

MEDIAWORKS®

THE WORKS FOR MULTIMEDIA AUTHORING



FEATURED USER: TOM DROTAR

Hollywood Production Designer Relies on MediaWorks on Fast, Brilliant Results

The Challenge: Production design at the professional level combines unique and difficult challenges with unforgiving schedules, demanding artistic standards and sometimes inflexible budgetary constraints.

The Solution

For professional production designer Tom Drotar (called Drotar in the industry), **MediaWorks** is the multimedia authoring tool he uses to bring in consistently great productions, on schedule, above expectations, and without breaking a project's budget.

Background

As a production designer in Hollywood, Drotar first got the "digital itch" when he laid eyes on his first digital camera in 1997.

"I was working on a Mobil Oil commercial when the director pulled out this digital camera and I couldn't get over the genius of it," says Drotar.

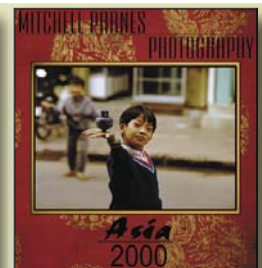
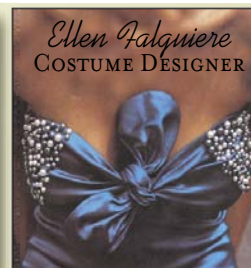


Several years later, Drotar bought his first copy of **MediaWorks** with the idea in mind that

what digital cameras made possible in image acquisition, computers could amplify, edit and enhance. The digital age, as he suspected back in '97, had

definitely infiltrated Hollywood and Drotar's design interests were moving heavily into graphic layout as well as traditional production.

There were other disadvantages. For example, if a job was in New York, the cost of shipping the entire presentation was high.



Through **MediaWorks**, Drotar recognized, he could work with designers, directors, photographers, production designers, costume designers, and makeup artists to present themselves for jobs in a more definitive and visual context. The standard up to this time was a 3/4" videotape showing commercials they worked on, a portfolio book of the stills, and a resume. The entire traditional presentation was clumsy, linear and expensive.

"You had to carry three separate items, the 3/4" tape was bulky and it could only be played from the beginning to end," comments Drotar.

The Studio Today

Drotar uses Photoshop® and Illustrator® to design his graphics, and then authors everything together in **MediaWorks**, including slide shows out of his client's photos, high-quality movies, and even links to PDF documents and web pages. The finished masterpiece may be easily distributed on a CD.

The low cost of creating the interactive CD, with its many features, augmented by crisp and eye catching graphics, are helping Drotar set a new standard for quality, cost and portability.

To review Drotar's work or request a sample disc, visit www.drotardesign.com

www.mediaworkssoftware.com