



David Dessel, Metaphor Pictures

Video veteran



METAPHORPICTURES^{LLC}

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Film and video master David Dessel continues to break new ground and stay creative using Adobe® Creative Suite® 5.5 Production Premium software

Ask David Dessel what he's all about, and he will tell you he's just a small business guy making clients happy and having fun doing it. But, not surprisingly, there's a lot more to his story. From humble beginnings growing up in New Jersey, he attended film school at the School of Visual Arts (SVA) in New York under a full scholarship, and launched a long-time career as a director, cameraman, editor, and Adobe After Effects® artist.

Dessel's boutique company, Metaphor Pictures in Manhattan, has worked on a wide range of commercials, webisodes, music videos, corporate videos, and documentaries. Recent work includes projects for Dell and Google, as well as webisodes for Vaseline.

Technology aficionado

Dessel started in the tape-based film world and is no stranger to leaving footage—literally—on the cutting room floor. He has been trained on and used a multitude of different editing suites, some costing hundreds of dollars per hour to rent. He has also tried most of the popular desktop nonlinear editors (NLEs). He genuinely loves to explore the latest cameras and post tools as soon as they become available.

Dessel has gone all digital with his workflow. He uses cameras such as the RED ONE and Canon SD DSLRs, combined with Adobe Creative Suite, to mix and edit digital footage for superb results.



Challenge

- Improve ability to meet tight deadlines
- Work more creatively
- Dispense with time-consuming processes such as transcoding and rendering
- Mix multiple camera formats and frame rates on the same timeline

Solution

- Use Adobe Creative Suite 5.5 Production Premium, with a focus on Adobe After Effects, Adobe Photoshop, and Adobe Premiere Pro CS5.5

Benefits

- Accelerated workflow
- Improved creativity
- Enhanced client satisfaction
- Streamlined workflow by working with multiple native camera formats

Toolkit

Adobe Creative Suite 5.5 Production Premium. Components used include:

- Adobe After Effects CS5.5
- Adobe Photoshop Extended CS5
- Adobe Premiere Pro CS5.5

Given his impressive resume, you may wonder what Dessel uses today. His preferred tools include RED ONE, Sony XDCAM HD, and Canon 5D DSLR cameras as well as Adobe Creative Suite 5.5 Production Premium software. The primary reasons he uses Adobe software are integration among the applications and the ability to mix and match a wide variety of footage and formats on the Adobe Premiere® Pro CS5.5 timeline without onerous processes such as transcoding. The speed of the Adobe Mercury Playback Engine is an additional winning factor for Dessel in using Adobe software.

"When I'm working, my goal is to stay in a meditative, creative state," says Dessel. "The integration among Adobe Premiere Pro CS5.5, After Effects CS5.5, and Adobe Photoshop® CS5 Extended enables me to achieve my creative vision without diverting mental cycles toward housekeeping activities like waiting for rendering or trying to organize clips—all the mechanical things that siphon energy away from being creative."

Breakthroughs with Adobe Premiere Pro CS5.5

Dessel had been using Adobe After Effects and Photoshop software regularly for more than ten years, and mastered most of the NLE software available. Until recently, he had not adopted Adobe Premiere Pro, which he'd first been exposed to many years before it included the new feature sets and user interface that have redefined the product.

He tried Adobe Premiere Pro CS4 software when he needed to master a Blu-ray Disc in a pinch. It worked well and he saw how much the software had progressed. Then he acquired a RED ONE camera, and learned that Adobe Premiere Pro CS4 could edit RED material natively. Dessel says the experience of editing RED .r3d files was freeing, and got him started on the path toward a complete Adobe workflow.

The big breakthrough occurred when Dessel saw blogger Chris Fenwick's online tutorial for Adobe Premiere Pro CS5.5. Right away, Dessel realized that Adobe had completely reinvented the post-production workflow. He could now natively edit and combine virtually any type of footage, tweak images, or create effects using other parts of the Production Premium suite and have the changes instantly updated in real time in Adobe Premiere Pro through Adobe Dynamic Link. He also saw that he could edit and play back footage in real time through the Mercury Playback Engine using his NVIDIA card.

Dessel and his team are met with deadline pressures all day long. They meet them with help from a more efficient workflow based on Adobe software.



"You can throw a whole variety of different media and formats onto the Adobe Premiere Pro CS5.5 timeline, work with it in After Effects, and mix and sculpt what you want without technical limitations—it's truly a stratospheric leap in desktop technology for video production."

David Dessel
Founder,
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"The RED workflow in particular in Adobe Premiere Pro CS5.5 is fantastic," says Dessel. "The ability to do real-time editing of RED material without transcoding—that's impressive. I can play RED .r3d files in real time for clients without a glitch. I can shoot one day on the RED camera, edit the next day, present a rough cut to the client two hours later, and have a finished product the following day. My workflow has been completely transformed."

Dessel is also mixing it up more than ever when it comes to formats and frame rates. Webisodes for Vaseline required him to incorporate media from various cameras, including Sony XDCAM HD and Canon 5D DSLR footage. "You can throw a whole variety of different media and formats onto the Adobe Premiere Pro CS5.5 timeline, work with it in After Effects, and mix and sculpt what you want without technical limitations—it's truly a stratospheric leap in desktop technology for video production," he says. In the context of his business, he can handle any kind of media a company gives him, contributing to a better bottom line and happier clients.

Tight deadlines? No problem

Dessel notes that it is now easier to fine-tune work, whether it involves changing music in Adobe Premiere Pro CS5.5, or refining effects using After Effects CS5.5. He's under deadline pressure all day long. But with Adobe software, he can circumvent many steps that used to be required to make edits to sound, images, or effects. He can go into an After Effects composition, change a layer, switch back to Adobe Premiere Pro CS5.5, and the new version appears instantly in the timeline.

"If I'm changing an effect, all I have to do is go back into After Effects, and I have access to everything I've created, all the layers," he says. "I can go in and make adjustments and the updates appear in the Adobe Premiere Pro timeline. It happens quickly and seamlessly."

For Dessel, Adobe Creative Suite 5.5 Production Premium provides a comprehensive package that offers all the tools he needs, delivers exceptional value, and enables him to work with a growing group of people from Adobe and other industry professionals whose expertise and camaraderie he leverages and appreciates. "There's so much value and so many innovative tools coming from Adobe," says Dessel. "For instance, I'd love to try Adobe Flash Catalyst CS5.5 software to add interactivity to projects without coding. I haven't had time to tap into everything that's available in Adobe Creative Suite 5.5 Production Premium yet—but I know how much rich functionality is there."

Working faster and more efficiently is always a priority for Dessel—one that's met by built-in acceleration in Adobe software.



"The Adobe Mercury Playback Engine is so powerful. You can throw anything at it and it offers dramatically accelerated effects processing and rendering within Adobe Premiere Pro CS5.5. Once you've tried the Mercury Playback Engine, you can't live without it."

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As a seasoned film and video professional, Dessel has one piece of advice for others in the industry: take advantage of the Adobe Mercury Playback Engine in Adobe Premiere Pro CS5.5. "The Adobe Mercury Playback Engine is so powerful," he says. "You can throw anything at it and it offers dramatically accelerated effects processing and rendering within Adobe Premiere Pro CS5.5. Once you've tried the Mercury Playback Engine, you can't live without it."

For more information
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