Script-to-screen video production workflow

Digital video production is a multiphase collaborative process. Adobe Creative Suite Production Premium users can take advantage of an integrated workflow to turn project plans into efficient productions—from script to screen.

Collaboration from script to screen

- Collaborate online with other producers and writers in the script development process by using Adobe Story.
- Leverage your script as you capture video directly to disk. You can manage your video shoot and capture detailed logging and editing notes during taping.
- Stay organized and streamline your production process by using Adobe Prelude CS6. Adobe Prelude unites your footage, metadata, and comments in one place. Ingest nearly any file-based footage and begin logging immediately. Add markers, subclips and comments that carry through from pre-production to editing.
- Bring your organized footage into Adobe Premiere Pro CS6 (or Adobe After Effects CS6). When you import the project into Adobe Premiere Pro (or After Effects), metadata from Adobe Story and Adobe Prelude makes it easy to locate your best clips and create a preliminary rough cut.
- In Adobe Premiere Pro, use Speech Search to edit based on dialog.
- When you export your finished movie from Adobe Premiere Pro, the metadata remains embedded in the published video file. When you publish the video to a web server, the content is searchable. Your audience can locate video by using key words, including characters, actors, scene names, product placement, and any other tags that were added during the script-to-screen workflow.

Adding intelligence to your content with Extensible Metadata Platform (XMP)

As any video producer knows, effective file management is an important and necessary part of the creative process.

Adobe's Extensible Metadata Platform (XMP) is a labeling technology that allows you to capture information during content-creation and embed that information into the file itself. This metadata is used to identify the content within your scripts, edit logs, unedited video clips, and the final published video files. You can capture meaningful descriptions and titles, searchable keywords, and up-to-date author and copyright information.

In the script-to-screen video production workflow (**Figure 1**), metadata travels along with your files as you move from one production tool or application to another. Best of all, as other workgroup members modify files and assets, You can edit and update XMP-encoded metadata during the normal course of the workflow.

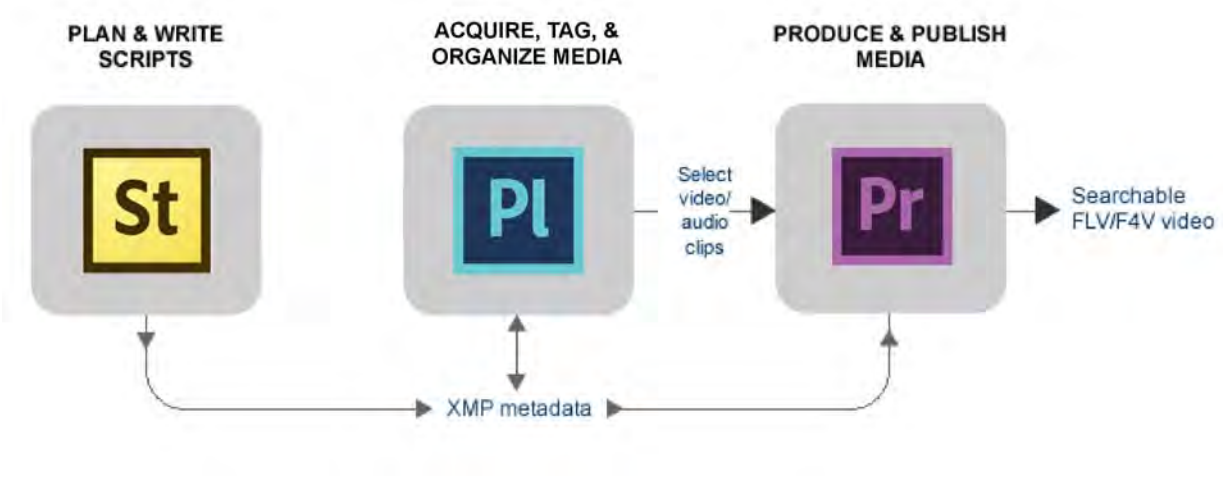

Figure 1 Script-to-screen video production workflow using the Adobe Production Premium CS6 suite of applications

Adobe Story

Adobe Story is a collaborative script development tool designed for writers and producers working on video scripts and screenplays.

Thanks to integration with Adobe Creative Suite Production Premium, Adobe Story plays the starting role in the pre-production phase of the script-to-screen workflow.

Planning and writing scripts	Key features & best practices
1. Create a new Adobe Story project. 2. Create or import a script. **Note:** You can import scripts from other applications, such as Word or Final Draft. 3. Create detailed character bios. 4. Create web links to relevant content or information that supports the writing and production process. 5. Add or modify scenes. 6. Share the script with other writers and reviewers by using the Adobe Story online service. 7. Add metadata to the script, or modify the metadata that is created for you automatically by Adobe Story. 8. With a script completed and tagged with metadata, export the script for use in other Adobe Production Premium applications.	• Adobe Story includes a collection of script-writing templates, including Film, Novel, Animation, TV Commercial, and Custom. • Each template has additional settings for writing drama, comedy, thrillers, or romantic material. • When you import a script document, Adobe Story looks for title headers, names of characters, actions, and so on. Adobe Story turns this key information into rich metadata to make the video content more accessible and searchable. • After importing or creating a script, Adobe Story makes a record of which characters appear in each scene. Adobe Story displays color-coded dots to identify the characters. • Character bios are separate documents that are linked to the script. • Share your Adobe Story script online. You can set permissions for each contributor. Coauthors have full editing rights. Reviewers can annotate the script. Viewers can only view the script. Authors, coauthors, and taggers can add metadata throughout the script. • Tag screens that require special attention during production, such as product placement in a scene or a unique camera point of view. • Tag scenes that require special treatment or effects during post-production, such as adding a visual effect to a flashback or dream sequence. • Add tags to identify searchable content.

 © 2012 Adobe Systems Incorporated

Adobe Prelude CS6

Using Adobe Prelude CS6, organize and archive footage, or create rough cuts that flow into Adobe Premiere Pro CS6 for final editing. With Adobe Prelude, you can ingest nearly any file-based format. As you bring footage into Adobe Prelude, you can encode your media automatically by using Adobe Media Encoder CS6. Create clips and subclips from your original footage. Log clips and add notes and markers that make finding content faster when editing (or when searching the web for the final published video). All of this metadata travels with the clip through editing and publishing.

Ingesting media	Key features & best practices
1. Begin a new Adobe Prelude project. 2. Ingest your project media, including video, audio, and graphic images. **Note:** As you ingest media, you can choose to automatically transcode your files to any format supported by Adobe Media Encoder CS6. You can choose to import entire clips or parts of clips that you indicate by entering In and Out points. 3. Organize media into clips and subclips. 4. Create edit lists. 5. Add additional metadata to any clip or to a specific location within a clip. 6. Create rough-cuts of your video by adding media to the Timeline. 7. Identify good takes, add notes, and identify alternate clips for the same scene. 8. Export the rough-cut or media clips for editing in Adobe Premiere Pro.	• Ingest full-length footage or partial clips. • Tag clips by adding metadata as you ingest the footage into Adobe Prelude. The metadata you add in Adobe Prelude is carried over to your Adobe Premiere Pro projects. • If the footage has been run through Speech Analysis in Adobe Premiere Pro, the transcription notes appear in Adobe Prelude. • Transcode to the appropriate format during the ingest process, to save time during editing. Adobe Prelude supports the same file formats a Adobe Premiere Pro. You can also transcode multiple versions to separate locations for archiving or for review on different screens. • Scrub though clips before you ingest them by dragging the mouse pointer over a video thumbnail. Easily identify and select only the footage you want before bringing your media into Adobe Prelude. • Make footage easy to find by adding markers. You can use markers to add notes, post-production direction to your editors. • All metadata added in Adobe Prelude is viewable in the Monitor and Marker List panels in Adobe Premiere Pro. • Work faster with keyboard-driven logging. • Adobe Prelude has the ability to accept markers as an XMP stream file and associate those markers with video. This means you can create a tablet application used to log shots during production and associate that metadata to video in Adobe Prelude. • Export rough-cuts complete with all metadata directly to Adobe Premiere Pro, or export without the tags to Final Cut Pro 7 XML.

© 2012 Adobe Systems Incorporated

Adobe Premiere Pro CS6

Adobe Premiere Pro CS6 is a professional video-editing application. You can capture video from tape, or import existing audio and video files. As part of the integrated script-to-screen workflow, you can import media and project rough-cuts that are transcoded, logged, and tagged by using Adobe Prelude CS6. The metadata added in Adobe Prelude travels with the clips you import to Adobe Premiere Pro.

When you export the final video for the Internet, the transcript and other metadata added in Adobe Prelude and Adobe Premiere Pro are embedded. The video is searchable by keyword when published to the web.

Editing and compositing video	Key features & best practices
1. Begin a new Adobe Premiere Pro project. 2. Import footage created and tagged in Adobe Prelude. 3. Edit your video footage. Use the metadata added in Adobe Prelude to locate footage quickly and to inspire edit decisions. 4. Add additional metadata to your clips and edited sequences in Adobe Premiere Pro. 5. Export and encode your edited video project for the web, DVD, or other delivery medium.	• Using Adobe Speech-To-Text, you can turn spoken dialog into metadata that is text-based, timecode-accurate, and searchable. • While editing, locate specific footage by using Speech Search. Jump to a specific area of a shot by searching for keywords within the dialog, and then use keywords to quickly locate and display what you're looking for—or even edit video based on the script. • Export your Adobe Premiere Pro Projects for continued editing or collaboration in other non-linear editors. **Note:** Export in Advanced Authoring Format (AAF) for continued editing or collaboration in Avid Media Composer. **Note:** Export as Final Cut Pro 7 XML file for editing in Apple Final Cut Pro. • Adobe Premiere Pro is integrated with Adobe Audition for audio editing, creating multitrack music scores, and adding sound effects. **Note:** You can also export all the active audio tracks from an entire sequence in Adobe Premiere Pro to an Open Media Format (OMF) file. DigiDesign Pro Tools imports OMF files, when the DigiTranslator feature is licensed. With DigiTranslator in Pro Tools, you can sweeten soundtracks from Adobe Premiere Pro.

Adobe After Effects

In addition to producing your final edited program in Adobe Premiere Pro, you can import media from Adobe Prelude directly into Adobe After Effects CS6. After Effects is the industry standard for motion graphics and visual effects. Its 2D and 3D compositing tools and huge collection of video effects help you create eye-catching animated text, exciting motion graphics, and sophisticated visual effects. As you work in After Effects, you can add additional metadata. You can use round-trip editing to share project assets, along with their metadata, as you move between editing and compositing in Adobe Premiere Pro and After Effects.

 © 2012 Adobe Systems Incorporated