

## Creative Cloud Blog - Comp CC

In most creative production endeavors, what comes first? Almost always it begins with a simple sketch. Whether it's a logo, website, newsletter or advertisement it all begins with scribbles, sketches and sections.

However, the one element designers have struggled with for decades is going from the initial sketch stage into the digital workspace. In essence, they were forced to start over by digitizing their brainchild. I have always felt this type of work flow is limiting and a waste of valuable time.

The new Adobe Comp CC app for iPad now empowers designers the freedom to dovetail sketching with digital integration in one fell swoop. It's built from the ground up for rapid iteration design. In fact, it merges the old school method of pencil on paper and migrates it to a digital process seamlessly.

But it gets even better. Once a rough mock up of print, web or mobile content is laid out in Comp CC, designers can then upload their ideas directly into InDesign and move their creative forward faster than ever before.

If you can think it you can design it in real time whether it's sitting with clients or sharing your versions electronically. With full sharing support, you can email your initial designs to collaborators or connect through Dropbox and even Behance.

Think of the Comp CC app as a new gateway to streamlining ideas into a digitized format without ever picking up a sketch pad. Designers everywhere will love the uniquely intuitive features to test the waters moving frames, shapes and image placeholders anywhere throughout their comp.

What was once a rigid creative process now becomes easier thanks to total integration. If you want to tap into design elements from Illustrator Draw or PS Sketch, it's now possible. CC Libraries also provides designers the freedom to import colors, images and AI vector artwork instantly.

Who hasn't wanted to create design iterations quickly without having to move into the layout process of InDesign? Now you can with the Adobe Comp CC app for iPad and mobilize your work flow. The days of mocking up multiple comps and then scurrying off to meet with clients only to find out they were hoping for something else will soon be a thing of the past.

Sitting together with clients or collaborators will never be easier when you convert a blank screen into an approved comp layout quickly. With support from Adobe Creative Cloud, you can pull up templates in seconds to get your ideas sprouting with help from simple on-screen gestures.

Deep designing on the fly is the new trend allowing you to rely on Smart Guides, Typekit integration and full design stacking control. Total tablet creative will now empower you to streamline the creative process without having to clutter your ideas with InDesign, Photoshop or Illustrator until it's time.

Iteration control becomes simple with a scrubber history giving you the ability to go back to designs you did previously. Whether it's updating your creative to enhance font types or layout schemes, Adobe Comp CC provides an easy interface.

Thinking about creative elements will no longer require that one clunky step sketching with pencil and paper. I'm excited to help move this new production process forward into the hands of creative visionaries who've been chained to tradition for decades.