# Background Overview

## <http://www.adobe.com/products/creativecloud/faq.html>

* FAQ
  + Do I need ongoing Internet access to use my Creative Cloud desktop applications?
  + No. Your Creative Cloud desktop applications (such as Photoshop and Illustrator) are installed directly on your computer, so you won't need an ongoing Internet connection to use them on a daily basis.

## <http://en.wikipedia.org/wiki/Adobe_Creative_Cloud>

* Adobe Creative Cloud is a service from Adobe Systems that gives users access to a collection of software for graphic design, video editing, web development, photography, and Cloud services.[1] Creative Cloud is hosted on Amazon Web Services.
* Adobe first announced the Creative Cloud in October 2011
* On May 6, 2013, Adobe announced that they would not release new versions of the Creative Suite and that future versions of its software would only be available through the Creative Cloud.[6][7][8] The first new versions made only for the Creative Cloud were released on June 17, 2013.[9]
* On October 4, 2013, Adobe announced that hackers copied from their systems encrypted data of 2.9 million customers, including passwords, names and credit card numbers.[10][11] Hackers also stole source code of Adobe's software, consequently paving the way for further attacks.[12] On October 20, 2013 the number of compromised user-names/passwords was increased to 38 million, but could go as high as 150 million

## <http://digitaljournal.com/article/362567>

* By pitching its products to professionals, it appears Adobe is abandoning individual users.
* Adobe’s decision to move its software to a subscription model in a suite called Creative Cloud.
* The company’s old product, the Creative Suite, which came in various configurations for photo manipulators, website designers and publishing professionals, was an expensive package to buy, though many people thought the price was worth it.
* customers had become accustomed to paying for a new version each time it came out, and were upset by the change to rental fees.
* User worries
  + users are concerned that Adobe will start to muck about with the pricing, or that buying into the Creative Cloud would mean they would have to keep paying for it for the foreseeable future
  + many users had invested in a number of third-party plug-ins that had become integrated into various programs in the suite, and were worried that the plugins would become obsolete
  + users who are facing a switch would suddenly face a steep learning curve with a competing product that doesn’t have the glamour of an Adobe product and does fewer things differently.
  + leaves individual users, hobbyists and dilettantes in a minority among Adobe’s customers. They’re the odd ones out.
* What is the creative cloud?
  + Creative Cloud brings together everything you need to create your greatest work. One simple membership gives you and your team access to the very latest versions of all the Adobe professional creative desktop applications like Photoshop, Illustrator, and more — plus new features and upgrades as soon as they're available. Cloud storage and file syncing capabilities allow you to reliably access your files wherever you are, even on your mobile device, and you can share concepts with clients or colleagues more easily than ever. Cloud-based services let you build and publish websites, mobile apps, iPad publications, and content for any medium or device. And with Behance integration, you can publish your customized portfolio on your own URL and plug into the world's largest creative community to get inspired, get feedback, and find new opportunities. With Creative Cloud, your entire creative world gets its own central dashboard to keep your ideas, files, fonts, settings, notifications, desktop applications, and team members in sync
  + your membership in the Creative Cloud will be heavily skewed to corporate people wanting to share their designs with their clients and each other [through Behance, a company owned by Adobe]
  + All of Adobe’s users are being encouraged to store their work in the cloud, where Adobe’s products are also stored,
  + Signing up for the Creative Cloud means installing a program on your computer that allows you to download and install the applications you signed on for, and install all new application upgrades as they become available.
  + system resources the Creative Cloud app takes up as it constantly checks in with Adobe to see if there are any updates, and with Adobe checking in periodically with your machine to see if you’ve got the correct applications and have the right to use them. It tries to authenticate with Adobe’s servers every 30 days; the suite can be used offline for up to 99 days.
  + reative Cloud’s software will run concurrently on two computers, which acknowledges the professional’s need for a desktop machine and a smaller portable device.
  + the new software-as-a-service system.
  + definite trend toward a more professional customer, either solo or in a large group with a corporate structure.
  + This is a parting of the ways for amateurs and professionals. The professionals will get a host of welcome new tools and a way to get them without having to download and install updates individually. The amateurs, however, will simply have to buy a different editing, publishing and document-creation tool, and learn it.
* competitors:
  + Corel — has programs that closely resemble Adobe’s, including Corel Draw (a vector-imaging tool like Adobe Illustrator), Paint Shop Pro (like Adobe’s Photoshop) and Video Studio Pro (similar to Adobe’s Premiere Pro).
  + onOne Software, a company that has aggressively ramped up its development of an already solid and reputable product called Perfect Photo Suite.
  + . ACDSee, based in Vancouver, has an all-in-one package called ACDSee Pro, which has recently added digital asset management, RAW processing, batch processing and other semi-professional features
  + The Plugin Site, which makes add-ons for Photoshop, Photoshop Elements, Corel products and others, has created a package called Elements XXL, which adds 200 features to Adobe’s Photoshop Elements, most of them for users editing photographs.
* Benefits
  + photoshop has a new algorithm for enlarging pictures, which is a major improvement over its past process, which left a lot of jagged pixels and a lot of “noise.”
  + new tools in Photoshop for drawing vector-based rectangles and ellipses, like Illustrator does, and include colours fills and strokes.
  + Illustrator CC has focused largely on type, which helps the user with a search dialogue that filters fonts by name, and a feature called Touch Type, in which you can stretch, rotate and change the colour of individual letters in a text object.
  + Illustrator CC also offers a CSS Properties (Cascading Style Sheets) panel for use in creating websites, which displays a description of the selected object, including colours, strokes, gradients and typefaces for easy pasting into a website editor.
  + Illustrator also offers updated packaging and multiple-file placing abilities, for use in designs that use a lot of external bitmaps or fonts.
  + The program also handles Camera Raw tools, for high-definition resolution photos, as well as new perspective and healing tools that are also seen in Lightroom 5.
  + The CSS panel also makes its first appearance in Dreamweaver CC, an improvement over the pop-up window.
  + The old Spry widgets have made way for Javascript routines called jQuery, which can run slick controls directly onto a Web page. The jQuery Mobile controls are used heavily by those designing websites for smartphones and tablets.
  + InDesign, which is a page-design and layout tool, now supports Retina screens, which is good for all those shops that have stayed faithful to Apple products. Like Illustrator, its improvements are with typography, including the font-search utility, allowing users to move up and down the list with the cursor keys, which offer an instant preview.
  + Premiere Pro CC has had some interesting tweaks, such as the ability to use the right-click mouse click to add and remove tracks; a double click will expand or collapse tracks.
  + There is also a mechanism for detecting duplicate frames, alerting you if part of a clip appears more than once. There are new synchronization procedures for synching multiple cameras, based either on time code or audio.

## <http://www.adobe.com/products/creativecloud/buying-guide-teams-enterprise.html>

* Pricing:
  + individual
    - per month range: 9.99 – 74.99
    - per year plan: 599.88
  + education
    - monthly plan range: 19.99 – 34.99
    - per year plan: 199.00
    - other plans say ‘contact us’
  + teams & enterprises
    - monthly plan range: 39.99 – 69.99
    - other plans say ‘contact us