



Classic art, 21st century technology

Hip young designers blend traditional and digital techniques, cross media with ease, and expand their business using Adobe® Creative Suite® 4 Master Collection software



How Mogollon delivers ideas across media with ease using Adobe Creative Suite 4 software

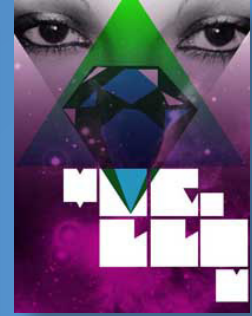
Pain point

"We need to stay in the creative flow and cross virtually any medium."

Solution: Adobe Creative Suite 4 software

- With Adobe Creative Suite 4 Master Collection, artists at Mogollon can create everything from print projects and web work to set designs, moving fluidly among Adobe applications.
- Features like the Blob Brush tool in Adobe Illustrator® CS4 and the fluid new Rotate View tool in Adobe Photoshop® CS4 Extended let artists draw with a Wacom tablet almost as intuitively as they can with pencil and paper.

Inspired by Paris, French New Wave Cinema, natural patterns and forms, the work of artists like Caravaggio, Neo Rauch, and Arnulf Rainer, it is no wonder that Mogollon—a collaboration between Venezuela-born co-founders Francisco Lopez and Monica Brand—has developed its own eclectic, eye-catching style. The design duo, whose services include art direction, graphic design, illustration, set design, and multimedia, is known for creating trendsetting classic-meets-contemporary work.



Whether they are designing for print, the web, multimedia, or movie sets, Adobe Creative Suite 4 Master Collection ignites the Mogollon team's creativity, helps them work more efficiently, opens new business opportunities, and enables them to create the trendsetting, classic-meets-contemporary work for which they are known.

"Adobe Creative Suite 4 is a cohesive, integrated environment that lets us experiment without worrying about exactly where a design might lead."

Monica Brand, co-founder and art director, Mogollon

While projects at Mogollon almost always start with traditional artistic techniques like sketching, painting, or printmaking, they inevitably end in Adobe Creative Suite 4 Master Collection software where, according to the two co-founders, the magic happens.

"We use Creative Suite 4 day in and day out," says Lopez. "Adobe Creative Suite 4 is more intuitive, streamlined, and integrated than ever. Whether we are creating work for print, the web, multimedia, or movie sets, it ignites our creativity, helps us work more efficiently, and opens new business opportunities."

Exemplifying a new design era

As young, up-and-coming designers, Brand and Lopez use digital tools in ways that are fresh and exciting. They believe that traditional artistic techniques coexist happily with and are

complemented by the use of Adobe software. They also exemplify today's new breed of designers, capable of addressing any medium.

"The word Mogollon is Spanish slang for plenty," says Brand. "It correlates to the amount and variety of projects we take on. We love creating projects for a variety of media and working for many different industries: fashion, film, entertainment, music, and art."

Mogollon has created corporate identities, print work, and websites for U.S.-based clothing and jewelry designers CC SKYE, Lisa Linhardt, Stacy Nolan, and Vagabond; websites for Clear Magazine; CD covers for OM Records and Warner Brothers; and digital ads for major brands like Absolut Vodka. The company's clientele also expands to include Interscope Records, VH1, Sony, BMG, FUSE Networks, Levi's and an extensive international roster. International clients include Codigo Magazine, Gigolo Records, OPIUM Japan, and far-reaching work for movie company Producciones TM, including set design, production design, credit sequences, trailers, branding, promotions, and website design.

Mogollon is also one of the artist teams selected to design the branding materials to accompany Madonna's latest hits record. Regardless of the



TO INSPIRE YOU

media involved and the roster of creative demands, Adobe Creative Suite 4 Master Collection helps Mogollon deliver with exceptional creativity and ease.

A fluid workflow for a variety of projects

Mogollon's workflow varies widely from project to project, but the duo's mainstay software applications are Adobe Illustrator CS4, Adobe Photoshop CS4 Extended, Adobe InDesign® CS4, and Adobe After Effects® CS4. For every project, Adobe Bridge CS4 software is the central hub for organizing photos, artwork, and other assets.

Once they have created a sketch, painting, illustration, or print, they scan the artwork into the computer. They use Photoshop CS4 Extended to finesse images and Illustrator CS4 to create logos and other vector artwork. InDesign CS4 is used to produce layouts for all print work. Mogollon's founders credit advanced typography controls in InDesign CS4 with the ability to achieve unique, eye-catching layouts for posters, magazine covers, and other materials. For all things animated or for videos, the team relies on After Effects CS4. Web designs start in Photoshop CS4 Extended and Illustrator CS4. Once designs are complete, Lopez and Brand work with developers who use Adobe Dreamweaver® CS4 and Adobe Flash® CS4 Professional to code and add interactivity and animations to sites.

"We don't really have a set workflow," says Brand. "We have a lot of flexibility with Creative Suite. We can work in any medium, combine traditional and digital techniques, and just let our creativity go. Adobe Creative Suite 4 is a cohesive, integrated environment that lets us experiment without worrying about exactly where a design might lead."

Staying organized, maximizing creativity

Brand and Lopez spend a lot of time drawing and experimenting in Illustrator CS4 and Photoshop CS4 Extended. Lopez notes that the ability to rotate the views of his work in Photoshop CS4 Extended lets him see ideas from different angles very quickly, saving time and streamlining the creative process. Another of the co-founders' favorite new features in Illustrator CS4 is the Blob Brush tool, which generates a clean, filled, vector shape while they sketch.

"Drawing with the Blob brush is a truly painterly, fluid way to create vector artwork," says Brand. "It even provides pressure sensitivity for our Wacom tablets; it's magical."

With multiple artboards in Illustrator CS4, Lopez and Brand can define working areas of varying sizes, all within one document. They can work on a variety of projects in a single file and share settings and content across designs.

Mogollon's co-founders are constantly inspired by their clients and love creating projects for a variety of media and working for many different industries, such as fashion, film, entertainment, music, and art. They exemplify today's new breed of designers, capable of addressing any medium, and believe that traditional artistic techniques coexist happily with, and are complemented by, the use of Adobe Creative Suite software.

Mogollon

Brooklyn, New York
www.mogollon-ny.com

Challenge

- Create work for any medium
- Maximize creativity
- Blend traditional and digital techniques
- Save time in creating designs and collaborating with clients and developers
- Forge new business opportunities

Solution

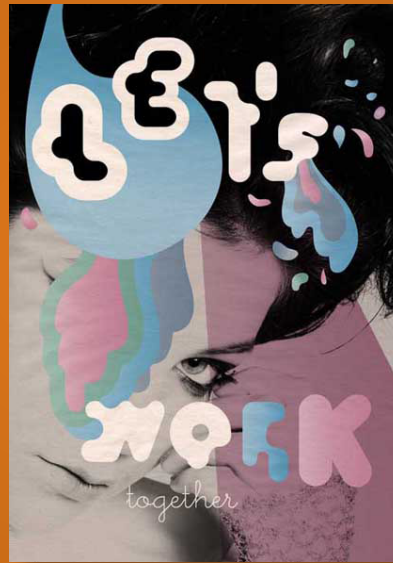
- Work across components in Adobe Creative Suite 4 Master Collection to produce projects for print, web, film, and interactive media
- Leverage features like the Rotate View tool in Photoshop CS4 Extended and the Blob Brush tool in Illustrator CS4 to fluidly create artwork
- Stay organized with features such as multiple artboards in Illustrator CS4
- Reduce steps with features such as the Adjustments panel in Photoshop CS
- Collaborate online using Adobe ConnectNow

Benefits

- Created everything from print work to websites and set designs
- Combined traditional and digital techniques
- Clarified design intent and streamlined reviews with clients
- Offered new types of services

Toolkit

- Adobe Creative Suite 4 Master Collection. Products used include:
 - Adobe After Effects CS4
 - Adobe Bridge CS4
 - Adobe Dreamweaver CS4
 - Adobe Flash CS4 Professional
 - Adobe Illustrator CS4
 - Adobe InDesign CS4
 - Adobe Photoshop CS4 Extended
 - Adobe ConnectNow



Mogollon's mainstay software applications are Adobe Illustrator CS4, Adobe Photoshop CS4 Extended, Adobe InDesign CS4, and Adobe After Effects CS4. For every project, Adobe Bridge CS4 software is the central hub for organizing photos, artwork, and other assets. Regardless of the media involved and the roster of creative demands, Adobe Creative Suite 4 Master Collection helps Mogollon deliver its eye-catching work with exceptional creativity and ease.

"Adobe Creative Suite 4 is everything we ever dreamed of. It helps us fluidly move from medium to medium, work more efficiently and creatively, and expand our business. There's not much more we could wish for."

Francisco Lopez, co-founder and art director, Mogollon

"The multiple artboards functionality in Illustrator CS4 is a great way to organize projects with multiple pages or diverse outputs," says Lopez. "We recently used multiple artboards to organize various files into one client proposal. It's a very powerful way to work."

Working more productively

New features also save the design duo substantial amounts of time. The Adjustments panel in Photoshop CS4 Extended streamlines the process of making non-destructive changes to images. Previously, in order to make changes, it was necessary to create an adjustment layer, choose the kind of adjustment such as levels or contrast, and then adjust desired settings. Now, Lopez and Brand can select the adjustment option and setting in one convenient panel. "The Adjustments panel

in Photoshop CS4 Extended saves many round trips to the menu bar," says Brand. "The time saved in tweaking images is substantial."

The Mogollon team is also saving time by using Adobe ConnectNow web conferencing—available at no charge with Adobe Creative Suite 4—to review interactive design projects with clients and communicate design intent to outsourced web developers. "Adobe ConnectNow is a great way to show usability of websites or review interactive design projects," says Lopez. "It saves a lot of time and is a powerful tool for clear communications with remote clients or developers."

In addition to helping the Mogollon team stay organized, save time, and maximize creativity, Creative Suite 4 is opening new business opportunities for the growing design studio. For instance, Mogollon is expanding into offering 3D designs, including packaging, by taking advantage of the new 3D capabilities in Photoshop CS4 Extended.

"It may sound corny, but Adobe Creative Suite 4 is everything we ever dreamed of," says Lopez. "It helps us fluidly move from medium to medium, work more efficiently and creatively, and expand our business. There's not much more we could wish for."



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