



## Breaking the mold

Pacific Pictures reinvents event videography with breakthrough filmmaking ethos and Adobe® Creative Suite® 4 Production Premium software



Filmmakers and studios are always looking for the next big script or story idea that will make a blockbuster movie. But, among the most intense human stories that can ever be told, what could be more dramatic than marriage? Behind every married couple is an emotional series of events: how they met, fell in love, and ultimately wed.



With Adobe Creative Suite 4 Production Premium software, Kevin Shahinian of Pacific Pictures is reinventing traditional wedding videos by creating original concept short films starring the bride and groom along with other actors.



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**Kevin Shahinian, founder, Pacific Pictures**

Kevin Shahinian, filmmaker and founder of the award-winning studio Pacific Pictures, ignites couples' stories in a new way that has the potential to reinvent the traditional wedding video. Instead of simply creating a video of the ceremony itself, Shahinian produces original concept films or mini epics starring the bride and groom, which tells their unique story through a blend of true and semi-fictional elements. Shahinian's creations are generated with a keen filmmaking sensibility and Adobe Creative Suite 4 Production Premium software.

"We typically only have eight to ten weeks to put together our concept films in order to premiere them at the wedding," says Shahinian. "Adobe Creative Suite 4 Production Premium is incredibly well integrated and it works the way a filmmaker's mind works. With Adobe's video software, I can complete projects quickly, while breaking new ground in terms of creativity."

### **Talent and tenacity**

Shahinian is known for going the extra mile. He applied six times to the exclusive film school at the University of Southern California (USC) and was rejected six times. Considering his dream since childhood of becoming a filmmaker, he did not give up. Tenaciously trying to win the attention of film production professors, he was given one shot to make a short film in the only production class non-majors could take. Always erring on the side of ambition, he decided he would go out into the California wilderness and shoot a full-blown World War II epic set in Europe complete with pyrotechnics, tanks, and 25 fully costumed extras. When production professors saw the film, they welcomed Shahinian into their program.

Throughout his studies at USC, Shahinian shunned the proprietary systems in the university's editing room, opting instead for his dorm room PC running Adobe Premiere® Pro software. "People would say 'Hey, why don't I ever see you in the editing room?'" he recalls. "To this day, I don't think my professors at USC realized I was editing all of my projects in Adobe Premiere."

### **An integrated workflow from start to finish**

Today, Shahinian relies on the integrated workflow of Adobe Creative Suite 4 Production Premium. Projects start in Adobe OnLocation™ CS4 software to help him shoot better and faster. "We're doing a lot with the Cinevate lens adapter



Pacific Pictures completes its wedding films in only eight to ten weeks, complete with Hollywood-caliber effects. Adobe Premiere Pro, Adobe OnLocation, and After Effects software are the hub of Pacific Pictures' workflow, enabling the team to work efficiently, maximize creativity, and deliver high quality, personalized mini epics.

for our fixed lens cameras," explains Shahinian. "While they add a great cinematic quality to the work, they require some calibration. Adobe OnLocation CS4 is invaluable in speeding up the process of monitoring how shots will look so we can calibrate quickly and get on with the shoot."

From there, Adobe Premiere Pro CS4 continues to be the hub of Shahinian's workflow. He typically shoots in HDV and digitizes all the footage straight into Adobe Premiere Pro CS4. Shahinian works with Bentlight Digital to create many of the Hollywood-caliber effects that are the hallmark of his creations. The firm creates matte paintings and faux backgrounds using Adobe Photoshop® CS4 Extended software and CG animations and effects using Adobe After Effects® CS4 software. Bentlight Digital also uses Autodesk Maya for 3D elements and effects.

Shahinian then ties everything together—with project elements created on both Mac and PC platforms—in Adobe Premiere Pro CS4 for final sound editing and color-correction using Red Giant Software's Magic Bullet Colorista and Looks plug-ins. He notes that the cross-platform capabilities of Adobe Creative Suite 4 Production Premium are virtually flawless, streamlining collaboration among teams on different platforms, promoting on-time and on-budget delivery, and increasing profitability.

"With Adobe Premiere Pro CS4, I can put almost anything created on any platform on the timeline and quickly finish a cut or a scene. The flexibility and ability to combine virtually any media in any format on the Adobe Premiere Pro timeline helps me bring projects together quickly without a lot of file translation," he says.

#### **Boosting productivity and quality**

As he's working, Shahinian uses the Adobe Media Encoder, included with Adobe Creative Suite 4 Production Premium, to automate the process of creating multiple encoded versions of sequences. "I can prioritize shots or sequences and render them in the background while I'm still working in Adobe Premiere Pro CS4. The Media Encoder is a huge value-add," Shahinian says.

Shahinian uses Dynamic Link to send sequences from Adobe Premiere Pro CS4 to Adobe Encore® CS4 without having to render them first for output to Blu-ray Disc. "It amazes me when sequences open immediately in Encore CS4, and any changes I make in Adobe Premiere Pro are automatically reflected in Encore CS4," says Shahinian. "It makes it so fast and easy to produce Blu-ray Discs. No other tools offer that kind of integration."

#### **Pacific Pictures**

Los Angeles, California  
[www.pacificpictures.net](http://www.pacificpictures.net)

#### **Challenge**

- Provide couples with films that uniquely tell their story
- Complete a mini-epic film within two to three months
- Maximize creativity and provide the highest quality possible

#### **Solution**

Take advantage of the end-to-end, integrated workflow with Adobe Creative Suite 4 Production Premium software

#### **Benefits**

- Brings filmmaking ethos to wedding videography
- Delivers mini feature films for couples in less than three months
- Works fluidly among applications and platforms to maximize creativity

#### **Toolkit**

- Adobe Creative Suite 4 Production Premium. Components used include:
  - Adobe After Effects CS4
  - Adobe Encore CS4
  - Adobe OnLocation CS4
  - Adobe Photoshop CS4 Extended
  - Adobe Premiere Pro CS4
- Autodesk Maya
- Red Giant Software Magic Bullet Colorista & Looks plug-ins
- Mac and PC systems
- Cinevate lens adapters
- Canon cameras (XH A1, 5D Mark II)

Kevin Shahinian of Pacific Pictures credits the integration and power of Adobe Creative Suite 4 Production Premium software with helping him elevate the event videography genre with a filmmaking ethos. Shahinian next plans to create films that combine the wedding ceremony with previously shot content, seamlessly transitioning between what is produced and what is live—and premiering the entire film at the reception.



*“With Adobe Creative Suite 4 Production Premium, the workflow is so fluid. I save hours on every project.”*

**Kevin Shahinian, founder, Pacific Pictures**

According to Shahinian, Encore CS4 enables the company to offer a differentiated service with minimal additional investment. “Support for Blu-ray in Encore CS4 blows everything else out of the water. I can stay on the cutting-edge using the highest quality video format for shooting and deliver that same level of quality in the final product, instead of having to deliver lower-resolution footage on DVD.”

Shahinian notes that the biggest time savings in his workflow come from the ability to stay within a single integrated environment. “The biggest frustration for editors is having to open one program to create a menu, for instance, save it, output it, open another program, and then bring the menu in; it’s an endless process of jumping between applications that takes a lot of time,” he says. “On the other hand, with Adobe

Creative Suite 4 Production Premium, the workflow is so fluid. I save hours on every project. From a workflow standpoint, my next big move will be to go tapeless straight into Adobe Premiere Pro so that I can save time importing and encoding footage. It’s going to be another huge timesaver.”

#### **Looking to the future**

Shahinian has now received widespread acclaim for films like *Tum Hi Ho (You Are the One)* a Bollywood-style epic that brought the house down at the wedding ceremony and came complete with a full-size movie poster created in Photoshop CS4 Extended. As he continues to break new ground, Shahinian plans to finish a hybrid concept wedding film that will incorporate the wedding directly into the film. “The end product will be a 30- to 40-minute feature film with a seamless transition between what is produced and what’s live. It’s an evolution of the genre, and what I see as the emerging trend over the next five years,” says Shahinian. “It wouldn’t be possible without the integration and power of Adobe Creative Suite 4 Production Premium.”



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