

## **Home Box Office**

**Key Benefits:**

- Tight integration among Adobe™ products lets users move programs, taking them seamlessly from design concept to finished product.
- Adobe products save time and money while giving users creative control over their work.
- Adobe Illustrator is flexible and enables users to experiment with many designs, thus producing better, more creative designs than ever before.
- Adobe Illustrator 6.0 streamlines the design process by allowing users to drag and drop images between Adobe Photoshop™ and Adobe Illustrator.
- Adobe Illustrator 6.0 lets users rasterize images directly in Adobe Illustrator, thus producing higher resolution, better-quality images.
- The Eyedropper gives users control over applying color to designs.

*“Adobe Software Shortens the Distance Between the Creative Idea and the Finished Product”—Michael Katz, Senior Designer*

Recalling the “old days” of rubber cement and typesetting, HBO Director of Design Orest Woronewych laughs, “There were times I would select a type late at night and get it back from the typesetter in the morning only to find out that it looked repulsive.” Unfortunately, by then time and money had been wasted.

Woronewych heads the design group at HBO. HBO, short for Home Box Office, is a New York-based entertainment company that has recently become international with offices in Singapore, Prague, Budapest, and others. The original premium cable channel, HBO’s programming features the latest box office hits as well as its own award-winning programs and movies; HBO also owns Cinemax. Woronewych has guided HBO from conventional design to leading-edge computer-based design. Design at HBO encompass everything from on-air graphics such as animated titles and logos, to brochures, t-shirts, interactive CD-ROMs, and even flip-flops.

To handle these varied tasks, the design team relies heavily on high-end Apple® Macintosh® and Power Macintosh® computers and a full suite of software products from Adobe Systems, most notably Adobe Illustrator, Adobe Photoshop and Adobe Premiere™. Using these tools, HBO has saved time and money—\$600,000 a year in typesetting costs alone. But the benefits of “going digital” not only show up on the bottom line, they enhance the creative process as well.

**Adobe Illustrator: Cornerstone of the Design Process**

“Adobe Illustrator is what seduced us into working on the Macintosh computer in the first place,” says Woronewych. “Then, when Adobe Photoshop came along, we realized how well the two programs worked together.”

Both Woronewych and Senior Art Director, Michael Katz, emphasize that Adobe Illustrator enables them to explore many designs. Katz says that it not only gives him many permutations of a design to choose from, but it also lets him create storyboards for live-action shoots and animations for video. And with the Adobe ScreenReady™ program, these images can be rasterized in one step for video use.

Other stand-out features include what Woronewych calls “the control factor.” For instance, Adobe Illustrator lets him transform typography into an outline. Once it appears as an outline, Woronewych can manipulate the type and combine it with a graphic image. Because both graphic and type are in the same format, he can shape text and graphic together to produce exacting results.

### **Adobe Illustrator 6.0 Adds Powerful Features**

Michael Katz is excited about the many features of Adobe Illustrator 6.0 that will simplify his design process. For instance, he can now eliminate a step by opening an Adobe Photoshop file directly in Adobe Illustrator. Another time-saving feature is easy conversion of Adobe Illustrator art to raster art. This is very important to Katz because rasterized images give him the resolution control he needs for producing broadcast images. Finally, he is happy to see that Adobe The Eyedropper Tool will enable him to take colors from a TIFF™ file, or any image, and add them with precision to the design.

The real power of Adobe Illustrator, the two designers agree, is that it is so tightly integrated with the other Adobe products that it's easy to move from one application to another and back again, at the same time moving from one medium to another—from print, to broadcast, and beyond.

### **Adobe Products Take Promo Campaign Across Media**

A Cinemax campaign called “Summer of 1001 Movies,” designed to promote summer movies, relied on the integration of several Adobe products. Here's where the flip-flops come in. Katz began with a basic design in Adobe Illustrator. That design was applied, with the help of designers Bob Sekelsky and John Brown, to very large posters, print advertising, baseball caps, t-shirts, buttons that light up and, yes, flip flops. From that basic design, Katz created an animated logo using Adobe Illustrator and Adobe Photoshop, which then became 30 and 60 second teases and spots put together using a high-end post-production compositing device. This cross-media campaign was so well-executed, it won an award from The Broadcast Designers Association in 1993.

The scalability of these products in combination with the integration, has also served Katz well in his work. A program called “HBO First Look” needed a contemporary and original show opening. Because images and text created in Adobe Illustrator are scalable, Katz says he was able to take the design elements and use them during video production, thus enabling a “seamless transition from storyboard to final production.”

In many cases, even more applications enter the process. For example, a typical project begins with Katz using Adobe Streamline™ to bring scanned images into Adobe Illustrator. He enhances photo images using Adobe Photoshop and then transfers those files easily into Adobe Illustrator. The complete design is then assembled and finessed in Adobe Illustrator. From there, Katz transfers the files into Adobe Premiere

where he can animate the images and see how they will flow, create transitions, and more. Finally, he applies special effects using Adobe After Effects™.

### **Getting Creative**

The freedom to be creative and explore is paramount to both Woronewych and Katz.

“You can experiment without being penalized financially for it,” says Woronewych. “You can change your mind and, within seconds, look at a totally different configuration.”

Katz adds: “My main objective is to make distinctive, original designs to communicate a message. The Adobe products allow me to explore that possibility to a greater depth than I ever have before and enable me to see problems before they arise so I can determine what to abandon and what to pursue. Because of that flexibility, we are seeing more creative work from designers than we have ever seen before.”

With new international operations in the offing, it is crucial to be able to share that creative work. Now, if they need a design element in Singapore, we simply send it via e-mail. “We are communicating design globally,” reports Woronewych. Katz agrees, adding that using Adobe products provides a common language among designers from different countries or among designers who have never worked together before.

### **More Than Time And Money**

Though Katz and Woronewych are convinced that using Adobe products has been an enormous time and money saver, it’s the creative payoff that counts for these designers.

As Katz puts it, “I am for any device that gives a designer more opportunities to expand his creative abilities. And Adobe products do just that.”

### **Home Box Office**

#### **Systems At-a-Glance**

##### *Hardware*

Apple® Macintosh Quadra® 800 computers

Apple Power Macintosh® 9500 computers

##### *Software*

Adobe Illustrator

Adobe Photoshop

Adobe Premiere

Adobe Dimensions™

Adobe ScreenReady

Adobe Gallery Effects™

Adobe Streamline

Adobe After Effects

Adobe, the Adobe logo, Adobe Dimensions, Adobe Illustrator, Adobe Photoshop, Adobe Premiere, Adobe Streamline, After Effects, Gallery Effects, ScreenReady and TIFF are trademarks of Adobe Systems Incorporated or its subsidiaries and may be registered in certain jurisdictions. Apple, Macintosh, Macintosh Quadra and Power Macintosh are registered trademarks of Apple Computer, Inc. All other brand or product names are trademarks or registered trademarks of their respective holders.