



Tyler Stableford Photography

Stories in motion



Tyler Stableford Photography and *The Fall Line*

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Still photographer expands into film and multimedia with *The Fall Line*, created using Adobe® Creative Suite® 5 Production Premium software

Whether climbing a glacier or expanding his creative repertoire, Tyler Stableford doesn't do things halfway. He always wanted to become a full-time photographer while working his "day job" as an outdoor magazine editor—but until that time came he took shot after shot. Learning by doing, he established himself as one of the world's top commercial adventure photographers.

Today, Tyler Stableford has expanded his studio's work into high-end filmmaking. His first project is *The Fall Line*, a 13-minute film about Heath Calhoun, a former 101st Airborne Army Ranger who lost his legs during a rocket attack in Iraq and then went on to qualify for the 2010 Paralympics in ski-racing. Never one to compromise on artistic quality, Stableford and his team shot the film using top-of-the-line DSLR cameras and edited it with Adobe Creative Suite 5 Production Premium, including Adobe Premiere® Pro CS5 software.

"For photographers moving into video, Adobe Premiere Pro CS5 provides an intuitive workflow with a drag-and-drop interface and integration among all the other tools in Production Premium," says Stableford. "The software also supports native DSLR formats, providing a great opportunity for still photographers to move into video using a range of dramatic, cinematic lenses and smaller, more familiar camera form factors."

Heath Calhoun, a former Airborne Army Ranger, lost his legs, struggled to get out of a wheelchair, and ultimately regained a semblance of normalcy in his life. Tyler documents Heath's journey using DSLR cameras and Adobe Premiere Pro CS5 software in *The Fall Line*.



Challenge

- Expand still photography business to encompass video
- Learn storytelling and video-editing techniques
- Cost-effectively create short film
- Work as creatively as possible

Solution

- Collaborate with cinematographers and editors
- Tap Adobe Premiere Pro CS5 and fully integrated set of tools in Adobe Creative Suite 5 Production Premium
- Edit using systems with NVIDIA graphics cards
- Take advantage of native support for Canon EOS 5D Mark II and 1D Mark IV DSLR camera formats, as well as tapeless formats such as Panasonic P2

Benefits

- Created *The Fall Line*, an award-winning short film
- Expanded still photographer's repertoire into video
- Developed exceptional film on tight budget
- Removed creative barriers
- Edited DSLR and other formats natively
- Accelerated performance with Mercury Playback Engine and NVIDIA graphics cards

A do-it-all studio

According to Stableford, a converging media industry is spurring many photographers to expand their businesses into video, and videographers to move into still photography. A growing number of his clients are asking for high-end multimedia projects to meet consumer demand for integrated, interactive editorial and advertising content.

"Video is more complicated than still photography, because you have to learn storytelling, cinematography, and field audio techniques," says Stableford. "By moving into film, our studio can provide a do-it-all team that delivers world-class stills, multimedia, and film work—whatever the job requires to convey a story in the most powerful way."

A story worth telling

Although it is his first film project, Stableford's *The Fall Line* looks as if a seasoned veteran created it. The film ties back to Challenge Aspen, a non-profit that offers recreational, cultural, competitive, and educational experiences for people with mental or physical disabilities. During the process of shooting fundraising images for the organization, Stableford met Calhoun, who was training during his first winter season as a disabled ski racer.

"I was really moved by Heath's journey—the hardships he faced in the war as an Airborne Army Ranger, the agony of losing his legs, his struggles to get out of a wheelchair, and ultimately his search to regain a semblance of normalcy in his life," says Stableford.

After the fundraising shoot, the story remained seared into Stableford's mind. When Calhoun's ski coach relayed that Calhoun had won the National Super G Championships and was on the cusp of qualifying for the 2010 Paralympics, Stableford realized that there was a powerful story waiting to be told. He embarked on the film, funding it with his own savings. He hired expert cinematographer Kent Harvey to train his team in filmmaking techniques to help get the project off the ground.

Working with DSLR footage, natively

Stableford shot the film entirely with Canon EOS 5D Mark II and 1D Mark IV cameras. The Army's 55th Combat Camera Company contributed night vision footage, also shot on Canon 5D Mark II cameras. Stableford combined original and archival footage—some in Panasonic P2 format—together with stills from Calhoun's family and friends.

Tyler Stableford and his crew capture Heath Calhoun's recovery and moving journey using DSLR and other digital cameras and Adobe Creative Suite 5 Production Premium software.



"Adobe Premiere Pro CS5...runs DSLR and other video camera files like P2 natively, so there's no lag time for encoding. You can simply drag the files into Adobe Premiere Pro CS5 and begin working with them immediately—it's a huge advantage."

Tyler Stableford
Founder,
Tyler Stableford
Photography

"I was able to really push my cinematography techniques, and experiment with lenses that I might not use with a client standing beside me," says Stableford. "I became really comfortable using tilt-shift lenses—now I use them all the time in my stills work."

With the shooting complete, Stableford collaborated with Dave Wruck, a freelance video editor who works with clients such as PBS and the BBC, to jointly edit the project. They were both impressed with the ability to work natively in a variety of tapeless formats.

"Adobe Premiere Pro CS5 seamlessly integrates files from all the different cameras that were used on the project," says Stableford. "The software runs DSLR and other video camera files like P2 natively, so there's no lag time for encoding. You can simply drag the files into Adobe Premiere Pro CS5 and begin working with them immediately—it's a huge advantage."

Unparalleled performance

The new native 64-bit, GPU-accelerated Adobe Mercury Playback Engine in Adobe Premiere Pro CS5 helped remove creative barriers. The Mercury Playback Engine uses NVIDIA cards to provide a GPU-accelerated 32-bit color pipeline. Most popular effects have been rewritten to run on it—for example, color correction and motion control run in real time, so editors can be creative without worrying about the ramifications of additional effects and high-resolution content, and without costly delays waiting for intermediate renders. They can easily combine mixed formats on the timeline, play with the look and flow at full frame rate, and view projects in real time on an external HD monitor.

"The more you have to sit and watch the 'spinning wheel' after each processing action, the less likely you are to experiment and let your creativity expand," says Stableford. "I'm thrilled with the speed of Adobe Premiere Pro CS5. It's not a small deal—it's a huge improvement and a real benchmark for video processing. Adobe Premiere Pro CS5 opens the door for video editors to spend more time being creative, and less time watching the wheel spin."

Wruck, a talented musician who plays in a range of bands, scored and recorded the intro and supporting music for the film in his home recording studio. He used the audio mixer in Adobe Premiere Pro CS5 to edit and add effects and individual audio clips as well as entire tracks. "The audio mixer in Adobe Premiere Pro CS5 is an incredibly flexible tool that I use a lot," says Wruck. "Having a stereo master track allowed me to make global EQ and compression changes to the overall mix to quickly create home and theater versions."

Tyler Stableford and non-linear editor Dave Wruck say that editing the film became much easier with Adobe Premiere Pro CS5. They were able to eliminate intermediate rendering between Adobe After Effects and Adobe Premiere Pro CS5 using Adobe Dynamic Link.



Cross-platform collaboration

Using Adobe Premiere Pro CS5, available for both Mac and Microsoft® Windows®, Wruck and Stableford were able to share their latest projects back and forth. Says Wruck, "It was easy to exchange our project files back and forth to review our latest revisions."

In addition to Adobe Premiere Pro, the two used Adobe After Effects® to remove lens dust and smudges, and Adobe Bridge and Photoshop® CS5 Extended to organize and touch up the stills and format them correctly for video. Adobe Dynamic Link, a feature that eliminates intermediate rendering between After Effects and Adobe Premiere Pro, was especially helpful because it allowed the team to quickly see if fixes were working correctly, directly from the Adobe Premiere Pro timeline.

"Integration among the Adobe toolset is a huge timesaver," says Wruck. "The bane of non-linear editing is rendering and importing. These are necessary evils that are incredibly time-consuming. By eliminating importing, Dynamic Link makes the editing experience even more joyous and creative."

Success on many levels

The Fall Line premiered at Colorado's 5 Point Film Festival, where it won the award for "Most Inspiring Story," and it is soon to be presented at other film festivals. It is also bringing more attention to the plight of wounded veterans and generating funds for the U.S. Paralympic team—Stableford is allowing the organization to use it free of charge.

"Making *The Fall Line* has been a wonderful convergence of three passions: storytelling, DSLR shooting, and music," says Stableford. "Making *The Fall Line* has been one of the absolute highlights of my career—I loved the collaboration with our in-house team and experts like Dave and Kent. I also loved learning to edit video. It was like walking on a new path, with Adobe's integrated set of tools paving the way."

Toolkit

Adobe Creative Suite 5 Production Premium. Components used include:

- Adobe Premiere Pro CS5
- Adobe After Effects CS5
- Adobe Bridge CS5
- Adobe Photoshop CS5 Extended

For more information

www.adobe.com/products/creativesuite/production/



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