

Organizing Digital Assets for Efficient Workflows (DAM)

Susan Bloom

Adobe Education Leader

California State University Long Beach

Co-Head Post Production

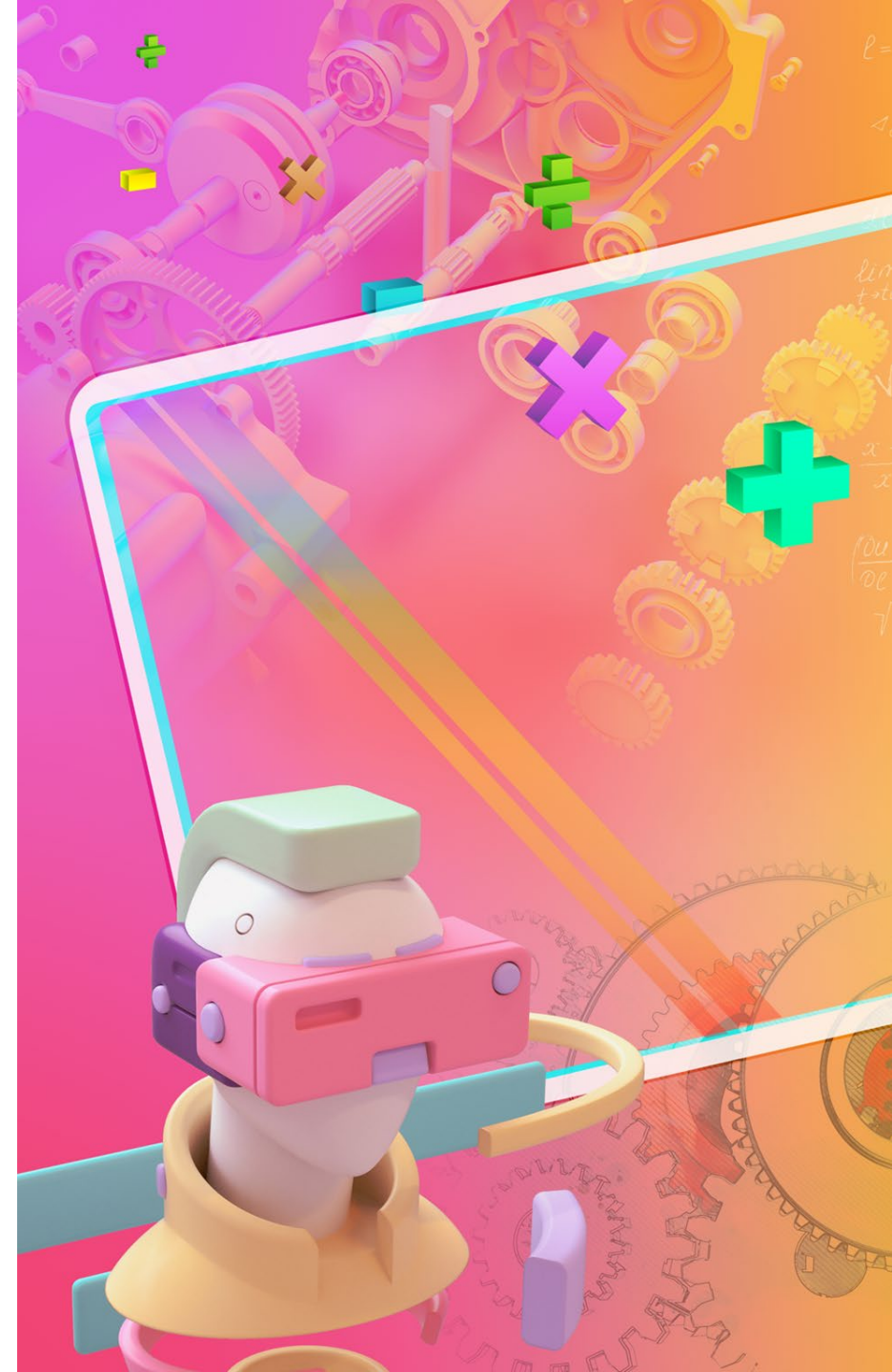
susan.bloom@csulb.edu

Film Director & Editor, 2022 projects

Goodbye to All Cats (currently screening at film festivals)

Duo Duel (in post production)

Across the DMZ (in production)



Before Starting Your Project

Know your computer's capabilities



- ❖ Do not use your computer's internal hard drive for project asset storage
- ❖ Do not use flash drives if you can avoid it
- ❖ The bigger the video files are, the more robust your external hard drive needs to be (SSD or 7200 rpm)
- ❖ If using a cloud server to store project assets, make sure you have a solid internet connection

You are asking your computer to access individual clips and play them back at 24 or 30 fps without delays. The size of your clips and the length of your sequence can impact playback as well as your video card, your available RAM, your processor, etc. Internet connection, external hard drive specs, and computer clogging can impact playback.

Before Opening Premiere Pro or Rush

Organize your project on your external hard drive or on a cloud server

Do not use your computer's internal hard drive for project storage

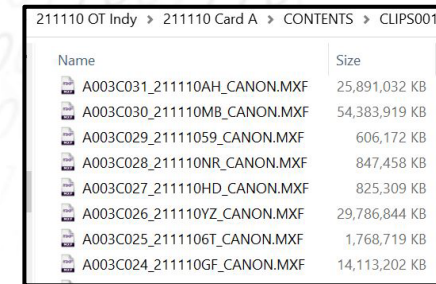
- ❖ Adobe Creative Cloud Express Pro has 100GB of storage
- ❖ Know how much storage you will need before you start!
- ❖ Your original video footage will take up the most space

3 minutes of 4K iPhone video (HEVC or h.264) uses about 1 GB (30 fps)

3 minutes of 4K iPhone 13 video (ProRes) uses about 16.5 GB (30 fps)

3 minutes of 4K on other cameras can use a lot more depending on the codec and camera

Know what format your footage will be in and how much you will have so you can prepare and budget for drives or cloud storage.



Name	Size
A003C031_211110AH_CANON.MXF	25,891,032 KB
A003C030_211110MB_CANON.MXF	54,383,919 KB
A003C029_21111059_CANON.MXF	606,172 KB
A003C028_211110NR_CANON.MXF	847,458 KB
A003C027_211110HD_CANON.MXF	825,309 KB
A003C026_211110YZ_CANON.MXF	29,786,844 KB
A003C025_2111106T_CANON.MXF	1,768,719 KB
A003C024_211110GF_CANON.MXF	14,113,202 KB

Digital Asset Management: Create a Project Top Folder

Create a **Project Top Folder** named exactly as your project is called.

For instance, a short dramatic film called **Robot Cat** will have a **Top Folder** called













The **Top Folder** contains all assets related to the project in **sub-folders**.

These **sub-folders** reflect the assets of any specific project and integrate the project name or initials in them.

In addition to the ones you should always have (Media, Premiere Pro Files, SFX, Graphics, Music, Documents, Exports) which all projects typically have, you might also have sub-folders for Archival Footage, Stills, Visual Effects, Stock Footage, Voice Over, Titles, Captions, ADR, Foley, etc.

Create a Project Top Folder

Inside the  **Robot Cat Top Folder** will be  **sub-folders** which all integrate the **project name or initials** and are numbered systematically to reflect hierarchy of use and workflow. Some typical project folders would be:

-  01 RC Media
-  02 RC Premiere Pro Files
-  03 RC Sound Effects (SFX)
-  04 RC Ambience (AMB)
-  05 RC Graphics (GFX)
-  06 RC Music (MX)
-  07 RC Documents
-  08 RC Exports

**RC are the initials of
Robot Cat!**

The sequel, Robot Dog, will have folders labeled RD. We can always share assets across projects inside Premiere.



Our camera originals are in the first folder, 01 RC Media, and our exports are in the last, 08 RC Exports, reflecting editing workflow.

Inside the 01 RC Media Folder

Robot Cat shot 7/18/22 and 7/19/22 and picture and sound were recorded on different devices (dual system). Each day 2 camera cards and 1 audio card were generated. Each **Camera Card must** have its own folder where the folders generated by the camera are copied **intact** and labeled with the **Shoot Date**, so the **01 RC Media** folder structure would look like this:

Robot Cat Top Folder

01 RC Media

220718 RC Media

220718 Card 1

→ DCIM/BPAV/ARRI/PRIVATE/CONTENTS, etc., intact folder structure generated by the camera

220718 Card 2 → inside intact folder generated by camera

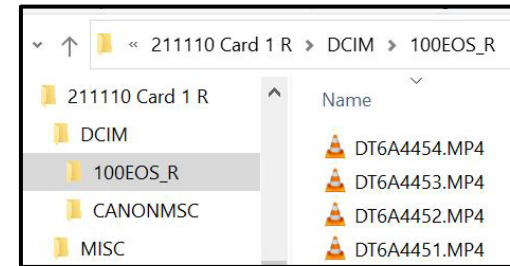
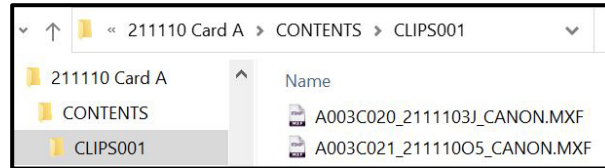
220718 Audio → inside folder generated by sound recorder

220719 RC Media

220719 Card 1 → inside intact folder generated by camera

220719 Card 2 → inside intact folder generated by camera

220719 Audio → inside folder generated by sound recorder

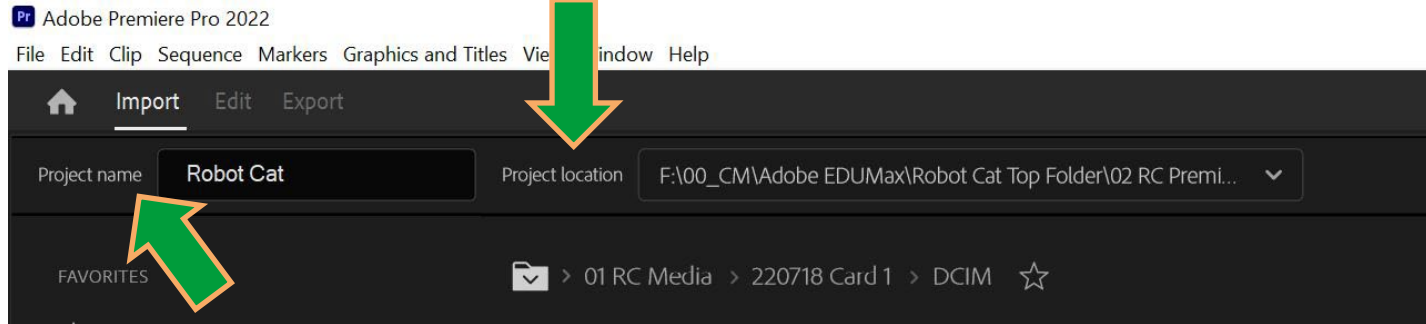


DCIM/BPAV/ARRI/PRIVATE/CONTENTS, etc., folders and Audio folders are the physical media containers. Premiere Pro and Rush point at but never touch this media. It's non-destructive.

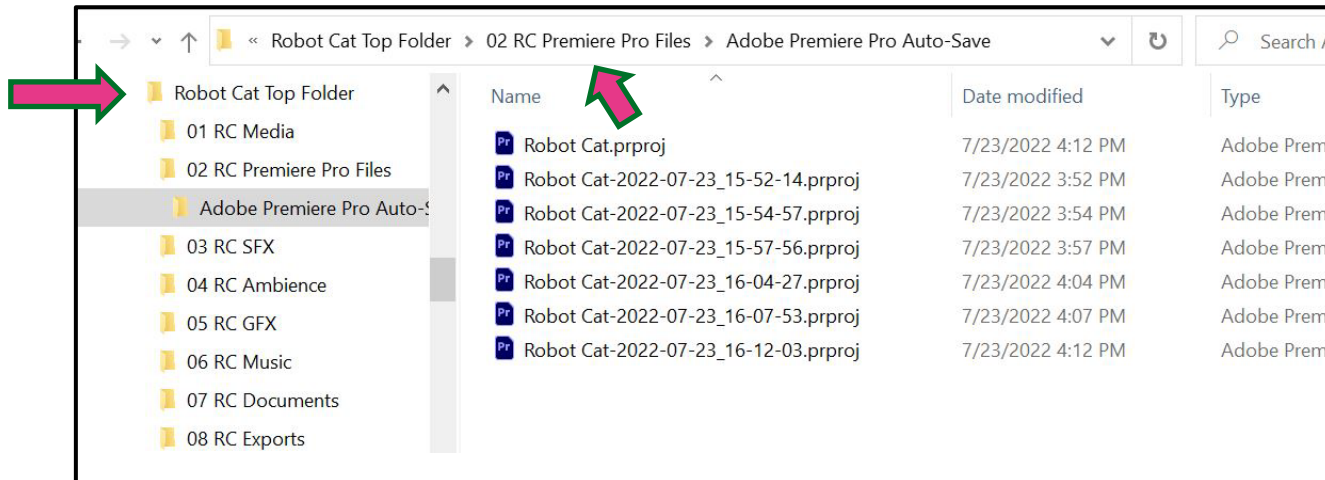
Inside the Premiere Pro Files Folder



02 RC Premiere Pro Files



Work being saved inside the Robot Cat Top Folder, 02 RC Premiere Pro Files



Auto Save set to 3 minutes. This setting is in **Preferences** and will determine how much work you lose when your computer or software crashes. When creating a project, you can back up to the cloud, too. If you don't have cloud back up, copy the **Premiere Pro Files** folder to a flash drive. A **.prproj** file is all of your work inside Premiere Pro.

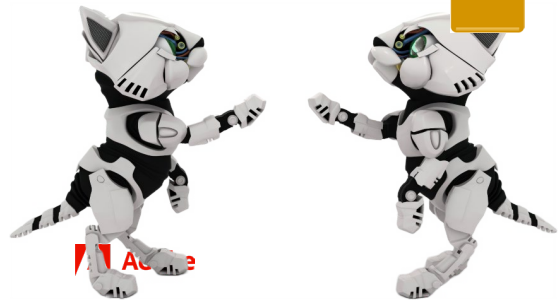
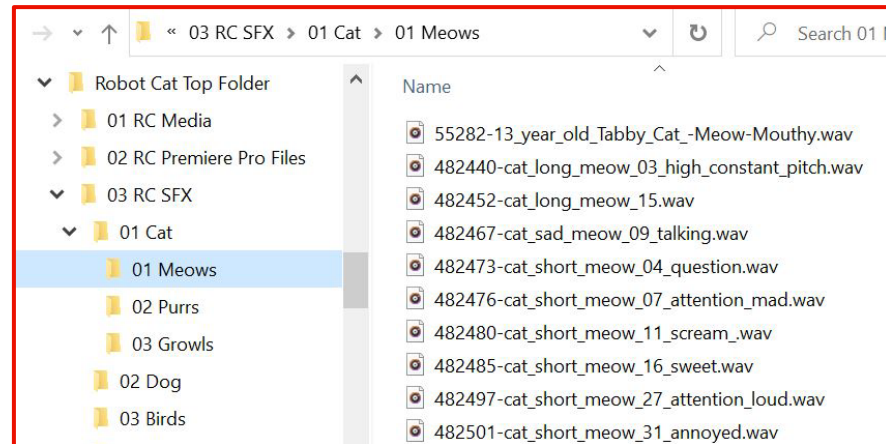
Inside the 03 RC SFX Folder

03 RC SFX (Sound Effects)

The project will determine how many and what type of sub-folders you have here. Robot Cat might have dozens of meows, barks, and chirps, so they would each have sub-folders and possibly multiple layers of sub-folders. Typically, even small projects rely on lots of sound effects, distinct sounds that can be sync to specific frames.

- 01 Cat SFX
 - 01 Meows
 - 02 Purrs
 - 03 Growls
- 02 Dog SFX
 - 01 Barks Happy
 - 02 Barks Angry
 - 03 Growls
- 03 Bird SFX
- 04 Car Crashes SFX
- 05 Footsteps SFX
- 06 Light Sabers SFX

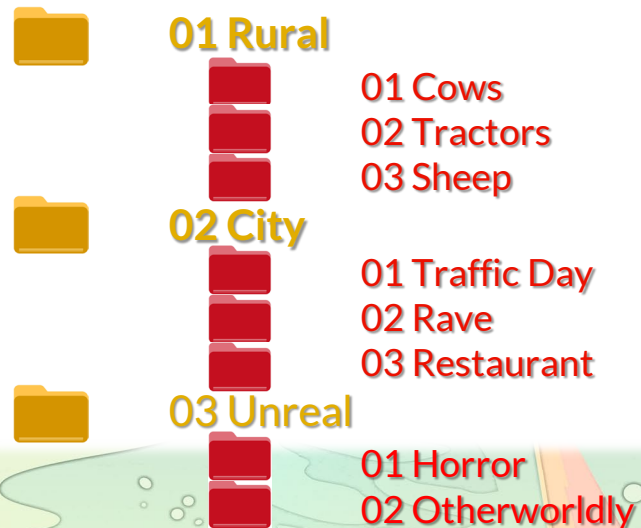
Inside these folders are the audio clips that Premiere Pro or Rush will be accessing during playback, so **make sure you have moved the actual physical media into these folders and are not working off ones that are in your Downloads folder.**



Inside the 04 RC Ambience Folder

04 RC Ambience (AMB)

Ambience creates location through background sounds such as crickets (it's nighttime in the country) or traffic (it's daytime in the city). The project defines the scope and sub-folders, same as the SFX. You can also use mood ambience to create emotion.



Inside these folders are the audio clips that Premiere Pro or Rush will be accessing during playback, so **make sure you have moved the actual physical media into these folders and are not working off ones that are sitting on the desktop of the computer you are currently sitting at** which may not always be the one you use for editing this project.

Inside the Other Folders



05 RC GFX (Graphics) may contain titles, VFX, composites, text, transparent images, etc. Each of these may also have their own sub-folder if there are a lot of them. VFX (Visual Effects), for instance, may be its own **purple** sub-folder on a show that used a lot of green screen.



06 RC Music will likewise contain sub-folders, as needed.



07 RC Documents will contain documents the editors and assistant editors need such as

Original Script, Lined Script, Editor's Log, Facing Pages, Script Revisions, Director Notes, Producer Notes, Releases, Storyboards, Treatment, Script Supervisor Notes, Camera Reports, Transcripts, etc. Many of these will need their own sub-folders.

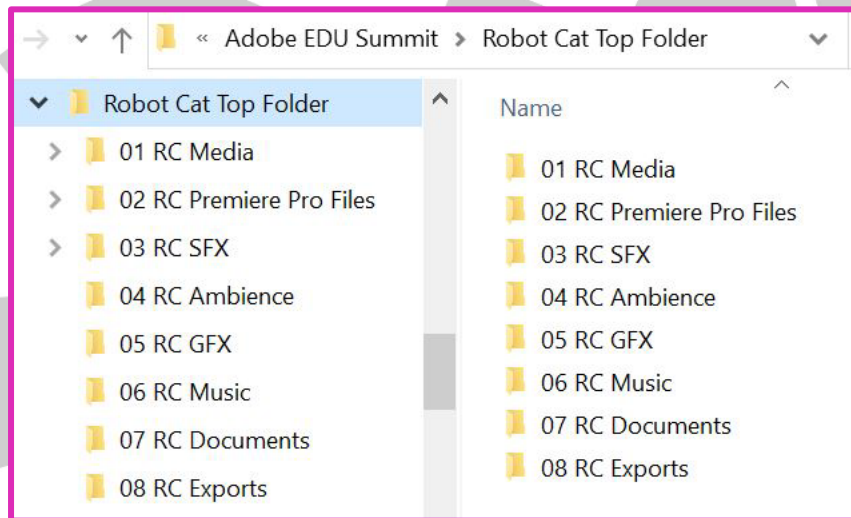


08 RC Exports will contain all exported versions of the project.



Project Top Folder done. Hurray!

Any questions before we head into organizing our project inside Premiere Pro?



Organizing Assets inside Premiere Pro: Sequences

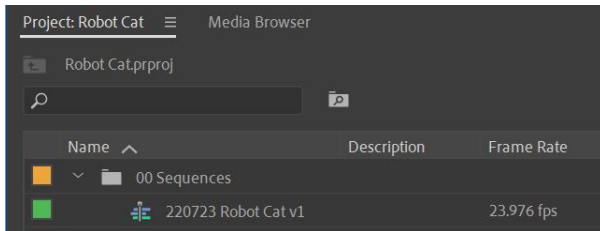
Folders and Bins are key to keeping a project organized inside an editing program. You can store multiple bins inside a folder to keep your project window uncluttered and efficient.



Sequences: a sequence is the show you are building on your Timeline. Inside Premiere Pro, your first bin should always be called

00 Sequences

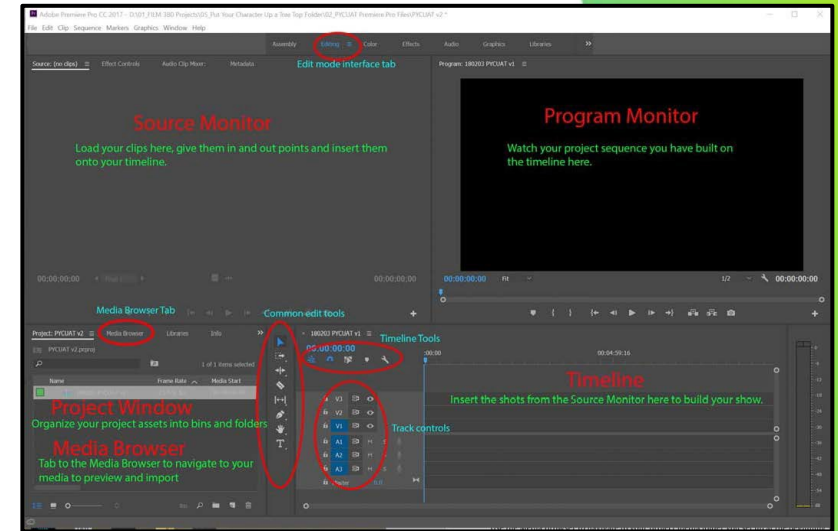
A sequence should be named 'Edit Date Project Name Version #' Our first edit on July 23, 2022 was called **220723 Robot Cat v1**. As the day progresses, we added new versions (v2, v3, etc.)



Your **active** sequences (ones you are still working on) go in this bin and your **inactive** sequences (ones you no longer need) will go into an archive bin. Do not delete them.

On July 24, 2022, I duplicated the last cut of the previous edit day and renamed it **220724 Robot Cat v1**. I will archive any inactive cuts.

Premiere Pro Interface



Never ever, ever, ever, ever, ever name a sequence "Rough Cut, Locked, Final Edit", etc. It never is and becomes confusing and inefficient.

Organizing Assets inside Premiere Pro: Folders

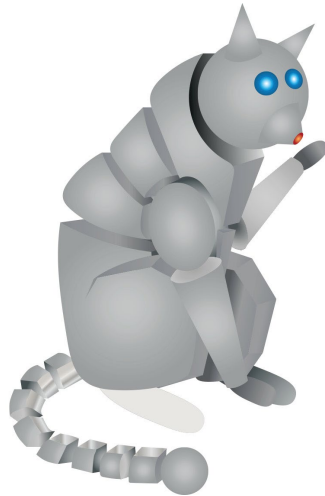
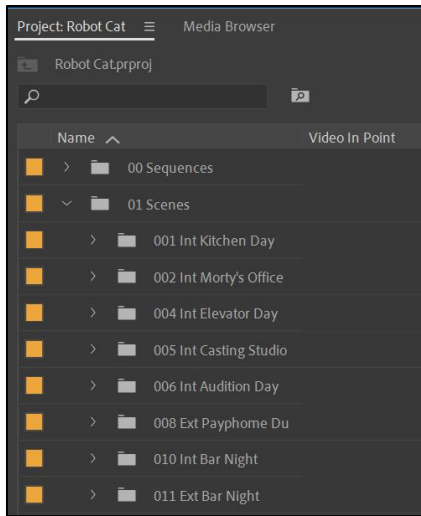
Now it is time to add some other folders and bins (which share the same icon).



A bin contains clips and a folder contains bins.

After 00 Sequences, typically the next folder will be 01 Scenes or 01 Interviews for documentary. Inside the 01 Scenes folder will be **scene bins labeled with three numbers** and described as they are in the script.

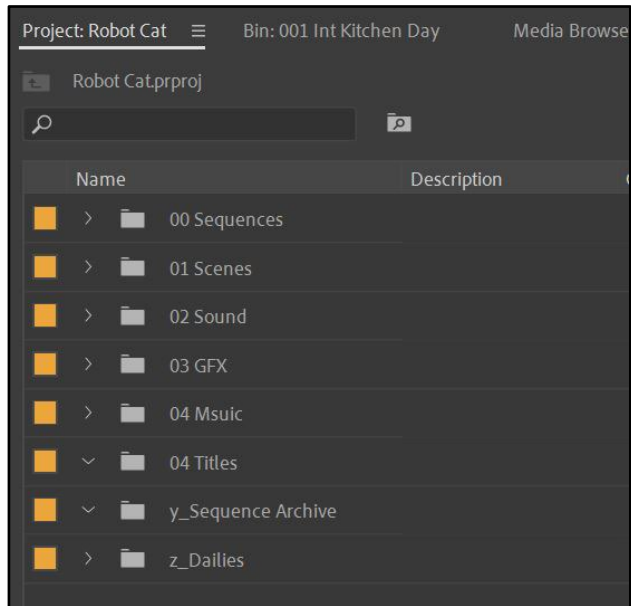
Inside a scene bin will be the takes shot for that scene and labeled according to the lined script and editor's log. You can add all kinds of information in columns here which you will see in the list view.



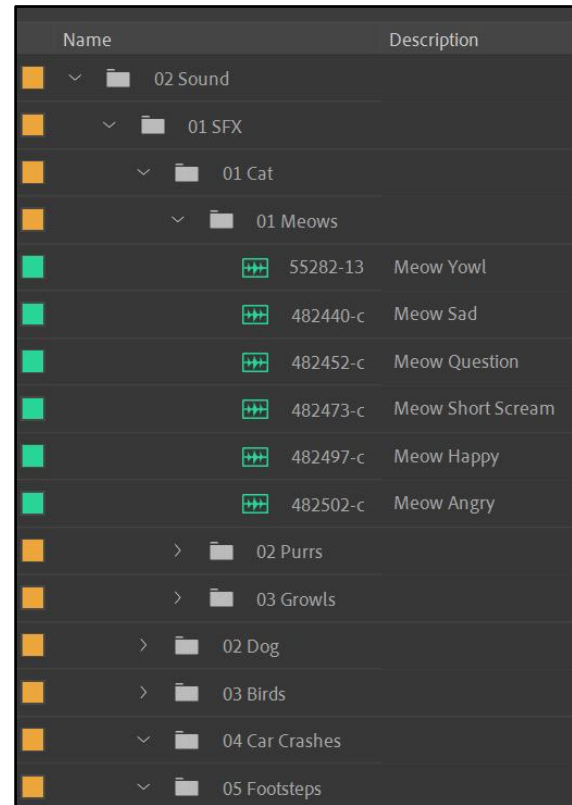
Name	Description	Good
> 01 Scenes		<input type="checkbox"/>
> 001 Int Kitchen Day		<input type="checkbox"/>
1 SER E.mov	Insert Broken Cup	<input type="checkbox"/>
1 SER F.mov	Insert Broken Cup	<input checked="" type="checkbox"/>
1A-1.mov	WS Ian	<input type="checkbox"/>
1A-2.mov	WS Ian	<input type="checkbox"/>
1A-3.mov	WS Ian	<input checked="" type="checkbox"/>
1B-1.mov	MS Ian	<input type="checkbox"/>
1B-2.mov	MS Ian	<input type="checkbox"/>
1C-1.mov	Insert Toaster	<input checked="" type="checkbox"/>
1D-1.mov	MCU Ian	<input checked="" type="checkbox"/>

Organizing Assets inside Premiere Pro: Folders, Sub-Folders & Bins

Other typical folders and bins include:



And many of them will resemble your Top Folder Assets



Organizing Digital Assets for Efficient Workflows (DAM)

Organizing inside and outside your NLE, DAM!

Questions?

Express your Creativity

ADOBE EDUCATION SUMMIT

