

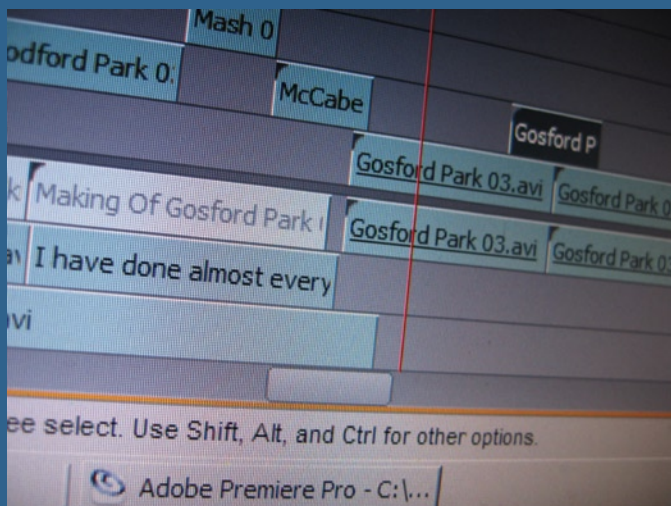
## Hollywood quality

Image Line Productions edits the Robert Altman tribute for the Academy Awards using Adobe® Premiere® Pro software



The Academy Award is one of the most highly coveted honors in Hollywood. Given annually to recognize the past year's performances in film, the awards are presented during a ceremony where members of the Academy of Motion Picture Arts and Sciences announce the winners among their peers.

Ben Jehoshua is a seasoned video editor whose preferred tool is Adobe Premiere Pro 2.0 software. He credits professional capabilities in the latest version of Adobe Premiere Pro with helping him stay organized in creating a tribute worthy of famous director Robert Altman.



**“True subclips in Adobe Premiere Pro 2.0 are a major enhancement. Especially on projects like this one involving many hours of source footage, subclips help with organization and reduce project size for improved system performance.”**

**Ben Jehoshua, creative director, Image Line Productions**

In 2006, director Robert Altman took home an Honorary Award for lifetime achievement and one of the Academy’s famous golden Oscar statuettes. To showcase Altman’s accomplishments, the Academy aired a compelling retrospective of his work. The sophisticated tribute sums up Altman’s life work, showcasing snippets of his films as well as interviews with some of the cast members who starred in them. Instead of using an expensive, proprietary editing system, which might be expected for a project with this level of visibility in the film community, Ben Jehoshua of Image Line Productions chose to edit the piece using Adobe Premiere Pro software on his laptop.

“When renowned filmmaker Jon Bloom of BloomFilm hired us to work on the Robert Altman tribute for the Academy Awards, we said we’d only take the job if we could put it together on a laptop using Adobe Premiere Pro—that’s our preferred toolset,” says Ben Jehoshua, creative director and editor for Image Line Productions. “At first, Bloom was wary of having us edit the piece in Adobe Premiere Pro because he is a long-time user and proponent of proprietary systems, but he soon saw that Adobe Premiere Pro has all the professional capabilities we need, and can actually work better and faster in several different ways.”

### **Staying organized with mounds of source footage**

During his career, Robert Altman has directed 42 movies, including major hits like *M\*A\*S\*H* and *The Player*. He also has been nominated for five Oscars but until 2006 had never won one. With so many movies to Altman’s credit, many featuring ensemble casts, the creative team at Image Line had to condense a massive 48 hours of footage into a two-minute tribute.

# “Adobe Premiere Pro is terrific because it lets us view edits in real-time, right on the desktop.”

Ben Jehoshua, creative director, Image Line Productions

Among Image Line’s biggest challenges was efficiently tracking, organizing, and digitizing so much footage from so many sources—a task made easy by Adobe Premiere Pro software. The team split the master clip for the project into smaller individual subclips to keep project size manageable and system performance more responsive. The team could then work with subclips just as they would the master clip.

“True subclips in Adobe Premiere Pro 2.0 are a major enhancement,” says Jehoshua. “Especially on projects like this one involving many hours of source footage, subclips help with organization and reduce project size for improved system performance.”

Image Line also set in and out points and mapped comments from actors or crew members to the project timeline using markers in Adobe Premiere Pro. With this tool, the team kept track of where relevant sound bytes were located for fast retrieval and inclusion in the project.

## Virtual screening room on the laptop

As the retrospective came together, Image Line showed Bloom work in progress in the form of high-resolution, full-screen, real-time video on the producer monitor using the DV output with a converter. “Adobe Premiere Pro is terrific because it lets us view edits in real-time, right on the desktop,” says Jehoshua. “Bloom could view and share preliminary versions with the Academy for reviewing purposes to help ensure that we got the piece right the first time. We also posted shows for review and legal approval on our company’s Internet server directly out of Adobe Premiere Pro. The client was delighted to be able to do that in real time.”

Once the entire edit was completed and approved, Image Line incorporated final master material in various resolutions—HD, SD, DV, and DVD—into the Adobe Premiere Pro timeline. Because the piece relied on many different source materials, the ability to support all the formats was essential for this project coming together. “We conformed sources to create an EDL for the online house, Chainsaw, in Santa Monica,” says Jehoshua. “We then used Automatic Duck’s Pro Export PPro to convert and send OMF files to the sweetening house, Levels, in Hollywood. They created our final audio mix in Avid Pro Tools and because of support for OMF, the audio edits from our Adobe Premiere Pro timeline were used on the telecast.”

### Company

#### Image Line Productions

Los Angeles, California

[www.imagelinemedia.com](http://www.imagelinemedia.com)

### Challenges

- Digitize, organize, and track 45 hours of source footage
- Track good sound bytes
- View work in progress with ease
- Output to a wide variety of resolutions
- Create top-quality work
- Use preferred toolset

### Solution

- Use subclips and markers in Adobe Premiere Pro to organize source footage and audio
- Create HD, SD, and HDV versions of the tribute for televising

### Benefits

- Stayed organized, consolidating 45 hours of footage into a two-minute piece
- Quickly retrieved relevant sound bytes
- Used Adobe Premiere Pro to view work in progress
- Output easily to HD, SD, and HDV due to native support in Adobe Premiere Pro
- Created award-winning work for TV, film, corporations
- Used favorite toolset and impressed long-time users of proprietary systems

### Toolkit

- Adobe Premiere Pro 2.0
- Avid Pro Tools
- HP Pavilion z7000
- Seagate 400GB FireWire drives



Regardless of whether Image Line is creating television commercials, corporate projects, or films, the award-winning creative team headed by Ben Jehoshua relies on Adobe Premiere Pro.

**“We remain loyal to Adobe Premiere Pro because it gives us so many creative options and so much technical control. Hollywood heavy-hitters like Jon Bloom are starting to see that Adobe Premiere Pro is a serious contender offering professional capabilities.”**

*Ben Jehoshua, creative director, Image Line Productions*

### **Desktop software, professional capabilities**

In addition to its work on the Robert Altman tribute for the Academy Awards, Image Line creates television commercials, corporate projects, and films using Adobe Premiere Pro. As an ardent Adobe Premiere Pro proponent, the Image Line team has garnered numerous awards and impressed long-time users of proprietary systems like Bloom with the features, flexibility, and power of Adobe's video-editing software.

“We remain loyal to Adobe Premiere Pro because it gives us so many creative options and so much technical control,” says Jehoshua. “Hollywood heavy-hitters like Jon Bloom are starting to see that Adobe Premiere Pro is a serious contender offering professional capabilities.”

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For more information on Image Line Productions, please visit [www.adobe.com/motion/ImageLine.html](http://www.adobe.com/motion/ImageLine.html).

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