Methodology

- Online survey among a total of 1,048 U.S. creative professionals
- Data collected May 12-21, 2014 by Edelman Berland
- Margin of error at the 95% confidence level is +/- 3.1%.

CREATIVE PROs

Definition:
- Work in a creative industry (list of disciplines included graphic designers, web designers, photographers, illustrators, etc.)
- Employed, self-employed or freelance

Sample n=1,048
Summary of Key Findings

New creatives are versatile and optimistic

1. 96% of creatives are happy in their career and 88% believe that the creative industry’s best days are yet to come. [slide 7-8]
2. 80% believe they must learn new tools and techniques and three quarters say that creatives must now work across multiple mediums and disciplines. [slide 9]
3. An overwhelming majority (77%) of creatives believe change within the industry is happening rapidly, with two-thirds expecting their role to be significantly different within three years. [slide 10]
Summary of Key Findings (cont.)

Creatives on the rise, but under pressure

4. 88% believe they have a strong influence on their organizations and clients, and 46% say they have significantly more impact than they did two years ago. [slide 11-12]
5. 93% believe the value of their contributions is recognized by their companies or clients. [slide 12]
6. Creatives have worries: the pressure to “create more, at a faster speed than ever” is the top concern. [slide 13]
Creativity is going mobile

7. **74%** of creatives view mobile technology as transforming the face of creativity and design and **7 in 10** creatives are developing content for mobile apps; **87%** believe creating mobile content has had a positive impact on them. [slide 9 and 14]

8. While creatives still rely on pen and paper for ideation (28%) and brainstorming (36%), nearly half (45%) use their mobile devices to capture inspiration on-the-go. [slide 15-16]

9. **42%** say they use mobile to create content anywhere. **30%** of respondents would like to create more content on tablets, surpassing desktop computers. [slide 16-17]

10. App development (20%) and 3D modeling (18%) will be the most in-demand skills over the next 12 months. [slide 18]
Shifting sources of motivation and inspiration

11. When asked what motivates them most, over half of creatives rank doing great work (54%) and learning new things (52%) higher than financial rewards (37%) or employer recognition (27%). [slide 19]

12. Over twice as many creatives see digital sources, such as social media (36%), as the best sources of inspiration, compared to more traditional sources like fashion or architecture. [slide 20]

13. Creatives are also turning to professional online communities, noting inspiration (27%), collaboration and sharing (26%) as top reasons for participating. [slide 21]

14. While still mostly trusting their gut (79%) to make creative decisions, creatives view the impact of technology and digital analytics positively: 75% note that technology gives them more control over their professional destiny and 70% feel empowered by analytics. [slide 9 and 22]
96% of creatives are happy and fulfilled in their careers

HOW HAPPY ARE YOU IN YOUR CAREER AS A CREATIVE?

- Very happy: 51%
- Somewhat happy: 21%
- Extremely happy: 24%
- Unhappy: 4%

96% of creatives are happy and fulfilled in their careers.
Creatives are optimistic about the future

88% believe the creative industry’s best days are yet to come

HOW DO YOU SEE THE FUTURE FOR CREATIVES?

Q7. How do you see the future for creatives? % of best days are ahead. n=1,048
Mobile is transforming the face of creativity and design

Creativity and design thinking are becoming more important to business

Creatives are increasingly working across mediums/disciplines

Technology gives creatives more control of their professional destiny

Creatives need to become skilled in more than one creative discipline

Creatives will fall behind if they don’t stay current with changes

Creatives are expected to learn new tools and techniques

Creatives recognize the need to learn new tools and mediums
Creatives believe their roles are changing rapidly

**WILL YOUR ROLE CHANGE IN THE NEXT?**

- **66%** Yes
- **34%** No

**HOW FAST IS THE ROLE OF CREATIVES CHANGING?**

- **34%** No
- **44%** 12 MONTHS
- **56%** 3 YEARS

77% say rapidly

Q35: On a 0 to 9 scale where 0 is NOT AT ALL DIFFERENT and 9 is EXTREMELY DIFFERENT how different do you think your role as a creative will be 12 months from now as well as 3 years from now? n=1048

Q2: How fast do you feel the role of creatives is changing? Top 2; n=1048
Creative teams enjoy strong levels of influence across companies and clients

88% have strong influence over company or clients

LEVEL OF INFLUENCE OVER COMPANY OR CLIENTS

- 62% Very strong
- 26% Strong
- 10% Weak
- 2% Very weak

Q21/Q22: How would you rate the level of influence your creative team or department has over your company or your clients overall? n=1,048
Creatives believe that their company values their contribution

ARE YOU, AS A CREATIVE, HAVING MORE OR LESS IMPACT TODAY THAN YOU DID TWO YEARS AGO?

- Significantly less impact: 9%
- Same impact: 45%
- Significantly more impact: 46%

91% of creatives are having an impact in the workplace

HOW DO YOU FEEL YOUR COMPANY/CLIENTS PERCEIVE THE VALUE OF CREATIVES?

- Adding no value: 7%
- Adding some value: 44%
- Adding significant value: 49%

93% of creatives feel valued in the workplace

Q19. Are you, as a creative, having more or less impact today than you did two years ago? n=1,048
Q20. How do you feel your company/clients perceive the value of creatives? n=1,048
Pressure to deliver content and ideas keeps creatives up at night

- Pressure to deliver creative ideas and content faster than ever: 33%
- Financial or job security: 32%
- Losing inspiration and motivation: 28%
- Not meeting the expectations set for me: 25%
- Being misunderstood: 21%
- Not being original or difficulty differentiating: 20%
- Not being trained sufficiently in new skills: 19%
- Losing my artistic authenticity and selling out: 18%
- Losing respect of my peers: 13%
- Never making it in my profession: 13%

Q37. What keeps you up at night as a creative? n=1,048
7 in 10 creatives are creating content for mobile devices

Q27. Do you create content for any of the following? n=1,048
Q27A. What kind of impact has creating mobile content had on you as a creative? n=734

DO YOU CREATE CONTENT FOR ANY OF THE FOLLOWING?

- Mobile websites: 42%
- Apps: 41%
- Mobile ads: 30%
- None of the above: 30%

IMPACT OF MOBILE CONTENT ON CREATIVE

- 87% Positive
- 8% Negative
- 5% No impact

70% CREATE FOR MOBILE

ADOBE | THE NEW CREATIVES REPORT
Although creatives embrace new technologies, they still rely on pen and paper

WHICH DEVICE IS YOUR GO-TO FOR EACH CREATIVE ACTIVITY?

<table>
<thead>
<tr>
<th>Device Type</th>
<th>Idea Generation</th>
<th>Seeking Inspiration</th>
<th>Brainstorming</th>
<th>Content Creation</th>
<th>Collaboration</th>
<th>Content Sharing</th>
<th>Displaying Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop computer</td>
<td>18%</td>
<td>22%</td>
<td>14%</td>
<td>29%</td>
<td>23%</td>
<td>25%</td>
<td>29%</td>
</tr>
<tr>
<td>Laptop computer</td>
<td>27%</td>
<td>31%</td>
<td>24%</td>
<td>33%</td>
<td>35%</td>
<td>36%</td>
<td>34%</td>
</tr>
<tr>
<td>Tablet like an iPad</td>
<td>12%</td>
<td>13%</td>
<td>12%</td>
<td>9%</td>
<td>13%</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>Tablet/touchpad</td>
<td>7%</td>
<td>6%</td>
<td>5%</td>
<td>6%</td>
<td>7%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Smartphone</td>
<td>8%</td>
<td>12%</td>
<td>10%</td>
<td>6%</td>
<td>11%</td>
<td>14%</td>
<td>7%</td>
</tr>
<tr>
<td>Pen and paper</td>
<td>28%</td>
<td>16%</td>
<td>36%</td>
<td>17%</td>
<td>12%</td>
<td>5%</td>
<td>8%</td>
</tr>
</tbody>
</table>
Nearly half of creatives use their mobile devices to capture inspiration and create content on-the-go.

**HOW HAVE MOBILE DEVICES CHANGED YOUR CREATIVE PROCESS?**

- I can capture inspiration in the moment and on the go: 45%
- I can create content anywhere: 42%
- My work is now accessible to a broader audience: 41%
- I'm using mobile to collaborate: 32%
- I'm using mobile as a digital portfolio: 31%
- I'm using mobile devices to present creative concepts: 30%
- Created more output mediums which makes my job harder: 20%
Creatives want to create more on tablets

Which device would you like to use more for each creative activity?

<table>
<thead>
<tr>
<th></th>
<th>Idea Generation</th>
<th>Seeking Inspiration</th>
<th>Brainstorming</th>
<th>Content Creation</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Desktop computer</td>
<td>21%</td>
<td>22%</td>
<td>19%</td>
<td>25%</td>
<td>23%</td>
<td>25%</td>
<td>27%</td>
</tr>
<tr>
<td>Laptop computer</td>
<td>31%</td>
<td>32%</td>
<td>29%</td>
<td>36%</td>
<td>32%</td>
<td>34%</td>
<td>37%</td>
</tr>
<tr>
<td>Tablet like an iPad</td>
<td>31%</td>
<td>31%</td>
<td>29%</td>
<td>30%</td>
<td>33%</td>
<td>33%</td>
<td>33%</td>
</tr>
<tr>
<td>Touchpad</td>
<td>16%</td>
<td>15%</td>
<td>14%</td>
<td>16%</td>
<td>15%</td>
<td>16%</td>
<td>16%</td>
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<tr>
<td>Smartphone</td>
<td>19%</td>
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<td>21%</td>
<td>16%</td>
<td>23%</td>
<td>25%</td>
<td>18%</td>
</tr>
<tr>
<td>Pen and paper</td>
<td>23%</td>
<td>17%</td>
<td>26%</td>
<td>19%</td>
<td>13%</td>
<td>11%</td>
<td>14%</td>
</tr>
</tbody>
</table>
WHICH CREATIVE SKILLS WILL BE MOST ‘IN-DEMAND’ OVER THE NEXT 12 MONTHS?

App development: 20%
3D Modeling: 18%
Graphic design: 14%
Web design: 10%
Visual effects: 9%
Animation: 6%
Motion graphics: 5%
Digital storytelling: 5%
Video editing: 5%
Illustration: 4%
Photography: 3%

App development and 3D modeling expected to be most in demand skills
Creatives value doing great work and learning new things more than financial rewards

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I want to do great work</td>
<td>54%</td>
</tr>
<tr>
<td>Desire to learn new things</td>
<td>52%</td>
</tr>
<tr>
<td>Seeing my ideas brought to life in the real world</td>
<td>50%</td>
</tr>
<tr>
<td>Mastering new technologies</td>
<td>45%</td>
</tr>
<tr>
<td>Knowing my work is having an impact</td>
<td>38%</td>
</tr>
<tr>
<td>Financial rewards</td>
<td>37%</td>
</tr>
<tr>
<td>Knowing my work is having an impact on causes/social issues</td>
<td>33%</td>
</tr>
<tr>
<td>Recognition from peers</td>
<td>31%</td>
</tr>
<tr>
<td>Reaching a broad audience</td>
<td>29%</td>
</tr>
<tr>
<td>Recognition and advancement from my employer</td>
<td>27%</td>
</tr>
</tbody>
</table>

Q14. What are some of the things that motivate you as a creative? n=1048
Social media, websites and online advertising are top sources of inspiration

MOST INFLUENTIAL SOURCE OF CREATIVE SPARKS AND INSPIRATION FOR THE CREATIVE COMMUNITY

- Social media (Facebook, Twitter, etc.) - 36%
- Websites/online advertising - 33%
- Video games - 26%
- Film - 25%
- Online creative communities (Behance, Dribbble, or others) - 22%
- TV advertising - 19%
- Cultural imports from other countries - 18%
- Street style - 17%
- High fashion - 15%
- Architecture - 15%
- Print and magazine advertising - 14%
Online creative communities deliver inspiration and facilitate collaboration between creatives

ARE YOU A MEMBER OF AN ONLINE CREATIVE COMMUNITY?

- Yes: 14%
- NO: 86%

14% ARE MEMBERS OF A CREATIVE COMMUNITY

TOP REASONS FOR PARTICIPATING IN ONLINE CREATIVE COMMUNITY

- Getting inspiration: 27%
- Collaboration and sharing: 26%
- Learning new skills: 23%
- Networking/self-promotion: 10%
- Mentoring or teaching others: 9%
- Job prospecting: 5%

Adobe | The New Creatives Report

Q23. Are you a member of an online creative community? n=1,048
Q24. What is the top reason you participate in an online creative community? n=143
Creatives trust their gut, yet are increasingly empowered by analytics

I primarily trust my creative gut
- Somewhat Agree: 38%
- Strongly Agree: 41%
- Total: 79%

Analytics and metrics create more work for creatives
- Somewhat Agree: 39%
- Strongly Agree: 19%
- Total: 58%

Analytics and metrics can inspire great creativity
- Somewhat Agree: 37%
- Strongly Agree: 20%
- Total: 57%

Analytics and metrics make creative gambles less risky
- Somewhat Agree: 38%
- Strongly Agree: 16%
- Total: 54%

I feel empowered by analytics and metrics
- Somewhat Agree: 70%
- Strongly Agree: 30%
- Total: 100%

I feel threatened by analytics and metrics
- Somewhat Agree: 30%
- Strongly Agree: 70%
- Total: 100%
Appendix: Additional Findings
The creative industry is changing rapidly

3 believe creative industry has changed more in the past 5 years than in the last 50
New technologies, social media and new platforms driving change in creative industry

Q3. What are the top three driving forces behind the change in the role of creatives? n=1,048

1. New technologies that change how you do your work — 50%
2. The impact of social media on the creative industry — 36%
3. New platforms for reaching your audience — 35%
4. New skills that redefine how you do your work — 33%
5. Challenge of "breaking through the noise" — 27%
6. The use of consumer data and analytics to guide strategy — 22%
7. Necessity to work on cross-functional teams — 22%
8. New responsibilities added to the design/creative function — 22%
9. Ease of sharing your work with peers in the community — 19%
10. The opportunity to crowd-source projects — 13%
Creatives are most inspired by learning new skills and work of peers

**WHAT INSPIRES YOU IN THE CREATIVE PROCESS?**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exposure to new skills and mediums</td>
<td>37%</td>
</tr>
<tr>
<td>Viewing the work of other creatives</td>
<td>31%</td>
</tr>
<tr>
<td>Movies</td>
<td>24%</td>
</tr>
<tr>
<td>Social media</td>
<td>22%</td>
</tr>
<tr>
<td>Travel</td>
<td>21%</td>
</tr>
<tr>
<td>Peers and colleagues</td>
<td>21%</td>
</tr>
<tr>
<td>Fine art (museums and galleries)</td>
<td>19%</td>
</tr>
<tr>
<td>Books</td>
<td>18%</td>
</tr>
<tr>
<td>Trends in pop-culture</td>
<td>18%</td>
</tr>
<tr>
<td>TV</td>
<td>17%</td>
</tr>
<tr>
<td>Mentoring/teaching others</td>
<td>17%</td>
</tr>
<tr>
<td>Industry events and conferences</td>
<td>17%</td>
</tr>
<tr>
<td>Volunteer/Pro Bono work</td>
<td>11%</td>
</tr>
<tr>
<td>Viewing the work of others</td>
<td>7%</td>
</tr>
</tbody>
</table>
| Trends in pop-culture, Exposure to new skills and mediums

**Q13. What are some of the things that inspire you the most in your creative process? n=1,048**
Creatives most value being passionate about their work and creative freedom

<table>
<thead>
<tr>
<th>How Important</th>
<th>Being passionate about my work</th>
<th>Having complete creative freedom</th>
<th>Staying true to my creative vision despite pressures</th>
<th>Being proficient in multiple disciplines</th>
<th>Being able to create from anywhere</th>
<th>Collaborating effectively with others</th>
<th>Having a unique signature style</th>
<th>Mentoring or teaching others</th>
<th>Having my work seen by a broad audience</th>
<th>Leveraging my talent to help advance a social cause</th>
<th>Being recognized by my peers as best in field</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Important</td>
<td>31%</td>
<td>36%</td>
<td>36%</td>
<td>42%</td>
<td>37%</td>
<td>43%</td>
<td>34%</td>
<td>38%</td>
<td>36%</td>
<td>35%</td>
<td>34%</td>
</tr>
<tr>
<td>Extremely Important</td>
<td>53%</td>
<td>41%</td>
<td>38%</td>
<td>31%</td>
<td>36%</td>
<td>28%</td>
<td>35%</td>
<td>28%</td>
<td>28%</td>
<td>24%</td>
<td>24%</td>
</tr>
</tbody>
</table>
Over-designing or not knowing when to quit considered the “Cardinal Sins” of design

WHAT DO YOU CONSIDER TO BE THE “CARDINAL SIN” OF DESIGN?

- Over-designing/not knowing when to quit: 24%
- Using trends/fads regardless of whether they solve a design problem: 19%
- Amateur video footage/editing/production: 10%
- Disjointed look and feel across platforms (Web, mobile): 9%
- Crowdsourcing: 8%
- Bad stock photography: 8%
- Design density/lack of negative space: 7%
- Bad typography (spacing, kerning, over use of fonts): 7%
- Distracting motion graphics: 7%

Q16. What do you consider to be the “Cardinal sin” of design (i.e. the worst offense possible) in the digital age? N=1,048