

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)



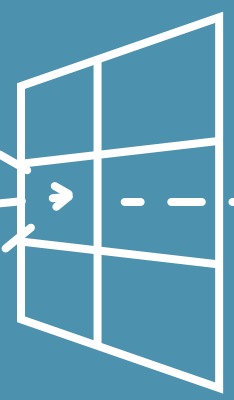
Notebook



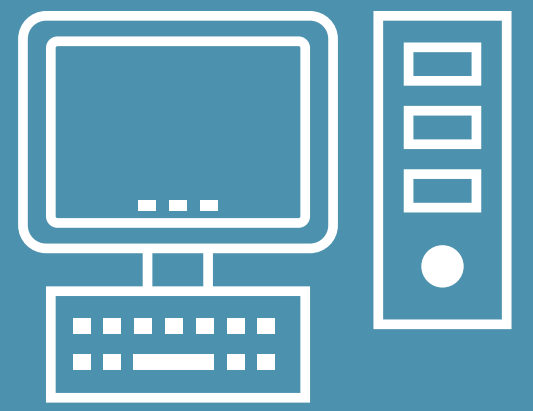
Device



Desktop



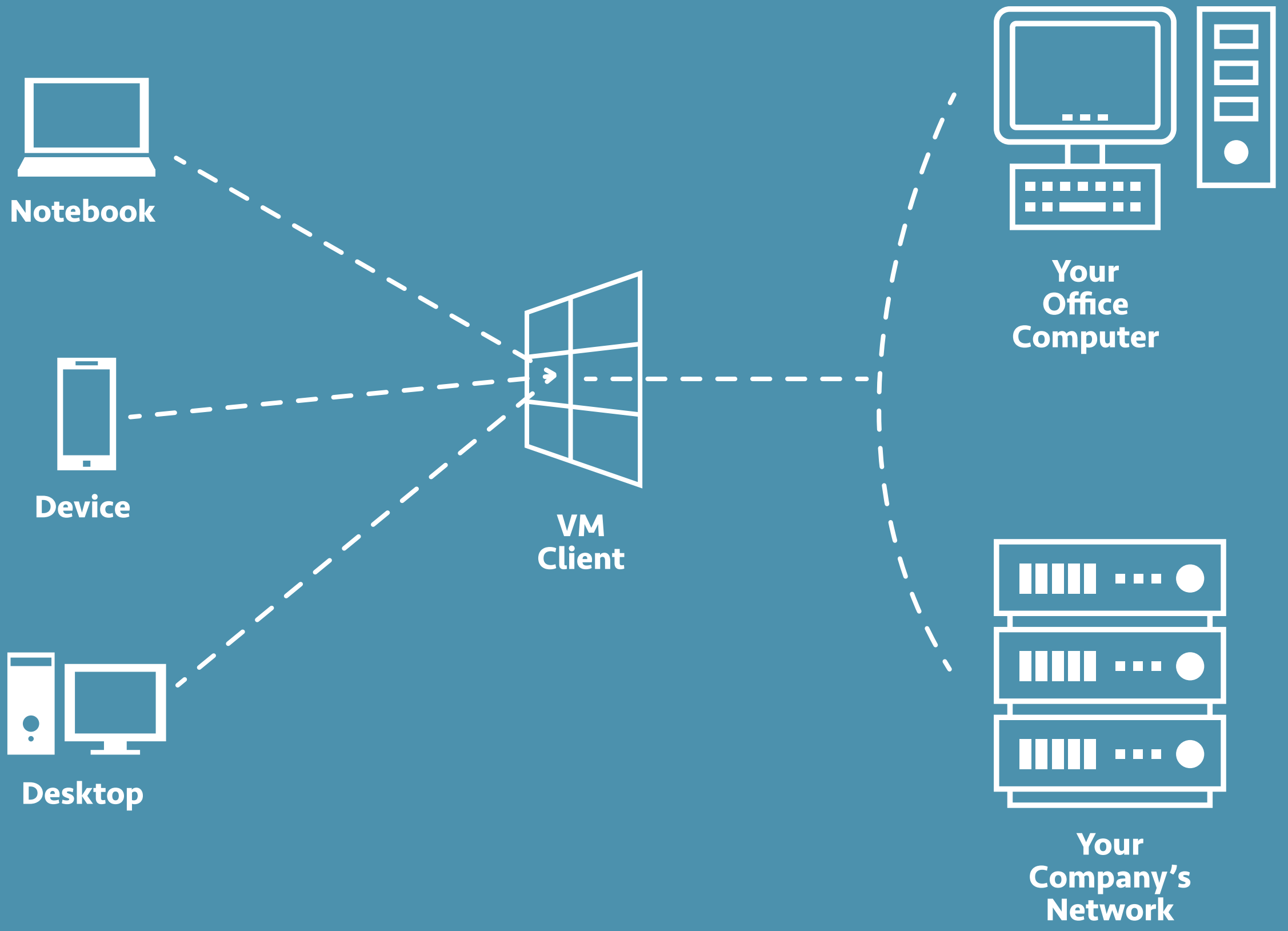
VM Client



Your Office Computer



Your Company's Network



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.

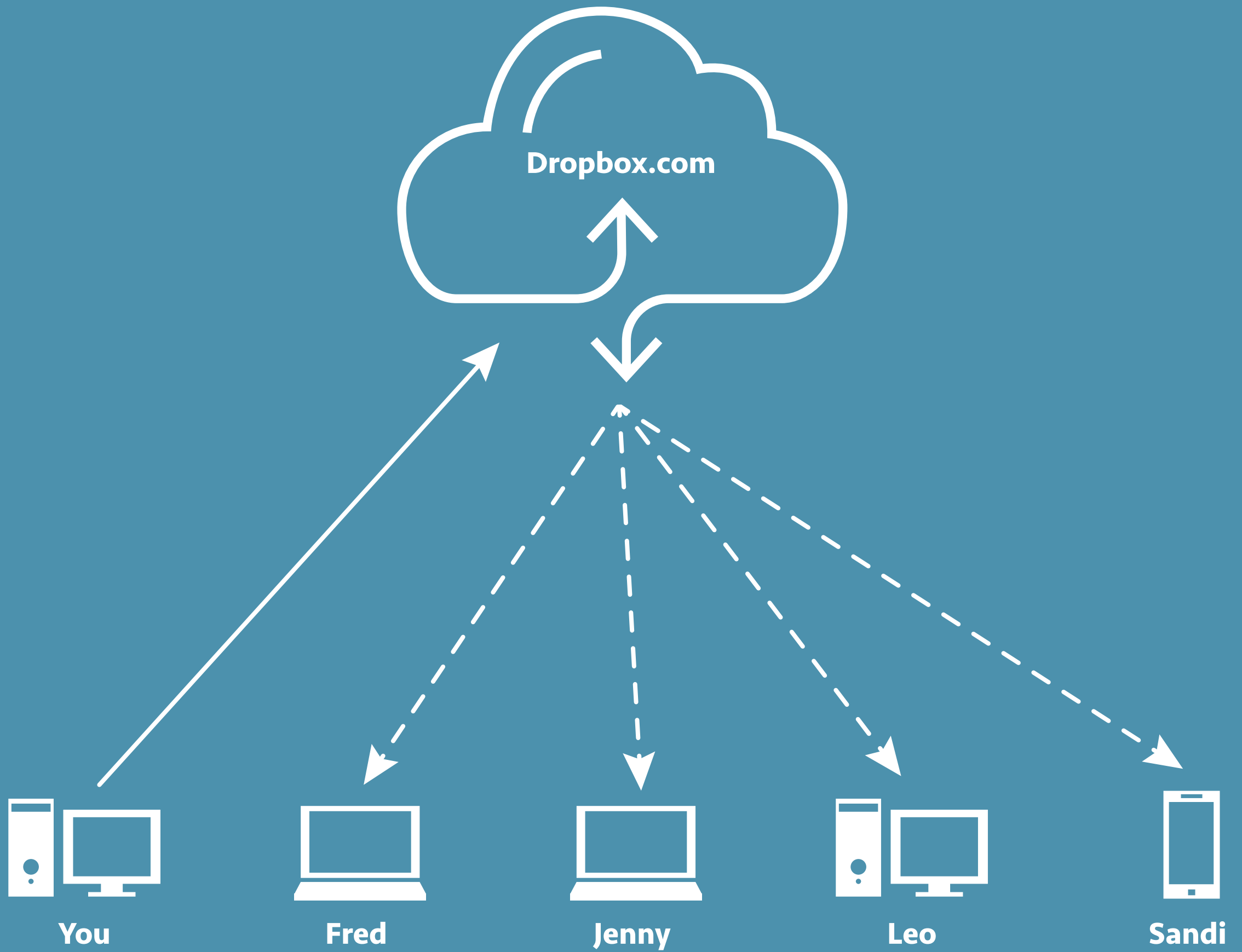
- *FTP*
- *Desktop Client / Synced*
- *Google Docs*
- *Adobe Cloud*
- *iCloud*

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*

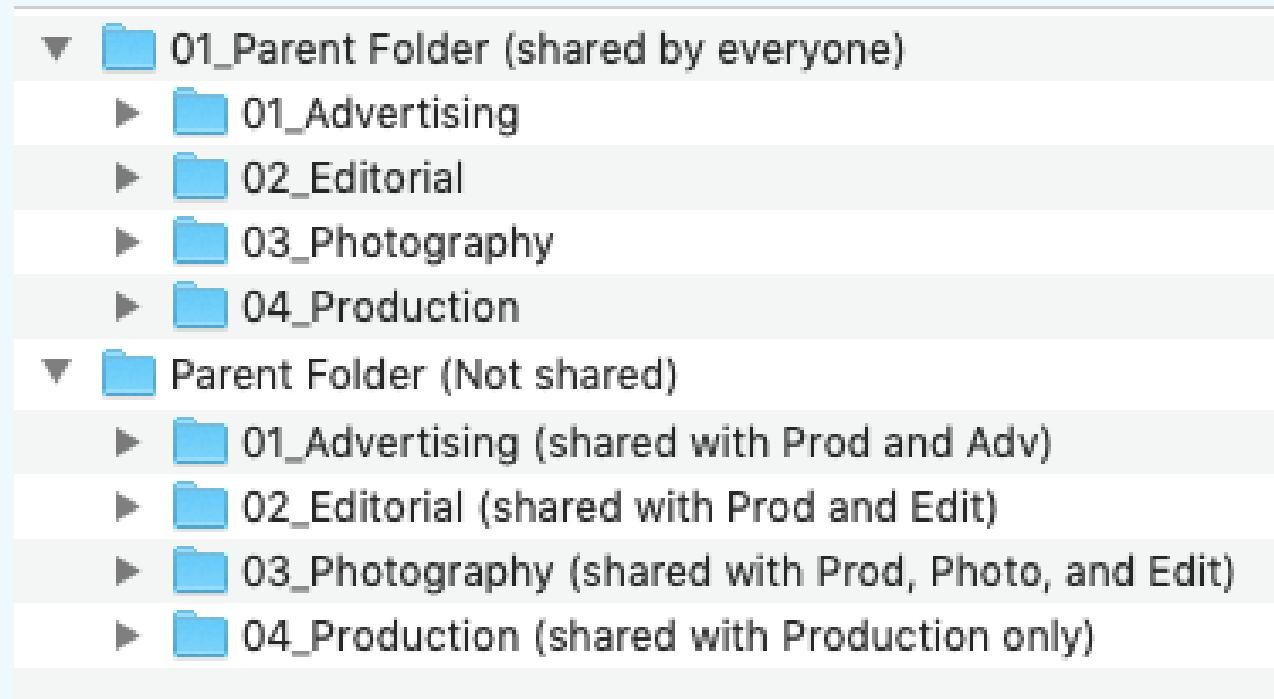
Sharing issues

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*
- › *ToDoist 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*

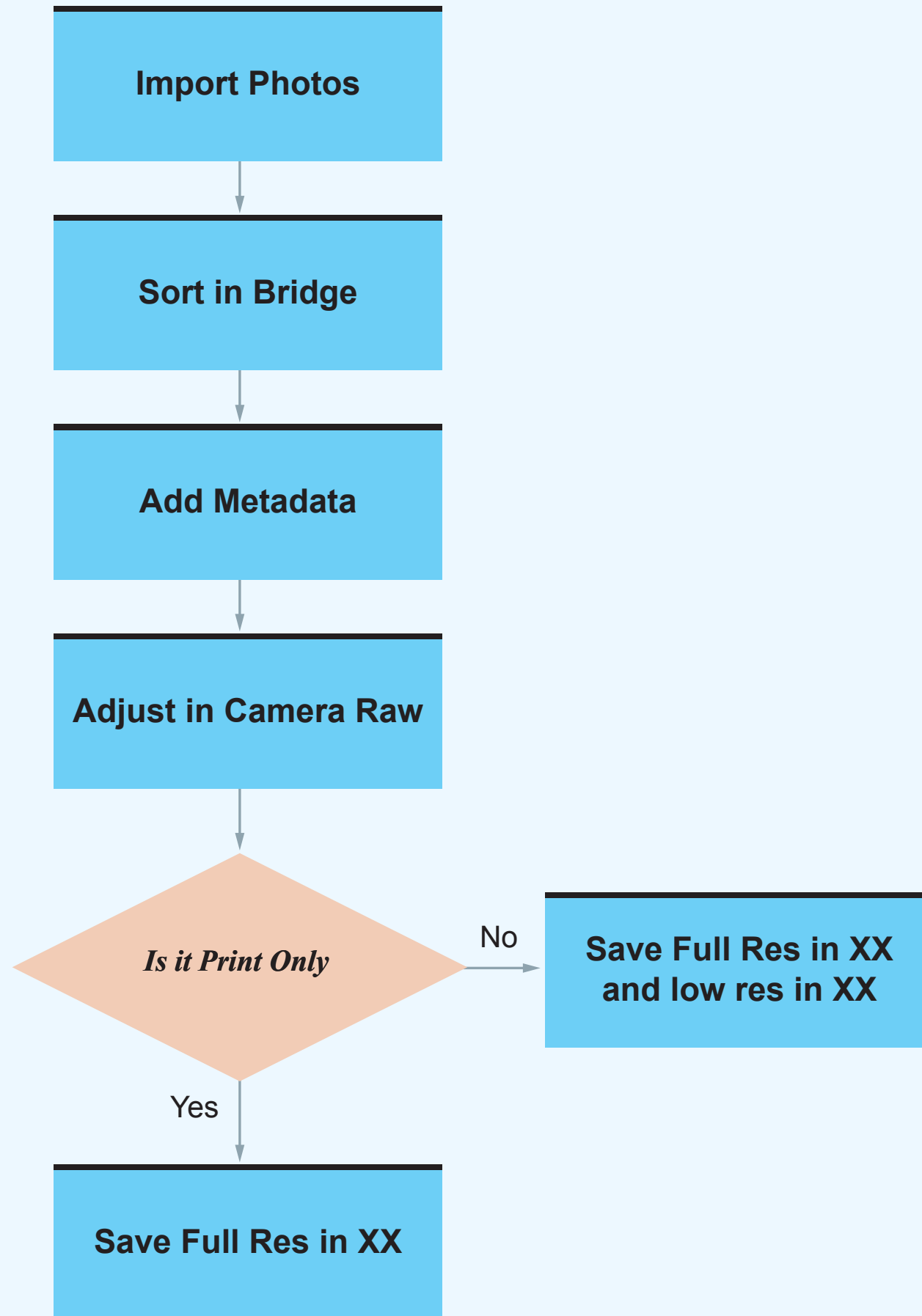
Map It Out

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>

| |  |  |  |  |  |  |  |  |  |  |
|-------------------------|--|--|--|--|--|--|--|--|--|--|
| Adobe Fonts | • | • | • | • | | • | | • | | |
| Adobe Color | • | • | • | • | | • | • | • | | |
| CC Libraries | • | | • | • | | • | • | • | | • |
| Adobe Cloud | • | | • | • | • | • | • | • | • | • |
| Lightroom Mobile | | | | | • | | | | | |
| Comp | • | | • | • | | | | | • | |
| Capture | • | | • | • | | • | | • | | |
| Draw | | | | • | | | | | • | |

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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