



Adobe

saltmotion

Ocean of opportunity,
without the overhead

Adobe® Creative Suite® Subscription Edition



Every morning when Joel Coleman wakes up, he's on a mission: capture the perfect photograph. Luckily, his surroundings provide ample inspiration. Coleman's home is Manly, Australia—a surf town that sits on a peninsula surrounded on two sides by the sparkling Pacific Ocean and on the other by the spectacular Sydney Harbor. His eye for capturing light pouring through clean waves, local surfing talent, and exquisite sunrises and seascapes led to a natural outcome: Coleman founded saltmotion, a photography-based business that has him riding high.

Each day after beachcombing, Coleman uploads the best photographs to the saltmotion website. He then meticulously prepares the images for display at his saltmotion gallery in downtown Manly. More than just a photo display room, the gallery features funky, exclusive clothing lines as well as a platform to promote saltmotion Travel, exotic surf holidays that Coleman accompanies to photograph surfers. "saltmotion has become a chic, fun hangout for locals and tourists—it's a hobby, a passion, and also a business," says Coleman.

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"Adobe Creative Suite Subscription Edition allows me to look after virtually all my software needs in an incredibly easy manner. As a small business, it is much easier to pay a monthly fee, which is entirely deductible, than to make large one-off purchases."

To keep saltmotion cruising, Coleman relies on Adobe Creative Suite Subscription Edition. For his photography, Coleman starts with Adobe Photoshop® Lightroom® software on his desktop to import, catalog, and tag images. With Adobe Photoshop Camera Raw, he makes any adjustments necessary and then moves into Adobe Photoshop CS Extended to resize images for top-quality display or save images for the web, ensuring optimal image quality and minimal file sizes.

saltmotion also creates advertising artwork for other local proprietors using a combination of Adobe Photoshop CS Extended, InDesign® CS, Illustrator® CS, and Acrobat® Pro. Adobe Dreamweaver® CS is the workhorse behind the website. Adobe software is also powering design for the newest arm of the business, saltmotion Apparel—a unique line of t-shirts inspired by Coleman's photographs.

According to Coleman, Adobe Creative Suite Subscription Edition keeps his cash flow healthy and his costs predictable—all while ensuring that he always has the latest software versions and newest features. "Adobe Creative Suite Subscription Edition allows me to look after virtually all my software needs in an incredibly easy manner," Coleman says. "As a small business, it is much easier to pay a monthly fee, which is entirely deductible, than to make large one-off purchases."



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