pdn RANGEFINDER. IN MOTION

20 EMERGING ARTISTS TO WATCH IN FILM & VIDEO



PDN AND RANGEFINDER

present an online gallery of 20

up-and-coming cinematic artists, nominated by respected industry creatives in the commercial, editorial, documentary and wedding fields.

In Motion honorees have been working at a professional level for five years or less and represent a variety of genres and styles, all with an undeniable voice.

Join us in celebrating the first year of In Motion honorees. Presented by Adobe.

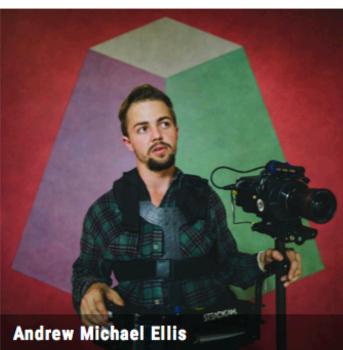


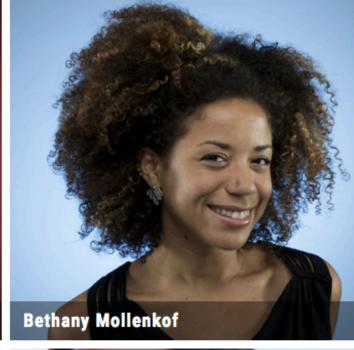
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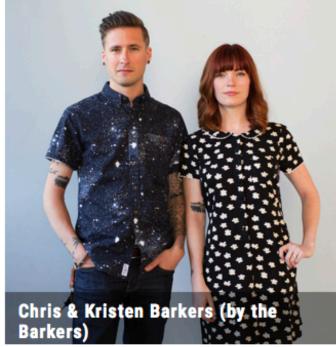
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How to Create a Video Story with Premiere Pro













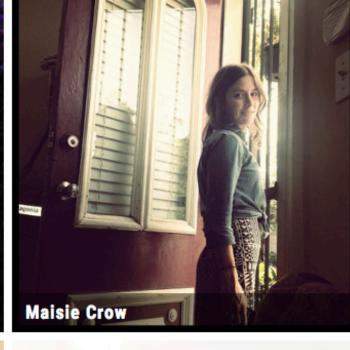


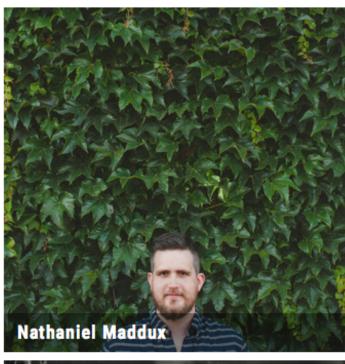


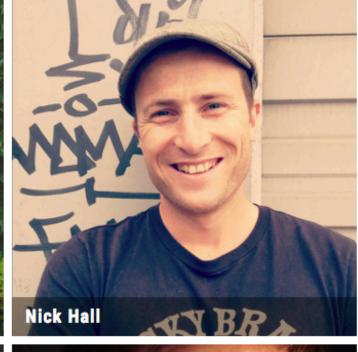


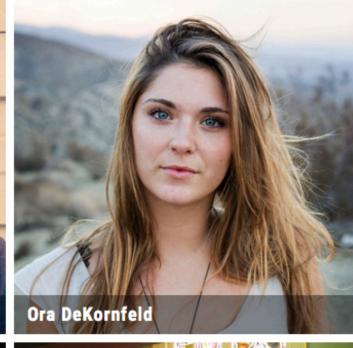


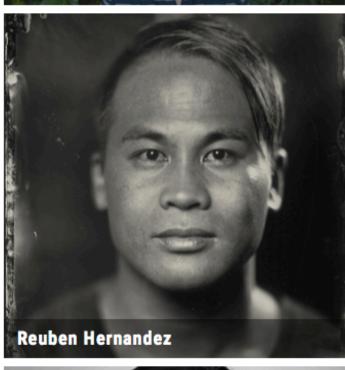




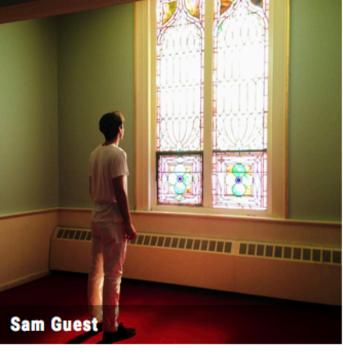


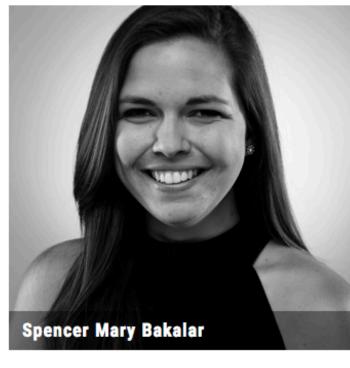
















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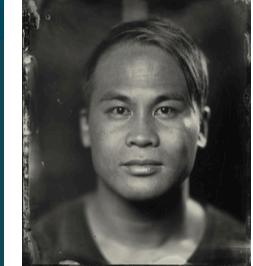
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Pro

Reuben Hernandez



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Reuben Hernandez

Director of Photography, Producer, Director and Editor
New York, New York

Reuben Hernandez loves to experiment with different esthetics, integrating time-lapse photography, slow motion, aerial cinematography and footage shot with super 8mm film stock to create his visual stories. "I always try to approach each project with the aim to make it as beautiful, unique, and

compelling as possible," he says. Hernandez is one of three wedding filmmakers on staff at Ira Lippke Studios in New York, but he has also produced work for clients such as the Discovery Channel, Google, NBC, Harper's Bazaar, Oakley and Victoria's Secret. He is the first to admit that he

couldn't have produced quality work without the help of talented collaborators: "I've realized through experience that it just takes a lot of hard working people to create a beautiful and compelling film."

< Reuben Hernandez