

Adobe® Creative Suite® Subscription Edition & Damian Cooke

Living the creative dream

Ever dream of becoming a freelance designer? There are many people who have the creative talent and want to ditch the 9-to-5 and become their own bosses. Damian Cooke used to be among them—until he took the freelance plunge in 2008.

Since then, he has never looked back. He's now busy designing everything from full-scale brand identity projects to brochures and point-of-sale items for a local and national roster of companies. He also aims to expand into visual effects and motion graphics with the freedom and time flexibility freelancing has afforded.

"Starting a freelance business can be a rough, scary, fun, exciting, awesome time," says Cooke. "Sometimes I'm bundling 20 different feelings together on a daily basis, from the regular 'wow, I love working from home' feeling to the 'this project just won't go away' feeling."



"The integration among all the applications helps me complete tasks quickly, effectively, and on deadline with great control. At the same time, the flexible monthly payments help me work more economically as a sole proprietor and choose the software I need, when I need it."

Luckily for Cooke, obtaining the creative tools he needed came easy. With Adobe Creative Suite Subscription Edition, he was able to smooth out the start-up costs of going out on his own. "Having Adobe Creative Suite was a must—as it is for virtually any graphic designer—but at the time when I was starting out, I couldn't afford the initial outlay for the full retail price," says Cooke.

Cooke's mainstay tools are Adobe InDesign®, Illustrator®, Photoshop® Extended, and Acrobat® Pro software. The subscription option provides access to full versions of all the applications he needs in Adobe Creative Suite Design Premium software, paid for on a monthly basis. "I selected Adobe Creative Suite Subscription Edition for the quality, affordability, overall integration, and flexibility it provides," he says.

Cooke's constant aim is to maximize the value and creativity he delivers to clients while profitably building his business. "Adobe Creative Suite Subscription Edition is a great alternative. The integration among all the applications helps me complete tasks quickly, effectively, and on deadline with great control," he says. "At the same time, the flexible monthly payments help me work more economically as a sole proprietor and choose the software I need, when I need it."

Learn more about Adobe Creative Suite Subscription Edition at:
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