

# ADOBE® CREATIVE SUITE® 4 DESIGN STANDARD

Master deadlines in design and print production



## Which product should I upsell to?

Adobe Creative Suite 4 Design Premium

## What is in Adobe Creative Suite 4 Design Standard?

- InDesign CS4
- Photoshop CS4
- Illustrator CS4
- Acrobat 9 Pro

## Plus:

- Adobe Bridge CS4
- Adobe Device Central CS4
- Version Cue® CS4

Adobe Creative Suite 4 Design Standard software is the essential toolkit for print design and production. Take productivity to the next level with tools that enable the creation of eye-catching digital images and vector graphics, sophisticated page layout, and efficient prepress and production. Work confidently within this tightly integrated creative environment to deliver exceptional print results.

## Customer profiles

**Graphic designers**—Visual communicators who combine images and words to convey information to an audience. Traditionally, this information has appeared in printed format. These designers conceptualize and create marketing materials, advertising, and publications for output to print. They look for tools that they can trust and that help them deliver their ideas quickly and reliably.

**Print professionals**—Prepress and print professionals who are focused on quality output for their clients. In the face of increased competition, they are always looking for ways to improve efficiencies and prevent costly errors. Along with running presses, they manage prepress, variable data printing, assembly, warehousing, fulfillment, and other services for creative professionals. They need to keep up with changes in technology while running their businesses and producing reliable print output on time and on budget.

## Top reasons to buy Adobe Creative Suite 4 Design Standard

**Comprehensive toolset for print design and production**—Bring your best ideas to life in a powerful, flexible, intuitive, and tightly integrated creative environment that combines Adobe InDesign® CS4, Photoshop® CS4, Illustrator® CS4, and Acrobat® 9 Pro.

**Professional page layout**—With InDesign CS4, create stunning designs using tools that enable free-flowing expression and fine control over typography, color, graphics, transparency, effects, and placed images. Move naturally and efficiently between production tasks.

**Breathtaking digital imaging**—Quickly compose outstanding images using Photoshop CS4, the professional standard in digital image editing. Take advantage of intuitive image adjustment and masking tools, and experiment freely thanks to nondestructive editing.

**Sophisticated vector graphics**—Develop eye-catching graphics quickly and confidently with Illustrator CS4. Enjoy powerful drawing tools, advanced type handling, color control, creative effects, and advanced print production features.

**Adobe PDF workflows**—Prepare files for high-end print production with confidence using Acrobat 9 Pro. End-to-end PDF workflows use common technology to generate, preview, and print PDF files, enabling consistently high-quality output.

## Top reasons to upgrade to Adobe Creative Suite 4 Design Standard

### System requirements

#### Windows®

- 2GHz or faster processor
- Microsoft® Windows XP with Service Pack 2 (Service Pack 3 recommended) or Windows Vista® Home Premium, Business, Ultimate, or Enterprise with Service Pack 1 (certified for 32-bit Windows XP and Windows Vista)
- 1GB of RAM or more recommended
- 7.7GB of available hard-disk space for installation; additional free space required during installation (cannot install on flash-based storage devices)
- 1,024x768 display (1,280x800 recommended) with 16-bit video card
- Some GPU-accelerated features require graphics support for Shader Model 3.0 and OpenGL 2.0
- DVD-ROM drive
- QuickTime 7.4.5 software required for multimedia features
- Broadband Internet connection required for online services

#### Mac OS

- PowerPC® G5 or multicore Intel® processor
- Mac OS X v10.4.11–10.5.4
- Java™ Runtime Environment 1.5 required for Adobe Version Cue Server
- 1GB of RAM or more recommended
- 8.2GB of available hard-disk space for installation; additional hard-disk space required during installation (cannot install on a volume that uses a case-sensitive file system or on flash-based storage devices)
- 1,024x768 display (1,280x800 recommended) with 16-bit video card
- Some GPU-accelerated features require graphics support for Shader Model 3.0 and OpenGL 2.0
- DVD-ROM drive
- QuickTime 7.4.5 software required for multimedia features
- Broadband Internet connection required for online services

For updates to system requirements, visit [www.adobe.com/products/creativesuite/designstandard/systemreqs](http://www.adobe.com/products/creativesuite/designstandard/systemreqs).

This product may allow you to access certain features that are hosted online ("online services"), provided you have a high-speed Internet connection. The online services, and some features thereof, may not be available in all countries, languages, and/or currencies and may be discontinued in whole or in part without notice. Use of the online services is governed by separate terms of use and by the Adobe Online Privacy Policy, and access to these services may require user registration. Some online services, including services that are initially offered at no charge, may be subject to additional fees. For more details and to review the terms of use and Online Privacy Policy, visit [www.adobe.com](http://www.adobe.com).

### For more information

#### Product details:

[www.adobe.com/go/designstandard](http://www.adobe.com/go/designstandard)

#### Suite configuration chart:

[www.adobe.com/go/cs4compare](http://www.adobe.com/go/cs4compare)

#### Upgrade eligibility:

[www.adobe.com/go/ds\\_upgrade](http://www.adobe.com/go/ds_upgrade)

#### Suite selector tool:

[www.adobe.com/go/cs4selector](http://www.adobe.com/go/cs4selector)

**Exciting new versions and services**—Bring your best ideas to life with feature-packed new versions of Adobe InDesign CS4, Photoshop CS4, Illustrator CS4, and Acrobat 9 Pro. Explore exciting new services that help you collaborate and connect more efficiently than ever before.

**Simplified workflows**—In InDesign CS4, easily manage placed files in the new, customizable Links panel. Rotate the canvas in Photoshop CS4 or the spread in InDesign. Combine multiple artboards in a single document in Illustrator CS4, plus many more enhancements.

**Flexible, powerful page layout**—Use InDesign CS4 to create stunning print documents, from long and complex to short and simple. Efficiently deliver multiple versions within a single file, and streamline production with automatically updated cross-references.

**Publishing redefined**—Venture into new territory by transforming InDesign CS4 layouts into dynamic documents that anyone with the Adobe Flash® Player can view. Or combine rich typography and top-quality page design for electronic delivery in PDF.

**Streamlined digital imaging**—Freely edit and enhance digital images using extended nondestructive editing techniques in Photoshop CS4. Perform common tasks smoothly and conveniently with new, easy-to-access image adjustment and masks panels.

## Adobe Creative Suite Design Standard customer FAQ

**Q: Why should I upgrade to Creative Suite 4 Design Standard over an individual product?**

**A:** Print designers today need to quickly and reliably deliver eye-catching, high-quality printed material, and a single software application is not enough to complete the job. Creative Suite 4 Design Standard puts the tools you need for expert print production in one box. The components are built to work smoothly together, so you don't need to worry about file formats and compatibility, and a common user interface makes it easy to transition between your software tools. Plus, a single installer and single serial number are easier to manage.

**Q: Why do I need all the products in Creative Suite 4 Design Standard?**

**A:** Creative Suite 4 Design Standard combines industry-leading tools for professional print designers and print production staff. Craft precise page layouts for print with Adobe InDesign CS4 and Acrobat 9 Pro, and create stunning images and graphics with Photoshop CS4 and Illustrator CS4. Take advantage of simplified workflows for more efficient prepress and dependable production. And discover new ways to collaborate, share content across Design Standard components, and tap expert resources.

**Q: It seems expensive. Am I eligible for an upgrade to Creative Suite 4 Design Standard?**

**A:** If you already own an Adobe product, you may be eligible for upgrade pricing. Customers who have a license for one of the following individual products (up to three versions back) are eligible for upgrade pricing: Photoshop, Illustrator, or InDesign. Customers who own Creative Suite 1.x or 2.x are also eligible for the upgrade to Design Standard. For detailed upgrade eligibility and pricing information, visit [www.adobe.com/go/ds\\_upgrade](http://www.adobe.com/go/ds_upgrade).

For the full Design Standard customer FAQ, visit [www.adobe.com/go/designstandard\\_faq](http://www.adobe.com/go/designstandard_faq).



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