



THE CREATIVITY CONFERENCE

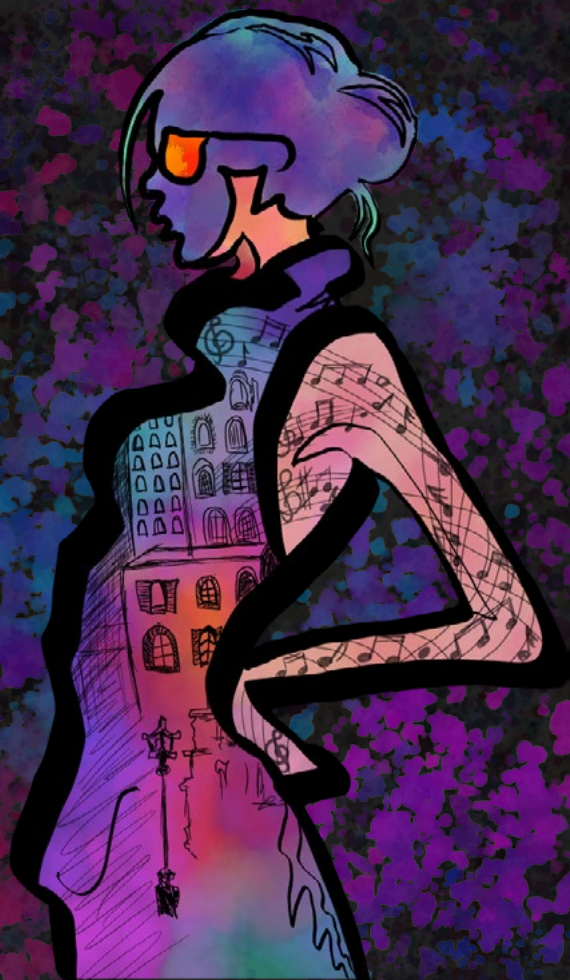
LOS ANGELES CONVENTION CENTER

CREATIVITY

FOR

ALL

OCT
20-22
2020



Keynote: Creativity for All

Get a front row seat to the latest Adobe products, features, and innovations. See how the world's best creative apps and services can help you make anything you can imagine.



FEATURING:

Shantanu Narayen

Scott Belsky

Conan O' Brien

Terry White

Jasmine Whitaker

Eric Snowden

Jason Levine

Bryan Hughes

Khoi Vinh

Stephanie Au-Chan

Jinjin Sun, Kyle Webster

Samantha Shoushtari Dohrmann



Connect Across the Globe

ENGAGE

with live chat sessions, creativity workshops, multi-part lab tutorials, creative challenges, DIY inspiration, and virtual art walks across the globe

LEARN

from world-renowned artistic professionals in 3D & AR, Business Productivity, Education, Graphic Design, Illustration & Digital Painting, Photography, Social Media, Video, and UI & UX

PLAY

win amazing prizes by viewing sponsor tutorials, visiting individual sponsor pages, and participating in as many sessions as you can

ENJOY

the first ever completely **FREE** Adobe MAX conference, jam-packed with 56 hours of nonstop inspiration and learning, complete with sneak peaks, celebrity appearances, and musical performances



THE CREATIVITY CONFERENCE

Day 1: Tuesday 10/20

| TIME ^{PDT} | TOPIC | SPEAKER(S) |
|---------------------|---|--|
| 9:00 AM | Adobe MAX Keynote | See Page 2 |
| 10:30 AM | MAX Chats: Illustrator | Julia Msalaka, AndrewHochradel |
| 11:30 AM | Photoshop + Illustrator + InDesign - Pt 1 Content Management* | Bart Van de Wiele |
| 12:00 PM | Intro to Logo and Text Animation in After Effects - Pt 1* | Eran Stern |
| 12:30 PM | Discovering Illustrator on iPad | GabrielCampbell, NeerajNadkeolyar |
| 1:00 PM | MAX Chats: Photography | Pierre T. Lambert |
| 1:30 PM | Productivity: Automating Your Professional Life | Rajan Gupta |
| 2:00 PM | How to Be the Social Content Creator That Brands Love | Anna Prosser |
| 2:30 PM | Creative Collaboration Made Easy with InDesign | Shanti Sparrow, Christine C. Herrin |
| 3:00 PM | So You Want to Animate: After Effects for Designers - Pt 1* | Sarah Beth Morgan, Nol Honig |
| 3:30 PM | Photoshop for Photographers - Pt 1 Layers & Objects* | Khara Plicanic |
| 4:00 PM | Good Design is Good Business | Matthew Gyves, Takuma Nakata |
| 4:30 PM | Prototyping Experiences with Adobe XD | Janice Yip |
| 6:30 PM | Compositing Alchemy: Humanizing Animals with Photoshop | Karen Alsop |
| 7:30 PM | Collaborative Video Editing | Jon Barrie |
| 8:30 PM | Uncovering the Mystery of Book Cover Design | Astred Hicks, Mark Campbell |

* see lab description on page 7

Day 2: Wednesday 10/21

| TIME ^{PDT} | TOPIC | SPEAKER(S) |
|---------------------|---|--|
| 9:00 AM | MAX Sneaks | Chelsea Handler, Paul Trani |
| 10:30 AM | Intro to Logo and Text Animation in After Effects - Pt 2* | Eran Stern |
| 11:30 AM | Photoshop for Photographers - Pt 2 Effects and Layers* | Khara Plicanic |
| 12:00 PM | Photoshop + Illustrator + InDesign - Pt 2 Imports & Snippets* | Bart Van de Wiele |
| 12:30 PM | Adding Motion to Graphic Design | Luisa Winters |
| 1:00 PM | Bold New Strokes for Illustration and Painting | Oliver Jeffers, David Choe |
| 1:30 PM | Proven Feature Film Workflow Techniques for Video Creators | VashiNedomansky |
| 2:00 PM | So You Want to Animate: After Effects for Designers - Pt 2* | SarahBethMorgan, Nol Honig |
| 2:30 PM | Multi-Camera Editing Workflow | Valentina Vee |
| 3:00 PM | Expanding Creative Possibilities with the Power of 3D & AR | Wes McDermott, Oliver Latta |
| 3:30 PM | MAX Chats: Building a Great Portfolio | AndrewHochradel, Nick Longo |
| 4:00 PM | The Art of Photography: Desktop & Mobile | Terry White, Stanley Tucci, Tamela Impala |
| 4:30 PM | Adobe XD: Design Collaboration Made Easy | Hilary Nemer, Carmen Ruse |
| 7:00 PM | Reexamining Your Professional Life and Finding Happiness | Lilian Darmono |
| 7:30 PM | Designing the Next Generation of User Experience | Paul Trani, Josh Dykgraaf |
| 8:00 PM | Advanced Tricks for Every Photoshop User | Unmesh Dinda |

* see lab description on page 7

Day 3: Thursday 10/22

| TIME ^{PDT} | TOPIC | SPEAKER(S) |
|---------------------|---|--|
| 9:00 AM | From Blank Screen to Brilliant | Divya Thakur, Ai Weiwei, David Stark |
| 10:30 AM | Photoshop + Illustrator + InDesign - Pt 3 Design Techniques* | Bart Van de Wiele |
| 11:30 AM | Making Innovation Accessible & Designing Inclusive Experiences | Cat Noone, Mrudula Peddinti |
| 12:00 PM | Intro to Logo and Text Animation in After Effects - Pt 3* | Eran Stern |
| 12:30 PM | MAX Chats: Exploring Adobe Stock Assets | Theresa Rostek, Shea Molloy |
| 1:00 PM | UX Design Collaboration: Working Remotely, Together | Ozzie Gundy |
| 1:30 PM | Adobe Fresco: Approaches, Techniques & Importing Brushes | Spencer Nugent |
| 2:00 PM | Product Design: Virtual Photography with Adobe 3D Tools | Vladimir Petkovic |
| 2:30 PM | Smarter Social Storytelling | Gary Vaynerchuck, Scott Belsky |
| 3:00 PM | So You Want to Animate: After Effects for Designers - Pt 3* | Sarah Beth Morgan, Nol Honig |
| 3:30 PM | Photoshop for Photographers - Pt 3 Type and Output* | Khara Plicanic |
| 4:00 PM | Logo Design with Illustrator on the iPad | Nathaniel Dodson |
| 4:30 PM | MAX Wrap | Marshmello |

* see lab description on page 7

Lab Series Descriptions

Labs are designed to provide the tools you need to learn on your own later. Labs are comprised of 3 chapters, about 30 minutes each. Downloads are available for each session to help you follow along in the Creative Cloud.

Photoshop + Illustrator + InDesign

Join Adobe Principal Solutions Consultant Bart Van de Wiele as he explores ways to use Photoshop, Illustrator, and InDesign as a powerhouse combination to save time, simplify your workflow, and create impressive work. Discover the value and benefits of using native file formats in each application to make roundtripping easy, and learn how you can speed up production workflows using techniques involving file placements, snippets, linking or embedding files, and much more.

So You Want to Animate: After Effects for Designers

Maybe you've got clients asking for subtle animations to be added to your designs, or maybe you just want to add a little something to your passion projects. Whatever the reason, join Sarah Beth Morgan and Nol Honig for an introduction to the world of motion. First you'll wrap your head around designing for motion with Sarah Beth, an illustrator, designer, and School of Motion instructor. Then you'll dive into the beast that is After Effects with Nol, a designer/ animator and award-winning educator at Parsons School of Design, The Cooper Union, and School of Motion.

Intro to Logo and Text Animation in After Effects

Learn how to animate your company's logo to make it stand out. In this follow-along lab, motion designer Eran Stern will guide you through the process of animating a multilayered Illustrator file in After Effects. You'll use 3D layers, cameras, and lights to make the logo animation pop. You'll also create a packshot animation by applying text animation presets and effects. Expand your skill set by learning some After Effects animation basics.

Photoshop for Photographers

Ready for an out-of-this-world adventure — Photoshop style? Explore new horizons and discover how simple it can be to turn ordinary images into something entirely new. We all love Lightroom, but if you want to take your photos and transform them or combine them into something really unique, you need to harness the power of Photoshop as well. Blast off with photographer and educator Khara Plicanic as your guide in this fun, follow-along lab for a fantastic walk-through of the basics.

Scan now to set your schedule in advance,
browse more sessions, or find more detailed
information on Adobe MAX sessions



Prices, Deadlines & Lodging

PRICING

Single Registrations

- **Early Bird Price** (through July 31, 2020) **\$1,495**
- **Advance Price** (August 1 - August 31, 2020) **\$1,695**
- **Full Price** (September 1 - November 6, 2020) **\$1,895**

Multiple Registrations

(3-10 registrations purchased together)

- **\$1,395** per pass, non-expiring

Registration Deadline: October 6, 2020

Hotel Reservation Deadline: September 15

(if you wish to take advantage of the discounted hotel rates)

Included in Full Conference Registration:

- All keynotes (Tuesday-Thursday, October 20-22)
- All breakout sessions, a maximum of 3 labs, and 1 creativity workshop
- Access to the Community Pavilion, Welcome Reception, and MAX Bash

LODGING & ACCOMMODATIONS

Venue Location

Los Angeles Convention Center
1201 South Figueroa Street
Los Angeles, CA 90015

Located in downtown Los Angeles, LACC is just minutes from nearby airports, including LAX & Bob Hope Airport. Visit laccink.com for more information.

MAX Hotels

- **Ace Hotel:** **\$329-\$419 + Tax**
- **Courtyard by Marriot:** **\$279 + Tax**
- **Doubletree by Hilton:** **\$275 + Tax**
- **Freehand Los Angeles:** **\$289 + Tax**
- **Hilton Checkers Los Angeles:** **\$284 + Tax**
- **Hotel Figueroa:** **\$289-\$369 + Tax**
- **Luxe City Center Hotel:** **\$279 + Tax**



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