



Discovering uncompressed HD

STEAM wields Adobe® Video Collection to produce exceptional HD network branding campaign promoting Discovery HD Theater



Because of its exceptional resolution and quality, high definition (HD) is among the hottest topics in television production and broadcasting. But how can HD's crisp, clear visuals be conveyed to viewers who don't yet have HD television sets? This is precisely the challenge that creative agency and production house STEAM faced in creating a TV branding campaign that will air across the entire Discovery network to promote Discovery HD Theater programming.

STEAM uses Adobe software to take HD projects from storyboard to final production. Integration among Adobe applications lets STEAM leverage everything—graphics, footage, artwork, and logos—throughout the workflow.

During production, STEAM routed multiple HD video streams to different locations on the set, helping clients previsualize many of the shots. By doing so, the agency was able to make corrections on the spot, avoiding late-stage changes.



“Working with 10-bit, uncompressed HD footage in Adobe Premiere Pro is just as fast as working in DV, but the amazing thing is that it is full-resolution HD footage, with quality so fantastic that it could be projected straight onto a movie screen.”

Scott Bryant, founder and creative director, STEAM

“We knew not all viewers would initially see the spots and other pieces in HD,” says STEAM Creative Director Tony Molenda. “We had to somehow convey to those viewers that HD is impressive, without being able to actually show them how clear and defined it is.”

Just like being there

Molenda and Scott Bryant, STEAM founder and creative director, devised the main concept: viewing in HD is like having live action right in your own living room. The initial spot in the campaign features a man sitting on his couch, drawing an imaginary television in the air with his finger. As he changes channels using his remote, actors portraying participants from popular Discovery shows like *American Chopper* and *Trading Spaces* appear in his living room, doing what they do on their shows—designing customized choppers and renovating rooms.

STEAM devised and created the branding campaign in uncompressed HD format using Adobe Video Collection software running on Boxx workstations with HD cards from Blackmagic Design. “This powerful hardware setup and Adobe software removes the technical and time barriers to working with full-resolution HD footage,” says Bryant.

One of the few firms with both creative and post-production capabilities, STEAM relies on Adobe software to take HD projects from storyboard to final production with ease. The Adobe Video Collection is a crucial part of making this unique soup-to-nuts business model work.

According to Bryant, it’s easier than ever to take concepts from start to finish because of the exceptional level of integration across Adobe applications. “It’s getting to the point where Adobe is delivering a ‘cut and paste’ workflow that lets us leverage everything we create—graphics, footage, artwork, logos—from beginning to end, with very little effort.”

Industry’s most integrated HD workflow

For the Discovery HD Theater campaign, STEAM used Adobe Photoshop® CS software to generate initial storyboards conveying the concept and flow. When the storyboards were complete, STEAM converted the Photoshop files to Adobe Portable Document Format (PDF) for client review. After Discovery used the markup and commenting tools in Adobe Acrobat® to send comments to STEAM, the agency finalized the storyboards and began production.



STEAM hired performers to portray the participants in Discovery's most popular television shows, and used Sony HDCAM cameras to shoot the spot on a stage at STEAM's studios. During production, the team used Adobe Premiere® Pro and Adobe After Effects® software with the Blackmagic DeckLink HD Capture system to digitize uncompressed HD from the Sony HDCAMs. The creative team then used the captured footage to test keys, compare shots, and line up FX plates. By routing multiple HD video streams to different locations on the set using Blackmagic DeckLink Workgroup Videohub, STEAM was able to help the client previsualize many of the shots during production. This process saved time and money because everyone could see how the spot was coming together and avoid the need to make changes later in the process, when they are more expensive.

Leveraging everything from concept to postproduction

Once the shoot was complete, Molenda began editing footage in Adobe Premiere Pro, while Bryant produced effects and graphics using After Effects.

Using Adobe Premiere Pro, Molenda edited the project in 10-bit uncompressed HD format, working online at all times, editing clips and graphics at full HD resolution. This approach saved the creative team an enormous amount of time in their workflow because there was no need for an offline edit. STEAM could also pass this substantial time and cost savings along to the client.

“Working with 10-bit, uncompressed HD footage in Adobe Premiere Pro is just as fast as working in DV, but the amazing thing is that it is full-resolution HD footage, with quality so fantastic that it could be projected straight onto a movie screen,” says Bryant. “There’s also the added benefit of working with high-resolution graphics and footage, which are easier to key, track, and color correct.”

Using After Effects, Bryant created all of the visual effects and graphics shots for the Discovery HD Theater spots. He used the software to key, track, composite, and color correct elements from the HD shoot, as well as to animate the Discovery logo using original Illustrator files from the client. 2D elements were created in Photoshop CS and built into 3D models in After Effects to create the virtual screen effect.

“Adobe software saves time because it integrates beautifully in our workflow,” says Bryant. “For example, when I update my projects in After Effects, the changes are reflected instantly in Molenda’s Adobe Premiere Pro project. This enables us to work simultaneously on cutting the spot and producing motion graphics and effects.”

Company

STEAM

Santa Monica, California

www.steamshow.com

Challenge

Work with uncompressed HD footage to produce an exceptionally creative, cost-effective HD branding campaign promoting Discovery HD Theater

Solution

- Use a Boxx workstation, a Blackmagic Design HD card, and Adobe Video Collection software to devise and create the spot in HD
- Combine the capabilities of Adobe After Effects, Adobe Premiere Pro, and Adobe Photoshop to previsualize during production and streamline postproduction
- Edit online in full-resolution HD to cut postproduction time

Benefits

- Saved time and money, from initial storyboards to final postproduction, due to the integration across Adobe Video Collection applications
- Adobe Video Collection provided a host of tools for experimentation, freeing the STEAM creative staff to maximize their creative potential
- Previsualized the spot, enabling STEAM and Discovery to see what the final product would look like early on during production, when changes are less expensive to implement
- Edited online in full-resolution, cutting HD postproduction time
- Created all of the visual effects and graphics shots and color-corrected the spot cost-effectively

Tool Kit

- Adobe Video Collection. Products used include:
 - Adobe After Effects
 - Adobe Photoshop CS
 - Adobe Premiere Pro
 - Adobe Acrobat
- Boxx Xeon workstation running Microsoft® Windows® XP Professional
- Blackmagic Design HD card
- Blackmagic DeckLink HD Capture system
- Blackmagic DeckLink Workgroup Videohub
- Sony HDCAMs



STEAM used Adobe Premiere Pro and After Effects to edit the spot for Discovery HD Theater in 10-bit uncompressed HD format, and create motion graphics and effects. Agency Creative Directors Scott Bryant and Tony Molenda worked online from start to finish, editing clips and graphics at full HD resolution.



Extremely cost effective

For STEAM, Adobe Video Collection is removing time constraints and barriers to creativity, reducing costs for clients, and enabling a new type of workflow with exceptional flexibility and creative control. And the Adobe software is highly affordable; according to Molenda, "The entire Video Collection costs as much as a nice suit. This is crucial because we want to stay small while providing world-class creative services and production."

As this innovative firm continues to deliver HDTV spots, music videos, and other projects for clients including Intel, TLC, Washington Mutual, Hoover, Mattel, Fox Sports, and the Foo Fighters, Adobe Video Collection will be its constant companion. "Especially if you're working in HD, nothing surpasses the Adobe Video Collection. It offers smooth workflow integration, the industry's most complete feature set, and an attractive price that's unmatched among desktop tools," says Bryant. "Because of its quality and flexibility, we've literally built our business around the Adobe Video Collection."

"Because of its quality and flexibility, we've literally built our business around the Adobe Video Collection."

Scott Bryant, founder and creative director, STEAM

Adobe Systems Incorporated • 345 Park Avenue, San Jose, CA 95110-2704 USA • www.adobe.com

Adobe, the Adobe logo, Acrobat, Adobe Premiere, After Effects, and Photoshop are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. Microsoft and Windows are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2005 Adobe Systems Incorporated. All rights reserved. Printed in the USA.

95004984 0305R





Discovering uncompressed HD

STEAM wields Adobe® Video Collection to produce exceptional HD network branding campaign promoting Discovery HD Theater



Because of its exceptional resolution and quality, high definition (HD) is among the hottest topics in television production and broadcasting. But how can HD's crisp, clear visuals be conveyed to viewers who don't yet have HD television sets? This is precisely the challenge that creative agency and production house STEAM faced in creating a TV branding campaign that will air across the entire Discovery network to promote Discovery HD Theater programming.

STEAM uses Adobe software to take HD projects from storyboard to final production. Integration among Adobe applications lets STEAM leverage everything—graphics, footage, artwork, and logos—throughout the workflow.

During production, STEAM routed multiple HD video streams to different locations on the set, helping clients previewalize many of the shots. By doing so, the agency was able to make corrections on the spot, avoiding late-stage changes.



“Working with 10-bit, uncompressed HD footage in Adobe Premiere Pro is just as fast as working in DV, but the amazing thing is that it is full-resolution HD footage, with quality so fantastic that it could be projected straight onto a movie screen.”

Scott Bryant, founder and creative director, STEAM

STEAM devised and created the branding campaign in uncompressed HD format using Adobe Video Collection software running on Boxx workstations with HD cards from Blackmagic Design. “This powerful hardware setup and Adobe software removes the technical and time barriers to working with full-resolution HD footage,” says Bryant.

One of the few firms with both creative and post-production capabilities, STEAM relies on Adobe software to take HD projects from storyboard to final production with ease. The Adobe Video Collection is a crucial part of making this unique soup-to-nuts business model work.

According to Bryant, it's easier than ever to take concepts from start to finish because of the exceptional level of integration across Adobe applications. “It's getting to the point where Adobe is delivering a 'cut and paste' workflow that lets us leverage everything we create—graphics, footage, artwork, logos—from beginning to end, with very little effort.”

Industry's most integrated HD workflow

For the Discovery HD Theater campaign, STEAM used Adobe Photoshop® CS software to generate initial storyboards conveying the concept and flow. When the storyboards were complete, STEAM converted the Photoshop files to Adobe Portable Document Format (PDF) for client review. After Discovery used the markup and commenting tools in Adobe Acrobat® to send comments to STEAM, the agency finalized the storyboards and began production.

“We knew not all viewers would initially see the spots and other pieces in HD,” says STEAM Creative Director Tony Molenda. “We had to somehow convey to those viewers that HD is impressive, without being able to actually show them how clear and defined it is.”

Just like being there

Molenda and Scott Bryant, STEAM founder and creative director, devised the main concept: viewing in HD is like having live action right in your own living room. The initial spot in the campaign features a man sitting on his couch, drawing an imaginary television in the air with his finger. As he changes channels using his remote, actors portraying participants from popular Discovery shows like *American Chopper* and *Trading Spaces* appear in his living room, doing what they do on their shows—designing customized choppers and renovating rooms.



STEAM hired performers to portray the participants in Discovery's most popular television shows, and used Sony HDCAM cameras to shoot the spot on a stage at STEAM's studios. During production, the team used Adobe Premiere® Pro and Adobe After Effects® software with the Blackmagic DeckLink HD Capture system to digitize uncompressed HD from the Sony HDCAMs. The creative team then used the captured footage to test keys, compare shots, and line up FX plates. By routing multiple HD video streams to different locations on the set using Blackmagic DeckLink Workgroup Videohub, STEAM was able to help the client previewalize many of the shots during production. This process saved time and money because everyone could see how the spot was coming together and avoid the need to make changes later in the process, when they are more expensive.

Leveraging everything from concept to postproduction

Once the shoot was complete, Molenda began editing footage in Adobe Premiere Pro, while Bryant produced effects and graphics using After Effects.

Using Adobe Premiere Pro, Molenda edited the project in 10-bit uncompressed HD format, working online at all times, editing clips and graphics at full HD resolution. This approach saved the creative team an enormous amount of time in their workflow because there was no need for an offline edit. STEAM could also pass this substantial time and cost savings along to the client.

“Working with 10-bit, uncompressed HD footage in Adobe Premiere Pro is just as fast as working in DV, but the amazing thing is that it is full-resolution HD footage, with quality so fantastic that it could be projected straight onto a movie screen,” says Bryant. “There's also the added benefit of working with high-resolution graphics and footage, which are easier to key, track, and color correct.”

Using After Effects, Bryant created all of the visual effects and graphics shots for the Discovery HD Theater spots. He used the software to key, track, composite, and color correct elements from the HD shoot, as well as to animate the Discovery logo using original Illustrator files from the client. 2D elements were created in Photoshop CS and built into 3D models in After Effects to create the virtual screen effect.

“Adobe software saves time because it integrates beautifully in our workflow,” says Bryant. “For example, when I update my projects in After Effects, the changes are reflected instantly in Molenda's Adobe Premiere Pro project. This enables us to work simultaneously on cutting the spot and producing motion graphics and effects.”

Company

STEAM
Santa Monica, California
www.steamshow.com

Challenge

Work with uncompressed HD footage to produce an exceptionally creative, cost-effective HD branding campaign promoting Discovery HD Theater

Solution

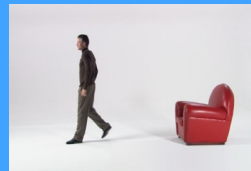
- Use a Boxx workstation, a Blackmagic Design HD card, and Adobe Video Collection software to devise and create the spot in HD
- Combine the capabilities of Adobe After Effects, Adobe Premiere Pro, and Adobe Photoshop to previewalize during production and streamline postproduction
- Edit online in full-resolution HD to cut postproduction time

Benefits

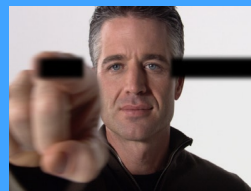
- Saved time and money, from initial storyboards to final postproduction, due to the integration across Adobe Video Collection applications
- Adobe Video Collection provided a host of tools for experimentation, freeing the STEAM creative staff to maximize their creative potential
- Previewalized the spot, enabling STEAM and Discovery to see what the final product would look like early on during production, when changes are less expensive to implement
- Edited online in full-resolution, cutting HD postproduction time
- Created all of the visual effects and graphics shots and color-corrected the spot cost-effectively

Tool Kit

- Adobe Video Collection. Products used include:
 - Adobe After Effects
 - Adobe Photoshop CS
 - Adobe Premiere Pro
 - Adobe Acrobat
- Boxx Xeon workstation running Microsoft® Windows® XP Professional
- Blackmagic Design HD card
- Blackmagic DeckLink HD Capture system
- Blackmagic DeckLink Workgroup Videohub
- Sony HDCAMs



STEAM used Adobe Premiere Pro and After Effects to edit the spot for Discovery HD Theater in 10-bit uncompressed HD format, and create motion graphics and effects. Agency Creative Directors Scott Bryant and Tony Molenda worked online from start to finish, editing clips and graphics at full HD resolution.



Extremely cost effective

For STEAM, Adobe Video Collection is removing time constraints and barriers to creativity, reducing costs for clients, and enabling a new type of workflow with exceptional flexibility and creative control. And the Adobe software is highly affordable; according to Molenda, “The entire Video Collection costs as much as a nice suit. This is crucial because we want to stay small while providing world-class creative services and production.”

As this innovative firm continues to deliver HDTV spots, music videos, and other projects for clients including Intel, TLC, Washington Mutual, Hoover, Mattel, Fox Sports, and the Foo Fighters, Adobe Video Collection will be its constant companion. “Especially if you're working in HD, nothing surpasses the Adobe Video Collection. It offers smooth workflow integration, the industry's most complete feature set, and an attractive price that's unmatched among desktop tools,” says Bryant. “Because of its quality and flexibility, we've literally built our business around the Adobe Video Collection.”

“Because of its quality and flexibility, we've literally built our business around the Adobe Video Collection.”

Scott Bryant, founder and creative director, STEAM

