

CHAPTER 1

InFocus

THE ADOBE ACCOUNT

When you purchase an Adobe Creative Cloud subscription you will automatically be provided with an Adobe account and personal profile. Using this account you can manage the settings for your purchased applications, access help, information and additional services, and much more.

This chapter is just a brief introduction to some of the things you can do in your Adobe account.

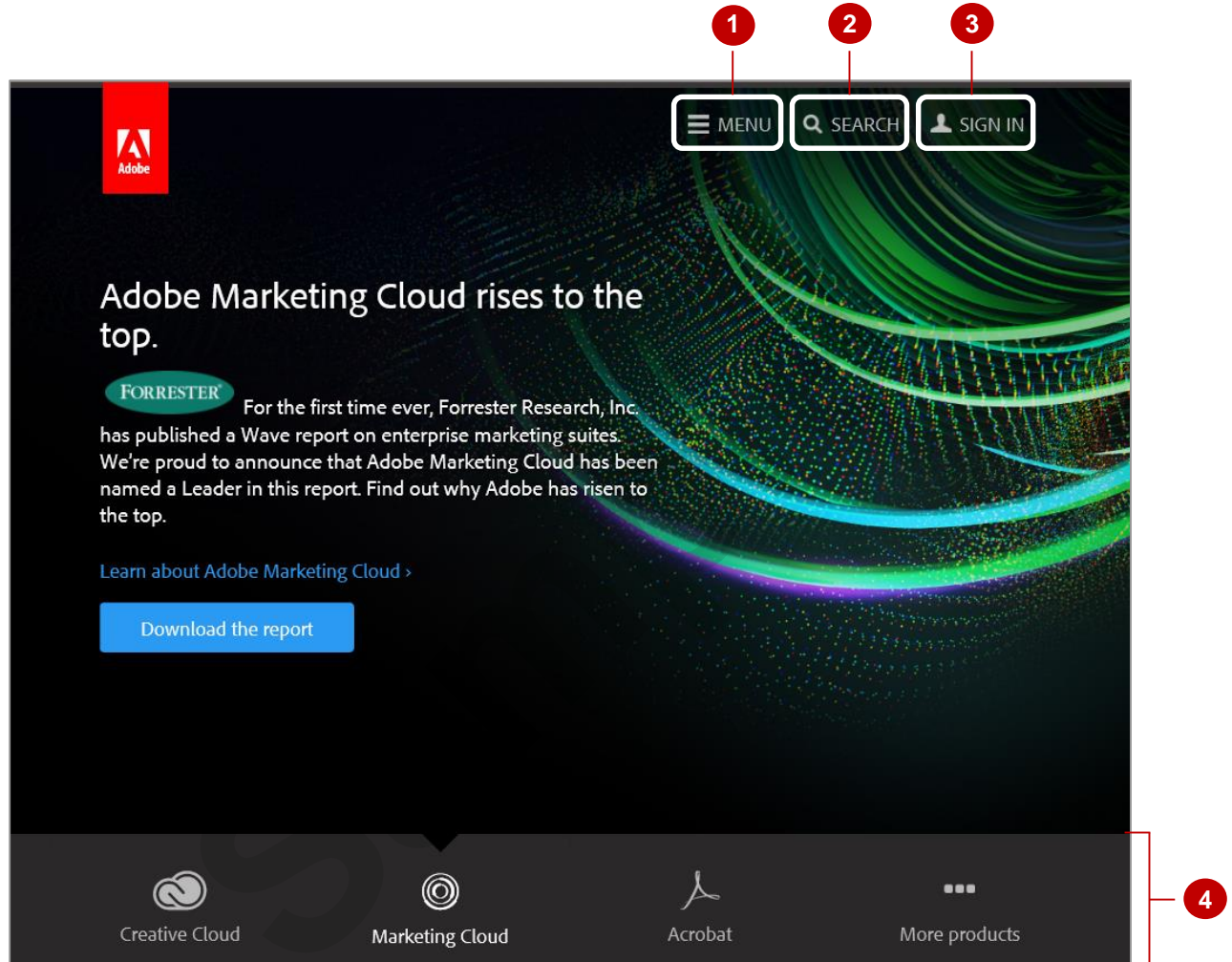
In this session you will:

- ✓ gain an understanding of the **Adobe** website
- ✓ learn how to sign in to your **Adobe** account
- ✓ gain an understanding of the creative profile
- ✓ gain an understanding of managing your adobe account
- ✓ gain an understanding of the **Adobe Creative Cloud Application Manager**
- ✓ learn how to work with apps
- ✓ gain an understanding of library assets
- ✓ gain an understanding of **Typekit**
- ✓ learn how to add fonts in **Typekit**
- ✓ gain an understanding of **Adobe Colour CC**
- ✓ gain an understanding of **Behance**.

THE ADOBE WEBSITE

In order to sign in to your Adobe Creative Cloud account, install or purchase products or view information relating to Adobe products, you must visit the Adobe website at adobe.com. From here

you can browse the available information or search for the specific information you need. Note that your screen may differ from the one shown below.



- 1 Click on **MENU** to display a window that contains links to all of the available Adobe products and information on how to purchase them, as well as links to learning and support. To close this window, click on the close icon in the top right corner of the window.
- 2 Click on **SEARCH** to display a **Search** window with a search bar. Type a term or phrase in the search bar and press **Enter** to search the Adobe website for that particular term or phrase. To close this window, click on the close icon in the top right corner of the window.
- 3 Click on **SIGN IN** to display the Adobe **Sign in** page. Enter your Adobe account details and click on **SIGN IN** to sign in to your Adobe Creative profile.
- 4 Click on one of the icons at the bottom of the screen to navigate to different areas of the Adobe website. Click on **Creative Cloud** to display information about the Creative Cloud, **Marketing Cloud** to display information about Adobe marketing products, **Acrobat** to display information about the Acrobat applications, and **More products** to display the **Adobe Downloads** page. Each area contains the same navigation options in the top right corner of the page (**MENU**, **SEARCH** and **SIGN IN**) as displayed in the screen shot above.

SIGNING IN TO YOUR ADOBE ACCOUNT

Once you have navigated to the Adobe website, you can follow the links to sign in to your Adobe account. To sign in to your account you must use the Adobe ID and password created when you

purchased the Adobe Creative Cloud subscription.

Try This Yourself:

Before starting this exercise ensure your browser window is displayed...

- 1 Click in the address bar and type **adobe.com**, then press **Enter** to navigate to the Adobe website

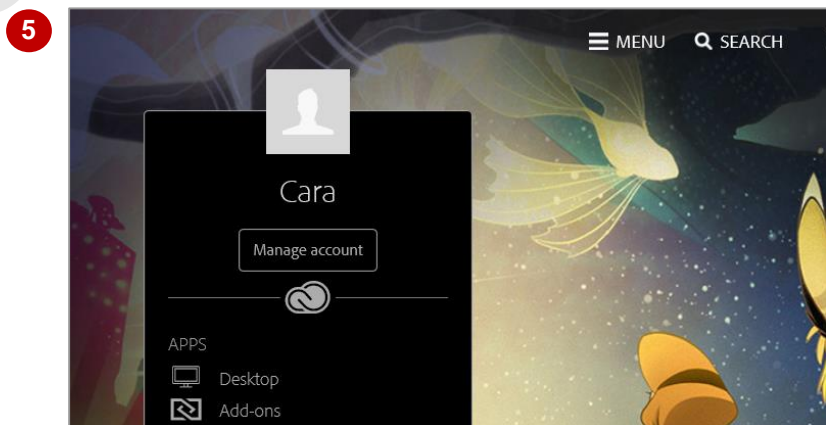
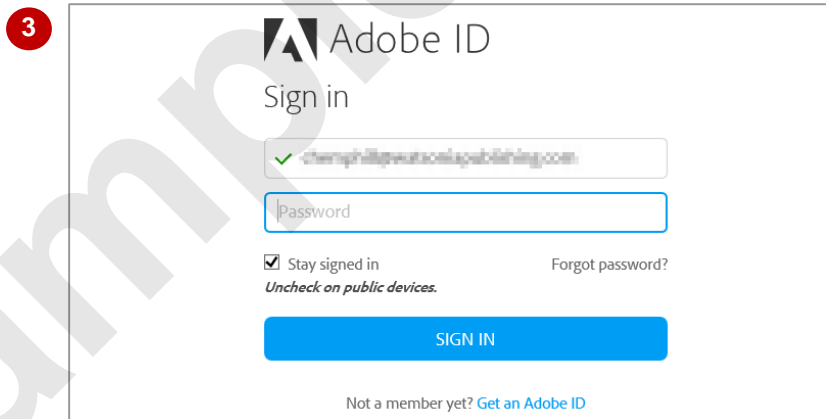
- 2 Click on **SIGN IN** in the top right of the page to display the **Sign in** page

- 3 Type in the email address associated with your Adobe account

If you have signed in previously this email address may already appear...

- 4 Type the password associated with your Adobe account

- 5 Click on **SIGN IN** to sign in to your Adobe account and display your creative profile home page



For Your Reference...

To **sign in** to your **Adobe account**:

1. Navigate to the Adobe website
2. Click on **SIGN IN**
3. Enter the details associated with your Adobe account
4. Click on **SIGN IN**

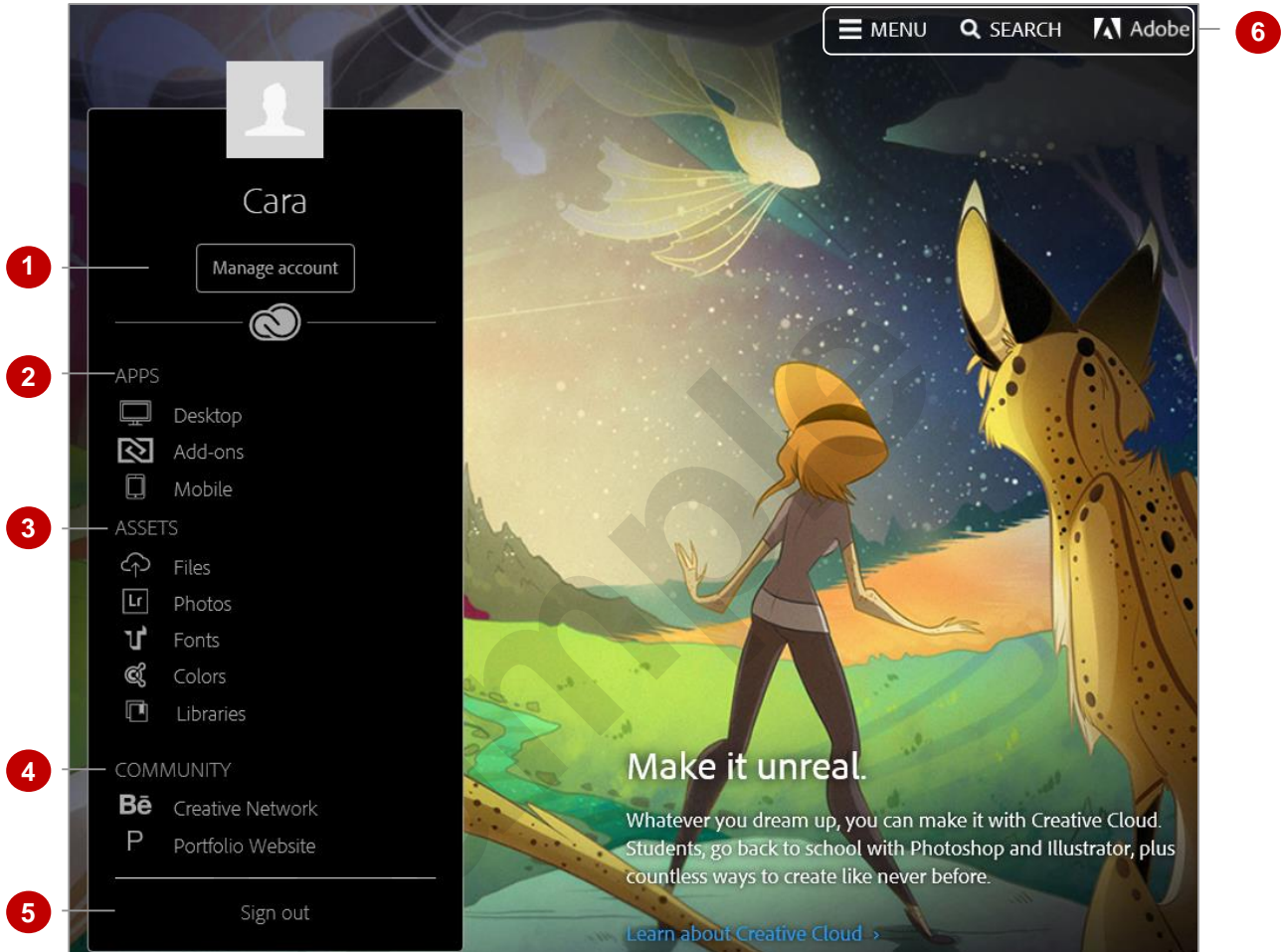
Handy to Know...

- The **Sign in** page displays the option to **Stay signed in**. If this option is selected you will remain signed in to your Adobe account even if you navigate away from the page or shut down your computer. Do not select this option if you are using a public computer.

THE CREATIVE PROFILE HOME PAGE

Once you have signed in to your Adobe account you will be directed to your creative profile home page. From here you can navigate to various services associated with your Creative Cloud

profile, access a range of resources and information such as tutorials, and join the Behance network to connect with other creative people.

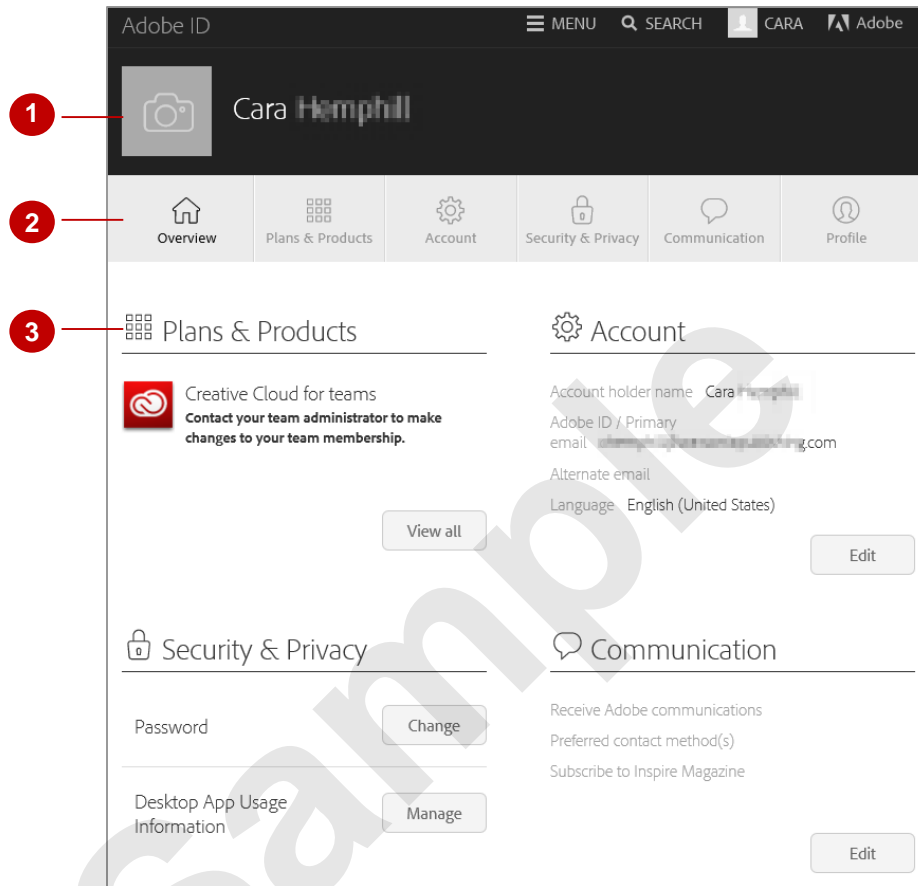


- 1 Click on **[Manage account]** to display the **Adobe ID** page, where you can view and modify settings associated with your account.
- 2 Click on an option in the **APPS** section to navigate to a page that lists the available apps for that category, such as **desktop** apps, **add-ons** or **mobile** apps.
- 3 Click on **Files** or **Libraries** under **ASSETS** to view and work with your Creative Cloud library. Clicking on **Photos** opens Adobe Lightroom in the browser and displays any photos you have stored there. **Fonts** navigates to the **Typekit** page where you can view and search for available fonts to download and much more. **Colours** allows you to create, work with and view existing colour themes in Adobe Colour CC including those created by other users.
- 4 The **COMMUNITY** options navigate to the Behance website. Click on **Creative Network** to display the Behance community, where you can share your work and view the work of others; or click on **Portfolio Website** to begin building a professional website to showcase your work.
- 5 Click on **Sign out** to sign out of your Adobe account.
- 6 These options at the top of the screen are the same options available in the adobe.com screen.

MANAGING YOUR ADOBE ACCOUNT

Your Adobe account works across all services and programs supplied by Adobe. Once you have signed in to the Adobe Creative Cloud you can modify and work with your account by performing

tasks such as changing your password, adding a profile picture and viewing your subscription plans and available products. You may need to enter your password again in order to access this page.



- 1 Click on the camera icon to display the **Profile** page. You can add personal details to your profile such as a profile picture, your name and the company you work for.
- 2 Click on **Overview** to display links to the other categories within your account. Click on **Plans & Products** to view your plans, products and order history. Click on **Account** to edit account details such as the account holder name, your Adobe ID and the preferred communication language. Click on **Security & Privacy** to change your password or manage the desktop app usage data (whether or not you share data with Adobe about how you use the desktop apps). Click on **Communication** to modify preferences for how you wish to be contacted by Adobe. Click on **Profile** to display the same page that appears when you click on the camera icon next to your name.
- 3 This area is where options related to the selected category will display. For instance, as **Overview** is currently selected, an overview of the available settings and options is displayed.

ADOBE CREATIVE CLOUD APPLICATION MANAGER

Adobe Creative Cloud provides you with the **Adobe Creative Cloud Application Manager**. This app is available for the desktop and for mobile devices. The application is designed to

help you manage the software and services associated with your Adobe subscription.

Adobe Creative Cloud Application Manager

In most cases the Application Manager will be automatically downloaded and installed on your computer when you sign up for a Creative Cloud subscription or trial; however, if this does not occur or you need to reinstall it for some reason, you can download it again from the Adobe website at <https://creative.adobe.com/products/creative-cloud>.

To download the Adobe Creative Cloud Application Manager on your mobile device, go to the app store and download **Creative Cloud**.

Home Screen

The **Home** screen displays a **Quick Start Guide** and an **Activity Stream**. The **Quick Start Guide** provides links for working with files in Creative Cloud and on your desktop. You also have options for working with applications.

The **Activity Stream** displays a list of events that have occurred within your account, with the most recent at the top. Events that may be listed include installing applications, beginning trials, and installing updates.

Apps Screen

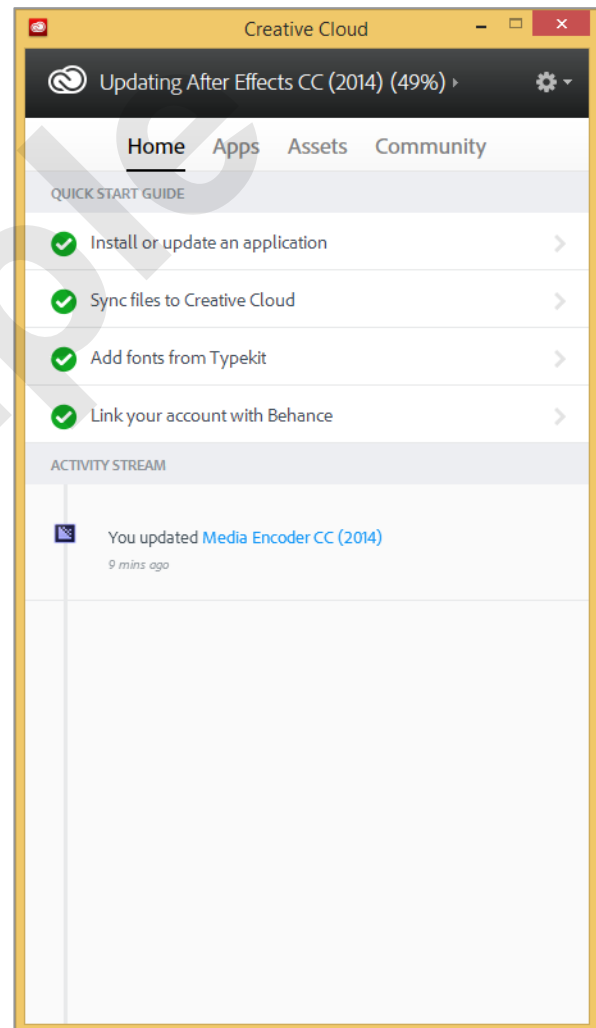
In the **Creative Cloud** window, click on **Apps** to display a list of installed apps and view whether there are any updates or not, as well as view and search for other available apps you may wish to install. From this screen you can also update installed applications if there are updates available.

Assets Screen

In the **Creative Cloud** window, click on **Assets** to display the Adobe Market where you can purchase and download content such as vector objects, icons, patterns and placement images. You can also use the **Assets** screen to view and sync files from your desktop to Creative Cloud. You can choose to view files on the web or on your desktop. Click on **Fonts** to view Typekit and manage existing fonts or download additional fonts.

Community Screen

In the **Creative Cloud** window, click on **Community** to view the work of other members of Behance, and to upload your own. You can start a professional portfolio website by following the links.



WORKING WITH APPS

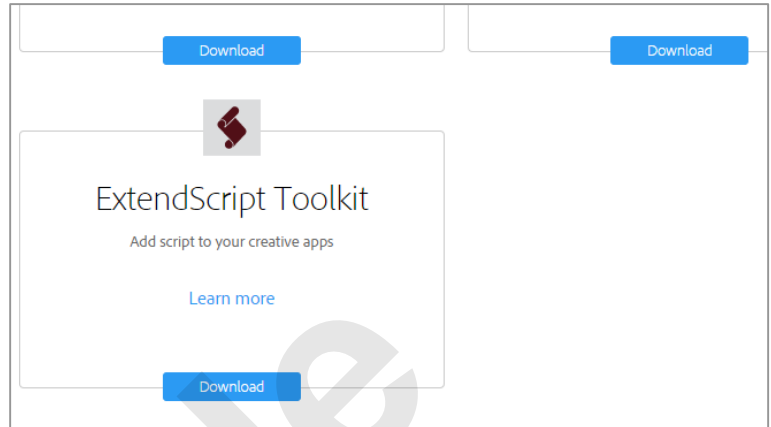
In the creative profile home page there is a section in the left pane titled **APPS**. Clicking on an option under **APPS** allows you to view, download, install and work with any of the apps in

that category. Whereas desktop and mobile apps are created by Adobe and require payment to use, add-ons can be either free or paid and are usually created by other parties.

Try This Yourself:

Before starting this exercise you MUST ensure the Adobe Creative Cloud profile home page is displayed...

- 1 Click on **Desktop** under **APPS** to display the desktop apps screen
- 2 Scroll down to the end of the page to view all available desktop applications
- 3 Scroll up to the top of the page, then, under **Photoshop**, click on **What's New** to view a chronological list of the updates for Photoshop CC
- 4 Click on **Back** in your browser to return to the **Desktop Apps** page
- 5 Click on your name in the menu bar to display the home page options again, then click on **Add-ons**
- 6 Scroll down to view all available options
- 7 Scroll up and click on your name in the menu bar, then click on **Mobile**
- 8 Scroll down to view all available mobile apps



For Your Reference...

To **view available apps**:

1. Ensure the Creative Cloud profile home page is displayed
2. Click on an option under **APPS**

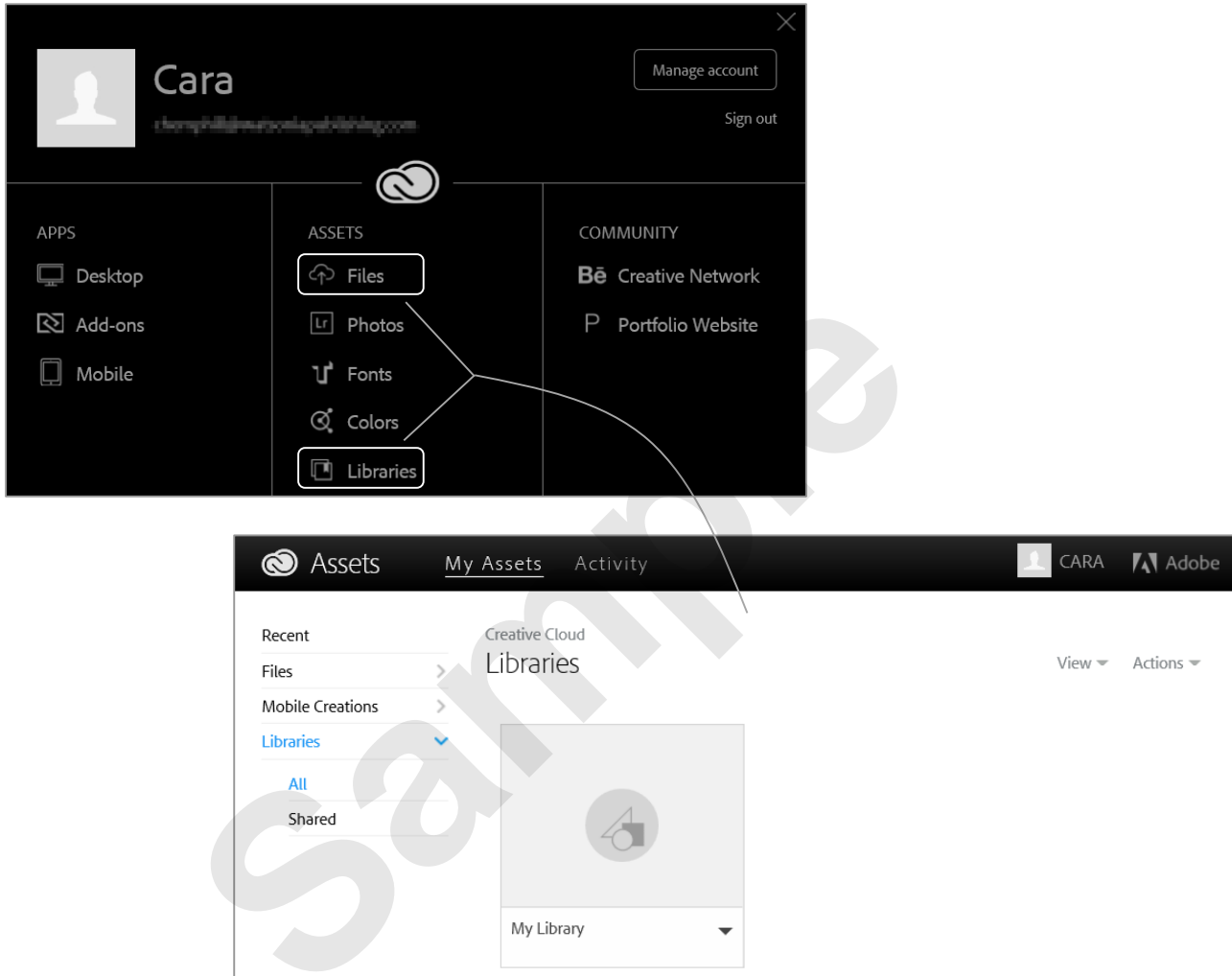
Handy to Know...

- Navigate to the Creative Cloud profile home page by clicking on **Adobe** in the menu bar.

UNDERSTANDING LIBRARY ASSETS

You can view and access files and other elements you have saved to your Creative Cloud library by clicking on **Files** or **Libraries** in the main menu. This will navigate to the **Assets** page

which lists your assets such as **Files**, **Mobile Creations** and **Libraries**.



Creative Cloud Library

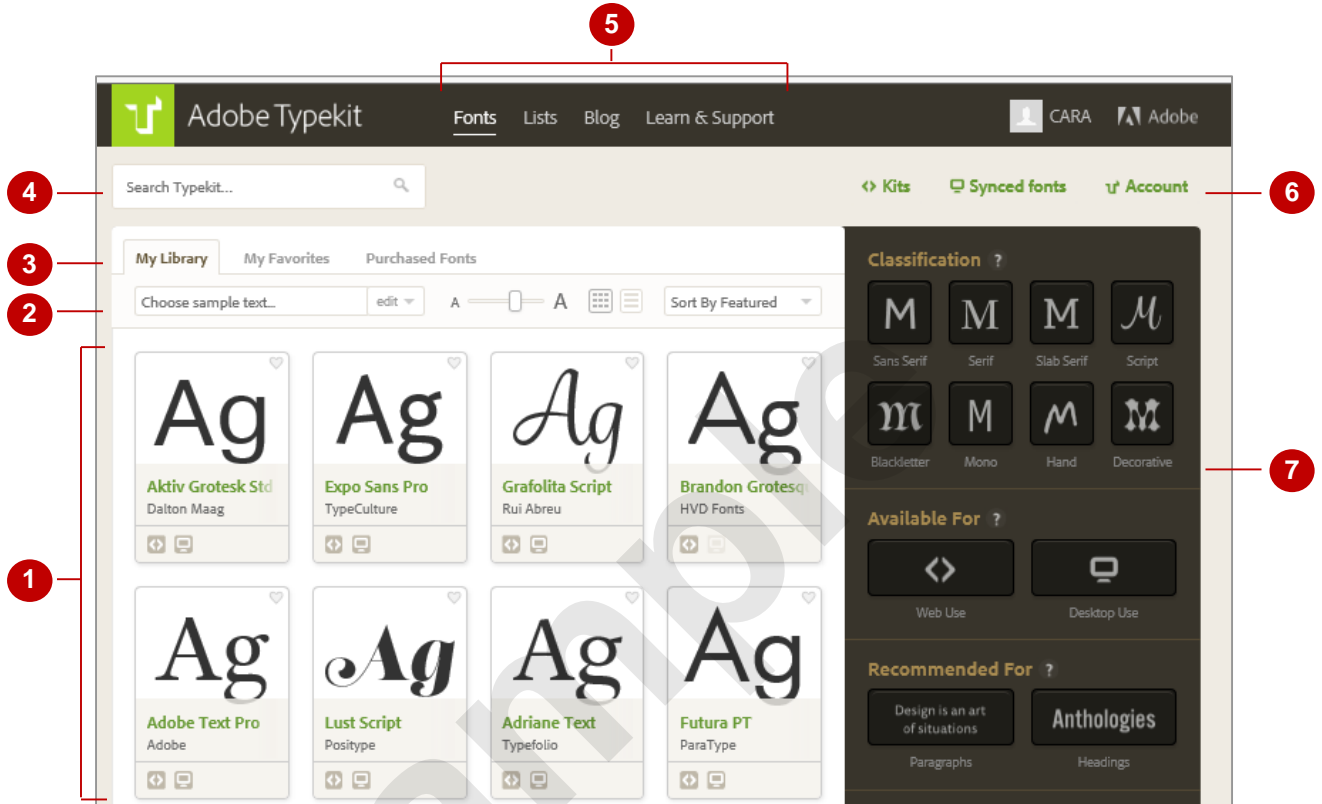
Creative Cloud libraries are libraries that are stored in the cloud (online). Therefore anything contained within one of these libraries can be accessed from anywhere and any device as long as there is an internet connection available. You can access the Creative Cloud libraries from within the Adobe website by signing in to your Adobe account, then clicking on **Files** or **Libraries** under **ASSETS**. The **ASSETS** page contains a pane on the left side of the page. Using this pane you can click on the various options to view different kinds of saved documents or even different libraries.

Click on **Recent** in the left pane to display any files, mobile creations and libraries you have recently worked with in the cloud; click on **Files** in the left pane to view files you have saved in the **Creative Cloud Files** folder in File Explorer; click on **Mobile Creations** to display things you have created in the Creative Cloud mobile apps; or click on **Libraries** to view text styles, graphics and colours you have saved as assets.

UNDERSTANDING TYPEKIT

Typekit is a subscription based service that consists of a library of high quality fonts that can be downloaded and used within Adobe applications on all kinds of projects. Typekit is

available on its own but is usually purchased as part of a Creative Cloud subscription.



- 1 The main section of the page displays thumbnail previews of available fonts and provides information as to whether they can be used as web fonts, print fonts, or both.
- 2 This section contains options for changing the way the font thumbnail previews appear. Click on **edit** to display a list of options for the kind of text to display in the font sample. Click and drag the slider to the right to make the thumbnails bigger or to the left to make the thumbnails smaller. Click on the **Switch to grid** or **Switch to list** to change how the thumbnails are displayed. Click on **Sort By Featured** to display options for sorting the font thumbnail previews.
- 3 The **My Library** tab displays all of the available fonts. **My Favourites** displays all of the fonts you have classified as your favourites. **Purchased Fonts** contains all of the fonts you have purchased.
- 4 Click in the **Search Typekit** box and type a word or term to search for fonts, information about fonts in the blog or help documents relating to fonts.
- 5 Click on **Fonts** to display the main Typekit screen/page. Click on **Lists** to see fonts sorted by theme or a defining characteristic. Click on **Blog** to view the Typekit blog, or click on **Learn & Support** to access help for working with Typekit.
- 6 Point to **Kits** to display a menu of options. Click on **Kits** to display a page instructing you how to make your own kits. Click on **Synced fonts** to display the fonts you have chosen to sync to your desktop through the Creative Cloud. Click on **Account** to view your Typekit account information.
- 7 Use this pane on the right side of the screen to select classifications to aid in your search for the required font. For instance, if you would like to find a serif font click on **Serif** under classification and Adobe will sort the thumbnails in the main part of the screen to only display serif fonts. You can select more than one option across different categories.

ADD FONTS FROM TYPEKIT

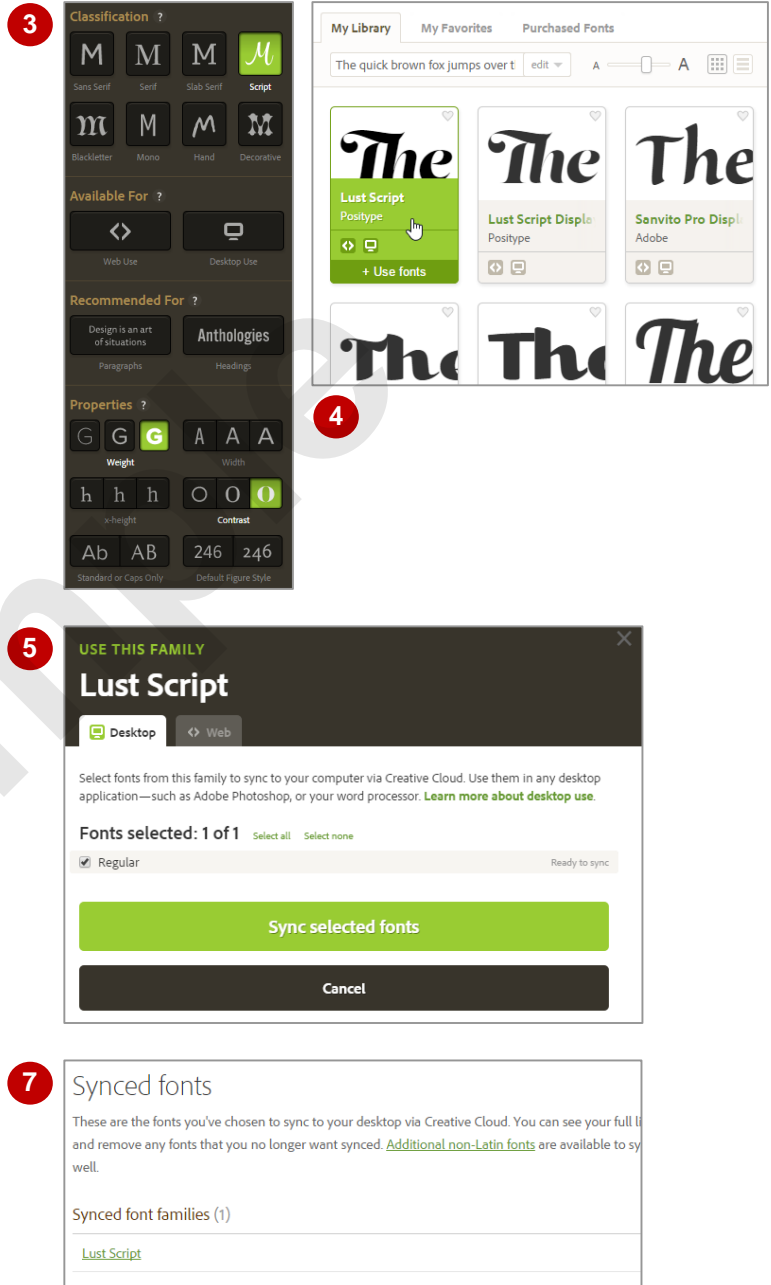
You can add fonts by pointing to the font you wish to add and clicking on **Use Fonts**. You can select fonts that you have found in the **Fonts** page or fonts you have found on the **Lists** page.

Any font you choose will be synced with your Creative Cloud library so you will be able to access it next time you open an Adobe desktop application.

Try This Yourself:

Before starting this exercise you MUST ensure you are signed in to your Adobe account...

- 1 Click on your name at the top of the screen to display the menu window, then click on **Fonts** under **ASSETS**
- 2 Click on **Synced Fonts**
Notice nothing appears...
- 3 Click on **Fonts**, then select the settings in the right pane as shown
You may have to wait for a moment while Adobe displays the results...
- 4 Point to the **Lust Script** font thumbnail preview to display information about the font
- 5 Click on **Use Fonts** to display the **USE THIS FAMILY** window
- 6 Ensure the **Desktop** tab is selected, then click on **Sync selected fonts**
A message will display informing you that Typekit is syncing your font...
- 7 Click on **Close** to close the window and return to the **Fonts** screen then click on **Synced Fonts**
The font you just selected appears under Synced font families



For Your Reference...

To **add fonts** in **Typekit**:

1. Click on **Fonts** under **ASSETS**
2. Point to a font and select **Use Fonts**
3. Follow the prompts to sync the font

Handy to Know...

- You can add Typekit fonts from an Adobe desktop application by clicking on **Font** in the application bar, then selecting
- In Illustrator it's select **Type > Add Fonts from Typekit**

UNDERSTANDING ADOBE COLOUR CC

Adobe Colour CC is available as a mobile app or in your browser via the Creative Cloud. You can use Adobe Colour CC to create **colour themes**, which are groups of five colours that work well

together or represent something. Once you have created a colour theme you can save it to your library. You can also download colour themes that other people have created.

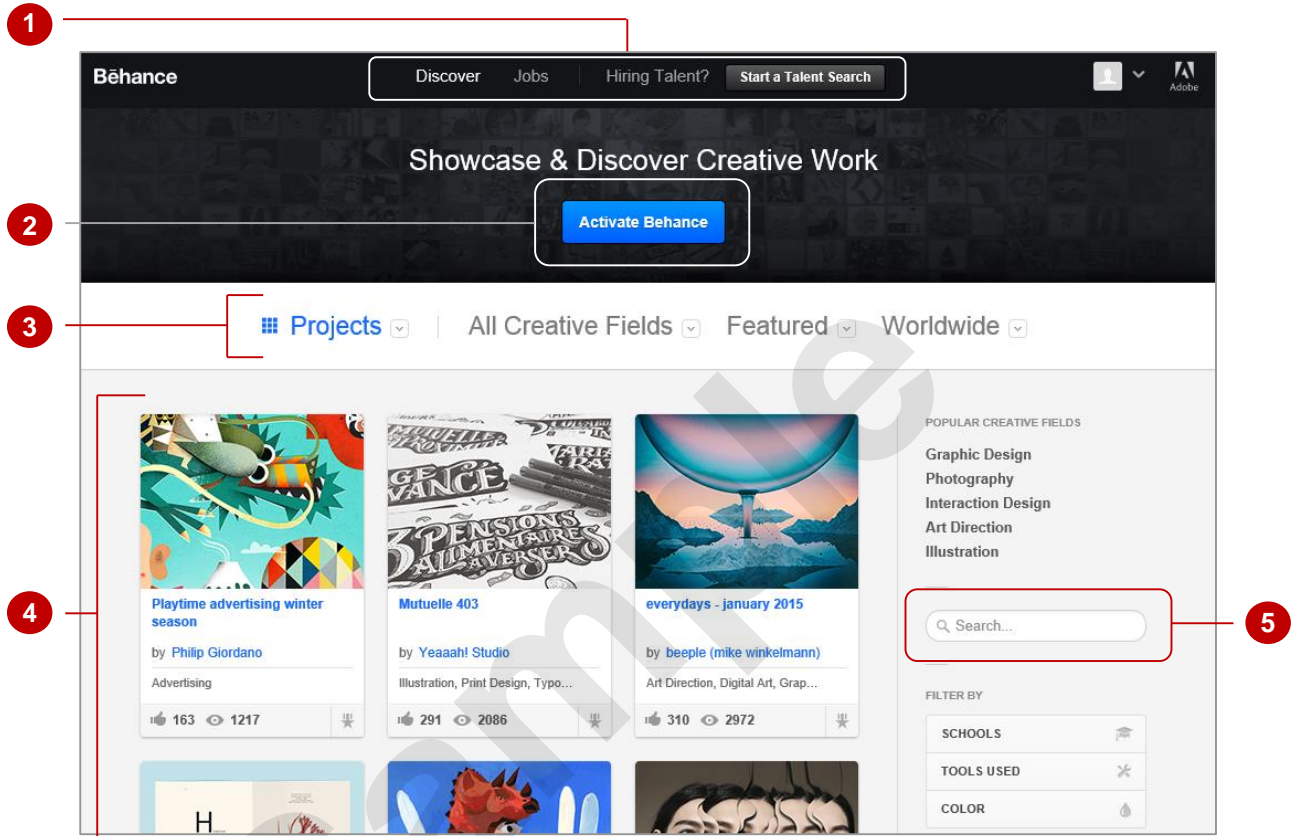


- 1 The **Create** page of **Adobe Colour CC** is selected by default. This is where you can create colour themes using the colour wheel. Click on **Explore** to search for, view and comment on themes created by Adobe or other users. Click on **My Themes** to display themes you have created using the colour wheel or themes you have created in Adobe applications and saved to your Creative Cloud library.
- 2 Create a colour theme using the wheel, then click on the pen icon next to **My Colour Theme** to place the text in edit mode so you can type a name for your theme. Click on **[Save]** to save the theme with the new name.
- 3 Click on the **Colour Rule** drop arrow to display a list of options. Select an option to view the default colour theme for that particular category based on the colours that are selected in the colour wheel.
- 4 Choose which colours to use in your theme by clicking and dragging the circles in the colour wheel. They can be dragged around the wheel as well as in towards the centre and out towards the edge.
- 5 Click on and drag the dots on the slider bars to modify the colour. Select the RGB or HEX value. Click on a colour to set it as your base colour for your colour theme.
- 6 Create a colour theme from an image. Simply click on the camera icon to display the **Open** dialog box, select an image, then follow the prompts. Click on **[Save]** when you are finished.

UNDERSTANDING BEHANCE

Behance is an Adobe service designed to provide a platform for you to promote your own work, gain inspiration from others and enjoy online networking opportunities. Behance allows you to

create an online portfolio that others can then view and comment on.



- 1 **Discover** is selected by default. The **Discover** page (as displayed above) shows thumbnail previews of users' work, as well as a search pane to the right of the thumbnail previews so you can specify what you are looking for. Click on **Jobs** to display a new page listing jobs in the graphic design and illustration industry. This page also contains a search function so you can search for jobs in a specific field or location. **Start a Talent Search** directs you to a new page where you can search for talent if you are looking for someone to hire.
- 2 Click on **[Activate Behance]** to begin creating your own account.
- 3 Click on the drop arrow for **Projects**, **All Creative Fields**, **Features** and **Worldwide** to view options specific to that category. Select options to create a more specific list of thumbnail previews in the page displaying results with the attributes you specified.
- 4 The main section of the page displays thumbnail previews of other users' work. Click on a thumbnail or the name of a project to see the artwork, or click on an artist's name to see their portfolio. Below the artist's name you can see the creative fields the work is tagged under as well as how many Behance users have viewed and 'liked' the work.
- 5 Click on the **Search** box and type a word, term or phrase, then press **Enter** to search for artwork tagged with that search term.