

Film-Style Weddings

# Uniting innovation and creativity

**Film-Style Weddings**

Toronto, Ontario, Canada  
[www.filmstyleweddings.com](http://www.filmstyleweddings.com)  
 View *Main Aur Mrs. Verma*

**Sky Blue Productions**

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

Wedding cinematographer switches from Final Cut Pro to Adobe® Premiere® Pro CS5 software to create spectacular productions shot on Canon DSLR cameras

At first glance, creative entrepreneur Jawad Mir may seem to have his hands full. He balances two prospering cinematography and photography businesses focused on very different audiences, but the founder of corporate-focused Sky Blue Productions as well as Film-Style Weddings views both sides of his business as a way to engage with life's most important moments. It's a labor of love that he is very passionate about.

Whenever possible, Mir meets with clients well in advance to form ongoing friendships that help him offer a truly customized end product. For driving artistic innovation and quality, Mir was an early adopter of Canon DSLR cameras—he was also a long-time Final Cut Pro user. But when Final Cut Pro started holding him back, Mir switched to Adobe Creative Suite® 5 Production Premium, including Adobe Premiere Pro CS5 software.

"I love working with DSLR cameras because they let me interchange lenses easily and preview framing right at the moment of exposure—that's key when shooting productions involving lots of action and large groups of people," says Mir. "I switched to Creative Suite 5 Production Premium and Adobe Premiere Pro CS5 because I needed a solution that provided native support for DSLR formats and robust Blu-ray Disc authoring. I also wanted more advanced and integrated software that would enable the creative innovations I always strive to make, while also speeding up post-production."

Mir has begun to rely almost exclusively on DSLR cameras for his productions. The Mercury Playback Engine in Adobe Premiere Pro CS5 makes it possible to work natively with DSLR formats—with breathtaking performance.



### Challenge

- Produce unique, cinema-style films for clients worldwide
- Perform fast, real-time editing for same-day wedding videos
- Avoid time-consuming transcoding and rewrapping process with DSLR footage

### Solution

- Switch to Adobe Creative Suite 5 Production Premium, including Adobe Premiere Pro CS5, for better performance and a smoother workflow
- Edit native DSLR footage using Adobe Premiere Pro CS5
- Deliver high-quality Blu-ray discs with Adobe Encore CS5 software

### Benefits

- Innovated wedding cinematography with large-production music videos
- Gained smoother workflow and greater integration with Adobe solutions
- Saved valuable same-day editing time with native DSLR support
- Met client requests for high-quality Blu-ray output

### Toolkit

Adobe Creative Suite 5 Production Premium. Components used include:

- Adobe Premiere Pro CS5
- Adobe Soundbooth CS5
- Adobe Encore CS5
- Adobe Photoshop CS5 Extended
- Adobe OnLocation

### High-end tools for professional quality results

Mir began by working with both company department heads and anxious brides to create professional multimedia products for use at tradeshow, company parties and, of course, a couple's nuptials. From the very start, his work stood out from the rest. Mir's talented eye for the new and creative combined with his exclusive use of Canon 5D and 7D DSLR cameras enabled him to deliver innovative productions with high-quality output for customers across North America.

His workflow was initially based on Final Cut Pro, but as his high-end client base grew and his creativity expanded to include more elaborate productions using video, audio, and rich media, his reliance on the QuickTime based editor began to slow him down. He looked to Adobe for a more robust solution.

### Moving in a new direction

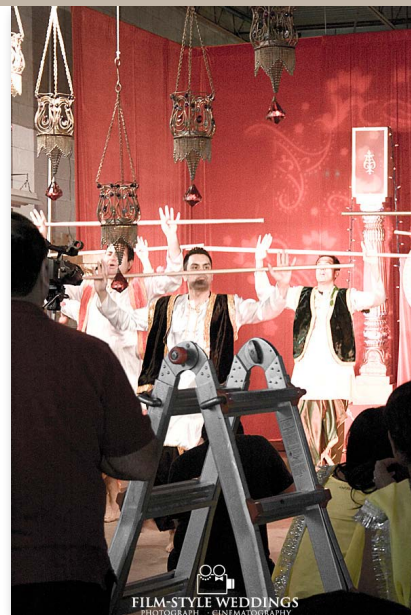
At first, Mir's boutique wedding videography studio, Film-Style Weddings, offered everything from pre-wedding and save-the-date videos to full wedding-day coverage with same-day or next-day edits. Mir soon began traveling the world to cover destination weddings, create inspired wedding videos, and customize photo shoots, albums, and prints.

Then, two independent things occurred that would together change the trajectory of his artistic creations and take his business to the next level. First, he met Sapna and Shawn, a couple engaged to be married. "They wanted something with extremely high production value. The moment I met them, I knew exactly what to do," Mir says. "After over 20 hours of dance practice, complex set production and planning, and three days of filming, we produced a very unique, film-style wedding video." The short Bollywood-style film, called *Main Aur Mrs. Verma* ("Mrs. Verma and I"), was shared with the world online, and Jawad's high-end wedding cinematography business took off with a fury—now with over 20 weddings filmed to date.

Second, prospective clients saw *Main Aur Mrs. Verma* and expected more innovation, an even higher level of creativity, and high-quality output for their own wedding productions. To provide the high-quality delivery clients required, Mir needed to output to Blu-ray disc and author uniquely tailored interfaces with greater ease and speed. "I tried Adobe Encore CS5 because I absolutely needed to output to Blu-ray disc," says Mir. "Adobe Encore was so much easier to use than I anticipated. I was intrigued and wanted to learn more about Adobe's video solutions."

Soon after, Mir was introduced to Adobe Creative Suite 5 Production Premium at an industry conference, and was so inspired that he decided to switch his entire process to an Adobe workflow right then and there. "I was absolutely blown away," he says. "I knew at once that Adobe Creative Suite 5 Production Premium was the toolset I'd been missing to integrate all the digital media and resources we use for our work. I also saw right away that Adobe video tools would provide the performance required to relieve our constant struggle to meet clients' same- and next-day editing requirements."

Mir makes every production memorable. He notes that the switch from Final Cut Pro to Adobe tools has enabled him to take his craft to a new level.



*"I switched to Creative Suite 5 Production Premium and Adobe Premiere Pro CS5 because I needed a solution that provided native support for both Blur-ray and DSLR formats. I also wanted more advanced and integrated software that would enable the creative innovations I always strive to make, while also speeding up post-production."*

**Jawad Mir**  
Founder and creative lead,  
Sky Blue Productions/  
Film-Style Weddings

#### **Mixing media, leveraging metadata**

Mir now takes full advantage of the tools in Adobe Creative Suite 5 Production Premium—from the moment a shoot begins, to the time when he delivers high quality output to a variety of media. With Adobe OnLocation™ CS5, Mir benefits from real-time on-set logging of footage from his tapeless DSLR cameras. Because weddings are unique, one-time-only events, Mir and his Film-Style Weddings team know reshoots are not an option. "The automatic alerts in Adobe OnLocation CS5 let me know if there's a problem while I'm recording," Mir says. "And the ability to log metadata and organize footage as I shoot is a lifesaver."

Often with a reception hall full of people awaiting a memorable, entertaining video, there's not a second to spare when it comes to editing footage taken only moments before. The native support for virtually any video, image, or audio format in Adobe Premiere Pro CS5 lets Mir skip time-consuming transcoding and rewrapping processes when working with his DSLR footage. He can mix and match media in a sequence, no matter what the format, frame, aspect ratio, or resolution. He adds that the high-quality color fidelity in Adobe Premiere Pro CS5 and its source monitors are worlds apart from the rough color-grading fidelity in Final Cut Pro.

#### **Valuable time savings**

Mir uses Adobe Dynamic Link to easily move between applications like Adobe Premiere Pro CS5 for video editing, splicing, and color correction and Adobe Encore CS5 for high definition (HD) output—without delays or intermediate rendering. He takes advantage of Adobe Photoshop® CS5 Extended to enhance still photos and Adobe Soundbooth™ CS5 for editing audio, before incorporating everything into a final video product using Adobe Premiere Pro CS5. For Mir, world-class integration with HD CineForm gives him a smoother workflow than his previous Final Cut Pro process.

"My favorite aspect of CS5 is the seamless integration among all my crucial production tools," says Mir. "For example, embedding graphics into video is much easier. I can import native Photoshop files, with all their layers and effects, directly into Adobe Premiere Pro CS5."

With weddings, there's no room for error, and no opportunity for reshoots. Adobe OnLocation CS5 helps Mir and his team get shots right the first time.



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Jawad Mir

Founder and creative lead, Sky Blue Productions/Film-Style Weddings

### High performance, high quality output

To work quickly, Mir uses the integrated Adobe Mercury Playback Engine in Adobe Premiere Pro CS5. The native 64-bit tool, optimized for multicore and GPU-accelerated to provide real-time effects, color correction and grading, accelerated rendering, and superior multilayer performance, enables faster editing of content for quicker same-day editing.

Also with 64-bit performance, Adobe Media Encoder CS5 delivers faster encoding so Mir can batch encode in the background to a broad selection of formats, including web and video standards. Unlike Final Cut Pro, which doesn't support a streamlined Blu-ray workflow, Adobe Premiere Pro CS5 lets Film-Style Weddings meet any client output requirement—delivering DVDs, HD Blu-ray discs, and interactive web DVDs. The results are spectacular, and for Mir, that makes all the difference.

"We love the work we do for corporations, and the weddings we capture take our breath away. Not just by the beauty of the décor, the food, or venue, but above all by the people who partake in the event—the families and guests brought together to share in the celebration of the union," says Mir. "I'm proud to be a part of both personal and corporate visions coming to life. No matter how ambitious the project, I know that we can meet production hurdles and exceed expectations with Adobe CS5 Production Premium."

**For more information**  
[www.adobe.com/products/creativesuite/production](http://www.adobe.com/products/creativesuite/production)



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