

Adobe-focused conference sessions at NAB 2008

New Media 2.0

In-Depth: Using New Media with Adobe Dreamweaver

Mon, April 14 | 10:00 am – 1:00 pm

Room N254

AJAX, Flash, AIR -- so much new media, so little time! Learn how to use Adobe Dreamweaver CS3 to make your pages come alive, and still remain accessible and standards-compliant. Harness the power of Spry, Adobe's AJAX library using unobtrusive techniques. Add Flash media to your pages and finally take your content to the desktop using Adobe AIR.

Audience: For web designers and developers wanting to add another level of interaction to their projects.

Presenter: Stephanie Sullivan
Founder and Principal, W3Conversions, LLC

Are the "Format Wars" Over?

Mon, April 14 | 3:30 pm – 4:45 pm

Room N254

One of the things holding back web video has always been competing standards... then along came H.264. One format is now supported by Adobe, Apple, Microsoft, and Sony... so does this mean the war is over? Learn where the market really stands and what is happening in the web video space.

Presenter: Jennifer Taylor
Group Product Manager, Flash Business

Mobile Video with Adobe Flash

Mon, April 14 | 5:00 pm – 6:15 pm
Room N254

Looking to capture a bigger audience? Know anyone with a cell phone? Content creators are scrambling to reach people where it counts... and mobile media is going to be key. Learn how to harness Adobe Flash to bring video to mobile devices.

Presenter: John Agger
Sr. Technical Marketing Manager, Adobe Systems, Inc.

In-Depth: Flash Media Server & the Adobe Media Player

Tues, April 15 | 10:00 am – 1:00 pm
Room N254

Adobe has made it even easier to deliver H.264 and Flash Video files to the market with the release of the Adobe Media Player and Flash Media Server. But these new tools will require changes on the part of content creators. Learn how to harness these new tools and reach a giant market of flash-enabled web users.

Presenters: Deeje Cooley
Product Manager, Adobe Systems, Inc.

Kevin Towes
Product Manager, Adobe Systems, Inc.

Using Adobe Device Central

Tues, April 15 | 2:00 pm – 3:15 pm
Room N258

If you're using the Creative Suite bundles then you have Device Central. Learn how to make graphics, Flash, and video content sized and optimized for mobile devices. You'll also learn how to test your files before they hit the market. If you are not familiar with Device Central, be sure to check out this session.

Presenter: Deeje Cooley
Product Manager, Adobe Systems, Inc.

Bundling Flash with Adobe AIR

Tues, April 15 | 3:30 pm – 4:45 pm

Room N254

With Adobe Integrated Runtime (AIR) you can bundle your Flash work into standalone applications. In this session, speakers will demonstrate how to publish Adobe AIR applications from Flash and Flex. They will take you step by step through the process of building an AIR application and show how to work with the file system, localized data and the web.

Presenters: Bill Spencer
Co-Founder / Technologist, viaPlace

Todd Marks
Founder / Products Development Manager,
Mindgrub Technologies LLC

Post|Production World Conference

Fast Start with Adobe Photoshop for Video Pros

Fri, April 11 | 12:00 pm – 3:00 pm

When working with video, Photoshop can often be one of the most useful and versatile tools at your disposal. In three short hours, learn how to unlock the power of Photoshop CS3, from start to finish. You'll be up and running with the essential skills needed to go from a blank canvas to output on screen.

Audience: Appropriate for anyone working in video editing.

Presenter: Richard Harrington
President and Founder, RHED Pixel

Fast Start with Adobe After Effects

Fri, April 11 | 12:00 pm – 3:00 pm

Not sure which effects suite is right for you? This is your chance to take a good look under the hood of Adobe After Effects, one of the most powerful and popular dynamic design applications on the market today. Learn the basics from an experienced industry professional who will take you through an intense overview of the program and answer any questions you may have.

Audience: NLEs interested in learning more about Adobe After Effects.

Presenter: Rod Harlan
Dynamic Media Editor, Layers Magazine

Fast Start with Adobe Flash Video

Fri, April 11 | 4:00 pm – 7:00 pm

Want to harness the latest in online video? Learn how to get the most from Flash Video. This session will help you get the best image quality with small file sizes. Learn how to deliver your Flash video and flexible ways to generate and author Flash Video.

Presenter: Marcus Geduld

Mastering Expressions in After Effects

Fri, April 11 | 4:00 pm – 7:00 pm

Do you have a fear of scripting? Well don't let it hold you back any longer! This session will open your eyes and your mind to what can be achieved by using expressions. Learn how and why expressions work, and when are the best times to use them. In addition to saving you time and changing the way that you work, expressions can also be incredibly creative. Find out how to create shapes, loops, randomization, automation and a whole host of other things. You'll also be directed to resources where you can buy scripts to do your work for you!

Audience: This session will be of interest to anyone who has had difficulty getting their head around expressions. It will also be useful to any advanced users who want to swap expression tips and tricks.

Presenter: Marcus Geduld

Mastering the After Effects Timeline

Sat, April 12 | 9:00 am – 10:15 am

Too many users skip over the timeline and go right to playing with filters and effects when they first start using After Effects. But if you learn to master the timeline, you master the power of After Effects. Learn to unlock the mystery of one of After Effects most overlooked feature sets.

Audience: Anyone who ever wondered how they could work faster in the timeline and what all of the little icons were for.

Presenter: Rod Harlan
Dynamic Media Editor, Layers Magazine

Typography and Titling Essentials

Sat, April 12 | 9:00 am – 10:15 am

Do your titles seem dull and lifeless? Can't tell the difference between Arial and Helvetica? Wonder why your project's text doesn't look as good as that show on television? Then you need to learn a little about type and how it works. By unraveling the mysteries of type and the text tools in Photoshop, After Effects, Final Cut Pro, Motion, and Illustrator you will learn how to choose and use the best typeface to complement your project.

Presenter: Jim Kanter
Training Director, Digital Film Institute

Masks, Paths, Shapes & Stuff with After Effects

Sat, April 12 | 11:45 am – 1:00 pm

Masks, paths, shapes, and other related vector-based objects provide a wealth of graphical possibilities. The trick comes in knowing which one to use when, and how to combine them to make seemingly difficult animations easy. This session will focus on using Adobe After Effects CS3 and Illustrator, including the best way to integrate the two programs. Tips will include ways to animate lines and graphical elements along paths, as well as the best way to wipe on curved objects and freeform artwork.

Presenter: Trish Meyer
Founder, Cybermotion

A Sense of Perspective with Vanishing Point

Sat, April 12 | 2:00 pm – 3:15 pm

With Photoshop CS3 and After Effects CS3, Adobe introduced a powerful new feature called Vanishing Point Exchange. In this session, you'll learn impressive techniques to turn photos into three-dimensional scenes. More than a 'gimmick' you'll learn to create impressive designs.

Presenter: Richard Harrington
President, RHED Pixel

Fractal Noise: Backgrounds and Textures by the Dozen

Sat, April 12 | 2:00 pm – 3:15 pm

Motion graphics projects need backgrounds. Alpha channels, blending, crossfades, filters, 3D camera moves and simple movements can breath life into any backdrop. After Effects and Photoshop both offer great tools to do this kind of work. Learn creative recipes for making looping backgrounds.

Audience: For motion graphic artists wanting to add another level of sophistication to their projects.

Presenter: Rod Harlan
Dynamic Media Editor, Layers Magazine

Puppet Master: Harnessing After Effects' Puppet Tool

Sat, April 12 | 3:30 pm – 4:45 pm

A significant new feature introduced in After Effects CS3 is the Puppet Tool which can deform and animate any layer as if it was a piece of rubber. Be warned, however, that the Puppet Tools work differently than most other animation tools in After Effects, so this isn't a feature you can just figure out without cracking the manual. This session will drastically shorten your learning curve by showing you how to place, animate, and motion sketch Puppet Pins, how to array Overlap Pins to control how sections of a layer cross in front of or behind each other, and employing Starch Pins to avoid undesired kinks and distortions. You will also learn important tips on how to prepare layers, as well as how to animate less-obvious objects such as text.

Presenter: Trish Meyer
Founder, Cybermotion

Between Two Worlds: Video and The Web

Sat, April 12 | 5:00 pm – 6:15 pm

Content intended for television and the computer screen are indeed two different beasts; woe be the web designer who tries to treat video like computer graphics, or the video editor who thinks Flash is just another piece of video. This session will help you sort out the all-important technical issues underlying these formats so that you can most effectively use video assets on the web, and web assets for broadcast. Issues discussed will include alpha channels, frame rates, pixel aspect ratios, interlacing and fields, 3:2 pulldown, plus safe colors and luminance ranges.

Presenter: Chris Meyer
Founder, Cybermotion

Creating Movement within Photos with After Effects CS3

Sun, April 13 | 9:00 am – 10:15 am

You've seen this technique in popular films and TV commercials. Learn how to create movement within a photo. By harnessing the power of layers, masks, and cloning we can create a layered image that's ready for After Effects. Add a realistic 3D camera in After Effects, and you can achieve incredible results.

Presenter: Richard Harrington
President, RHED Pixel

Color Management in After Effects CS3

Sun, April 13 | 11:45 – 1:00 pm

Previously the realm of Photoshop artists and print designers, After Effects CS3 has greatly expanded its implementation of color management, allowing the savvy user to more accurately reproduce and render the true colors captured on video, film, with digital still image cameras, and through scanners. This session will include tips on monitoring, rendering to more than one color space at once for simultaneous web and video output, and using linear blending to more accurately mimic the way light actually works when you create an effect or composite.

Presenter: Chris Meyer
Founder, Cybermotion

Keying with Adobe Ultra II

Sun, April 13 | 2:00 pm – 3:15 pm

Yes, other programs have keying options but Ultra II was built for it. Ultra II can produce broadcast-quality composites and deliver great results for DV-format video sources and HDV. Along with superb keying ability, you can also add virtual camera-move effects. From keying wrinkled backgrounds, frizzy hair, smoke, liquids, transparent objects, to other challenging keys, Ultra 2 can handle it.

Audience: Experienced NLEs and Motion Graphic Artists interested in understanding keying in Adobe Ultra II.

Presenter: Rod Harlan
Dynamic Media Editor, Layers Magazine

Main Title Design for Film and Video

Sun, April 13 | 3:30 pm – 4:45 pm

Creating titles for a movie may sound like a glamorous job - but it also requires paying close attention to client needs, including legal requirements, and formatting the titles for several delivery methods including TV, DVD, and overseas distribution. This session will introduce you to the unique demands of main title design, including handling a variety of file formats (including Cineon color space film scans and HD video), designing a title that will work in different media, frame rates, and aspect ratios, and other important peculiarities including black levels, break points, text sizes, and timing. These subjects will be illustrated with real-world case studies including the opening titles for Cold Mountain, Something New, Trust the Man, and others. (While After Effects was used to animate these titles, most of this session will be applicable to any program.)

Presenter: Trish Meyer
Founder, Cybermotion

After Effects Most Wanted

Sun, April 13 | 3:30 pm – 4:45 pm

There's a core group of effects that clients always want... but if you don't know the basic recipes, you're in big trouble! In this session, we will run through a short-list of some of the most commonly used techniques. We will break down how they are put together, and where and how they are applied. In the end, you will see that the underlying work in the majority of effects is pretty simple and that a basic knowledge of these techniques allows you to tackle a great range of work.

Audience: Anyone interested in After Effects.

Presenter: Rod Harlan
Dynamic Media Editor, Layers Magazine

Introduction to Shape Layers in After Effects CS3

Sun, April 13 | 5:00 pm – 6:15 pm

One of the most significant new features in After Effects CS3 is the addition of Shape Layers: Illustrator-like vector-based paths and objects that can be used to create a variety of graphical elements. This session will demonstrate how to create and edit these layers, grouping shapes and paths, managing gradients and strokes, and how to take advantage of shape effects to quickly create everything from organic to hard-edged graphical sprites.

Presenter: Chris Meyer
Founder, Cybermotion

The Art of Match Moving

Mon, April 14 | 2:00 pm – 3:15 pm

(waiting on description)

Presenter: Alex Lindsay
Chief Architect, dvGarage, Inc.

Accelerating After Effects

Mon, April 14 | 3:30 pm – 4:45 pm

From essential shortcuts to faster previews, this session focuses on techniques for getting more done in less time. Learn how to tweak After Effects to boost performance as well as how to harness multi-processor support. This session will cover ways to increase your workflow speed in AE.

Audience: All users who are tired of waiting. Beginners will appreciate learning tricks that a lot of pros don't know. Seasoned animators will appreciate picking up essential timesaving enhancements.

Presenter: Rod Harlan
Dynamic Media Editor, Layers Magazine

Special FX for TV

Mon, April 14 | 5:00 pm – 6:15 pm

Looking to grow your bag of tricks? This informative session will showcase popular techniques with Photoshop and After Effects that generate impressive results in a jiffy. Come learn a handful of FX that will help you impress clients and make your deadline.

Audience: Beginner to intermediate NLEs and Motion Graphic Artists looking to learn new FX.

Presenter: Rod Harlan
Dynamic Media Editor, Layers Magazine

Boot Camp: Fast Start with Adobe Premiere Pro

Tues, Apr 15 | 10:00 am – 1:00 pm

Learn the essential techniques needed to work with Premiere Pro CS3. Video input, timeline editing, storyboard editing, multicamera editing, dynamic link, clip notes, color correction and output, are just some of the topics that will be covered in this informative class. You'll gain a solid understanding of this application and the advantages it will bring to your editing environment.

Audience: For active NLEs with minimal Premiere Pro CS3 experience.

Presenter: Luisa Winters
Certified Instructor, Video Trainers

In-Depth: Photoshop CS3 Extended for Video

Tues, April 15 | 10:00 am – 1:00 pm

Photoshop CS3 Extended offers many new options that work well for motion graphics designers. From video layers and 3D objects to video preview and an enhanced animation palette. Photoshop CS3 Extended will change how you work with video and build animation elements.

Audience: Anyone interested in this new exciting version of Photoshop that directly imports and exports video files.

Presenter: Rod Harlan
Dynamic Media Editor, Layers Magazine

Color Correcting Photos for the Screen

Tues, April 15 | 2:00 pm – 3:15 pm

Need to make your photos look great on a video screen? There's more to it than you think. Learn how to calibrate your monitor, work with color profiles, and test on a video screen. This session will also cover essential techniques for fixing color and exposure issues while maintaining flexibility.

Audience: Anyone who chuckled at my class description.

Presenter: Rod Harlan
Dynamic Media Editor, Layers Magazine

Advanced Color Correction with Premiere Pro

Tues, Apr 15 | 2:00 pm – 3:15 pm

Color correction is a key task in post-production – matching cameras, fixing incorrect white balance and making your videos have that 'special look' are just some of the reasons. In this session you'll learn Premiere Pro's powerful color correcting tools. Premiere Pro CS3 includes different color correction effects that will let you perform primary and secondary color correction on your clips: Fast Color Corrector, Three-Way Color Corrector and Color Match are just some of them.

Audience: All users wanting to learn more about the color correction capabilities in Premiere Pro CS3.

Presenter: Jacob Rosenberg
Digital Video Consultant, Formika Films

Transparencies and Track Mattes: Compositing Techniques with Premiere Pro

Tues, April 15 | 3:30 – 4:45 pm

Compositing requires you to harness techniques like alpha channels, depth of field, keying, and mattes. In this session you'll learn the options you have when it comes to keying and compositing in Premiere Pro CS3. This session addresses important preproduction options to make your keying experience best. Come and learn new techniques that are sure to become an important part of your workflow.

Audience: Premiere Pro CS3 users needing to key and composite in their postproduction work.

Presenter: Luisa Winters
Certified Instructor, Video Trainers

Render Faster: Wait Less and Play More in Adobe After Effects

Tues, April 15 | 3:30 pm – 4:45 pm

Do you want to take rendering speeds from slow to supersonic? Learn to render faster and with greater consistency. This session will also cover how to pre-render and harness the power of proxies. By the end of this class you will be on your way to getting more done and mastering the render queue's many options.

Presenter: Richard Harrington ([BROKEN PICTURE LINK](#))
President, RHED Pixel

Automation for Video Pros

Tues, April 15 | 3:30 pm – 4:45 pm

Your to do list just seems to get longer and your staff and timeline keeps getting smaller. What can you do to get the job done and maintain your sanity? Automate! Photoshop offers several timesavers including automatic, and actions. This class will save you hours of time and get you up to speed with Photoshop's timesaving tools.

Presenter: Richard Harrington
President and Founder, RHED Pixel

Creative and Animated DVD menus using Photoshop

Tues, April 15 | 5:00 pm – 6:15 pm

Great DVDs start with great menus... literally. In this class you'll learn techniques for designing DVD menus with Adobe Photoshop. Learn how to create custom backgrounds as well as layers that are ready to animate inside After Effects or Motion.

Presenter: Richard Harrington
President and Founder, RHED Pixel

Using Flash with Motion Graphics

Tues, April 15 | 5:00 pm – 6:15 pm

Not just for the web, many animators turn to flash for its vector-based animation tools... but what are the pitfalls? Learn to overcome frame rate issues as well as pixel aspect ratio and interlacing. Flash and After Effects can now work hand-in-hand and this informative class will help show you how.

Presenter: Luisa Winters
Certified Instructor, Video Trainers

Great Results with Adobe Soundbooth

Tues, April 15 | 5:00 pm – 6:15 pm

Soundbooth CS3 is Adobe's newest audio processing software. Its intuitive, visual interface lets you get the job done quickly and effectively. In this session we will go over using the Edit in Soundbooth command from Premiere Pro CS3, noise reduction, audio cleanup, music creation and more. If you are interested in learning more about this new application, you owe it to yourself to come to this session.

Audience: Premiere Pro users wanting to learn how to incorporate Soundbooth into their workflow.

Presenter: Jason Levine
Sr. Worldwide Product Evangelist, Adobe Systems, Inc.

Boot Camp: Fast Start with Adobe Encore

Wed, April 16 | 10 am – 1:00 pm

Encore CS3 is the multimedia authoring application from Adobe. Learn the basics of DVD authoring using this powerful application. Menu creation, Timelines, Slideshows, and much more will be discussed in this session. Additionally you'll learn how to publish your authored title as an interactive Flash file. If DVD authoring is part of your workflow, you need to attend this session and learn how to take advantage of this powerful application.

Audience: Beginner and intermediate Adobe Encore DVD users.

Presenter: Luisa Winters
Certified Instructor, Video Trainers

In-Depth: Creative Title Design and Lower Thirds using Photoshop CS3

Wed, April 16 | 10:00 am – 1:00 pm

Learn about typography, title treatments, design elements, alpha channels, layer masks, special filter combinations, DVD menu design, and much more.

Presenter: Rod Harlan
Dynamic Media Editor, Layers Magazine

Storyboard Techniques with Adobe Photoshop

Wed, April 16 | 2:00 pm – 3:15 pm

If you work in video or film, the storyboard is king when it comes to communicating your vision. In this class you'll learn ways to enhance storyboards in Photoshop such as coloring and shading techniques. You'll then see how to dissect the shots for animation. We'll then move the shots into After Effects where we can work on timing and action (even camera angles). Finally the shots will be edited together and placed on a DVD for the client to view. If you work in advertising, film, or video, then this class is for you.

Presenter: Richard Harrington
President and Founder, RHED Pixel

Advanced Editing Techniques with Adobe Premiere Pro

Wed, April 16 | 2:00 pm – 3:15 pm

Gain speed and confidence when using Premiere Pro CS3. This session will go over practical and artistic techniques, using all of the existing tools, combining different effects, keyframing, compositing and more. If you'd like to bring new life to your videos, come to this session and see what Premiere Pro can do!

Audience: Intermediate to advanced Premiere Pro CS3 users.

Presenter: Luisa Winters
Certified Instructor, Video Trainers

Vector Victory! Getting the Most out of Vectors, Shapes and Masks in AE

Wed, April 16 | 2:00 pm – 3:15 pm

Working with vector files enables you greater flexibility in the design process. When using shapes and masks in your project, you can work at any resolution and then scale your composition to any size you need, keeping your final result sharp and clear. Come see a real-world project and learn how to use these tools for a more effective workflow.

Audience: For motion graphic artists and designers wanting to go pro without spending lots of money.

Presenter: Eran Stern
Creative Officer, SternFX

Integrating 3D Apps with After Effects

Wed, April 16 | 3:30 pm – 4:45 pm

In this session you will learn how to leverage the power of 2D compositing to get the most out of your 3D rendering. Multipass rendering allows very fine controls to be used to enhance and correct your scene. Using AE to make these adjustments will not only speed up your workflow but will also allow you to try things you can't always get in your render.

Audience: All 3D artists looking to optimize their workflow should take this session.

Presenter: Yan Shvalb
Consultant / Instructor / Founder, VizualFX

Fantastic Text Animation in After Effects

Wed, April 16 | 3:30 pm – 4:45 pm

After Effects gives the user many exciting ways to work with text. This workshop will explore how to work with the text tools in After Effects as well as type brought in from Photoshop. You will learn how to quickly animate using presets and then how to create your own animations using text animators, selectors, and effects. Learn techniques such as text warping, moving text on a path, putting video into letters, and working in 3D space.

Presenter: Jim Kanter
Training Director, Digital Film Institute

Harnessing the Power of Adobe Production Premium Suite

Wed, April 16 | 3:30 – 4:45 pm

Adobe has excelled in making applications work together. The Production Premium Suite works in such a way that the user can seamlessly go from one application to the other. In this session we will cover workflows from Premiere Pro to After Effects, Photoshop, Soundbooth, Encore, Acrobat and Flash. If you are interested in the integration that the Production Premium Suite offers, then this session is for you!

Audience: Intermediate to advanced Production Premium Suite users.

Presenter: Jacob Rosenberg
Digital Video Consultant, Formika Films

Automating Broadcast Design with Photoshop

Wed, April 16 | 3:30 pm – 4:45 pm

Need to save time and gain consistency? Photoshop can help you out. In this informative session you'll learn techniques for creating master templates to drive your design. You'll see Data Sets used to create data driven graphics. You'll also learn about the flexibility of Smart Objects for swapping content.

Presenter: Richard Harrington
President and Founder, RHED Pixel

Perfect Alpha Channels with Photoshop CS3

Wed, April 16 | 5:00 pm – 6:15 pm

Do you understand Alpha Channels? Do you REALLY understand them? Learn how to use channels, layer masks, and selection tools to extract images and create alpha channels that work well with video applications. Great transparency starts with perfect layer masks. It's essential to master this important skill in order to achieve better composites.

Audience: This class is suitable for all levels of users and will teach you essential compositing skills.

Presenter: Rod Harlan
Dynamic Media Editor, Layers Magazine

Creative Titling with Premiere Pro, After Effects & Photoshop

Wed, April 16 | 5:00 pm – 6:15 pm

Title design is very important in video... it can make or break your project. You need titles that communicate your ideas in a very effective manner. This session will cover how to create titles using After Effects, Photoshop and Premiere Pro. Take your titles to a higher level, come to this session and give your titling work a much-needed creative boost!

Audience: For intermediate to advanced Premiere Pro, After Effects and Photoshop users.

Presenter: Karl Soule
CSBU Product Evangelist, Adobe Systems, Inc.