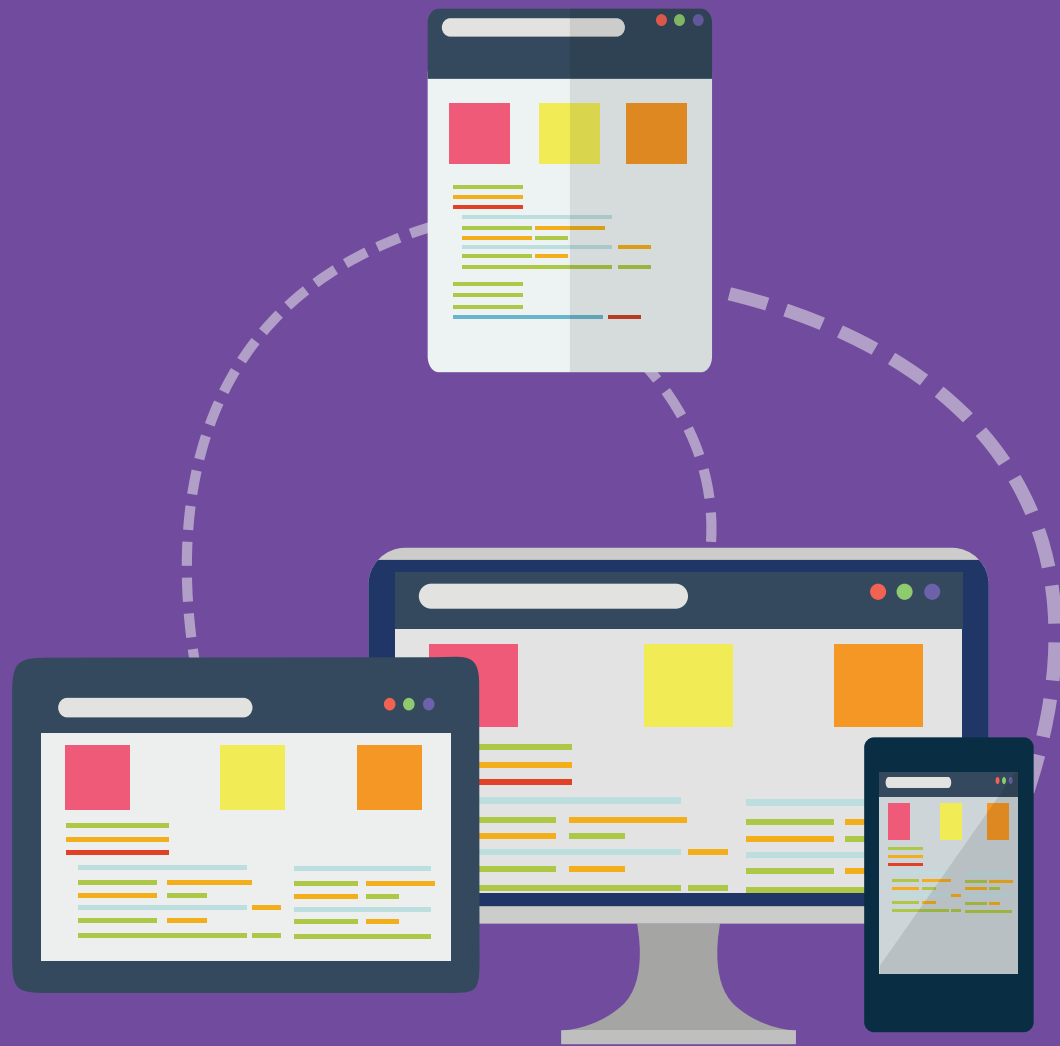# Creative Best Practices

Experience 10x Productivity with Adobe Stock

Have you ever…

1. Wished you could access stock images right within your design tools?

2. Wasted time editing a watermarked comp image only to start over after licensing the high-res version?

3. Wanted to share stock imagery with your team easily and legally?

Solve these problems and more using Adobe Stock.

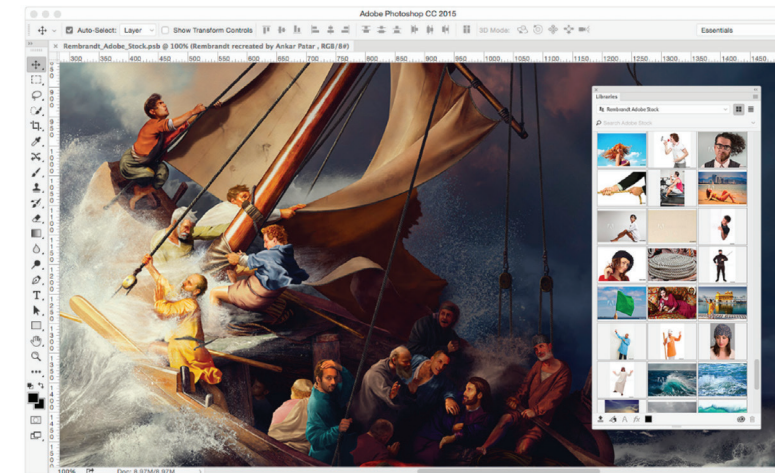# Access stock *within* your design apps such as Photoshop and InDesign

Problem

You want the perfect stock image in your design. So many steps just to get started – you need to go to your browser to search for your image, download the image to your desktop, then open it with Photoshop. You know it could be better.

Best Practice

Access, store, edit, share over 60 million carefully curated photos, graphics, videos, templates, 3D assets and our Premium collection, right within the design tools you use and love.

But don't just take our word for it, check out this report by Pfieffer Consulting which shows a 10x productivity improvement with Adobe Stock: http://adobe.ly/1REqy5y

Up Next: Stop wasting time and money
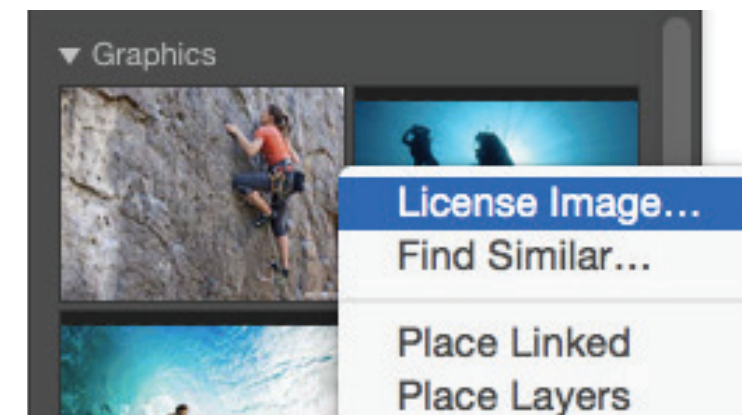
Save Time and Money

Problem

Your design has been perfected. You're now ready to license your asset, setting off another a tedious sequence of events: Go back to your browser to license, download and replace your image within your design. And you still have to redo any image editing on the high-res file. Again, you're wasting time you don't have.

Best Practice

Keep working with your favorite design apps with Adobe Stock – license and replace your images in seconds. Whether you work with still images or video, you can benefit from a productivity boost. Check out the video benchmark report here: http://www.adobe.com/go/stockbenchmarks

Success! You've saved a ton of time to focus on what you really care about.

Up Next: Share and collaborate easily

Share and Collaborate Easily

Problem

Your teammate needs the picture in that great design you just created. It can be a hassle to find the original hi-res image and you're unsure if you have the rights to share within your team.

Best Practice

Add your licensed images to a CC Library to share with your team members. Now you can all use the same image without re-licensing over and over again, saving both time and money.

BONUS: When your team members search Adobe Stock they can decide if they want to re-use images that are already licensed by your organization or do something unique and license a new image.

Up Next: How to get stock within your organization

Ready to get Stock for your organization?

1. Become a champion: Identify how your team uses microstock, premium stock photography, and stock video.

2. Partner with your IT admin and request a free trial www.adobe.com/go/bestpracticetrial

3. Contact your Adobe Account Executive to get Adobe Stock for enterprise for your entire team.

4. Delegate Stock to the appropriate teams and individuals.

Success! Your team is all set to use Adobe Stock!

Up Next: Where can you access Adobe Stock?

Where can you access Adobe Stock?

Desktop

Photoshop CC
InDesign CC
Illustrator CC
Muse CC
Dreamweaver CC
Premiere Pro CC
After Effects CC
Web Browser

Mobile

Adobe Capture CC
Adobe Comp CC
Illustrator Draw
Photoshop Sketch
Photoshop Mix
Photoshop Fix

License, access and manage assets directly within the apps you know and love.

Looking for More?

Additional Resources

A quick overview:
https://helpx.adobe.com/creative-cloud/how-to/adobe-stock-creative-cloud-libraries.html

An overview of using Adobe Stock video footage:
https://helpx.adobe.com/creative-cloud/how-to/adobe-stock-video-footage.html

Request a free trial:
www.adobe.com/go/bestpracticetrial

See how you can save time with Adobe Stock:
http://adobe.ly/1Scf3hy

Schedule an Expert Services session and we'll get you started:
https://helpx.adobe.com/enterprise/help/expert-services.html

Access more tips: download Stock Brochure:
http://landing.adobe.com/dam/downloads/whitepapers/283747.en.adobe-stock-brochure.pdf