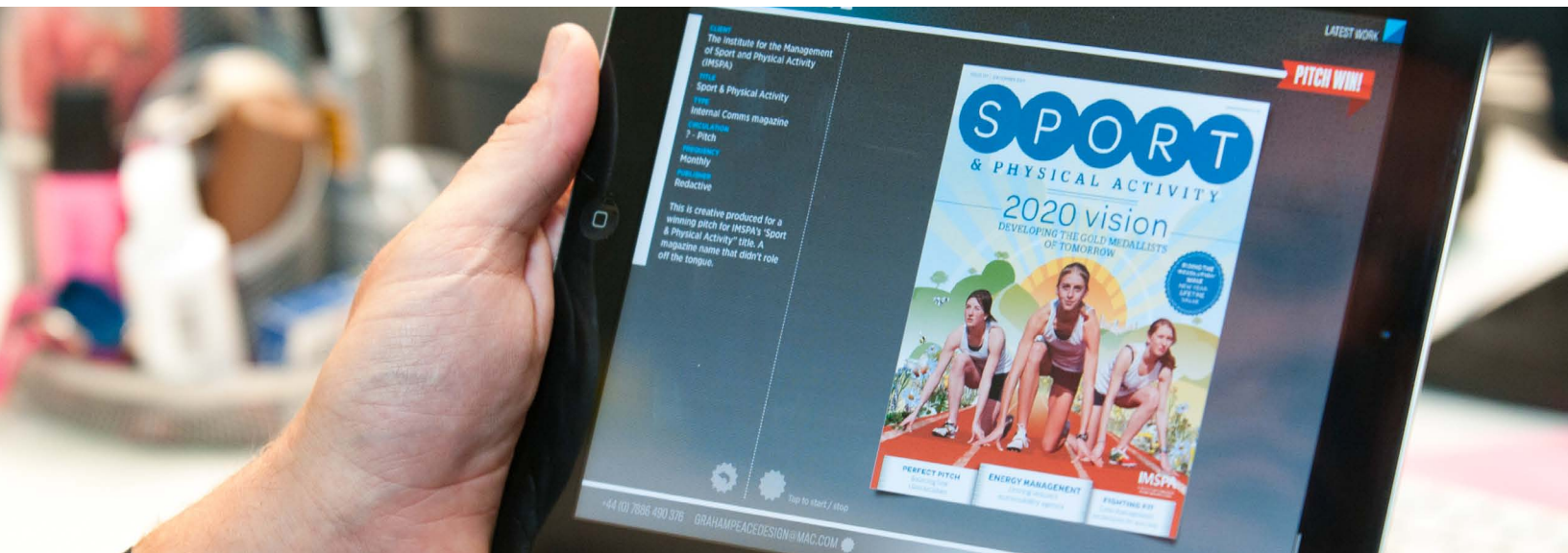


## Graham Peace Design Ready for the future



**Graham Peace Design**  
London, England  
[www.grahampeacedesign.com](http://www.grahampeacedesign.com)

### Results

- Added new revenue streams and offered sought-after services
- Minimized learning curve through integration of Adobe Creative Cloud offerings
- Leveraged existing Adobe InDesign skills to bring ideas to life on the iPad—without code

Freelance designer discovers affordable, intuitive route to new revenues by creating apps for clients—no coding required—using Adobe® Digital Publishing Suite, Single Edition

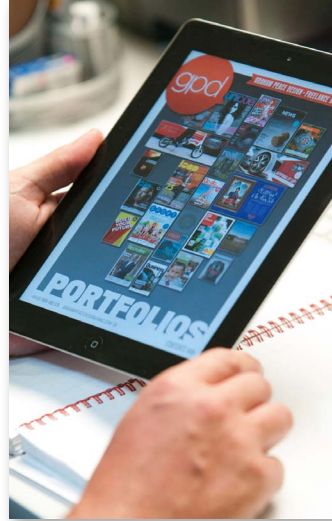
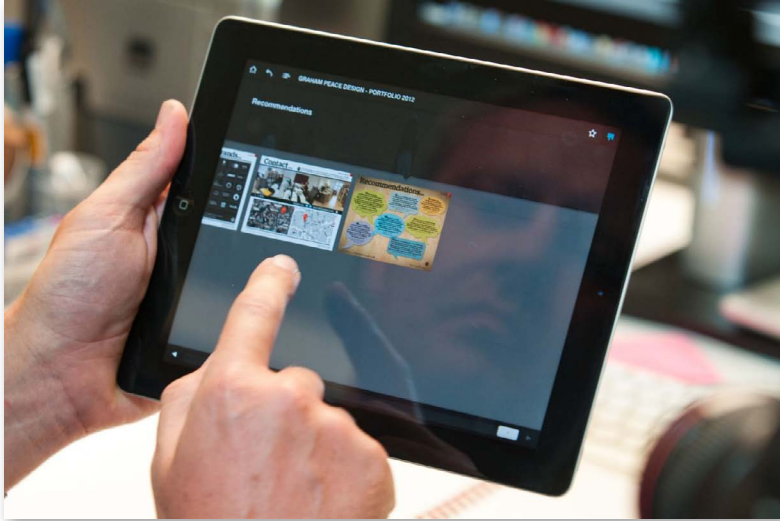
Graham Peace—a publishing design powerhouse—has attained tremendous success over a longstanding career as a freelance art director. For more than two decades, he's worked with publishers on projects for brands such as, Barclays, British Airways, L'Oreal, *Reader's Digest*, and Qatar Airlines. Four years ago, he launched his own business, Graham Peace Design (GPD), rooted in print design. However, seeing a growing future in digital publishing, Graham moved to expand GPD's competitive advantage to encompass digital formats such as the iPad. His solution of choice: Adobe Digital Publishing Suite, Single Edition.

"I thought the leap to tablet devices might be a big challenge, but Adobe Digital Publishing Suite, Single Edition made it very simple—it is a natural extension of my existing print skill set using Adobe InDesign," says Graham. "The workflow is intuitive and you don't need to hire programmers to bring content to life on devices like the iPad."

### Embracing new media with ease

Graham, who originally hails from Manchester, England, is known for his elegant, arresting, and thought-provoking work. He is now located in London and draws inspiration from many cultural sources including music, film, and posters, as well as many magazines, such as the award winning work in *The New York Times magazine*, and others showcased in the annual publication of The Society of Publication Designers.

Graham Peace Design used Adobe Digital Publishing Suite, Single Edition to bring his work portfolio to life. The iPad app demonstrates his ability to create digitally for new and existing clients.



### Challenge

- Add digital publishing to palette of services
- Avoid the need for coding or hiring outside resources
- Bring portfolio to life on the iPad to attract new and incremental business

### Solution

- Leverage Adobe Digital Publishing Suite, Single Edition, to expand design offerings
- Take advantage of integration between Adobe InDesign and Adobe Digital Publishing Suite
- Move to Adobe Creative Cloud to obtain regular software updates and publish unlimited number of apps to Apple App Store

### Systems at a glance

Adobe Creative Cloud. Components used include:

- Adobe InDesign
- Adobe Photoshop
- Adobe Digital Publishing Suite, Single Edition

Although fully immersed in print design for years, GPD has recently seen a growing demand for digital publishing to devices such as the iPad to increase reach, produce more captivating experiences for consumers, and augment the power of print. Although clients want to publish on tablet devices, many of them—and the designers that serve them—are unaware of how to get started. Yet Graham notes that designers and clients who sit on the sidelines will miss a tremendous opportunity to enable clients to enhance their brand identities and garner new readers and customers.

### A cost-effective publishing model

According to Graham, there is also a misconception among clients that publishing to a tablet device is going to be prohibitively expensive and require writing substantial code—in fact, he notes, the opposite is true.

Graham recently joined Adobe Creative Cloud™, an affordable monthly membership program that includes upgrades to all new versions of Adobe Creative Suite® components upon release, plus new features and services between releases. Better still, his Creative Cloud membership now enables him to publish an unlimited number of apps created using Digital Publishing Suite, Single Edition, to the Apple App Store, at no additional cost.

### Extending print skills to digital publishing

Graham wanted to stay up to date with new digital, rapidly evolving publishing requirements, and saw Adobe as the frontrunner. After evaluating his options, he wholeheartedly chose Digital Publishing Suite, Single Edition. To gain experience, he created a tablet-based version of his own portfolio, with two chief aims: learn about the inner workings of Digital Publishing Suite, and create a showpiece for clients that would inspire them to leverage the newest digital publishing opportunities themselves.

Using Digital Publishing Suite, Single Edition, Graham found that he was able to use existing skills in Adobe InDesign to extend content to tablet devices. He can now bring his ideas to life both in print and on the iPad—without having to code, hire programmers, or learn new skills.

"I took my print media skills and applied them to digital media using Adobe Digital Publishing Suite, Single Edition—it wasn't a massive transition. Rather, it was a pleasant surprise and a logical extension of what any print designer is familiar with," he says. "In only a couple of days, learning on my own, I was up to speed."

With his Adobe Creative Cloud membership, Graham Peace can create and publish an unlimited number of apps created using Adobe Digital Publishing Suite, Single Edition to the Apple App Store at no additional cost.



*"Adobe Digital Publishing Suite, Single Edition made the process very simple—it is a natural extension of my existing print skill set using Adobe InDesign."*

Graham Peace  
Owner, Graham Peace Design

### Generating new revenue streams

For Graham, having his portfolio on the iPad wows existing and potential new clients and adds a powerful new service to his palette—one that clients are eager to tap into. Clients are already requesting apps as part of the services GPD provides. His ability to publish digitally is helping him expand his services and add potential new revenue streams, both by augmenting services for existing clients, and by attracting new business.

Now, he can create a print brochure or report, for instance, as well as one for the iPad, at only incremental additional cost to the client. Clients appreciate that publishing apps does not require going through a big publishing agency or print provider; instead, it can be done simply and affordably.

### A seamless workflow and easy transition

Key to the ease of using Digital Publishing Suite, Single Edition is an end-to-end Adobe workflow that does not require either programming or acquisition of new skills. Graham creates layouts in InDesign just as he would for a print project. After adding interactivity such as video, slide shows, or 360-degree object rotation, he uses Digital Publishing Suite, Single Edition to create digital folios for publication as a tablet app.

Unlike iPad publishing plug-ins that offer limited integration, InDesign CS6 includes several advantageous features that simplify and streamline the digital publishing workflow. DPS Desktop Tools available in InDesign CS6, including the Folio Overlays panel, Folio Builder panel, and Content Viewers for multiple devices, enable GPD to create and preview digital content, including brochures and annual reports with engaging elements such as 360-degree object rotation and image panoramas.

The ability to preview the folio from InDesign in real-time on a connected iPad, allows for immediate testing of interactive elements as well as quick feedback. InDesign CS6 integrates fully with Digital Publishing Suite, allowing Graham to upload content from InDesign for production and publication to the iPad.

Graham concludes, "As a design veteran, if I could offer any advice to an upcoming, young designer, it would be, 'Keep your head down, work hard—and whatever you want to do, regardless of the medium, you can learn to do it yourself using Adobe's integrated suite of creative tools. Adobe Digital Publishing Suite, Single Edition is intuitive and cost-effective, and pays for itself quickly in creating new revenue streams and meeting client demand as new markets and technologies emerge."

### For more information

[www.adobe.com/products/creativecloud](http://www.adobe.com/products/creativecloud)

[www.adobe.com/products/creativesuite](http://www.adobe.com/products/creativesuite)

[www.adobe.com/products/digital-publishing-suite-family](http://www.adobe.com/products/digital-publishing-suite-family)



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