

Balancing Speed, Scale, and Control with AI in Video Production

Adobe

The screenshot displays the Adobe Premiere Pro interface with a focus on AI-powered video generation. At the top right, a chat window from 'Creative Director' (23m, 03:26) asks, 'Can we extend this sequence?'. Below this, the Adobe Firefly logo is visible. A text box contains the prompt: 'Generate a cinematic video of this car driving through the city at night from the front view.' Two buttons are present: 'Generate' and 'Add to timeline', with a mouse cursor hovering over the latter. The 'Pr' logo is also visible. At the bottom, a 'Generative extend' tool is shown, which has extended a video clip (depicted with a pink background) and its corresponding audio waveform in the timeline.

Today's speakers



Karina Anglada

Strategic Development Manager,
Adobe Pro Video

Adobe



Gaetan Desimone

Senior Creative Technologist,
Creators

Adobe



AJ Bleyer

DGA Director

Advent Films

Agenda

The new pace of video production

The art of directing for AI with AJ Bleyer

Demo: Speed and scale with Premiere Pro

Audience Q&A and conversation

1950's sports car on a beach at sunset

Generate

Digital art

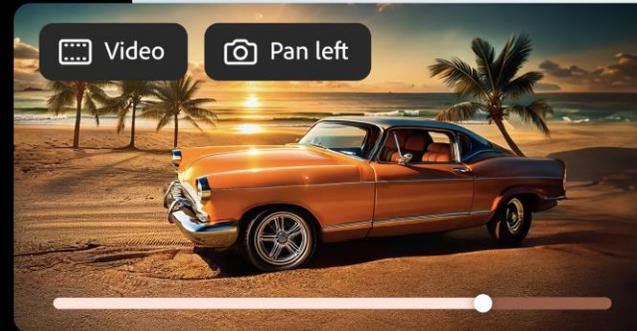
Realistic

Vector



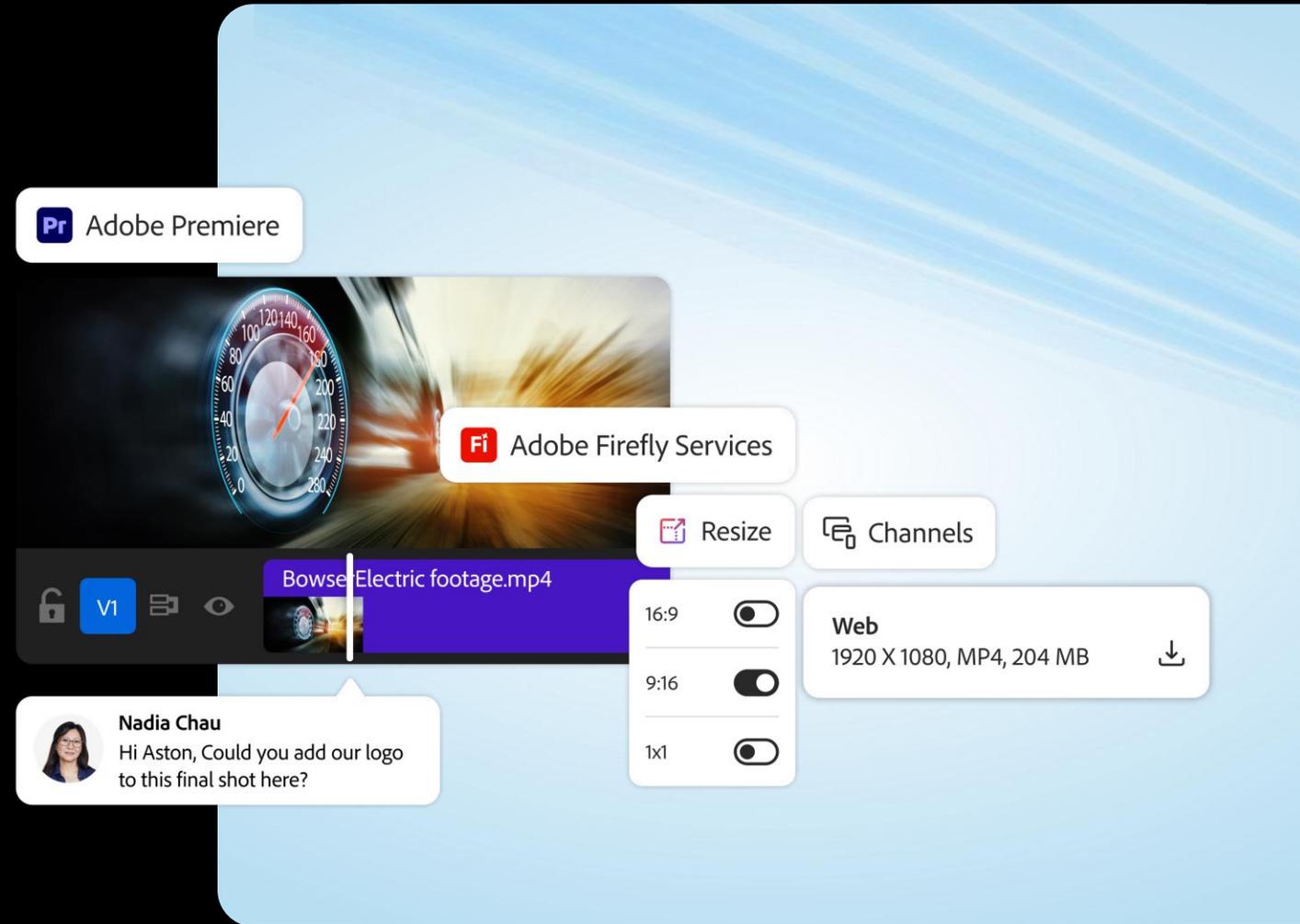
Video

Pan left



The pressure is real

Cultural moments don't wait.
Audiences never switch off.
Brands are expected to respond with creativity and precision across every channel, all the time.



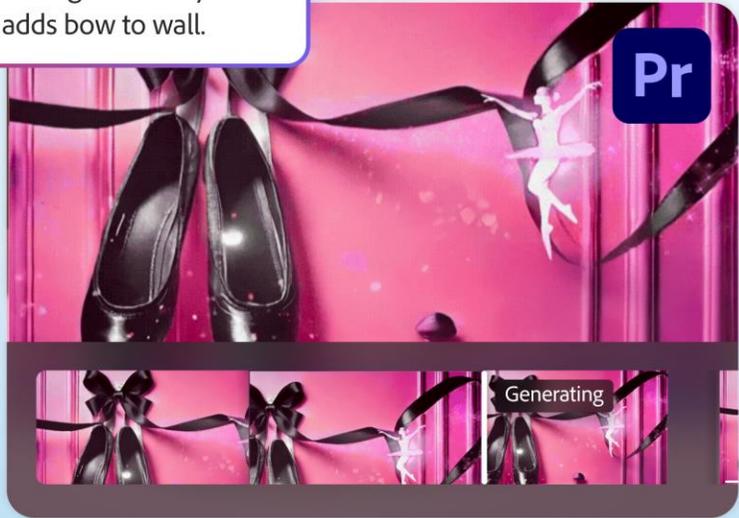
Technology that amplifies, not replaces

Too Faced launched a 16-day global campaign for Ribbon Wrapped Lash Mascara using Adobe Firefly and Creative Cloud, achieving faster results, without sacrificing craft or brand integrity.



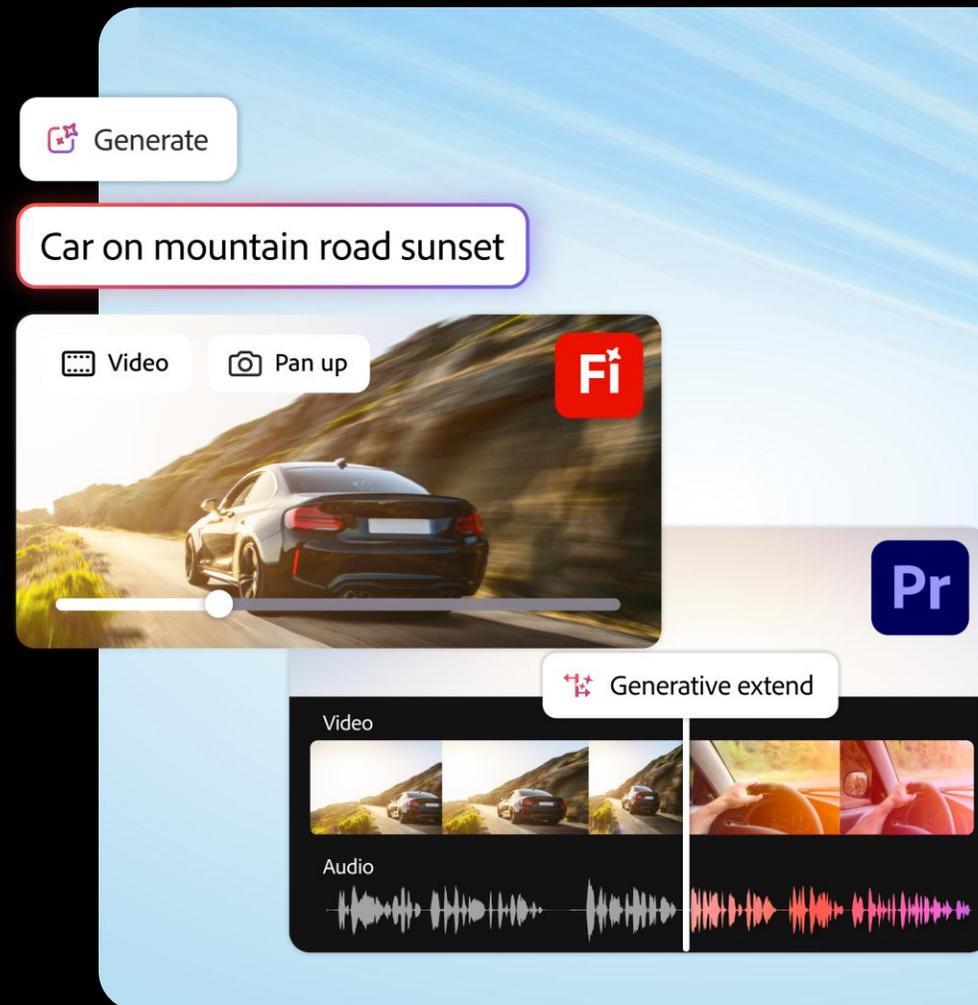
 Image to Video

Floating glowing ballerina with flowing ribbons and pink sparkles surrounding her slowly levitates and magically adds bow to wall.



Build workflows that move at the speed of creativity

Firefly video model. Premiere Pro. Frame.io. Faster ideation, tighter collaboration, and human-guided vision at scale.



The art of directing for AI



AJ Bleyer
DGA Director
Advent Films

10:07

91



Your reels



218



22

View insights



ajbleyer



63

Exactly three years ago today, COVID first hit ...



thegregfurman and 21 others commented



11 people



Add comment...



Try it



firefly.adobe.com

Product Photography — AJ Bleyer

Adobe Firefly

Generate video

Gallery Generate

Download Get Credits

General settings

Model

Veo 3

Resolution

720p

Aspect ratio

Widescreen (16:9)

Frames per second

24 FPS

Duration

8 seconds

Audio

Advanced settings

Seed

307762

Some items are hidden when frames are in use, because they don't support frames. To use hidden items, remove all frames.



View All

Frame

Prompt

hovering boxes moving very slowly

Generate

MAX

MA

The image features a vibrant red background with a central graphic of three large, 3D-style letters: 'M', 'A', and 'X'. The 'M' is white with a dark grey shadow. The 'A' is white with a blue-to-purple gradient shadow. The 'X' is white with a yellow-to-cyan gradient shadow. The letters are arranged in a slightly overlapping, dynamic composition.

Fi < Generate video Gallery Generate Download

General settings

Model
Vevo 3

Resolution
720p

Aspect ratio
Widescreen (16:9)

Frames per second
24 FPS

Duration
8 seconds

Audio

Advanced settings

Seed
527067

Some items are hidden when frames are in use, because they don't support frames. To use hidden items, remove all frames.



00:08 / 00:08

Download

View All



Frame 1 Prompt

White letters do not move, red background does not change, shapes do not change, all the other non-red colors shift

Generate



**What happens when you shoot
with GenAI in mind?**



RESISTANCE TO PAINT TUBES

A photograph of a theater interior. The foreground is filled with rows of red upholstered seats, viewed from behind. In the background, a stage is visible, covered by a heavy, vertically pleated curtain in a warm, golden-brown color. The lighting is dim, creating a moody atmosphere.

RESISTANCE TO FILM FROM THEATER



RESISTANCE TO DIGITAL PHOTOGRAPHY

Speed and scale with Firefly and Premiere Pro



Gaetan Desimone
Senior Creative
Technologist, Creators
Adobe

Key takeaways



Speed alone isn't enough — human creative judgment, brand consistency, and governance must stay intact.



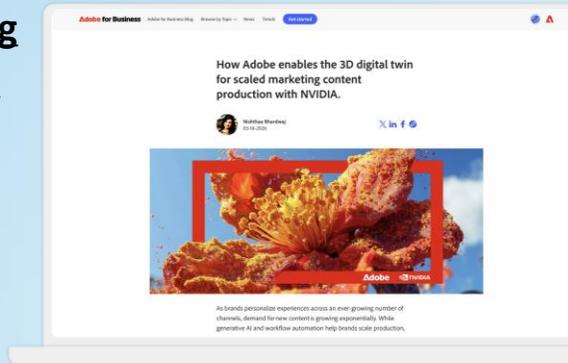
Enterprise organizations can scale video output responsibly by keeping creative control and brand integrity in human hands.



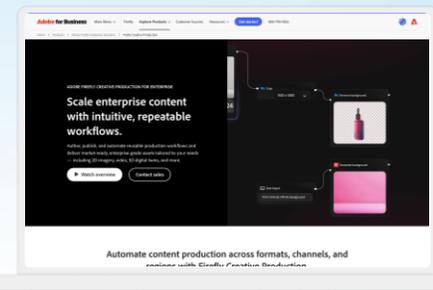
Distributed teams can work more efficiently with integrated platforms that streamline review, feedback, and versioning.

Related resources

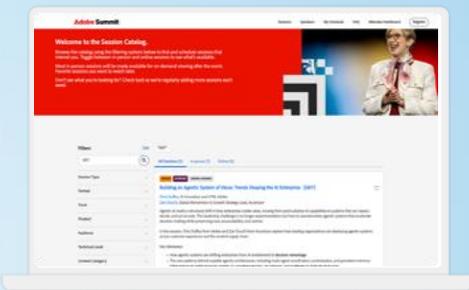
How Adobe enables the 3D digital twin for scaled marketing content production with NVIDIA.



Scale enterprise content with intuitive, repeatable workflows.



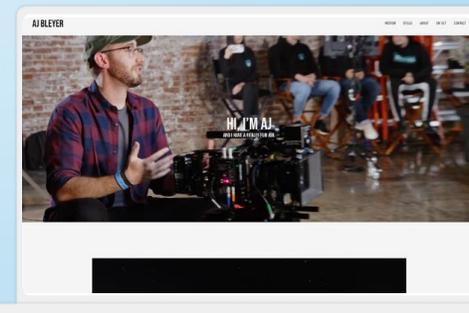
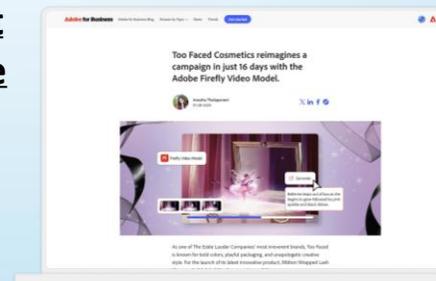
Building an Agentic System of Value: Trends Shaping the AI Enterprise.



Adobe Firefly expands video and image creation with new AI capabilities and custom models.



Too Faced Cosmetics reimagines a campaign in just 16 days with the Adobe Firefly Video Model.



Adobe