

# Render Efficiencies

Working in Creative Technology means you'll probably be rendering high-resolution, oddly sized media in production settings where every second matters. Over the years, I've developed some pretty good tricks to speed things up, both in processing, and in workflow!

Whatever program you work the fastest in, that produces the media you need to produce, is the program you should work in when you're under pressure. When you're not under pressure, you should figure out what programs do what things better for processing time.

Premiere can render edits and color much faster than the identical edits and color in After Effects – so for editing, use Premiere. But, After Effects has much more opportunities for automation and custom workflows, so for complex image processing, use After Effects and then bring it into Premiere.

Remember that efficiencies are only important at scale – what I mean by that is that if you're just concepting something out and doing it dirty, just use whatever you can to get the concept at of your brain and into napkin-mode, but as soon as you're making that thing in a production model, efficiencies begin to matter. You'll see throughout this handbook that I've used Vectorworks for diagrams; this isn't the best program for pixel layouts, but it's the one I'm fastest in!

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Revision #1

Created 2025-04-10 17:06:44 UTC by Cam Vokey

Updated 2025-04-10 17:07:08 UTC by Cam Vokey