

Left of Creative, media production pipeline.

Creative agency enables collaboration and high-quality content production for government and military organizations using Adobe Creative Cloud.



"Investing in technology such as Adobe Creative Cloud makes connecting teams inside and outside the government a very easy process."

*David Bellino, founder and CEO,
Left of Creative*

SOLUTION

Adobe Creative Cloud

RESULTS



CREATIVE FRAMEWORK

Built collaborative infrastructure that enabled internal and external users to share files across workgroups and locations



EXPERIMENTATION

Gave teams access to more tools to encourage creative experimentation



KEEPING PACE

Helped government entity keep pace with external agencies and the industry at large



SECURITY

Deployed industry-leading tools across teams within secure government facilities

Left of Creative

Established in 2013

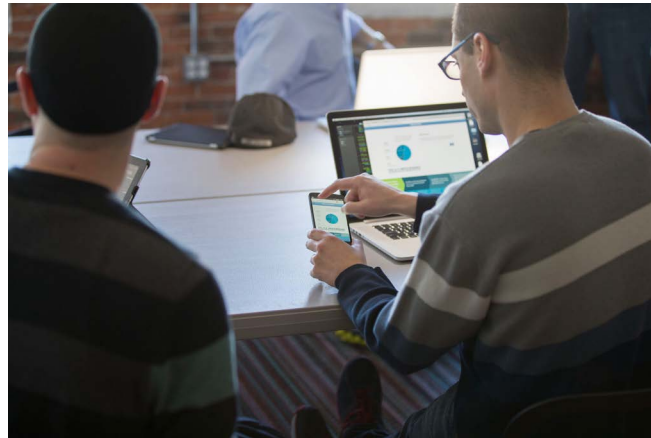
Years of experience: 27

Washington, D.C. and Los Angeles,
California

www.leftofcreative.com

CHALLENGES

- Efficiently creating rich, engaging multimedia content with resources inside and outside the U.S. Navy
- Successfully implementing a new creative framework that meets both the U.S. Navy's creative needs and IT requirements
- Effectively connecting with a global audience that is increasingly turning to mobile devices



Creative partnerships support content delivery

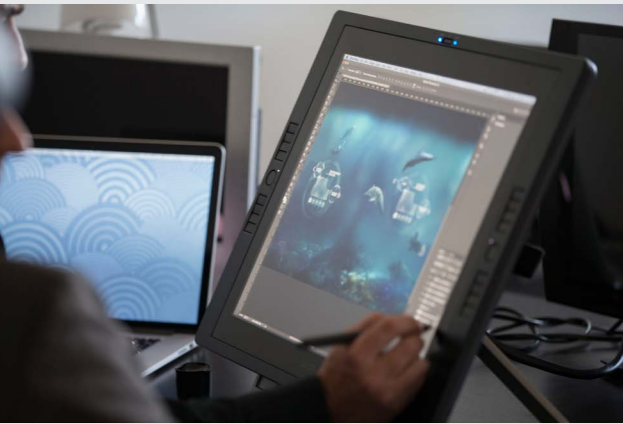
Government and military organizations are continually tasked with sharing information about programs and projects with a range of stakeholders, from military personnel and government officials to families and citizens. To accomplish these goals, agencies such as the Department of Defense are becoming increasingly aware of the importance of keeping pace with the private sector when it comes to technology. One example is the U.S. Navy, which embraces working collaboratively with private industry, educational institutions, and government partners to effectively produce and deliver a range of content across devices.

Digital Media Producer David Bellino has worked with a variety of U.S. Navy and government organizations for more than 10 years. Prior to working for the government, he spent many years working with Hollywood and corporate clients on commercials, public service announcements, documentary and feature films, music videos, product launches, and digital game development.

As a U.S. Navy civilian, Bellino directed and produced more than 40 films at the Naval Undersea Warfare Center (NUWC), part of U.S. Naval Sea Systems Command (NAVSEA). Now the founder and CEO of the digital agency Left of Creative, he continues to support the U.S. Navy by developing technical frameworks and workflows, and recommending appropriate strategies and investments.

Building a new creative framework

In the past few years, government rules and regulations, along with established technical infrastructures and workflows, made it challenging for NUWC to keep pace with its external agencies. Bellino sought to apply his background in entertainment media to help create a collaborative structure for the U.S. Navy creative teams and contractors that rivals those used in commercial media.



"Everyone has access to Adobe Creative Cloud so we are able to collaborate and achieve the best possible results."

*David Bellino, founder and CEO,
Left of Creative*

The U.S. Navy needed a solution that could help it creatively and effectively share information across a range of devices. To help build the collaborative infrastructure for creating and distributing digital content, Bellino engaged Splice Media, a company that specializes in digital media workflow development and technology. In addition to connecting remote contributors, Splice Media was responsible for identifying server and storage requirements, establishing permission-based roles, and streamlining software asset management.

A primary goal was to establish a collaborative creative workflow that would enable individuals across the country and around the world to work together, while maintaining the rigorous security and information assurance requirements of the U.S. Navy's computing infrastructure. Splice Media recommended bringing Adobe Creative Cloud into the framework and building around it. "As we learned more about how Adobe Creative Cloud could support both creativity and collaboration, it became clear that it was just what was needed," says Bellino.

Developing media efficiently with seamless technology

The U.S. Navy now has a creative framework in which it can access the same tools and updates as other internal and external creative parties operating within the same virtual environment. Content that is created can be easily shared, creating a more collaborative workflow that keeps pace with the private sector, while internally maintaining compliance with the Department of Navy Application and Database Management Systems (DADMS)* standards for secure application and data management.

One example of how the new framework has supported creative development is the website for the Navy Acoustics Effects Model (NAEMO) project. Developed and supported by experts at NUWC, NAEMO is a modeling and simulation tool used to estimate the effects that sounds produced by naval exercises could have on marine species.

To inform the public about NAEMO, the U.S. Navy collaborated with Focus Vision Media to produce an interactive website that is accessible on desktop as well as mobile devices. In addition to using Adobe Photoshop CC and Illustrator CC for overall design and production of graphics, the team also used Adobe Muse CC and Adobe Edge Animate CC to rapidly prototype the web interface and animations. To create the 21 videos with animations, graphics, and special effects the team relied on the integrated Adobe Premiere Pro CC and After Effects CC workflow.

Bridging gaps between content creators

Focus Vision Media worked remotely with U.S. Navy contributors and sent its own staff to work on-site at Navy locations. Collaborators could share files across Creative Cloud desktop applications without worrying about version, file, or hardware compatibility issues.

"It was refreshing that they had the same software we had. With both our team and the U.S. Navy team using Adobe Creative Cloud, we were able to share materials seamlessly."

*Matthew Malone, creative director,
Focus Vision Media*

SOLUTION AT A GLANCE

- Adobe Creative Cloud. Components used include:
 - Adobe Illustrator CC
 - Adobe Photoshop CC
 - Adobe Muse CC
 - Adobe Edge Animate CC
 - Adobe Premiere Pro CC
 - Adobe After Effects CC

For more information

www.adobe.com/products/creativecloud.html



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San Jose, CA 95110-2704
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www.adobe.com

"It was refreshing that they had the same software we had," says Matthew Malone, creative director at Focus Vision Media. "With both our team and the U.S. Navy team using Adobe Creative Cloud, we were able to share materials seamlessly."

Plus, the sync feature in Creative Cloud allowed Focus Vision's users to save all their software presets and preferences and access them from any machine.

"Working with Adobe Creative Cloud helped us all open up and try new things," says Bellino. "Everyone has access to Adobe Creative Cloud so we are able to collaborate and achieve the best possible results."

With a new framework in place that enables creativity across work groups and geographies, Left of Creative will continue to work with the U.S. Navy to elevate its standards for media quality, delivery, and security across platforms and devices. "I've been a big advocate of making sure the government strives to innovate like other media producers," says Bellino. "Investing in technology such as Adobe Creative Cloud makes connecting teams inside and outside the government a very easy process. Plus, it meets the Navy's IT and creative needs."

* Adobe Creative Cloud desktop applications, in proper configuration for secure deployment, are certified for military usage by the Department of Navy Application and Database Management System (DADMS). They have also received a U.S. Army Certificate of Networkiness (CON) and approval by the U.S. Air Force Network Integration Center (AFNIC). Please contact your Adobe account executive for more information.

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