Playground, Inc., pushing the boundaries on design.
Innovative creative agency uses Adobe Creative Cloud for teams to collaborate on forward-thinking digital designs.

“Adobe Creative Cloud for teams gives us the powerful features that we need to bring new digital strategies and design to life.”
Dave Senior, Partner + Strategist, Playground

SOLUTION
Adobe Creative Cloud for teams

RESULTS

NEWEST FEATURES
Empowered designers to push creative boundaries by keeping them up to date with the latest tools

COMMON LIBRARIES
Utilized Creative Cloud Libraries to store palettes, assets, and elements to help ensure consistency and streamline workflows when collaborating on projects

CLOUD STORAGE
Encouraged easier and more consistent collaboration with access to shared files in the cloud

FAST ONBOARDING
Assigned and onboarded new designers quickly with simple license management through the Admin Console
Exploring digital innovations

Whether we're browsing the Internet on our computers, using a mobile app, or even watching a digital billboard, we're often surrounded by digital screens. Companies are looking to reach audiences across all digital devices, providing an eye-catching experience with consistent branding that ties together messaging across platforms.

Playground is a digital creative agency that embraces the spirit of innovation in the digital age, continually pushing its staff to work with new and unknown concepts. Just as the local playground is a place for children to come together and imagine new ideas, Playground brings together experts in design, technology, and strategy to approach designs with imagination, fearlessness, and drive.

"At Playground, we like to say that we're only good at new things," says Dave Senior, Partner + Strategist, Playground. "We're always looking at ways that we can push the limits of trends and technologies to transform brands for our customers."

From Random House of Canada to Grammys.ca, some of the biggest brand names in Canada turn to Playground to design web pages, blogs, and mobile apps that bring brands into the digital age with bold imagery and scalable, cross-channel design.

To develop cutting-edge designs for clients, Playground needs the most up-to-date creative tools. The agency standardized on Adobe Creative Cloud for teams, with licenses purchased through Adobe.com, to provide its growing team of designers with the latest versions of essential Adobe creative apps now and in the future.

Simplified Administration

Playground has long used Adobe creative software, particularly Adobe Photoshop and Adobe Illustrator, as cornerstones of its creative process. With Adobe Creative Cloud for teams, designers and development staff can access all of the software that they need, with updates available for download as soon as they are released.

Playground purchased Adobe Creative Cloud for teams to simplify management as the agency continued to grow. Rather than trying to manage individual software licenses, serial numbers, and updates, Playground can manage all licenses directly through the Admin Console. Licenses can be reassigned without calling for outside support, making it easy to onboard new designers and get them up to speed.

"Working with the Admin Console has been a pleasure, creating clarity and making it much easier to manage licenses across machines," says Sami Sadaghiani, Partner and COO, Playground. "When we get a new hire, we no longer need to hunt down the boxed software and take extra time to install it. The new employee simply gets an email with their account information on and they're ready to get to work."
Because all employees are working with the same version of software, designers can seamlessly collaborate on projects. Each user can install Adobe Creative Cloud on their work computer plus one other device, so they can work at home, on the road, at a coffee shop, or wherever else inspiration strikes.

"Adobe Creative Cloud for teams helps us break the upgrade cycle," says Senior. "Before, we would buy software knowing that we would need to purchase upgrades in a few years to keep up with the latest features. Now we have a long-lasting solution where apps keep improving all the time. We don’t have to think about renewals, upgrades, or versions anymore; we can stay focused on advancing ourselves creatively."

**Pioneering cross-channel web design**

Using Adobe Photoshop CC, Adobe Illustrator CC, and Adobe After Effects CC, Playground is rethinking how it designs web pages to achieve excellent displays now and in the future. Rather than trying to redesign a client’s website every few months to keep up with changing technologies, the agency develops websites that utilize vector graphics and smart objects that adjust and adapt to new screens, even as devices continue to evolve with greater screen densities.

When tasked to bring a fresh look to the website and app for Canadian sports service SportsNet, the goals were twofold—capture the excitement and exhilaration of being at the big game, and reach customers on any size screen. Playground decided to use scalable vector graphics (SVG) through a process first developed for the agency's own website. The SVG process starts with graphics designed in Adobe Photoshop CC and vector designs created using Adobe Illustrator CC. Assets are imported into Adobe After Effects CC to develop fluid and exciting animations.

For SportsNet, the agency was particularly looking for dynamic transitions that capture the excitement of live action and drive users through the app. This required extensive prototyping and motion studies.

Once the animations are finalized, designers export each animation frame as an SVG. Unlike traditional images, SVG assets scale freely, no matter what the screen size. As a result, Playground can design websites that are not only highly scalable, but also age well as screens evolve with greater pixel density.

"We can seamlessly switch between Adobe Creative Cloud apps, which continue to evolve with powerful features like Smart Objects that allow us to scale images effectively," says Senior. "Adobe Creative Cloud apps reduce technical hurdles that can interfere with our creative process."

*Dave Senior, Partner + Strategist, Playground*
Designers working together

Adobe Creative Cloud for teams empowers Playground with features that encourage collaboration. Adobe Creative Cloud Libraries lets designers create and share palettes, design elements, or assets. Creating a palette for each client, for example, helps designers quickly identify the colors that pull together a client’s project and create consistency. Mobile apps may need to be redesigned several times to work with different platforms and screen sizes. By creating a library of basic menus, text types, and other elements, Playground designers can pull smart assets of the library to always access the latest version for each redesign.

Because the libraries can be shared between designers, Playground maintains greater consistency when multiple designers work on a project. “Rather than spending the time trying to recreate a client’s color palette or mobile elements from scratch, our designers can simply refer to assets saved within Adobe Creative Cloud Libraries,” says Senior. Playground can even provide clients access to libraries, empowering clients to continually provide input on designs over time.

Playground also takes advantage of the storage capabilities available with Adobe Creative Cloud for teams to store and back up designs and quickly share files with coworkers. “The ability to share files we have in the cloud makes it so easy for us to pass designs back and forth, so we can immediately get input from others,” says Senior. Equally helpful is Typekit, which provides designers easy access to the latest font libraries without needing to hunt down and install new fonts for every project.

Engaging with Adobe Creative Cloud apps

With access now to a wide range of apps through Adobe Creative Cloud, Playground is starting to explore new software and features that can contribute to the agency’s innovative designs. The firm frequently uses Adobe InDesign CC to create pitches and project documents for clients, leveraging the integration with other Adobe creative apps to quickly import assets and develop documents with a consistent, branded feel. The agency is also looking at mobile apps, such as Adobe Shape CC, which enables designers to quickly capture sketches and expand on the ideas in Adobe Photoshop CC or Illustrator CC.

“We’re starting to use Behance to connect with the greater Adobe community and share the work that we’ve done,” says Senior. “As an agency that pushes the limits, having access to the newest tools is very important to us. Adobe Creative Cloud for teams gives us the powerful features that we need to bring new digital strategies and design to life.”