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Seamless **collaboration** for creative video storytellers.

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Working in media and entertainment is all about storytelling, and telling a good story with video requires both creativity and efficiency. When process issues and collaboration breakdowns occur during a high-stakes project, they're not just inconvenient production hiccups—they're roadblocks that get in the way of world-class content creation.

Collaboration on big creative projects is often a laborious, time-consuming process. Even though overall project timelines may be long, individual steps can require quick turnarounds. When a project experiences slowdowns from unclear or confusing stakeholder feedback, siloed processes, or inefficient review, revision, and file storage practices, these interruptions can derail your finished product.

Because it takes a creative village to produce a feature-length film or TV series, getting every group of stakeholders to collaborate effectively is critical when working on complex video projects. You need to ensure your video collaboration is a superpower instead of a stumbling block.

This eBook explores three video collaboration best practices for creative teams working in media and entertainment. With the right collaboration tools and processes, creative teams working on large-scale video productions can deliver high-quality content efficiently and successfully by making teamwork make sense.
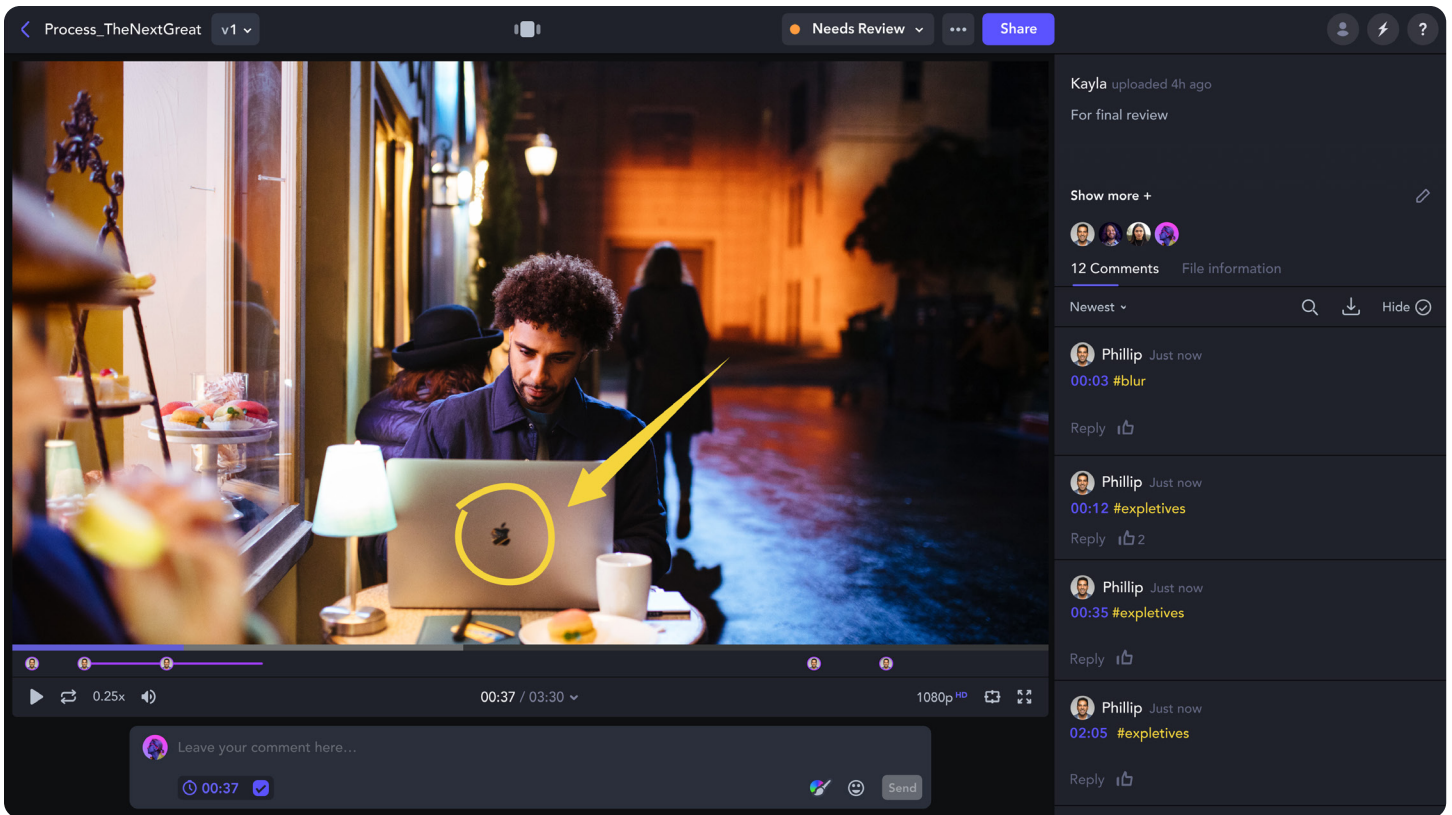
1. Adapt your collaboration workflows for efficiency at every stage.

No matter where you are in your production process, modifying workflows with collaboration in mind makes working together better.

Adobe senior strategic business developer Darren Frankel has seen firsthand the necessity of solid collaboration workflows across different departments, especially because so many production and post workers are freelancers. "It's critically important to think about where the various collaborators will be. How many are remote and what is their access to decent bandwidth? What kind of material do they need access to in order to collaborate successfully depending on their role?"

In addition to these nuts-and-bolts considerations, automation can also be useful in adapting your workflow for smoother collaboration.

VICE Media, for example, needed to simplify its workflows for its Standards and Practices (S&P) review process in order to reach compliance across different mediums and air slots. Investing in a cloud-based platform like Frame.io that syncs with its AI-powered transcription tools gave VICE a massive productivity boost from streamlined workflows.

"By pulling the most time-consuming parts of the work into the cloud, we're able to do so much more than we did before," says Dee Wassell, director of media operations at VICE. "We've made our S&P team more efficient by improving and standardizing the output of their work, which means that the S&P people can use their skills to go into finer details and do more creative thinking."

Product and program extensions can also improve collaboration by putting efficiency first, as Sarofsky Corp. discovered during the production of the main-on-end (MOE) title sequence for Netflix's *The Gray Man*. Using comments and annotations on their composition timeline, Sarofsky's CG team could see exactly what was required for each frame—as well as where to look—without leaving the apps they were working in to review feedback.

"Saving clicks is saving time," says Creative Director Duarte Elvas. "Being able to have full discussions and follow progress on each frame of the piece made Frame.io an essential part of our workflow. The fact that we could easily draw and annotate on the frames made it possible to get extremely specific and circumvent what would normally be a screen-sharing meeting."

2. Invest in techniques that solve common process issues.

Snags are inevitable in video production, but collaboration shouldn't be the reason for a bottleneck.

For Frankel, communication is the top technique for successful collaboration, both on set and off. "It's critically important to get buy-in to repositories, databases, and communication devices," says Frankel. "Stakeholders need to know that they can find the current info in a specific place. Nobody has time to waste."

A platform that connects communication and asset management gives video team members a source of truth during a project that helps them produce content faster. It also takes the kinks out of production that can happen when teams are remote.

This was the case for music giants Foo Fighters and their feature film project that hit during the COVID-19 pandemic. Using techniques that focused on speed and efficiency, the band's creative team was able to build a fluid production process that made everything from generating special effects to reviewing footage a focused, connected, secure experience.

One innovative technique turned a traditional DIT cart into a mobile post-production lab. Using Frame.io, the team "created the dailies on set and delivered them directly to editorial rather than to a post facility," says Mike Smollin, color pipeline and workflow manager at Blackmagic Design. This approach kept communication flowing smoothly while the cameras were rolling.

"What's great is that you've got the director and the DP still physically there on the set. We're able to view the morning's dailies at lunchtime, and then shortly after wrap they could see the rest of the day's shoot," Smollin says.

This technique also brought editorial to the set even though the team was in a different location during filming. The editor and assistant could view material immediately and begin cutting scenes instead of waiting the multi-day turnaround for processing and transcoding to happen. This quick editing process proved crucial for a compressed production schedule, especially because of the approximately 300 VFX shots in the film, many of which included practical elements captured on set. Editorial could communicate back to the set in real time so problems or shot requests could be handled while the cameras were still rolling.
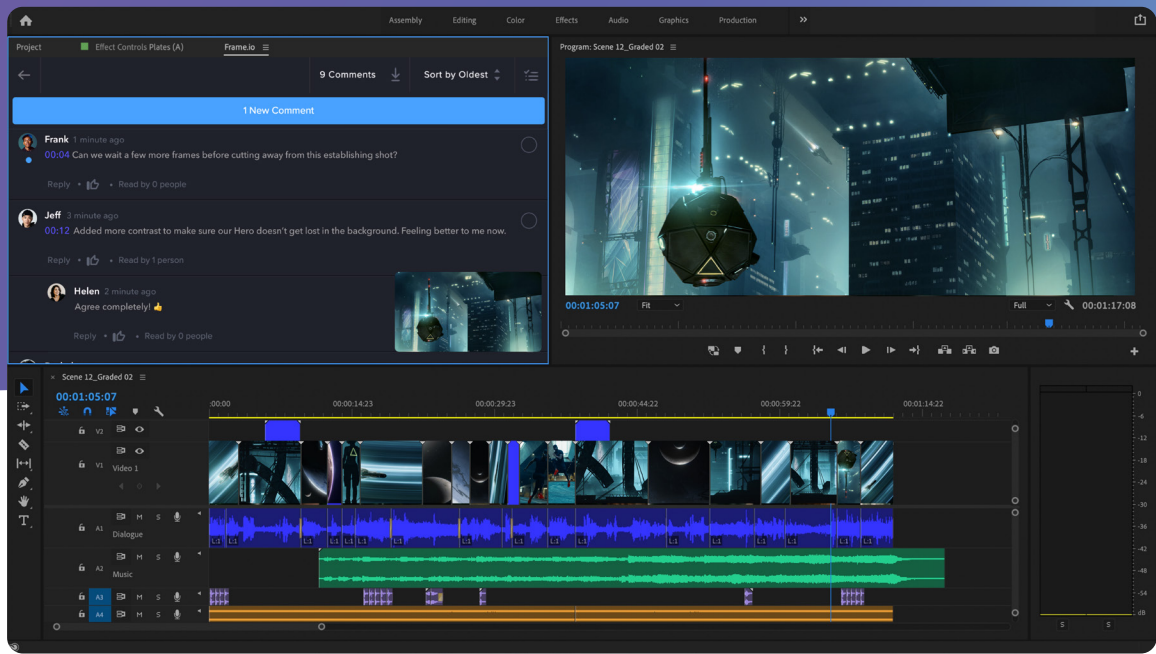
# 3. Use collaboration tools that make teamwork seamless.

The right video collaboration tools can unite your production team and their work, so you have more time to focus on storytelling during every project. Frankel says making information as transparent and traceable as possible allows storytellers to collaborate effectively on productions large and small.

"You can always delete an email or text, but you can't know what someone hasn't shared with you. Information is king, so you can't sit on that info without sharing. And while you may not know all the ways in which people will utilize that info in their particular role, you have to share to empower them to do their jobs successfully."

Film editors Joanna Naugle and Adam Epstein worked together on the inaugural season of FX Networks' hit show *The Bear* and credit Frame.io's underlined collaboration tools with their ability to tell the story they wanted to tell.

They used Adobe Premiere Pro, which Naugle says facilitated the sound work of the show, and Frame.io, which made the sound mix possible. "When we were doing the mix with our friends at Sound Lounge, they would post a cut and you could post your notes, and it was really great because everyone could comment [in Frame.io]," Naugle says. "We could start conversations where I could say, 'Oh, when Chris and I were in the edit, we talked about this sounding more like it should ring out here,' and then tag Chris. And he could reply right there and say, 'Actually I was thinking about it and it should be more like this.'"

Collaboration tools are also game-changers for <u>animated features</u>, which often have painstaking production timelines. For the hand-drawn and Academy Award-nominated film *Wolfwalkers*, collaboration tools helped animation studio Cartoon Saloon's crew of fewer than 150 people complete production in 18 months—an astonishing feat, considering their animations typically require at least twelve drawings to be completed for every second of screen time.
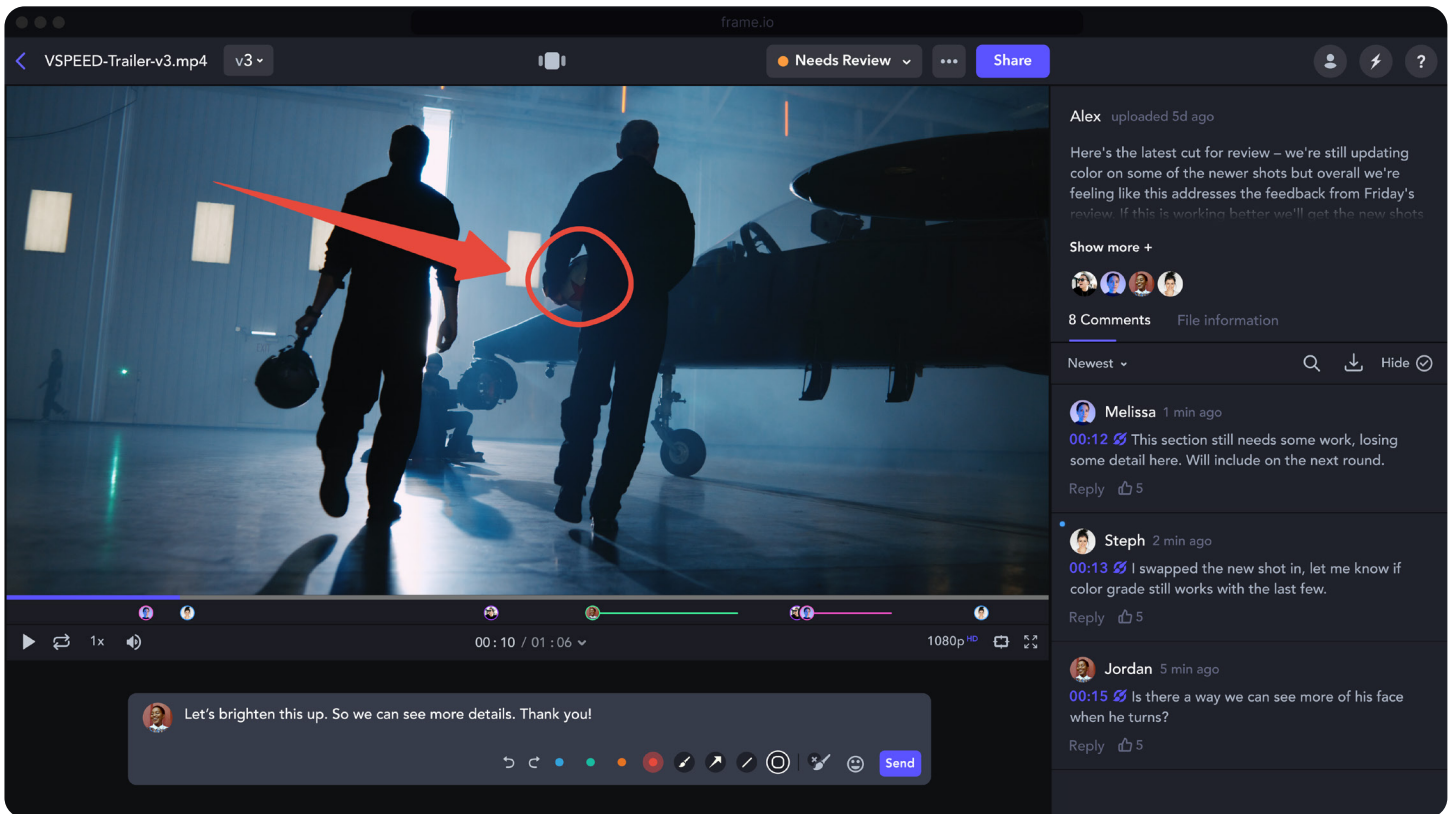
After the physical elements of the film had been completed, the COVID pandemic required Cartoon Saloon to pivot to a fully remote work model. The artists used file transfers and screen sharing, but they found they relied most heavily on the connectivity of Frame.io to coordinate their work.

"Logistically, using Frame.io meant we could hit the ground running once we were working at home," says Alan Slattery, editor and post production supervisor at Cartoon Saloon. "Unlike traditional edit sessions where we were all in the same room, editing this way meant the directors could watch through the assembly at the same time I was making revisions instead of waiting for me to finish one and press play again. That made edit sessions very quick, giving me more time to make changes and the directors more time to work with other departments."

Frame.io also allowed Cartoon Saloon's creative teams to share content securely and create fluid processes that kept all of their collaborators up to date and connected during both production and post.

Make collaboration your foundation, not an afterthought.

Collaboration is a critical part of the production and post-production process, so it's worth making it win from the start. Develop streamlined, integrated workflows to increase collaboration between creative teams. Adopt innovative techniques focused on communication to improve coordination on set and with remote collaborators. And put your people in the collaboration driver's seat with the right tools that help everyone act as a team player. When you build a seamless approach to collaboration workflows, techniques, and tools, everyone can work better together so your team can focus on telling amazing stories in the most compelling way.

Video collaboration designed for business.

Frame.io Enterprise is a scalable video collaboration platform that can cut video turnaround times by 31% and improve client satisfaction by 36%. Accelerate your production workflows by sending media right from your camera to stakeholders anywhere with Camera to Cloud.

Streamline your creative process with centralized asset storage, seamless integrations with Adobe Premiere Pro and After Effects, and frame-accurate video reviews so you can collaborate in real time with distributed team members. Protect your creative assets with enterprise-level security and access controls. With a modern video workflow, your team can work at the speed of creativity.

Adobe