

# Beckham Digital

## Adobe Creative Cloud

There is so much dis-information around Adobe's Creative Cloud that they must get frustrated themselves at times. How much cheaper, easier and better can they make Photoshop, Bridge and Lightroom, before the whinging and wringing of hands stops



## The Facts

by Barry Beckham

## Photoshop Creative Cloud The Facts



I should say straight off that I have no connections to Adobe Photoshop apart from being a satisfied customer.

However, In my conversations with photographers of all types I find myself in utter disbelief at what I hear them say about Photoshop's Creative Cloud. Views, which are based mostly on guesswork, misinformation and ignorance.

There seems to be an objection to pay for a product monthly for the time you wish to use it. Like we do gas, electricity, TV Channels, Internet and many other services.

Is that a reasonable view? No, of course not, it's daft. In Australia the cost of Photoshop, Lightroom and Bridge is \$9.99 a month. Try buying just one cup of coffee per WEEK and your bill could be closer to \$20 for the month.

So, get real guys. Photoshop has never been cheaper and its now so cheap it ain't even worth pirating and I know that those who have done that are now reluctant to pay any money. Not even for the Rolls Royce of image editors ??

### Some facts based on what I hear.

#### If I lose my Internet connection, I won't be able to use Photoshop

Of course you will, it doesn't work on-line and you don't need to be connected while using the programs. You only need a connection to install the programs. From time to time when you open Photoshop Adobe will want to check that you have an account. So you can't work with Creative Cloud permanently off line after installation, but you don't lose it as soon as the connection is lost..

**Example** - I have a PC with a USB wireless modem. I installed Photoshop – Bridge and Lightroom on my PC and they work fine. If I remove that USB wireless connection, Photoshop will carry on working for a fair number of days, even weeks before it needs that connection re-established.



I have Photoshop on my laptop and go to a camera club to give a demonstration. I don't have an internet connection at the club, but all the Adobe programs work fine.

#### What if I sign up and then the price goes up

Its been \$9.99 for the past 2.5 years, but of course it may go up a little with inflation in time. Some people worry that they if they sign up for a 12 month contract in January, that the price will double in February. Where that sort of irrational fear comes from, I just don't know. It's almost turned into one of those conspiracy theories.

My guess is that any individual price rise, if and when it comes, will not be applied until your

annual account needs to be renewed and it will be a measured increase. No respected company would get away with what some people fear.

### What do I get with my Creative Cloud account



For your \$9.99 per month you get a fully up to date version of Photoshop C, which is already now a couple of major updates on from Photoshop CS6. Also included in your Creative Cloud Account is Bridge, the main partner and browser to Photoshop and Lightroom CC.

Three of the best image editing programs on the planet for less than 10 bucks a month, or 4 cents a day.

Below: Photoshop's opening Splash screen since Nov 2015



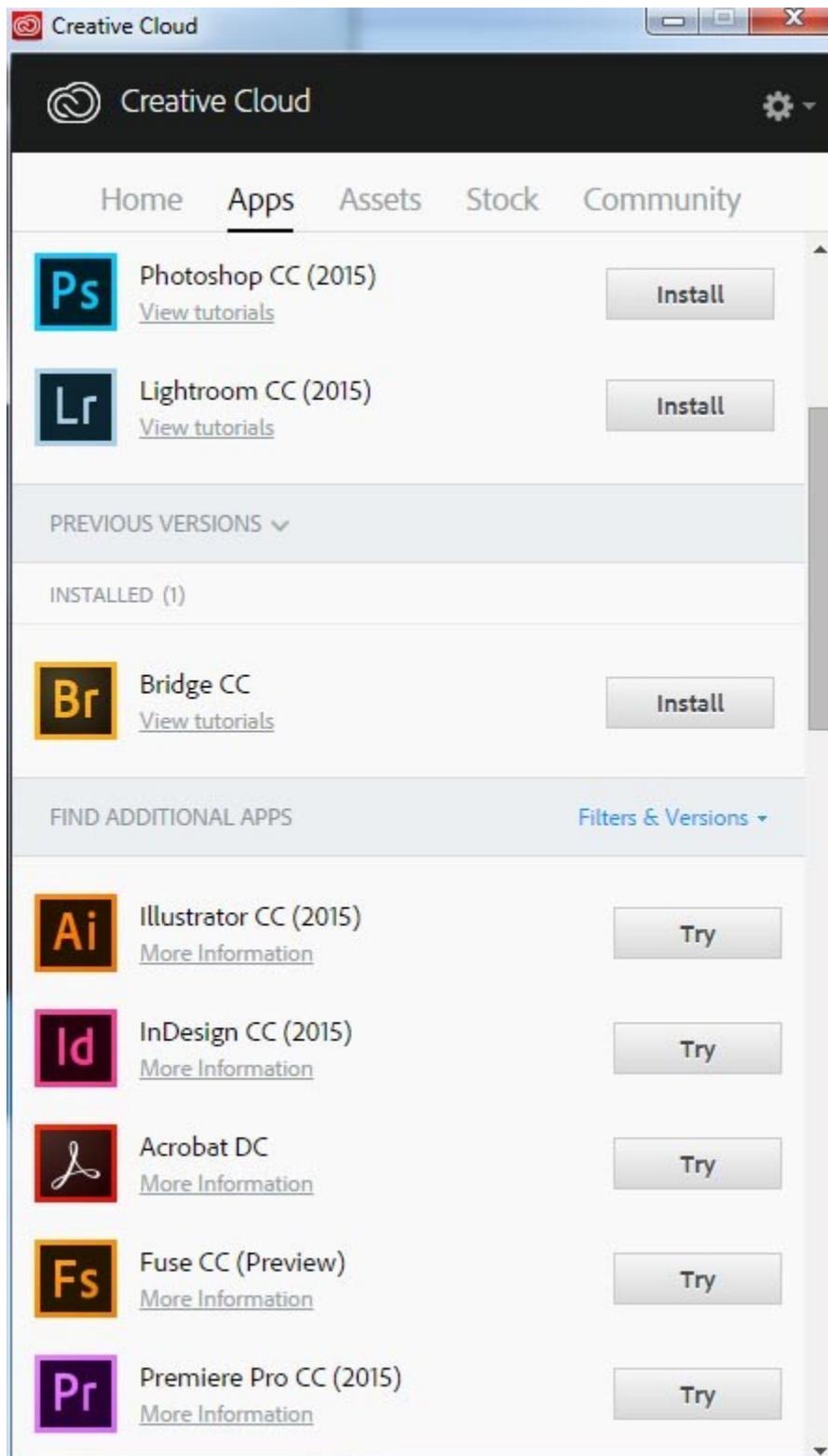
### How does Creative Cloud work



The first step is to sign up for your account and you will need to download the Creative Cloud App. The icon for that is on our left here. Creative Cloud is like a portal that gives you access to all the adobe products. Those programs you have paid for, you can install, those you haven't you can try for a while. However, we are interested here in the Photoshop Creative Cloud Package, with Bridge and Lightroom.

**Fact.** You have to commit to a 1 year account, which is not unreasonable and pretty standard with other things we purchase.

Take a look below at my screen grab of the Creative Cloud portal. You will see that programs you have paid for will show **install** on the button.



**I have a slow Internet and the programs will take ages to download**

So what? Sure, if you have a slow connection it will take longer to install the programs than if you had a fast connection, but where's the hurry. If you bought Photoshop on disk you could wait 10 days for delivery.

**Fact.** Most people wildly over-estimate the time it takes to Install Photoshop.

**Fact.** You don't have to sit there watching a green bar creep across the screen.

**Fact.** You click Install alongside Photoshop in the portal shown above and either walk away or minimise the portal and just keep on using your PC. It will not only download, but it will fully install the software automatically. You will not be asked to click **ANY** of those annoying windows we are used to. The ones where an install stops every few minutes and we need to be there to click **OK** or **Continue**. Not with Creative Cloud, it's a breeze.

**Fact.** You don't download the program, then install it. You install from the portal, just one click for Photoshop, one for Bridge and one for Lightroom and you can walk away. Come back an hour later and they will be fully installed.

### **Once I download it, then I can only use it on one computer**

Nonsense, you can install the portal and the programs you have paid for on as many computers as you wish and they can include both PC's and/or Mac's.

**Fact.** You can only **Activate** the programs on two computers at any one time, but that does not prevent you having them installed on other computers ready for when you need them.

**Example:** I have a PC and so does my wife, so our Photoshop, Bridge and Lightroom programs are activated on those two PC's. In addition I have another PC in another room set up to record video tutorials. Photoshop, Bridge and Lightroom is also installed on that PC. In fact they are also on my Laptop too, but of course we can only use or activate 2 copies at once. Since I haven't learned how to be in two places at the same time, I don't find that much of an issue.



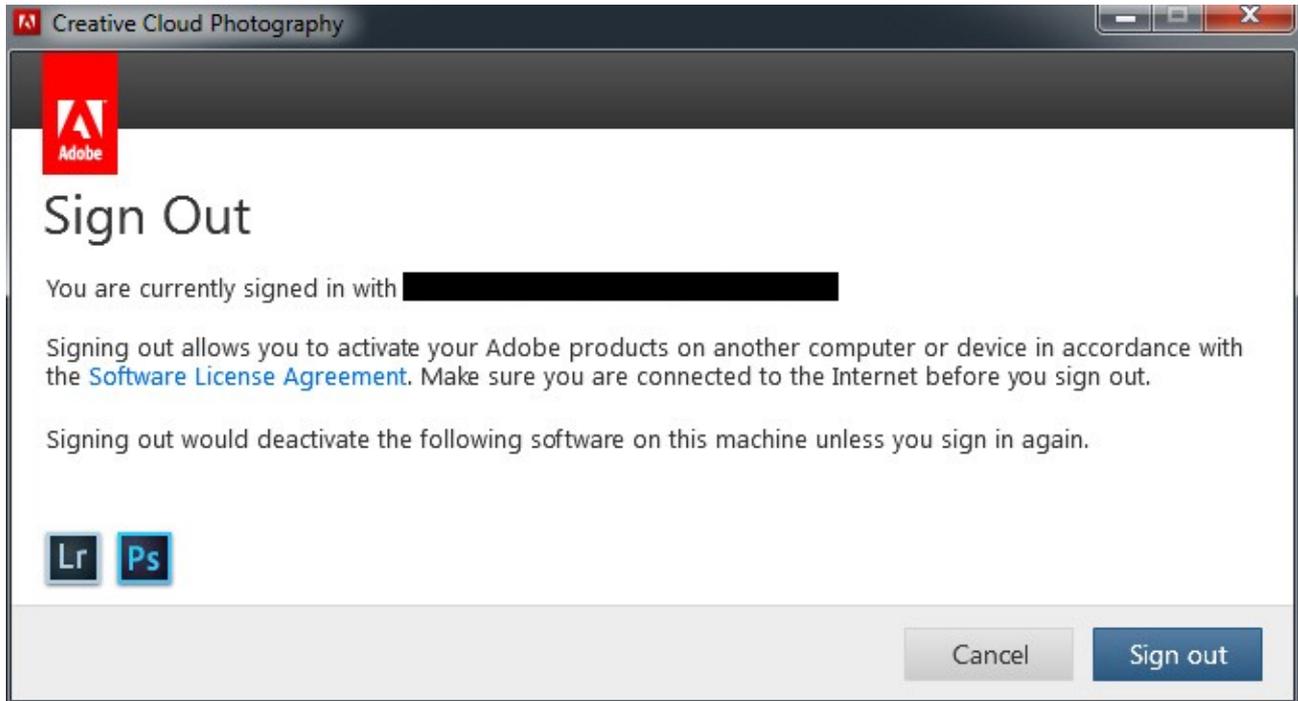
**Fact.** You can go to the Photoshop Help Menu and sign out (de-activate Photoshop) on any computer you choose. (see screen grab below) That will then allow you to sign in (Activate Photoshop) on another computer, in my case the one in the other room that I want to use to record videos tutorials.

**Fact.** Suppose I have forgotten to sign out of the two PC's at home and I travel away from home

with my laptop. As I fire up my laptop and if it has an Internet connection Photoshop may well say, *“you cannot activate this copy of Photoshop because you already have it on two machines”*

However, a panel will then appear, which gives me the opportunity to allow Adobe to de-activate Photoshop on the two PC's at home remotely and allow me to sign in with the laptop.

**Fact.** You can sign in an out on as many computers as you want, as many times as you want. You just can't use it on more than two at a time.



### **How do I keep Photoshop up to date?**

You don't have to do anything, Adobe will take care of that for you. Your Adobe Portal icon will tell you when an update is available. Open your portal and click the update buttons to allow them to update when **your** ready for them to do so.

**Fact.** Photoshop, Bridge and Lightroom, generally need to be closed down while updates are in progress. If you leave them open, the download will stop at a point and request you close them down.

**Fact.** Updates are just a single click task and the rest is done automatically, just like the original install.

### **What if I don't use Photoshop enough to warrant the cost**

Well, that's your call. If that is really true and you use Photoshop that infrequently that you begrudge \$9.99 a month then forget it. You're right, because there is no way you will ever get the best from Photoshop with so little use anyway. Perhaps another choice is right for you.

**I travel in distant places sometimes go up to 3 months away from reliable internet in remote places. and have encountered being unable to use Photoshop due to lack of internet.**

I am a little sceptical about claims like this, because we rarely travel to places for for such extended periods and not have one chance to get an Internet connection, but I suppose it's possible. However, how many people per 10,000 users would be in this position. Very few I suggest, so these views are NOT reflective of average use and just muddy the water.

**Fact.** Photoshop will run for 99 days without an internet connection

**Fact.** If you're going to be away longer than that, a call to Customer Service will cater to your needs.

**Fact.** If you have connection issues, pay your account annually

**Security is one issue that worries me judging by the abysmal record Adobe has over the last few years**

There was a security breach with one Adobe Database in 2013, which seemed to be addressed pretty quickly. To the person writing the above I would suggest that one incident does not constitute an abysmal record.

However, this is typical of the scare scaremongering that adds to the myths of Creative Cloud and on line shopping in general. If you are of the type that allows the hysteria of our modern media to frighten you, then for the sake of your health, stay away from any internet shopping entirely.

**Fact.** Your more at risk of credit card fraud in the high street shops and your local petrol station than you are with encrypted on line transactions.

Barry Beckham  
[www.beckhamdigital.com.au](http://www.beckhamdigital.com.au)