

Catering to the technical needs of creatives has never been easy, but with the Adobe Creative Cloud, users can activate the latest updates as soon as they're available. Adobe has been working diligently to make the Creative Cloud a truly modern software experience for both the commercial and government space. So how do we know what the future of our Adobe applications looks like? Adobe MAX, Adobe's key creativity expo, gives us the insider details.

## **WHAT IS ADOBE MAX?**

MAX is a three-day event during which Adobe pulls out all the stops and addresses the majority of its creative user base, both in-person and online. The Conference takes place in the sprawling L.A. Convention Center where nearly 15,000 attendees view keynotes, listen to celebrity spotlights, go hands-on with labs, and learn about the latest additions to the applications. The most important sessions to attend at the conference are the two keynotes, as well as the fan-favorite "Sneaks" session, which involves hearing about future tools and features that the Adobe engineers are currently developing. The day one keynote, however, is where a majority of the updates and reveals are presented to the audience since it is by far the busiest day. On that note, let's quickly discuss the most important reveals from Adobe MAX 2019.

## **IS IT PHOTOSHOPPED?**

One of the most intriguing points highlighted during the keynote was how Adobe addressed the topic of security and responsibility for its powerful editing tools. With each iteration of the creative apps, it becomes easier for people to manipulate, adjust, and convert media for their own agendas. Like any set of tools, the Adobe applications can be used for many different tasks and can assist in producing a variety of products and results. A prominent example of this influence is the sheer number of "photoshopped" images appearing online through major social media accounts and other public domains. If applications can seamlessly make such dramatic changes to media, it can be argued that Adobe should take some sort of responsibility for the effects of tools they've produced. Using Adobe Sensei (their artificial intelligence), they intend to follow a certification initiative that will allow users to determine whether the content has been doctored, providing insight that would be otherwise imperceptible. The example Adobe provided was a glimpse at future software, where a program using Sensei can look at a photograph and determine not only the likelihood that it was adjusted; but also how it was changed. These features are going to be a focus for the company moving forward and we're eager to see how they're going to implement this into the creative family.

## **WHAT'S NEW IN CREATIVE CLOUD?**

A new year of announcements always comes with a new year of exciting application updates and releases. The Creative Cloud family of applications itself received its 2020 update that adds several useful tools, shortcuts, and adjustments across the collection. The highlights of the keynote included announcing the release of the long-anticipated Photoshop CC for the Apple iPad. This initiative was announced two years ago and now we can finally download and use it on our very own tablets. Despite not having every feature the desktop version has, Adobe fully intends to patch in and complete the functions for the mobile version. This release was accompanied by the release of Project Aero, Adobe's primary Augmented Reality (AR) application. The app allows users to create interactive AR experiences using their tablets. The concept of AR and 3D, in general, has been a growing focus for the company. They announced plans to have Aero integrate with Adobe Dimension further down the development cycle, creating an entire 3D and AR ecosystem for Creative Cloud users.

## **ADOBE ILLUSTRATOR**

Vector artists will also be thrilled to know that, like Photoshop before it, Adobe Illustrator has been announced to be in the development stages for use on the iPad. The application release is intended to be the full version and have every tool the current desktop version has available. However, if we are taking into account the development time Photoshop took from announcement to release, we're most likely looking at a timeline of at least another year before we get our hands on it. Lastly, Adobe showcased Adobe Fresco, the newly released art application for iPad. This application was designed to mimic traditional media as closely as possible, using Adobe Sensei to replicate complex brushes and

patterns to simulate oil paints and watercolors. The brushes are truly incredible to witness, and Fresco can be used for free in a limited format as of today.

## **EXPERIENCE DESIGN**

The last point of interest which should get designers very excited is the addition of collaborative co-editing for Experience Design (XD for short). The application is a designer program that can be used to quickly construct mobile and desktop User Experiences. The application itself is so user-friendly that even the Adobe technicians themselves use XD to design the Creative Cloud Applications we use every day. The collaboration options announced during the session will allow full teams of designers to work and edit projects at the same time, across multiple machines. This was one of the most requested features involving the application, and teams everywhere will now be able to work seamlessly on a single project without the need to send or share assets via other means. Adobe Experience Design is currently free for use in a limited format and can be utilized to its full potential with a Creative Cloud subscription. If the idea of designing an app has ever crossed your mind, we highly recommend checking it out, as the adaptive menus and user-friendly experience make for extremely rewarding workflows.

Collectively, the updates and releases from this year's conference will bolster the current family of applications, ensure space for growth in the 3D and AR fields, and open up new avenues for design on platforms that have never been utilized before. The freedom to create, design, and edit anywhere is a freedom that we will collectively grow and adapt as the Adobe apps expand to different platforms. The release of Project Aero is only the first step in a series of releases that will truly cement augmented reality as a viable consumer experience. All the aforementioned updates and applications are included in the Creative Cloud family and can be used by any active subscriber—we highly recommend you check them out.

Check out some of the videos from MAX below!

<https://www.youtube.com/playlist?list=PLD8AMy73ZVxUSYuNoC21reAKIOq1LuHhm>

[https://www.youtube.com/playlist?list=PLD8AMy73ZVxWJbCkcXd-Viwk\\_hLPtzHEy](https://www.youtube.com/playlist?list=PLD8AMy73ZVxWJbCkcXd-Viwk_hLPtzHEy)

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