Designers at Vasava understand that the journey is the destination. The studio prides itself on continual learning, creative experimentation, and risk-taking. Every project has to be special, and the process is equally important as the final outcome. Started in Barcelona in 1997, Vasava today is a communication studio with 18 young designers who specialize in cross-media projects: print, web, motion, 3D animation, and video. To unleash creativity and meet the deadline-driven demands of clients, Vasava relies on the integrated, cross-discipline tools found in Adobe Creative Suite Master Collection software.
“Adobe Creative Suite 4 Master Collection software is now our constant companion in our journey of discovery.”
Toni Selles, co-Founder, Vasava

“Vasava isn’t a studio—it’s an experience,” says Co-founder Toni Selles. “Through the practice of our work, we get a little better every day. It is important for us to be like children: experimenting, living, and feeling what we are doing. Adobe Creative Suite 4 Master Collection software is now our constant companion in our journey of discovery.”

Erasing boundaries
In 1997, Toni founded Vasava with his son, Bruno, in one of the Selles’ bedrooms. With just one shared computer, Toni worked by day and Bruno worked by night. The studio grew continuously until one day Toni and Bruno realized they had no space in the house left to live. Since moving the studio into its own space, Vasava has continued to grow and flourish.

Vasava works for companies large and small, including well-known brands such as MTV, BWM, Diesel, and Budweiser. The studio’s designers spend time on commercial work but also on awe-inspiring personal design that is displayed in exhibitions around the world.

An end-to-end Adobe workflow
Regardless of the creative vision or project at hand, designers at Vasava start with an initial concept created in Adobe Illustrator® and Photoshop®, and then move that concept on to multiple media. The studio’s team of talented creative professionals now rely on Adobe Creative Suite 4 Master Collection, including Adobe InDesign® CS4, Photoshop CS4 Extended, Illustrator CS4, Dreamweaver® CS4, Flash® CS4 Professional, After Effects® CS4, Adobe Premiere® Pro CS4, and Soundbooth™ CS4 software to provide a fluid, cross-media workflow.

“Adobe Creative Suite 4 Master Collection gives our team a streamlined process that lets us reuse and repurpose assets for print, motion graphics, interactive projects, or video,” says Bruno Selles, Vasava co-founder and creative director. “Adobe software enables everyone on the team to do their part and then integrate everything together into an exceptional product for clients—all within the context of an efficient, deadline-driven workflow.”

More creative options, greater creative control
For illustrations, Vasava designers start by drafting in pencil, scan the drawings, and use both Illustrator CS4 and Photoshop CS4 Extended to complete them. For page layout, InDesign CS4 is the studio’s standard tool. Final output for print projects is always delivered in Adobe Portable Document Format (PDF).

With Adobe Creative Suite 4 Master Collection, designers have more creative freedom and tools that save time and provide precise control over projects. Designers appreciate the new support for multiple art boards in Illustrator CS4, while the new Blob Brush gives them the freedom to draw by hand. “The Blob Brush in Illustrator CS4...
More efficient tapeless workflows, plus metadata

For video projects, the Vasava team uses 3D software along with Adobe Premiere Pro, After Effects, Illustrator, and Photoshop. The Vasava team appreciates the ability to work smoothly in 3D using Adobe and third-party tools. “In After Effects CS4, the ability to import a file with 3D layers from Photoshop CS4 Extended, work with them in After Effects CS4 to rotate and scale objects, and then export our After Effects work as layered files that can be imported into Flash CS4 Professional is invaluable,” says Alex Fernandez, Vasava animator and sound engineer. “These are exceptionally powerful tools for enabling our cross-media workflow.”

The team also uses Adobe Soundbooth CS4 for editing various audio clips at the same time, whether they are loops, music, special sound effects, or dialog. “With Soundbooth CS4, we can equalize the volume of all our audio clips with just one click, reducing time spent on repetitive tasks,” says Fernandez.

As projects move through the video-editing pipeline, two of the most impressive aspects of Adobe Premiere Pro CS4 are its ability to deliver project intelligence through support for metadata and native support for tapeless formats, including RED, Panasonic P2, XDCAM, and AVCHD. When the Vasava team films a piece in the P2 format, the metadata logged at the shoot—the talent, camera settings, place, studio, the videographer, etc.—is instantly contained in every file. “Using a tapeless workflow, not only can we instantly drop footage immediately into...
“Adobe Creative Suite 4 Master Collection gives our team a streamlined process that lets us reuse and repurpose assets for print, motion graphics, interactive projects, or video.”

Bruno Selles, co-founder and creative director, Vasava

Adobe Premiere Pro CS4 without transcoding or rewrapping, but we can also track, find, select, and organize our files more easily than ever,” says Javier Ramos, Vasava audiovisual designer.

Intuitively simple yet powerful web tools
Vasava also leverages Adobe Dreamweaver CS4 for website design and Adobe Flash CS4 Professional for animations and interactive content development. “With our Adobe toolset including Dreamweaver CS4, we can create dynamic user interfaces with rich visual transitions using the pre-built widgets and effects from the Spry framework for Ajax—all while complying with industry standards and best practices,” explains Miguel Angel, Vasava web programmer.

Flash CS4 Professional also offers many exciting new features that allow web specialists at Vasava to push the boundaries of their creativity and bump up the quality and productivity of their work. “The Bones tool enables us to give animated characters life-like motion in ways we never could before,” says Angel. “And the fact that tweens are now applied directly to objects with the new object-based animation model makes working in Flash so much more efficient.”

In addition, the new Motion Editor in Adobe Flash CS4 Professional, which provides the ability to control animation parameters independently, is similar to the familiar timeline in After Effects CS4 software. “The Motion Editor in Flash CS4 Professional is very simple to use and understand, and it puts a wealth of functionality at interactive programmers’ fingertips,” says Pablo Marino, programmer at Vasava.

Technology in support of creativity
Whether they are programming for the web, editing video, or designing for print, the artists at Vasava continually find ways to push the boundaries of their craft, with a passion that shines through in everything they do.

“Creativity is unleashed when you don’t have to worry about technology, so we can do the best possible work for clients,” says Bruno Selles. “With the integration among applications in Adobe Creative Suite 4 Master Collection and the confidence of knowing we can start in the software we are comfortable with and transfer it to any other Adobe application whenever we need to, we can focus on creativity and delivering work that exceeds client expectations—the technical aspects of what we’re doing disappear into the background.”