



Cable One Advertising

"Our producers have an inside advantage to creative design and digital video programs with Total Training. Since 1995, we have upgraded our Adobe software and Total Training materials at the same time. The net result: award-winning ads across the nation."

– Keith Lester, Creative Director at Cable One Advertising



Business Profile

A division of Cable One, Inc., Cable One Advertising is headquartered in Phoenix, AZ and operates in more than 20 facilities nationwide. Cable One produces local TV commercials for a wide variety of businesses and service industries including automotive, food, furniture, and medical.

For more information, visit www.cableoneadsales.com

Industry

Advertising, Cable TV

Products Used

Total Training for Adobe After Effects 6.5 and Total Training for Adobe Photoshop CS

Benefits

- Set your own pace to learn the basics of Adobe After Effects and Adobe Photoshop, as well as more advanced techniques.
- Take advantage of visually stimulating learning techniques that are both entertaining and educational.
- Use as a quick reference for a range of tasks – from masking and layering to motion tracking and applying depth of field.



TOTAL TRAINING

Challenge

Keith Lester, Creative Director at Cable One Advertising, designs and develops local TV commercials and advertising campaigns in primarily small-to-medium-sized markets. In his dual role as Corporate Production Trainer, Lester also teaches producers in 20 facilities nationwide how to apply lighting and shooting techniques, use non-linear editing systems, create motion graphics in Adobe® After Effects®, and develop advertising layouts in Adobe® Photoshop®.

"I have been using After Effects since 1995 when it was Cosa After Effects. I first learned how to use the software from Cosa's giant-sized manuals... but it was hard to decipher the technical writing to implement the basic functionalities. I needed a reference tool that could supplement my on-site facility training lessons to limit the amount of time that I spent on the road."

Solution

Lester expanded his basic knowledge of Adobe After Effects after switching his training medium to *Total Training for Adobe After Effects* and *Total Training for Adobe Photoshop*. These dynamic training packages draw on the in-depth skills of leading Adobe After Effects experts Brian Maffitt and Steve Holmes and Adobe Photoshop presenter Deke McClelland.

"I am a dedicated Total Training customer. The first time I watched Total Training's lessons I kept saying, 'So that's how you do that.' The real-world examples are very practical and allow me and my team to meet clients' requests. We now offer a high-end production value that rivals larger advertising agencies. The tips and tricks continually help us raise the bar and impress clients with solutions that meet their budgetary requirements."

Results

With *Total Training for Adobe After Effects* and *Total Training for Adobe Photoshop*, Lester has reduced his travel time from once a month to once a quarter. He now relies on Total Training's easy, informative, and entertaining lessons and tutorials to cover materials he once covered in his corporate training.

"During week-long facility training, I cover everything from pre-production to post-production practices. There is never enough time to sufficiently go over the complexity of After Effects and Photoshop, which previously would extend the length of time I had to spend on site. With Total Training, I now request copies for each of our facilities, so that producers can review topics at their leisure. Total Training is very comprehensive and often answers questions better than I can."

"Our producers have also learned many great ideas from watching Total Training – including ways to enhance commercials for automotive clients, who tend to request the most challenging spots. Brian Maffitt's tips help us to continually push the envelope and have contributed to us winning advertising awards such as the Telly, CAB, ADDY, Mid America, and Ronny Awards."

www.totaltraining.com | 800.546.9568