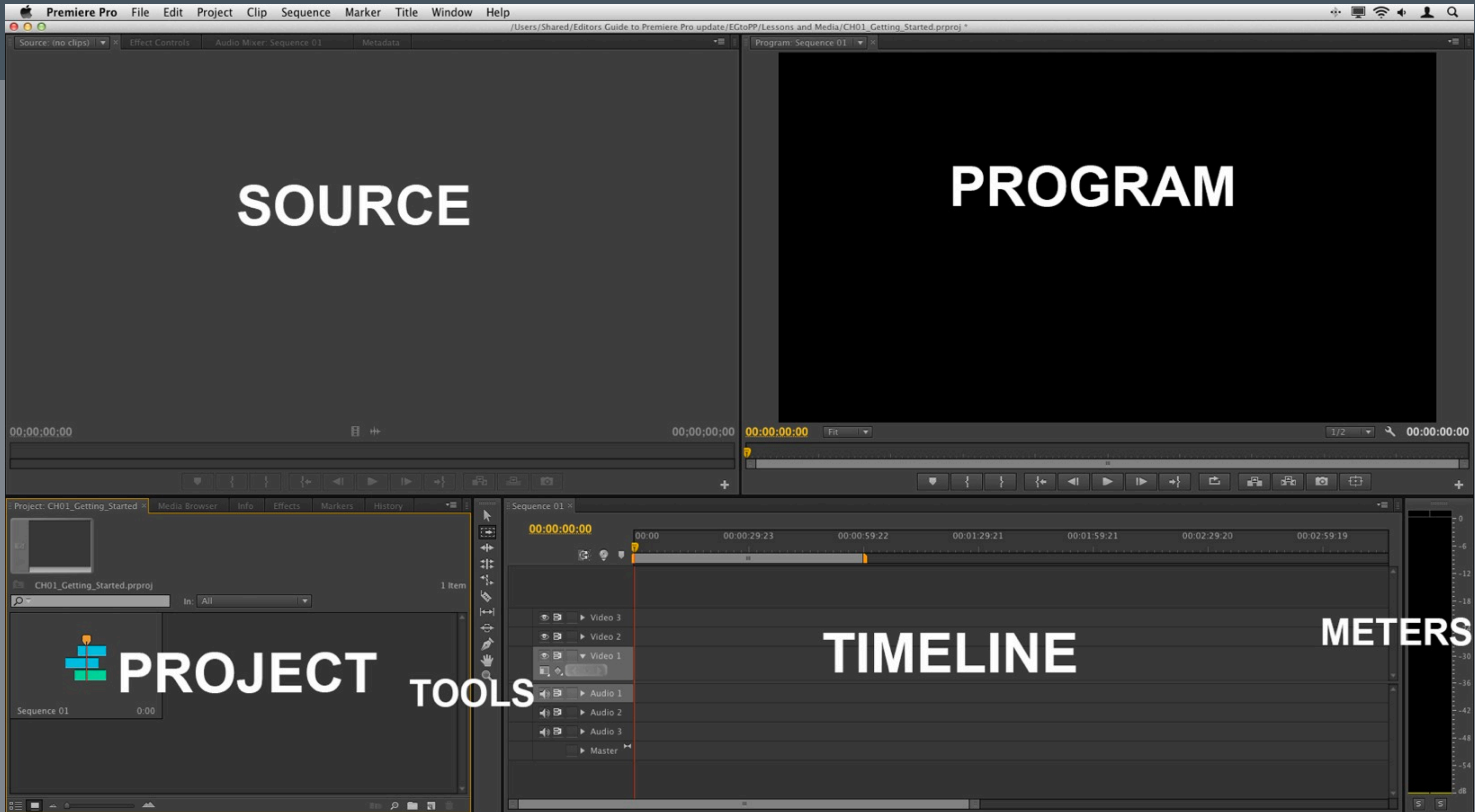
- Familiarity
- Speed
- Matching toolset

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 =  (accent grave)
(& 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)

An abstract graphic featuring overlapping organic shapes in red, white, and brown tones. The red shapes are on the left, the white shapes are in the center, and the brown shapes are on the right. The text "Some cool editorial features" is overlaid on the left side of the graphic.

Some cool
editorial features



Media Browser



Ripple Edit to playhead (tops/tails)



Automate to Sequence



“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 acceleration

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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