

1185 Design

Efficiencies increase, costs drop as leading Silicon Valley design firm streamlines document delivery, review, and printing with Adobe Acrobat and Adobe PDF

PROFILE

- Award-winning Silicon Valley design firm
- Employees: 50
- Location: Palo Alto, California
- www.1185design.com

BENEFITS SUMMARY

- Instant, electronic delivery of designs in Adobe PDF to clients saves the firm thousands of dollars annually by eliminating the need to fax and courier documents.
- Designs in Adobe PDF look exactly like the originals and maintain their integrity, whether e-mailed to clients, posted online, or printed.
- Rapid delivery of designs in Adobe PDF and Acrobat commenting tools shorten review and approval processes from days to hours for 1185 Design staff and clients.
- Platform- and application-independent Adobe PDF files support all 1185 Design clients.
- Acrobat features, including electronic commenting tools and zoom in/zoom out, improve the quality of feedback on designs from staff and clients.
- Use of Adobe PDF during the preflight and printing processes at 1185 Design reduces errors and results in reliable, quality printing.
- A suite of Adobe tools—Acrobat, Photoshop, Illustrator, and InDesign—speeds design creation by enabling staff to work in an integrated environment.

Award-winning creative firm 1185 Design understands the power of engaging, informative communications. Using just the right mix of images, text, space, and color, 1185 Design creates memorable Web sites 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 Adobe Acrobat software, Adobe PDF (Portable Document Format), and Adobe InDesign software.

"Adobe solutions are integral to our design workflow," says Millie Hsi, a design director at 1185 Design. "We create Adobe PDF files directly from Adobe InDesign or using Adobe Acrobat and send design drafts to clients for review and approval. With Adobe Acrobat and Adobe PDF, we have an efficient, visual way to communicate the exact elements of designs—colors, images, text, and overall layout—with our staff and clients."

An immediacy unmatched by paper

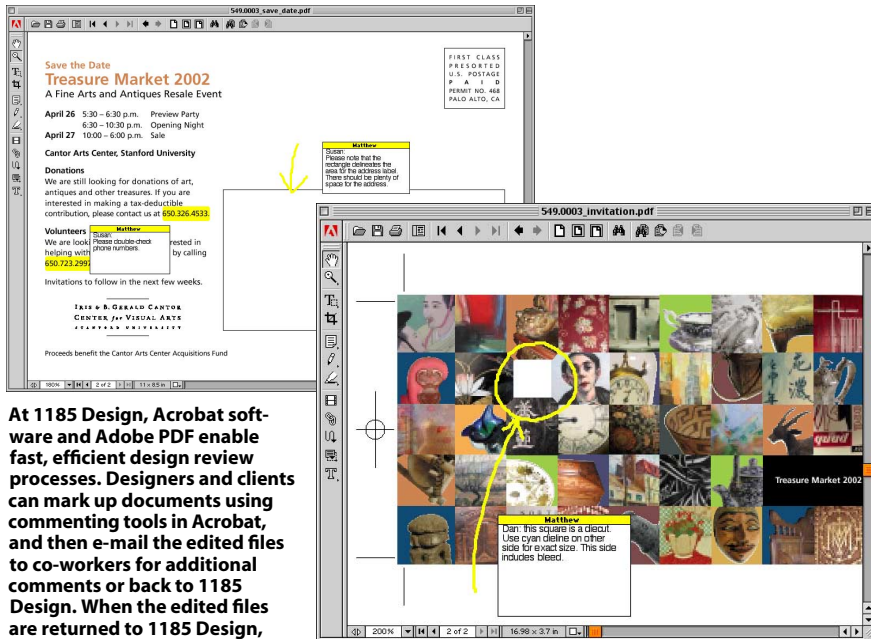
Even the most creative designs are wasted if the workflow can't keep up with a client's tight deadlines. For 1185 Design, Adobe Acrobat offers a competitive advantage by bringing to the design process an immediacy that was previously impossible with paper. Design drafts, from the earliest sketches of ideas made using Adobe Illustrator® to final layout of approved materials, can be routed electronically in Adobe PDF for immediate feedback from everyone involved in the design process.

The compact, platform- and application-independent Adobe PDF files contain all elements of designs in a single file. Using Acrobat, 1185 Design clients, who frequently don't have the same design and layout applications on their computers, can open Adobe PDF files, review and mark up the documents using electronic commenting tools, and then e-mail the edited files to co-workers for additional comments or back to 1185 Design.

Saving thousands of dollars annually

The costs of constantly mailing design drafts to clients add up quickly. For instance, one packaging design job required 1185 Design to distribute multiple layouts to many reviewers at a client site and licensing company. In the past, this would have required outputting more than 100 color laser proofs, at considerable cost to 1185 Design and its clients. With Adobe Acrobat and Adobe PDF, these documents can be distributed electronically more quickly and at virtually no cost just by clicking a button.

"Acrobat and Adobe PDF revolutionized one of our most basic and time-consuming processes," explains Hsi. "Getting clients to quickly review and approve designs previously required a lot of faxing and express mailing of materials. This increased the costs and time needed to complete projects, plus faxing ruined the look of designs. Now, we can convert materials to Adobe PDF and e-mail them exactly as intended to clients."



At 1185 Design, Acrobat software and Adobe PDF enable fast, efficient design review processes. Designers and clients can mark up documents using commenting tools in Acrobat, and then e-mail the edited files to co-workers for additional comments or back to 1185 Design. When the edited files are returned to 1185 Design, the firm's staff can copy all the comments they receive into one file to make changes. Acrobat features, including electronic commenting tools and zoom in/zoom out, improve the quality of feedback on designs from staff and clients.

"In the design world, where time and money are at a premium, Adobe Acrobat and Adobe PDF give us a competitive edge by enabling us to quickly and reliably share information with staff and clients."

Millie Hsi
Design director
1185 Design

In addition to speeding access to designs, Adobe Acrobat and Adobe PDF allow staff and clients to zoom in on any element of designs and check the accuracy of the smallest details, which is impossible to do with faxes or printed copies. "The result," says Hsi, "is that every part of a design is accessible to a client, so we can catch potential problems up front."

Often, clients will make electronic comments directly in Adobe PDF files, using commenting tools in Acrobat such as strikethrough, highlighting, and sticky notes. When the edited files are returned to 1185 Design, the firm's staff can copy all the comments they receive into one file to make changes. Says Hsi, "The idea behind delivering materials exactly as intended works both ways with Acrobat and Adobe PDF. We know that clients can view the materials as we want them to be seen, and they know that their edits are perfectly clear to us."

Integration with leading design tools

The tight integration of Adobe Acrobat with Adobe Photoshop®, Illustrator, and InDesign software aids 1185 Design staff as they rush to meet client deadlines. Designers can click images created with Photoshop and Illustrator within

an Adobe PDF file and open them instantly for last-minute touch-ups, speeding design workflows and enabling designers to stay focused in an integrated design environment.

Easy conversion of materials created with InDesign, such as brochures, ads, and data sheets, to high-resolution Adobe PDF files is an additional benefit of the firm's use of Adobe tools. Adobe PDF files provide reliable printing and eliminate many prepress problems, including missing fonts and graphics, that occur when designs are submitted to printers as native application files.

Ahead of the competition

For 1185 Design, Adobe Acrobat and Adobe PDF are a part of the everyday design and business processes, from sending initial project bids to clients to reviewing and approving designs and submitting final designs to print production facilities. Concludes Hsi, "Acrobat opens doors to more savings and more efficient workflows. In the design world, where time and money are at a premium, Adobe Acrobat and Adobe PDF give us a competitive edge by enabling us to quickly and reliably share information with staff and clients."

TOOLBOX

- Adobe Acrobat
- Adobe GoLive®
- Adobe Illustrator
- Adobe InDesign
- Adobe LiveMotion™
- Adobe Photoshop
- Mac OS 9
- Microsoft® Windows® 98 and Windows 2000
- PCs
- Power Mac G3s



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