



4 reasons to add 3D to your skillset as a graphic designer.

The 3D design revolution is here—and just in time.

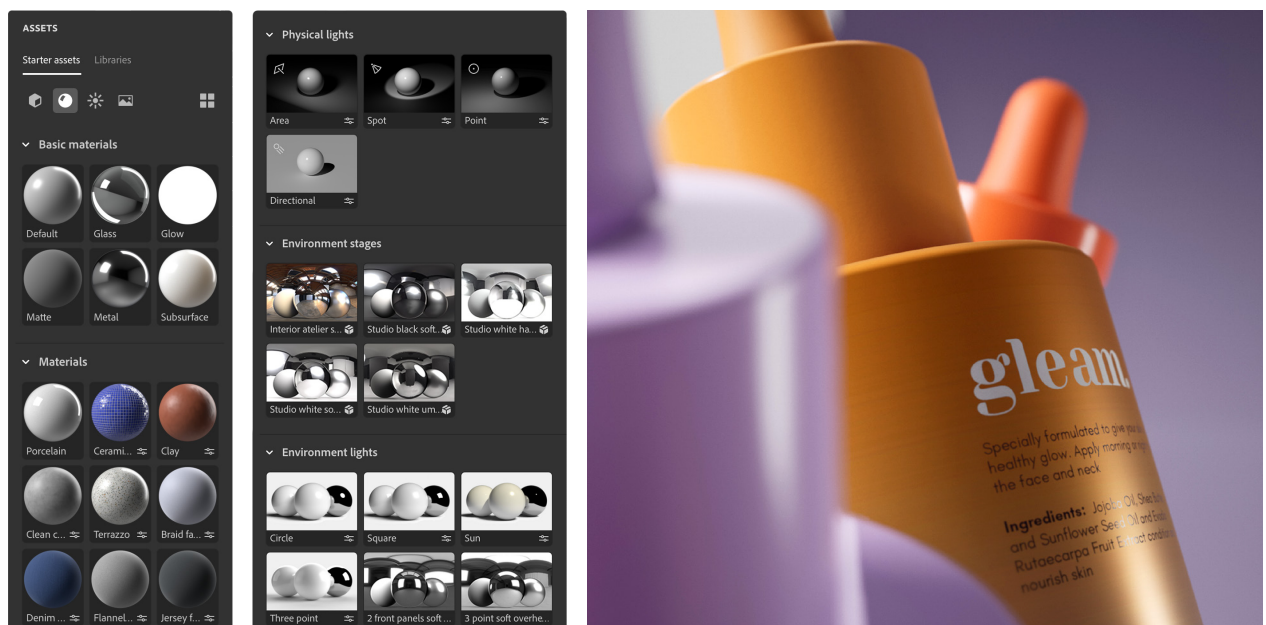
Customer expectations are sky-high and only getting higher. Meanwhile, new competitors are coming online every day. As a graphic designer, you need a breakthrough solution that will allow you to create, iterate, and scale your designs faster and easier than ever before.

Enter the Adobe Substance 3D Collection, a new generation of powerful 3D design tools that are easy to use and extend the power of Adobe Photoshop and Illustrator. Explore four reasons why you should make it a part of your daily toolkit.

REASON #1

Creative freedom

- Untether your imagination from practical constraints. Sidestep typical limitations, including time and resources, to the design process.
- Enjoy pixel-perfect control. From lighting to the details of every surface down to its opacity and shine, you're in charge.
- Experiment freely. Take creative risks knowing all changes are nondestructive.



REASON #2

Gentle learning curve

- Tap the skills you already have. The Adobe Substance 3D Collection replicates the user experience and interface of popular 2D design apps like Photoshop and Illustrator.
- View your changes as you work. Remove the guesswork from the 3D design process with real-time rendering.
- Eliminate context switching with an integrated ecosystem of 2D and 3D design apps.



REASON #3

Efficiency

- Cut down on review timelines. Validate concepts earlier in the process and with greater confidence.
- Avoid time spent waiting on manufacturing. Get started on designing packaging or campaign assets for products before they ever arrive in your studio.
- Iterate at warp speed. Quickly swap assets in and out of your compositions for a dynamic portfolio of photorealistic imagery. Create as many asset variations as you need to support different campaigns, channels, regions, and more.



REASON #4

Design quality

- Elevate your designs with production-quality assets. Breathe life into your designs with lifelike materials, lighting, backgrounds, and more from Substance 3D Assets.
- Brainstorm better. Improve your overall designs through the ability to communicate concepts in greater detail and depth.



Adobe can help.

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.

[Learn more](#)

Find out how the Adobe Substance 3D Collection can elevate your designs. Call 800-915-9425 or [request a consultation](#).



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