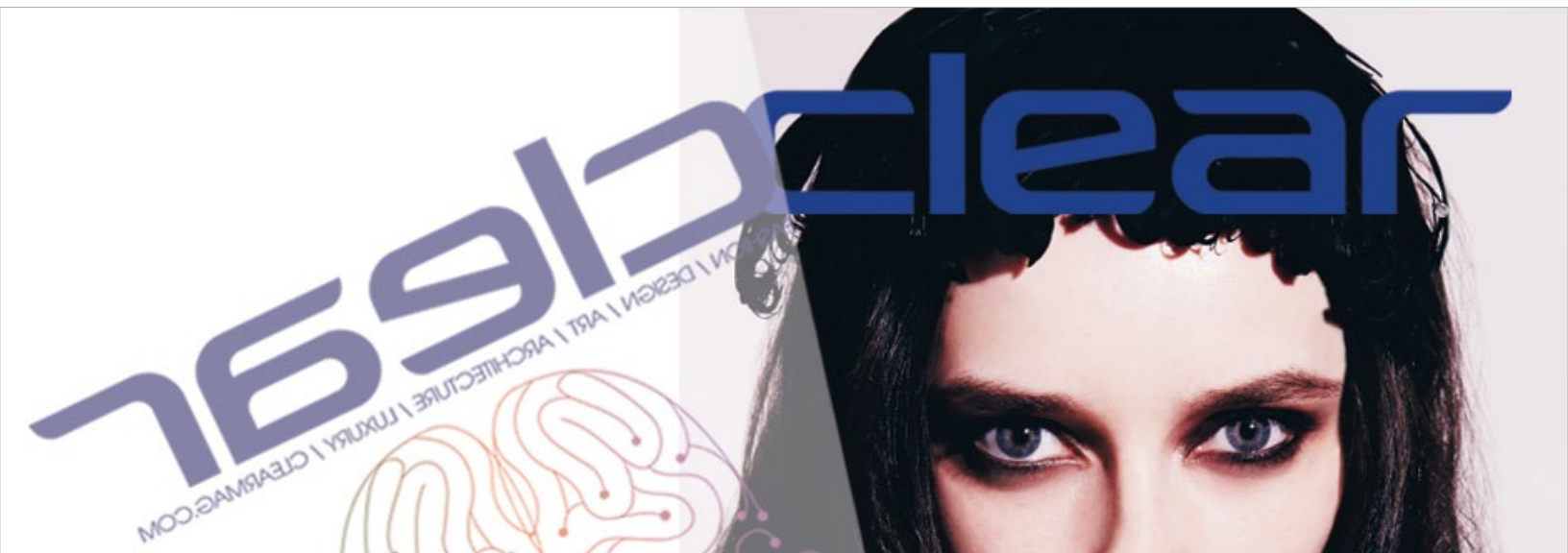




Clear Magazine

Clear vision for the future



clear
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Clear Magazine

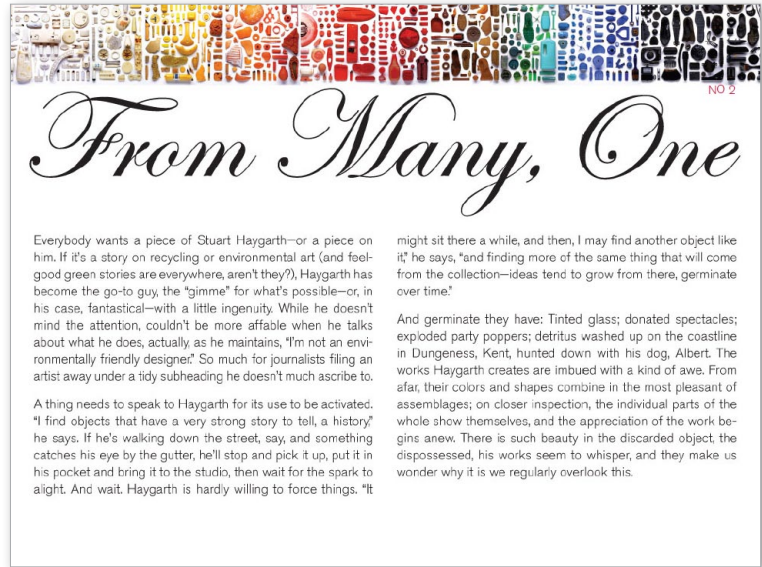
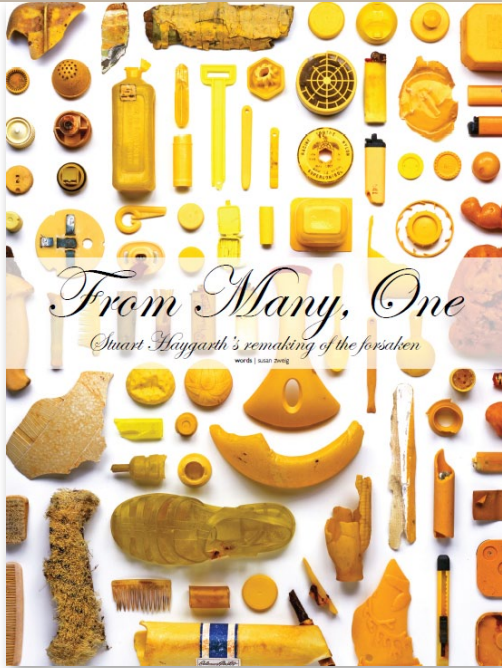
Detroit, Michigan
New York, New York
www.clearmag.com

Clear Magazine expands iconic print magazine into exciting, immersive app and website optimized for tablet devices with Adobe® Creative Suite® 5.5 Design Premium software

Emin Kadi is recognized as a trendsetter with a very creative eye. After a successful career as a model, he proved himself behind the camera as an international fashion photographer working in cities from Paris to Cairo. But the story doesn't end there. In 2001, he founded *Clear*, a luxury magazine distributed in 26 countries that has won 30 international design awards and has formed collaborations with some of the world's most renowned designers.

Clear is known for its fearlessness. One issue was printed entirely on plastic—without a single tree involved; another featured magnetic pages that could be reattached to metal surfaces. *Clear* breaks new ground on several levels, including its own innovative graphic design with sophisticated type effects and eye-catching imagery that make it stand out from other fashion and design magazines. It is also one of the first indie magazines to move to tablets and to ensure that its website is optimized for mobile devices—all while preserving the luxurious feel of the print magazine. For Kadi and his team, Adobe Creative Suite 5.5 Design Premium software is the key to not only breaking new design ground, but also bringing *Clear* to digital platforms of all kinds.

Clear stands out from other fashion and design magazines through its truly innovative graphic design with sophisticated type effects and eye-catching imagery. For *Clear* founder Emin Kadi and his team, Adobe Creative Suite 5.5 Design Premium is the key to not only breaking new design ground, but to taking *Clear* to more people in more places with a digital version.



Challenge

- Ensure *Clear Magazine* is accessible in print, on the web, and on mobile devices
- Preserve iconic, luxury design feel when going digital
- Enhance stickiness and opportunities for advertisers

Solution

Move to Adobe Creative Suite 5.5 Design Premium and the Adobe Digital Publishing Suite in order to:

- Optimize website for viewers browsing on tablet and smart phone devices as well as from desktop computers
- Create a digital version of the magazine to be sold through iTunes and the App Store for iPad customers
- Edit images, create graphics, and design layouts more efficiently for multiple outputs

Benefits

- Created digital presence for *Clear*, without sacrificing design integrity and control
- Created breakthrough app that offers immersive customer experiences such as 360° views, interactivity, and video
- Optimized website for viewing on virtually any mobile device
- Provided integrated shopping experience, an advantage for viewers and advertisers

"Taking *Clear* digital is literally one of the most exciting things we've ever done—we wanted a presence on tablet devices and Adobe Creative Suite software and the Adobe Digital Publishing Suite paved the way," says Emin Kadi, creative director for *Clear*. "Although I have always been a print person, the digital realm is turning out to be a more stimulating and rewarding experience for me, with fewer limitations and lower fixed costs thanks to Adobe software. We literally could not have taken *Clear* digital without the new features of Adobe Creative Suite 5.5 Design Premium software."

A sensory experience that goes beyond reading

The digital version of the magazine, currently available for the iPad via iTunes and the App Store—and coming soon to Android—is an all-enveloping sensory and interactive experience spanning 250-plus pages. The *Clear* digital edition combines fashion, design, and luxury content with special features such as video, music and audio, interactive slideshows, a 360° viewer, image pan, panorama, web view, interactive hyperlinks, and shopping. *Clear's* shopping experience is instantaneous; the reader can click on the item or clothing and travel to the brand's website to make a purchase. These sticky experiences make *Clear* among the first digital publications of its kind, giving the reader a fresh, immersive take on the traditional magazine.

According to Jennifer Seely, interactive design director of *Clear*, as soon as the magazine decided to go digital, she entered a whole new, very thrilling world. "We've used Adobe Creative Suite for a long time to create exceptional print content that engages people," she says. "But now, with Adobe Creative Suite 5.5, we are able to use the same creative philosophies and talents to create interactive apps, without a wealth of coding knowledge. The latest version of Adobe's creative software gives us the advantage of accomplishing some of what developers traditionally do, while maintaining a traditional design sensibility."

A mobile-optimized website

In tandem with creating the iPad version of *Clear*, the team began optimizing the *Clear* website for mobile devices. To streamline the process, they used Adobe Dreamweaver® CS5.5 to preview and optimize content for viewing on a variety of mobile devices. As part of their efforts, they changed design images to elements expressed using HTML5 and CSS3. The result was that the site loads much faster on mobile devices—a prerequisite when people are accessing the site from devices such as tablets and smartphones.

Clear is distributed in 26 countries, has won 30 international design awards, and has formed collaborations with some of the world's most renowned designers. With an issue printed entirely on plastic and another with magnetic pages that can be reattached to metal surfaces, it's no wonder *Clear* is known for its fearlessness.



*"I was impressed that we were able to define screen sizes in Dreamweaver CS5.5. So now, when a viewer is browsing *Clear* online, our site can detect the screen size of the type of device the person is using and serve up a version of the site that's optimized specifically for that screen size."*

Emin Kadi
Creative director,
Clear Magazine

"I was impressed that we were able to define screen sizes in Dreamweaver CS5.5. So now, when a viewer is browsing *Clear* online, our site can detect the screen size of the device the person is using and serve up a version of the site that's optimized specifically for that screen size," says Kadi. "It's quite a breakthrough for presenting high-end content like ours on the web. After all, we care deeply about providing a high-quality user experience."

An efficient, fluid workflow with timesaving tools

For the team at *Clear*, Adobe Creative Suite 5.5 is at the center of the production process for the renowned print version as well as the tablet option and the newly optimized website, from ideation and development of all the images, graphics, text, video, and multimedia elements to preparation for print, online, and mobile delivery. As a small design and publishing team, *Clear* must work productively and ensure that its workflow supports multiple media outputs as efficiently as possible.

Initial concepts are created in Adobe Illustrator® CS5, where Seely and others on the design team take advantage of multiple art boards to create and present varied concepts to Emin. "Features like perspective drawing and the ability to join paths save time in conceptualizing how the magazine will look. We try to fuse a new title font and color scheme, as well as an actual illustration that can carry across every page in some form—that's all thought through up front in Illustrator."

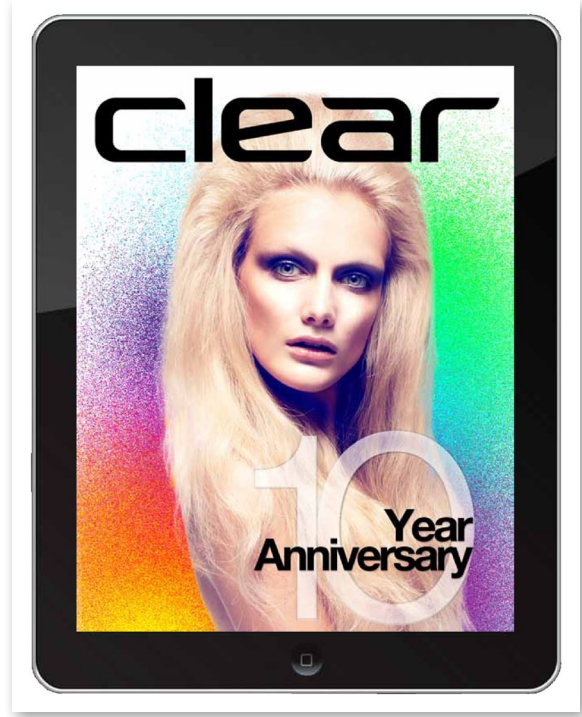
The team uses Adobe Photoshop® CS5 Extended to retouch photos and accomplish tasks such as preparing images for slide shows. According to Kadi, the ability to refine edges and make complex selections in Photoshop CS5 make it easier to work with the magazine's many fashion and product photos. "Among the most important capabilities for us in Photoshop CS5 Extended is support for 64-bit processing," says Kadi. "We previously had to reduce photo resolutions to be able to work with the images on our computers—and therefore sacrifice quality. Now we can maintain high resolution while still accelerating production tasks like retouching."

Within Adobe InDesign® CS5.5, the print and digital layouts come together. "InDesign CS5.5 lets us unfold designs in many different directions," says Kadi. According to Seely and Kadi, the newest version of InDesign streamlines many laborious tasks. "The Gap tool, for example, makes it very easy to lay out multiple pictures in a frame or page, saving us a lot of time whether we're aiming for print or digital versions," Kadi says.

For *Clear*, Adobe Creative Suite 5.5 offers synergies that equal more than the sum of its parts. "I can create a document in InDesign CS5.5 and create multiple page sizes, which is amazing by itself. But then I can bring in artwork from Illustrator and photos I've edited in Photoshop CS5.5—it's all a very fluid, cohesive system that keeps us in the creative flow," says Seely.

"Adobe software enables us to use the same philosophies we applied in print and bring them into the digital realm—all while still holding the magical key of design."

Emin Kadi
Creative director,
Clear Magazine



Toolkit

Adobe Creative Suite 5.5 Design Premium. Components used include:

- Adobe Dreamweaver CS5.5
- Adobe Illustrator CS5
- Adobe InDesign CS5.5
- Adobe Photoshop CS5 Extended
- Adobe Digital Publishing Suite

Clearly seeing the future

For Kadi, whose vision is to be at the forefront of design, technology, and the ability to engage readers, Adobe's creative technologies are opening a clear growth path to the future of the digital world, while putting down solid roots for more traditional designers and artists. "Adobe software enables us to use the same philosophies we applied in print and bring them into the digital realm—all while still holding the magical key of design," he says. "Adobe's involvement in the future of design is now stronger than ever because Adobe knows how to create software for someone who's an artist. Adobe Creative Suite 5.5 is our complete canvas for creating experiences across multiple devices for the readers of today and the future."

For more information

www.adobe.com/products/creativesuite/design



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