Setting up a Virtual / Remote Newspaper Office
And the Categories are...

- Setting up a central workplace
- Communication
- Establishing Process
- Adobe Creative Cloud
- Proofing
Not “All or Nothing”

Any part of what we discuss today can be a part of another workflow to create a “hybrid”
Warning: Be prepared to change Services / Apps at any time and adapt processes.

There are apps / services being purchased, phased out, changed regularly...and new ones, often better, popping up.
This is not definitive

This is a not too high level overview of things to consider

Ultimately, you have to create what fits your newspaper
Setting up a Central Workplace

Because emailing files back and forth is a disaster waiting to happen
Server vs. Cloud

You may not have a choice
Reaching your server remotely

Virtual Personal Network (VPN)
Your Company's Network

Your Office Computer

Your Company's Network

VM Client

Notebook

Device

Desktop
Benefits of VPN

› You are literally working at your desk no matter where you are
› Can have a hybrid office
› Better Enterprise IT controls
› Work from any machine or device you can log in through
› Can be slow to deploy if not already in place
Head in the Clouds

Not all “cloud” solutions work the same way.

› FTP
› Desktop Client / Synced
› Google Docs
› Adobe Cloud
› iCloud
FTP

- Must upload and download files manually
- Risk of not having current versions of files
- Requires communication as things change
Desktop Client / Synced

How they work:
Desktop Client / Synced

- Dropbox
- Google Drive
- OwnCloud
- Box
- Others
Things to consider

- Cost per GB (many have free entry)
- Ease of setup and sharing
- Version control
- Lost file recovery
- Hidden file sync
- Security
- Apps for devices
Sharing issues

You’re sharing EVERYTHING in ALL the folders within the shared folder

- Everyone has access
- Everyone can add/delete/change
- Storage needs are the same for everyone
- Internet usage
- Notifications for all users’ file changes
- Keep files as small as possible
- Ongoing management of files
Folder Sharing Structure

Think about who you’re sharing with
Google Docs

Great solution for collaborative writing

- Shared stories for live editing
- Shared Spreadsheets for advertising listings
- Can link to InDesign for parallel workflow (with plug-in)
Adobe Cloud

Space within the Adobe ecosystem for storing

- Files
- Lightroom Mobile photos
- CC Libraries
- Adobe Color Themes
- Adobe Touch App files
- NOT space sharing and syncing like Dropbox
iCloud
Space for files in your Apple ecosystem

› Music
› Photos
› Contacts
› Email
› Desktop and Documents files
› Notes
› More
› NOT for file sharing like Dropbox
Any questions on File Storage / Sharing?
Communication

More than just FaceTime
Conversation vs. Tasks

There are apps for both, and each has a purpose

- *Conversation apps for questions, discussions, and meetings*
- *Task managers for assigning specific tasks*
- *Apps starting to offer both*
Conversation Apps

Face to face

- GoToMeeting
- Zoom
- Facetime
- Slack (only one-to-one on free plan)
- Google Hangouts
- Beer With Me (@russellviers)
- So many others
Benefits of Face to Face

› Visual cues and feedback
› Adds social element when working alone remotely
› Can share screens if needing to show something (some apps)
› Some can record for sharing
› Virtual “mixers”
Conversation Apps

Group Instant Messaging

› *Slack*
› *What’s App*
› *Twist*
› *Others*
Benefits of Group IM

- Encrypted
- Can make channels or groups
- One place for all conversations (enforce)
- Available for devices and desktops
- Other services available, including video, tasking, and more.
Task Managers

Keep track of the work
Task Tracking Apps

› Make sure you can share
› Need to be able to assign
› Subtasks are nice
› Notifications matter
› ToDolst and many others
› Loved Wunderlist...gone!

Everyone needs to enforce using this!
Any Questions on Communication?
Designing your Process

Good process, enforced and followed, can make or break the virtual workspace
Process

A series of actions or steps taken in order to achieve a particular end.

You will actually end up with MANY processes, some tied together.
Process = rules

Everything needs a rule.

“A place for everything and everything in its place.”
Like...

- Folder structure
- File naming (avoid revs...just change the file)
- Ad insertion, creation, and proofing
- Stories, from concept to page (may have multiple processes)
- Photographs, from camera to page
- Layout, keeping it all current
- Proofing (we’ll talk more about this later)
Example 1:
Possible Ad Workflow Process

- Ad Insertion form (PDF Form or Google Form)
- Creates Task to notify Production of the new ad
- Production creates ad, puts proof with Form
- Clicks off Task which notifies sales rep
- Ad rep reviews ad as PDF in Ads folder
- If changes are needed, notes with comments and puts in Ad Revisions folder
- Creates Task to notify Production of change
- Repeat as necessary
Example 2:
Possible Photography Workflow Process

- Import photos from digital photo into folder XX using Bridge (or like app)
- Add metadata during import using template
- Sort using Labels assigning 5 stars, 4 stars, etc
- Narrow search to best images
- Add image-specific metadata in Description Field
- Adjust images using Camera Raw Filter
- Save adjusted, final photos in folder XX for production to place on page and upload to gallery
Map It Out

Write down every step in your work and map out how to do it in great detail.

Publish it to your employees

Train it

Enforce it
Remember:

Every step in the process should make things easier / better for the next step of the process.
Any Questions on Process?
Adobe Creative Cloud

More than just apps...it’s an ecosystem.
## Adobe Tool Integration

The short list. First complete information, visit:

https://www.adobe.com/creativecloud/catalog/mobile.html

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Adobe Fonts

- Large body of fonts from which to choose
- Easy to “activate” for all Cloud users
- Easy to TEACH others how to use (trust me)
- Works across a wide range of Adobe apps
- Cannot send to people not on the CC subscription
Adobe Color

- Can be created in many ways, including Capture
- Can be shared in many ways, even outside of CC subscription
- A great source of fresh ideas from others
- Works across a wide range of Adobe apps
- Limited to five swatches
- RGB
- Also consider Adobe Swatch Exchange (ase)
CC Libraries

› Share assets and colors across multiple apps
› Share with others for collaboration using the same assets and colors
› Works across a wide range of Adobe apps
› Still not perfect, but getting better all the time
Comp, Capture, Draw and more

The Adobe Mobile App collection

- Designed for working on the go
- Changes and improves often, so keep looking
- Connects to wide range of Adobe apps
- iDevice and Android (usually)
- Need CC subscription
- Links to your account
Lightroom Mobile
Shoot and process in the field... sync with the office

- Shoot Camera Raw straight from the app on your devices
- Import from cameras, including RAW
- Saves files in the Cloud as you work
- Save as multiple formats
- Non-destructive editing
- Easy to learn basics
InCopy and InDesign

Change the way you work

- InCopy is the editorial work station for InDesign
- IC is easy to learn
- Works on Dropbox very well
- Creates a parallel workflow for more efficient writing, editing, proofing, layout and more
- Can eliminate review cycles from “outdated” print, proof, markup, fix workflows
Any Questions on Adobe Creative Cloud?
Show me some Proof
Proofing remotely

There are many places in the workflow where we need to proof

› Ad creation
› Final ads to customer
› Story development
› Photography
› Page layout
Live Proofing vs. Static

Who do you trust?
Live Proofing (editing)

It’s quicker to just make the changes

› Word or Google Docs for stories
› InCopy for editorial content on the page
› Photoshop or Layout App for images
Static Proofing

Marking it up

- PDF Commenting tools
- Don’t allow markers and scanners
- Adobe Document Cloud for group review and interaction
Questions?

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