1185 Design

Leading design firm improves collaboration and streamlines document review and printing with Adobe® Acrobat® Professional software and Adobe PDF

1185 DESIGN
www.1185design.com

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D E S I G N

INDUSTRY
Graphic Design

CHALLENGES
- Reliably communicate creative ideas electronically
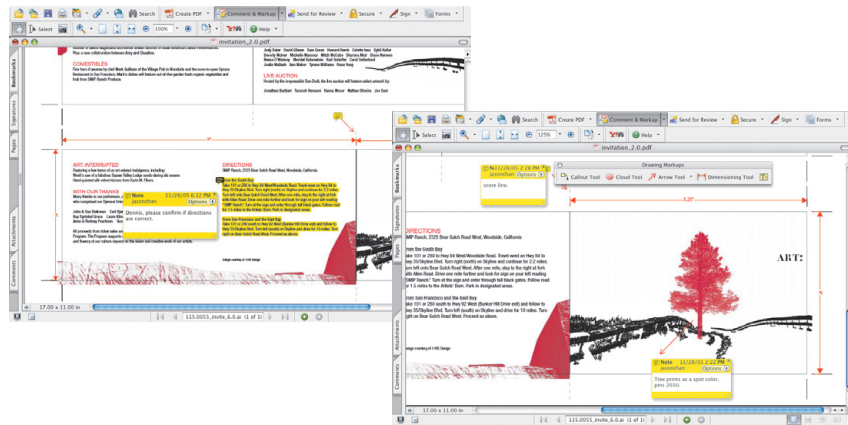- Improve collaboration across staff and clients
- Reduce administrative costs

SOLUTION
- Document collaboration

  1185 Design is using the Adobe Creative Suite 2 with Adobe Acrobat 7.0 Professional software to improve and accelerate the creation of award-winning client designs.

RESULTS
- Reduced administrative costs by thousands of dollars annually
- Accelerated client review cycles from days to hours
- Improved clarity and quality of client feedback on designs
- Eliminated problems collaborating across computing platforms

Brilliant designs from smart processes

Award-winning creative firm 1185 Design understands the power of engaging, informative communications. Using the right mix of images, text, layout, and color, 1185 Design creates memorable websites and corporate marketing and identity materials for many of Silicon Valley's largest companies. Experienced designers are key to the firm's success, as is 1185 Design's commitment to using the best available technologies, including the Adobe Creative Suite 2 software with Adobe Acrobat 7.0 Professional.

"Adobe solutions play a central role in all of our design processes," says Jason Chan, a design director at 1185 Design. "We constantly generate Adobe Portable Document Format (PDF) files from the Adobe Creative Suite 2 applications to streamline delivering design proofs to clients for review and approval. With Acrobat and Adobe PDF, we have a reliable way to visually communicate any design—from initial ideas to finalized pieces—to staff, clients, and printers."

Immediacy unmatched by paper

Even the best designs are wasted if the workflow behind them cannot keep up with tight client deadlines. For 1185 Design, the Adobe Creative Suite 2 offers a competitive advantage by bringing an immediacy to design that was previously impossible. Staff has access to an integrated suite of industry-standard tools—including Adobe Photoshop® CS2, Adobe Illustrator® CS2, and Adobe InDesign® CS2—to create compelling work for clients. "Adobe solutions are unmatched in the industry," says Chan. "The capabilities are outstanding, and the integration across products lets us work more efficiently than ever."

Throughout the design process drafts of client work are converted to Adobe PDF and routed to staff and clients for feedback. The compact PDF files convey all design elements, such as color, text, layout, and images, in a single file. In addition, the platform- and application-independent files overcome problems sharing materials between 1185 and its clients, who often do not have design software on their computers. Using tools in Acrobat Professional, reviewers can comment on Adobe PDF files by striking through unwanted design elements, adding electronic notes, highlighting problem areas, and making other notations to communicate changes.

Saving thousands of dollars annually

The efficiencies of more automated collaboration contrast with the high costs and delays of manually sharing design proofs across project teams. For instance, printing and mailing drafts for a packaging design job previously would have required outputting more than 100 color laser proofs, at a considerable cost to 1185 Design and its clients. The proofs would then have to be distributed to multiple reviewers. By converting materials to Adobe PDF directly from the Adobe Creative Suite 2 applications, materials can now be instantly distributed electronically at virtually no cost.

"Acrobat and Adobe PDF improved one of our most time-consuming processes," says Chan. "Design review cycles previously required constant express mailing and faxing of materials. Delays were common, and costs were high. Fortunately, we can now convert materials to Adobe PDF and instantly deliver them to reviewers, who can add electronic comments to the files. Review processes that once took days can be handled in hours."

1185 Design leverages the Adobe Creative Suite 2 and Acrobat Professional software to streamline its design and production workflow. Drafts of client designs are converted to Adobe PDF and routed to staff and clients for feedback. Using tools in Acrobat Professional, reviewers can provide comments by striking through unwanted design elements, adding electronic notes, highlighting problem areas, and making other notations.

"In the design world, where time and money are at a premium, Acrobat and Adobe PDF help us improve client services and give us a competitive edge by streamlining material review, approval, and printing."

Jason Chan,
Design director,
1185 Design

SYSTEMS AT A GLANCE

- The Adobe Creative Suite 2. Components used include:
  - Adobe Acrobat 7.0 Professional
  - Adobe Illustrator CS2
  - Adobe InDesign CS2
  - Adobe Photoshop CS2

- Apple® iMac G5 computers
- Mac OS X

In addition to accelerating review cycles, Adobe Acrobat and Adobe PDF allow staff and clients to zoom in on design elements to check the accuracy of small details, which is impossible to do with faxes or printed copies. As a result, every part of a design is accessible, making it easier to catch potential problems up front.

After reviewed files are returned to 1185, the firm's staff can combine comments from all reviewers into a single file to ensure that no one's feedback is overlooked. Says Chan, "Reviewing materials in Adobe PDF makes it easier for everyone. Clients know that the materials they are viewing onscreen are accurate, and we can more easily read and address their edits."

Integration with leading design tools

Integration among the Adobe Creative Suite 2 applications aids 1185 Design staff as they rush to meet client deadlines. Designers can easily move and rework images across Adobe applications, from Illustrator CS2 to Photoshop CS2 to InDesign CS2. At the same time, staff can open final, print-ready designs in Adobe PDF and make last-minute edits using Adobe Acrobat Professional correction tools. With this integrated environment, creative staff can stay focused on design and not on administrative tasks.

Easy conversion of client materials to high-resolution Adobe PDF files offers the added benefit of improving print processes. By delivering materials as print-optimized Adobe PDF files, 1185 and its clients avoid many common prepress problems, such as missing fonts or graphics, that occur when designs are submitted as native application files to printers.

A competitive edge

The Adobe Creative Suite 2 with Adobe Acrobat Professional software is integral to enabling 1185 to continue delivering the consistent, quality services that are the hallmark of its success. "Adobe solutions open the door to more savings and more efficiency," says Chan. "In the design world, where time and money are at a premium, Acrobat and Adobe PDF help us improve client services and give us a competitive edge by streamlining material review, approval, and printing."

Better by Adobe.™