



## Rosco SoftDrop®

### The Background Visuals for Alex Buono's Storytelling

Alex Buono is the Film Unit Cinematographer for *Saturday Night Live* and also the Co-Director/Cinematographer for IFC's *Documentary Now!* His work on SNL revolves around shooting the fake commercials and pre-filmed sketches in the show, which they oftentimes complete less than a week after receiving a script. Having spent years creating several different looks & styles amidst incredibly fast-turnaround schedules, Buono has developed a number of filmmaking techniques for creating fantastic visual content easily and quickly. He shared a number of these techniques with filmmakers across the United States during his [Visual Storytelling 2 Tour](#) in 2015. This was Buono's first experience using Rosco SoftDrops as background visuals, and below you can read about how they not only provided spectacular results, but also sped up his workflow.



Buono's 'Poor-Man's Process' lighting technique was one of the highlights of the tour

The incredibly tight schedules of *SNL* and the [Visual Storytelling 2 Tour](#) force Alex to work quickly. He makes sure to stay keenly aware of new technologies that can help him speed up his workflow – technologies like Rosco’s new SoftDrop. Alex took six 8’x12’ SoftDrops with him to create the backgrounds for his hands-on filmmaking workshops. They enabled him to transform the 32 hotel ballrooms he visited into virtual shooting locations so that he could illustrate how to light & shoot scenes in an office, a cave or – the ever-popular “in-car shot.”



*Alex shares his techniques for lighting & shooting “inside an office”*

After a few weeks on the road, Alex Buono said this about his experience with SoftDrop: “I’ve used Rosco’s vinyl backdrops for years, but have only recently had a chance to try their new SoftDrops and I am so impressed. Not only do they look great on camera but they’re much simpler to light and even simpler to transport. We just loosely fold them up and throw them on the truck. These things don’t wrinkle or crease – making setup and tear-down such a breeze.”



*Alex explains as he makes camera adjustments to a shot that “takes place in a cave”*

Buono continued, “as someone who has worked on five touring filmmaker workshops now, the Rosco SoftDrops are a dream come true. From the crew’s viewpoint the ability to change out to a new SoftDrop with two people in under five minutes is amazing! SoftDrop has saved us hours of work. I don’t think I’ll ever do another tour without them.” If you’d like to learn more about SoftDrop and how it can benefit your next production, either contact us or visit the Custom Backdrops page on our website: [www.rosco.com](http://www.rosco.com).