



Elevate and accelerate your graphic design using the Adobe Substance 3D Collection.

Nearly 90% of marketing executives agree: The events of 2020–2021 rewired customers to be digital-first.

This discovery, outlined in a [recent study](#) by Adobe and Econsultancy, explains why graphic designers face unprecedented pressure to create standout digital content—and fast. In fact, the same study found that more than 80% of marketing leaders plan to either maintain or accelerate their current emphasis on digital experiences, even as customers return to offline channels.

As a result, graphic designers are being pushed to their limits as they strive to engage an increasingly difficult-to-reach audience and exceed stakeholder expectations.

To get an edge in this highly competitive and demanding environment, graphic designers need a more efficient workflow capable of eliminating time-consuming tasks—while simultaneously empowering them to stretch their creativity.

The solution.

The **Adobe Substance 3D Collection** empowers designers to quickly ideate and iterate new creative concepts in 3D through a robust library of customizable, production-quality assets. Meanwhile, the ability to stage and render 100% virtual “photoshoots” allows designers to replace tedious and time-intensive workflows with a nimble, 100% digital process.



Create and scale scroll-stopping content with approachable 3D design tools.

The Adobe Substance 3D Collection builds on the skills and tools graphic designers already use, empowering you to:

- **Add 3D to your design skillset** with approachable apps that build on your existing Photoshop and Illustrator experience.
- **Boost design quality** using an ever-expanding library of production-quality 3D assets—from models to materials to lighting and backgrounds.
- **Create at warp speed** through a fully digital workflow that allows you to go from a plain 3D model to a photorealistic composition in no time.
- **Finalize designs earlier in the process** by visualizing and validating them in lifelike environments prior to manufacturing.
- **Brainstorm and iterate freely** knowing all changes are nondestructive.
- **Own your unique style** with help from a powerful paint engine that supports any look, from realistic product designs to stylized animations.
- **Breathe life into your designs** with smart materials and masks that allow you to add realistic details ranging from subtle layers of dust to heavy wear and tear.
- **Stage a scene with richness and depth** through customized or preset lighting and camera angles.
- **Draw inspiration from the world around you** with intuitive tools that create customizable 3D materials out of photos of physical surfaces.

“ The assets are completely on brand, and they look hyperrealistic. Anybody who looked at them wouldn't be able to tell that they weren't just shot using traditional photography.






Gail Cummings
Global Digital Design Lead,
Ben & Jerry's*



Designers at Ben & Jerry's needed assets for a new campaign involving 38 markets and more than 150 ice cream flavors. Meanwhile, the company had put a hold on all photoshoots during the pandemic. In the end, the team was able to produce all the necessary content by using the Adobe Substance 3D Collection to conduct their “shoots” 100% digitally.

* *How Ben & Jerry's is Leading the Virtual Photography Revolution*, Ben & Jerry's customer success story using the Adobe Substance 3D Collection, Adobe.

Tap the power of a fully integrated 3D visualization ecosystem.

-  **Adobe Substance 3D Painter**
Paint life into your 3D models with the industry-leading texturing app. With a familiar layer-based interface and non-destructive filters and effects, Painter lets you achieve the look you want.
-  **Adobe Substance 3D Stager**
Build and assemble 3D scenes in this virtual photography studio. Set up assets, materials, lights, and cameras. Export and share media, from images to web and AR experiences.
-  **Adobe Substance 3D Sampler**
Transform real-world pictures into 3D materials, plus combine materials and filters to create unique surfaces tailored to your design's needs. You can also create new lighting environments from 360-degree images.
-  **Adobe Substance 3D Designer**
Design 3D materials and patterns, image filters, environment lights, and even custom models with full control and infinite possibilities.
-  **Adobe Substance 3D Assets**
Choose from thousands of 3D models, materials, textures, lighting, backgrounds, and camera angles to quickly create and iterate photorealistic assets ranging from individual objects to entire compositions.

*Smart creative apps and an ever-growing library of production-quality assets combine in the **Adobe Substance 3D Collection** to make 3D design more approachable than ever. Easy to use and impossible to outgrow, these tools are transforming workflows for designers of all backgrounds and across industries, allowing them to create stunning content at warp speed.*

Give your business the 3D design edge.

[Learn more](#) by visiting the Adobe Substance 3D Collection homepage.

We can also help you find a solution to fit your business.

[Request more information](#) to get started.



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