

Winter Wonderland (Aniqua)  
Snowfall on Black Background  
*Image #125349249*

Flare file from Mark Galer's personal assets



Adobe Stock

*with Mark Galer*



# Adobe purchases Fotolia

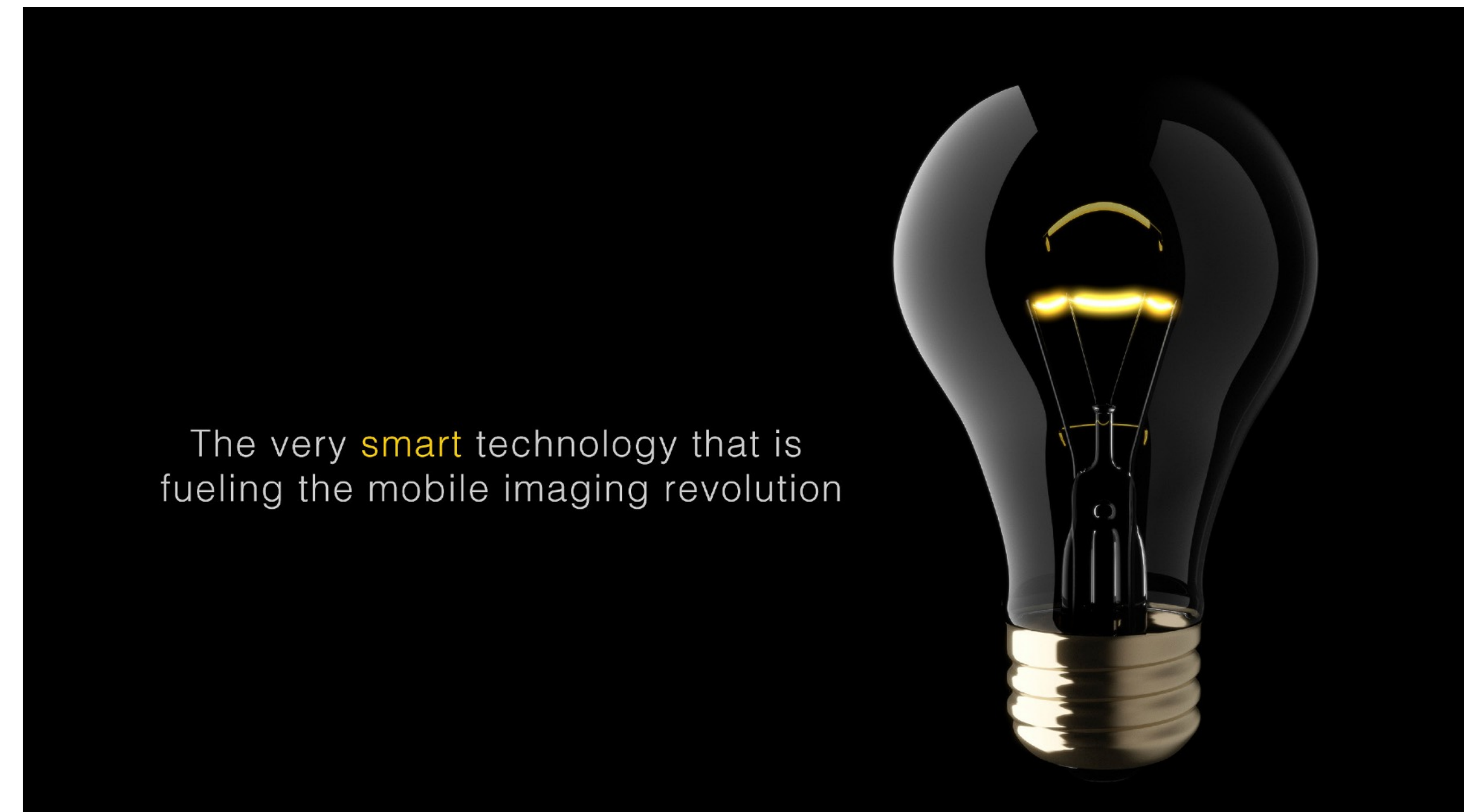
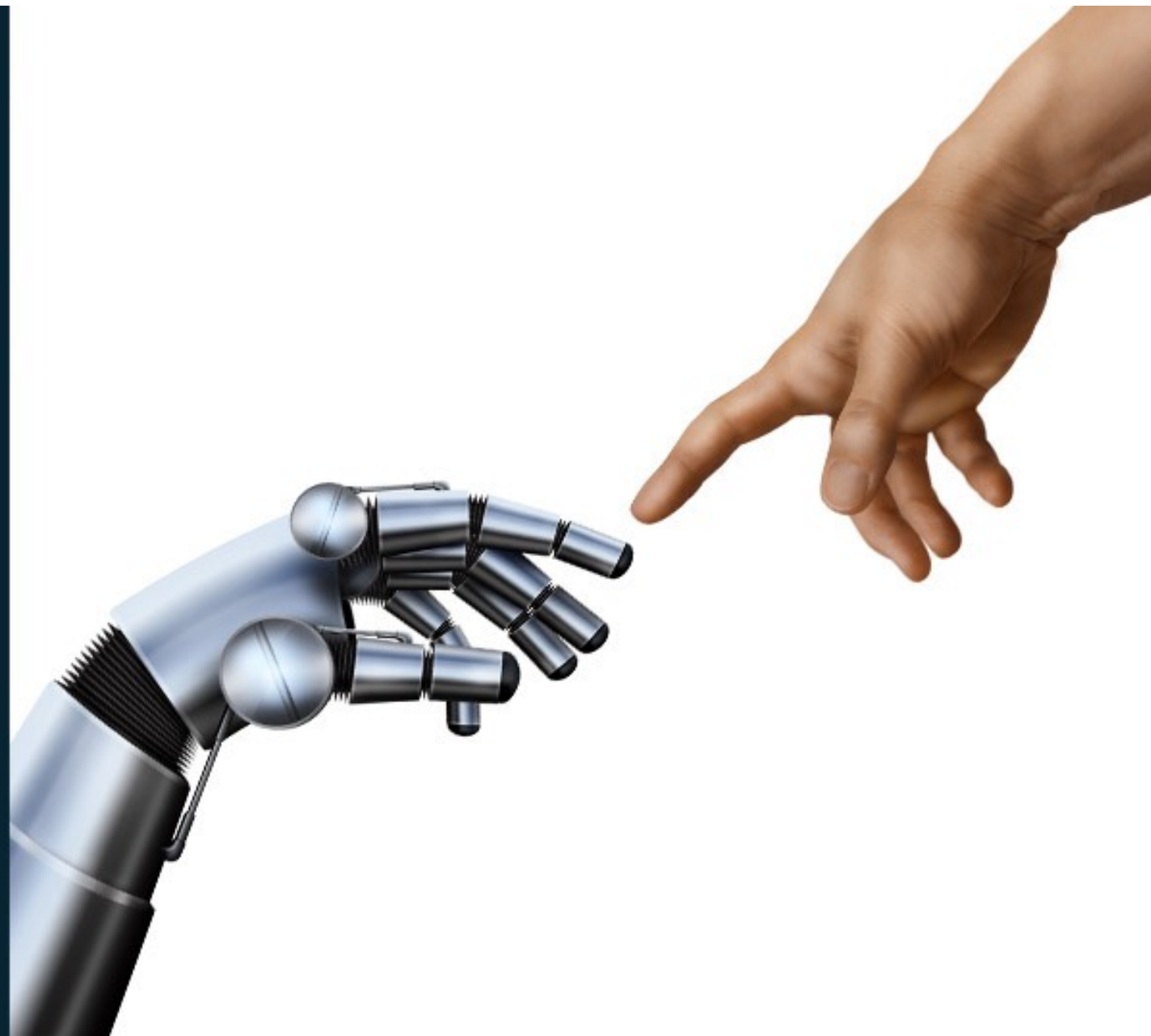
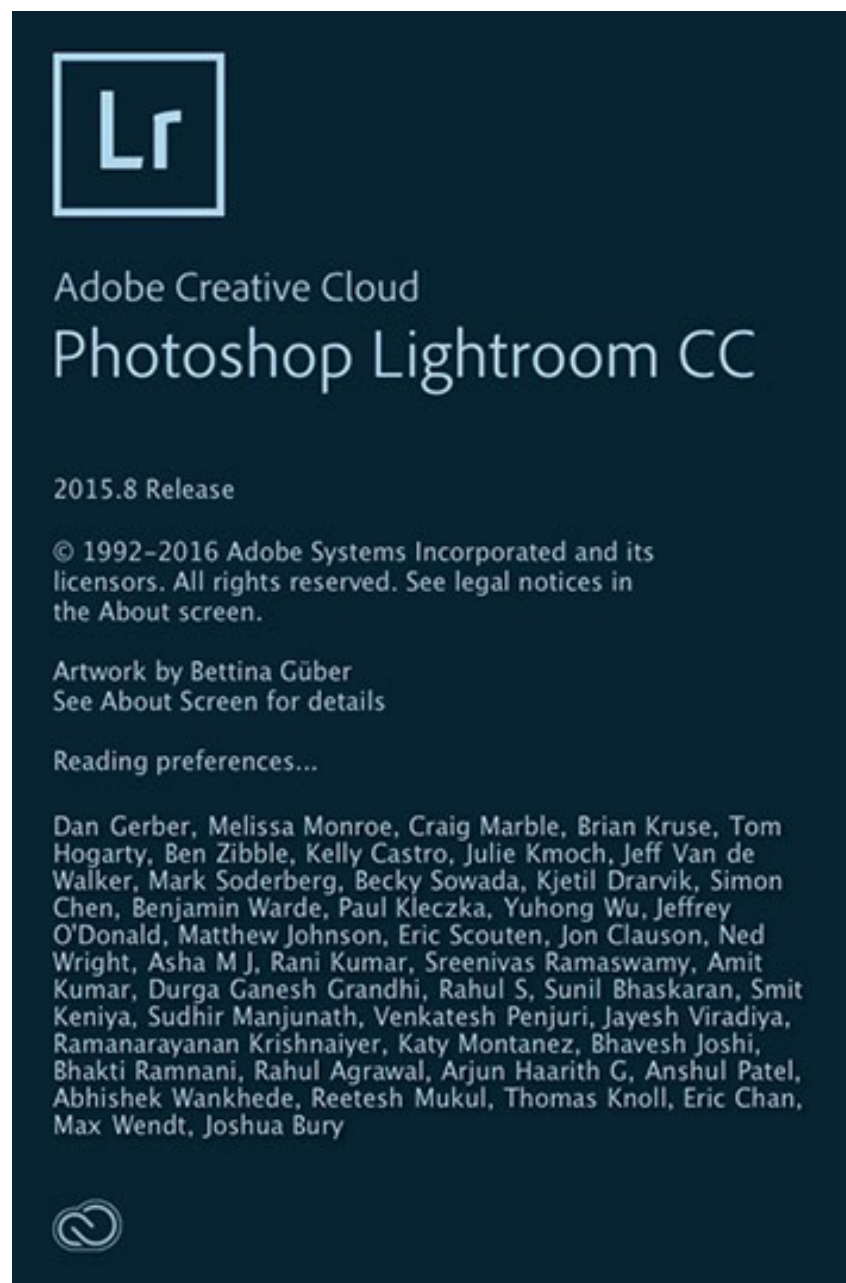
*...for \$800 Million*

## Adobe Stock

Adobe purchased Europe's leading Stock library 'Fotolia' for USD \$800 million in 2015. This enabled Adobe to successfully integrate another essential cloud-based creative tool across its creative apps (including Photoshop, Lightroom and Bridge).

## Royalty-Free or Creative Commons?

Adobe Stock's 'royalty-free' assets can be used for any illustrative purpose, even in a professional context, without restrictions or expiration dates. Images found floating around on the web, on the other hand, that have a 'Creative Commons' copyright licence, may have numerous restrictions as to use (such as attribution and non-commercial usage) and are inappropriate for creatives engaged in commercial work.



## Why does a photographer need to purchase photos?

Even though I capture tens of thousands of photos every year, and I have recently started contributing to Adobe Stock, I now find it faster and more cost-effective to simply acquire some images, or components to composite projects, from Adobe that help me to quickly communicate a concept for a client - especially when the client requests a robotic hand or magic light globe (like we all have these floating around our studios to shoot at a moments notice).





*Composite image by Mark Galer from assets downloaded from Adobe Stock Image #70661351 (man with pipe)*



*#74171119 (smoke on black background) + personal flare asset*

## Building a better photograph

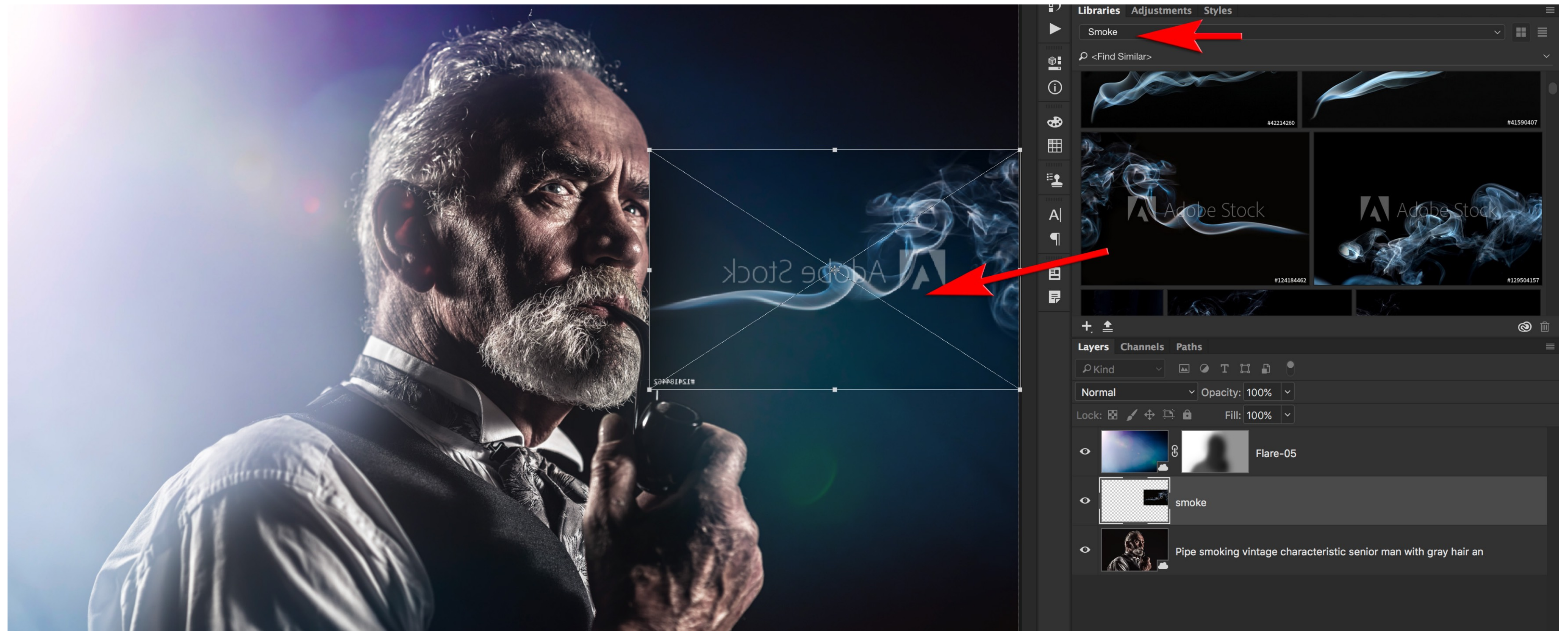
I also access Adobe Stock assets to quickly ‘build a better photograph’. Some studio or stock images can look a little ‘sterile’ but quickly combining them (adding texture, flare or particle layers) can elevate their visual aesthetic.





If I drag a layer, that contains one of my own files, onto Photoshop's Libraries panel, I can quickly add it to my Creative Cloud Assets (Creative Cloud > Assets > Libraries). This will enable me to access this file at any time in the future, via any device so long as I have signed in to my Creative Cloud account.





In Photoshop's Libraries panel, I can also quickly search for Adobe Stock images that I want to use, and then just drag them onto my open file to create a 'smart' layer. I can now proceed to work with the file without having to purchase it, until such time I am confident that the file is the right one for the job-in-hand. Right-clicking the asset in the Libraries panel will allow me to licence the image and the watermark is removed automatically within seconds.





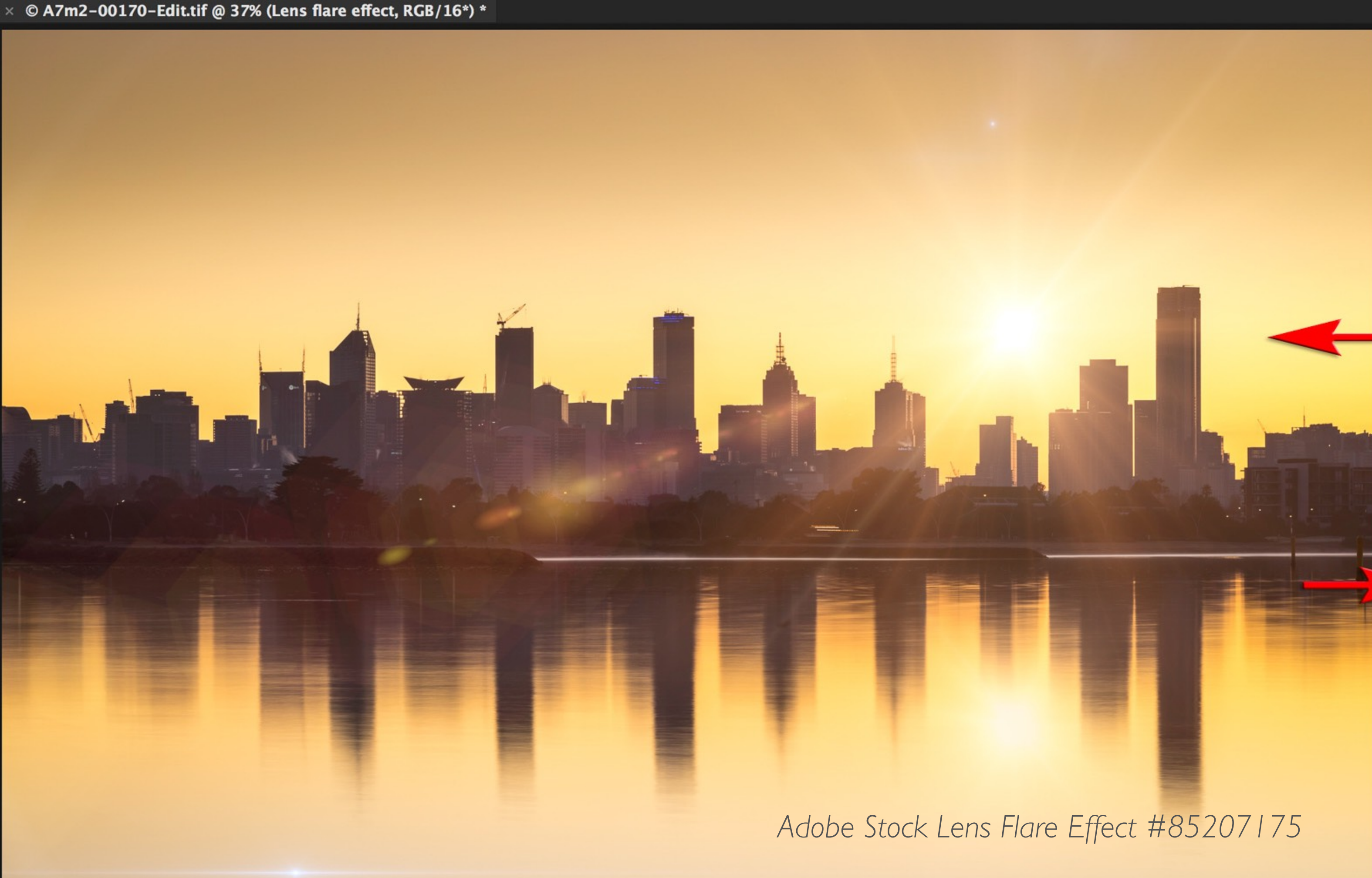
*Melbourne CBD by Mark Galer*



*Adobe Stock Lens Flare Effect #85207175*

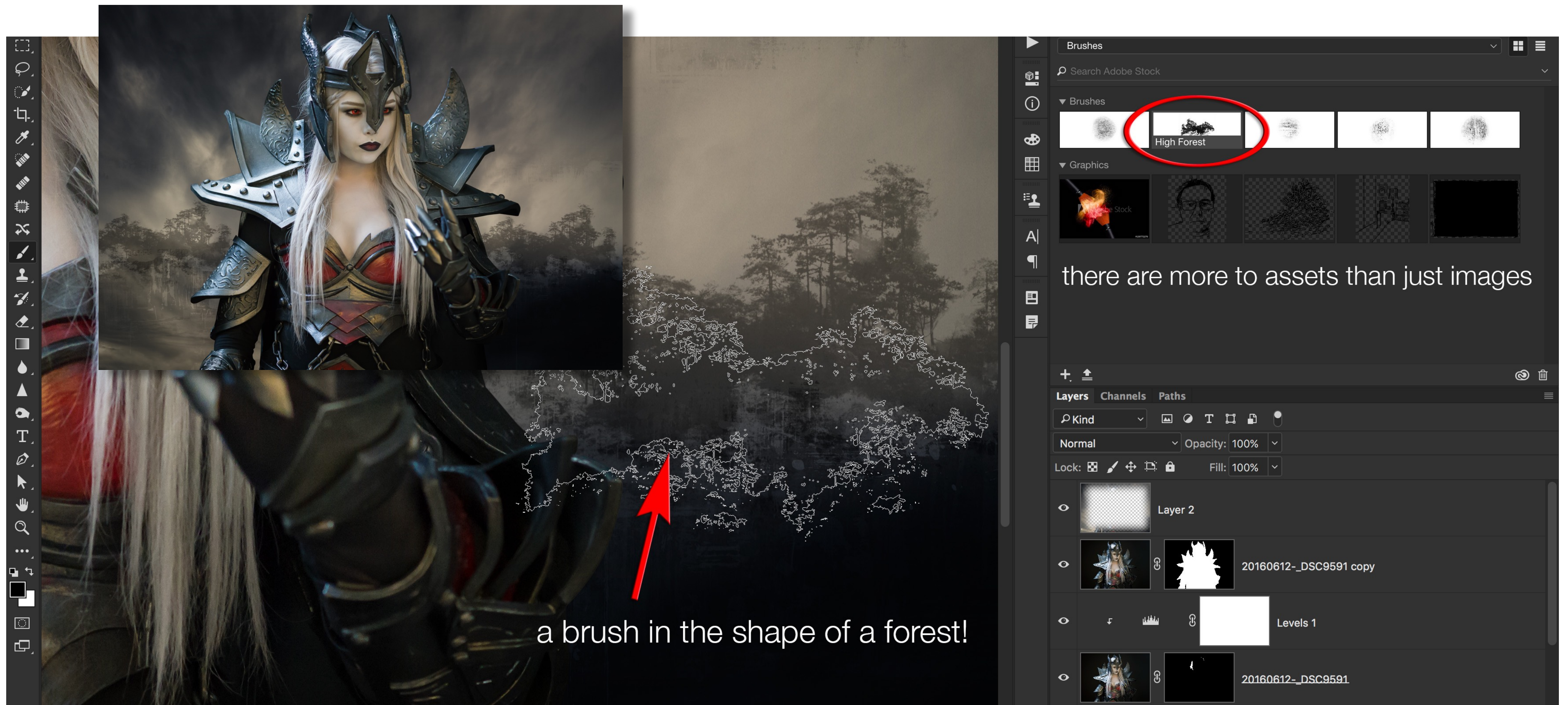
In this example the sun was quickly added to one of my own pre-dawn shots of the Melbourne CBD - why, because if the client says can you make the sun shine, I will say 'I can make it shine out of my assets if you like' :-)





Most of the composites featured in this pdf were created in under a minute using blend modes and simple masks (no time-consuming selections). In the image above the primary sun burst was created by flipping the image horizontally and switching the blend mode to Screen.





There are more to assets than just images - in the example above I have used a brush in the shape of a forest!! - just switch your search criteria to 'vectors' to find some really cool stuff.



# Getting in on the creative action with an Adobe Stock subscription

Adobe offers **10 FREE** assets for the first month to get you started.  
Go to: <https://stock.adobe.com/au/plans>

<p>3 standard assets a month</p> <p>A\$ 35<sup>99</sup>/mo</p> <p>Excluding GST</p> <p>Monthly plan</p> <ul style="list-style-type: none"><li>• A\$35.99/month</li><li>• Cancel anytime</li><li>• No annual commitment</li><li>• Additional standard assets at A\$11.99</li><li>• Rollover up to 36 standard assets with renewal</li></ul>	<p>FIRST MONTH FREE</p> <p>10 standard assets a month</p> <p>A\$ 35<sup>99</sup>/mo</p> <p>Excluding GST</p> <p>Annual plan, paid monthly</p> <ul style="list-style-type: none"><li>• First month free, then A\$35.99/month</li><li>• Cancel risk-free within the first month</li><li>• Annual commitment</li><li>• Additional standard assets at A\$3.59</li><li>• Rollover up to 120 standard assets with renewal</li></ul>	<p>FIRST MONTH FREE</p> <p>40 standard assets a month</p> <p>A\$ 99<sup>99</sup>/mo</p> <p>Excluding GST</p> <p>Annual plan, paid monthly</p> <ul style="list-style-type: none"><li>• First month free, then A\$99.99/month</li><li>• Cancel risk-free within the first month</li><li>• Annual commitment</li><li>• Additional standard assets at A\$2.49</li><li>• Rollover up to 480 standard assets with renewal</li></ul>	<p>750 standard assets a month</p> <p>A\$ 239<sup>99</sup>/mo</p> <p>Excluding GST</p> <p>Annual plan, paid monthly</p> <ul style="list-style-type: none"><li>• Additional standard assets at A\$1.19</li></ul>
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Get 10 free Adobe Stock standard assets. [Start Now](#)



▼ Navigator FIT FILL 1:1 1:2

▼ Adobe Stock

Library Filter : Text Attribute Metadata None Filters Off

▼ New Photos to Publish 3 photos

Paper Texture ★★★★★

NO ★★★★★

Lyrebird ★★★★★

▼ Published Photos 82 photos

NEX6-00460 ★★★★★

DSC00076 ★★

Folio Book ★★★★★

A7-04280 ★★

ISO 6400 170 mm f / 4.0 1/200 sec

Original + Smart Preview

Custom Quick Develop

Keywording

Keyword Tags Enter Keywords

australian, healesville sanctuary, liar bird, Lyrebird, mimic, noise, song, songbird, wildlife, native, Fauna, victoria,

Click here to add keywords

Keyword Suggestions

wildlife	6400	Sanctuary
Healesville	bird	Lyrebirdf
Things	dandenongs	forest < Places

Keyword Set Beach

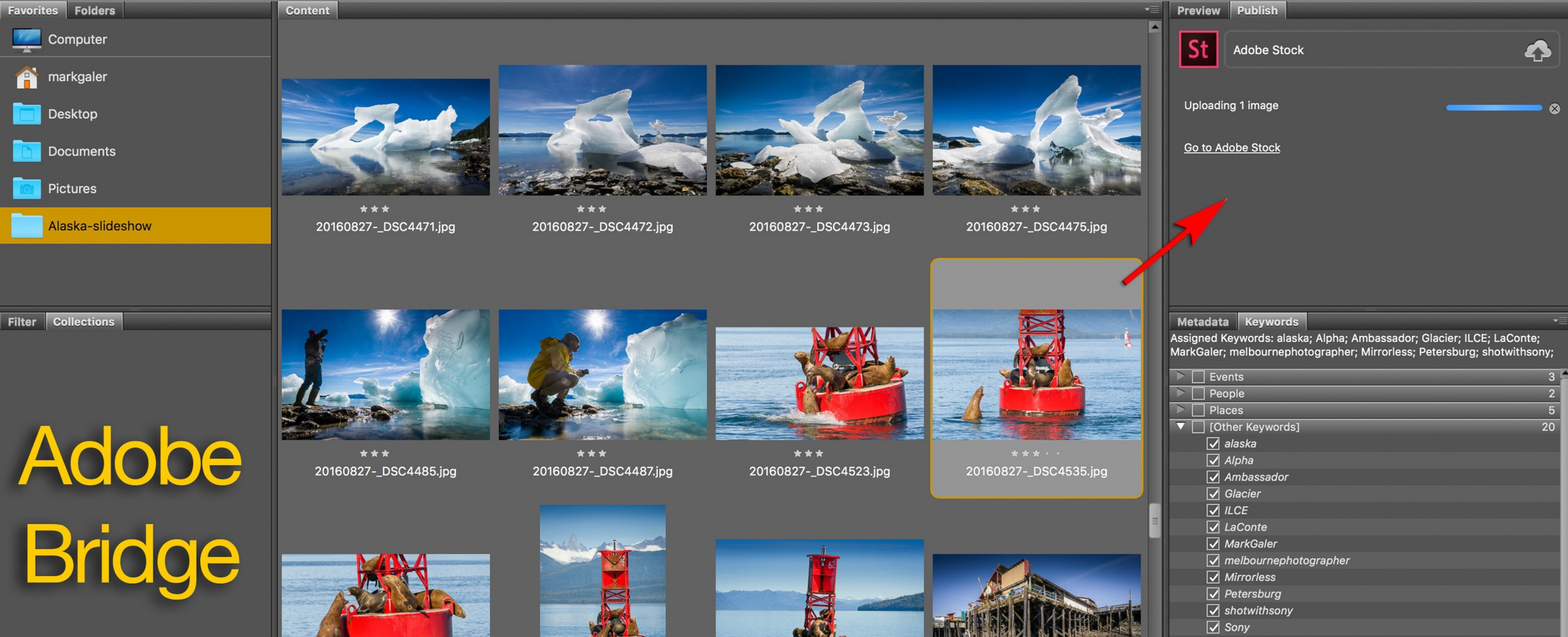
Landscape	Beach	Sand
Surf	Sky	Clouds
Sunrise	Sunset	Ocean

▼ Histogram

## Become an Adobe Stock Contributor

Go to: <https://contributor.stock.adobe.com> or just follow links in the Publish panel in either Lightroom or Adobe Bridge. It takes just a minute or two before you can upload images to Adobe Stock. Drag images to the Publish service, add keywords and then hit Publish.





It's pretty much the same workflow if you are using Bridge. When the upload is complete you will be invited to complete the process with Adobe Stock using a web browser.



New

In review

Reminder

Rejected

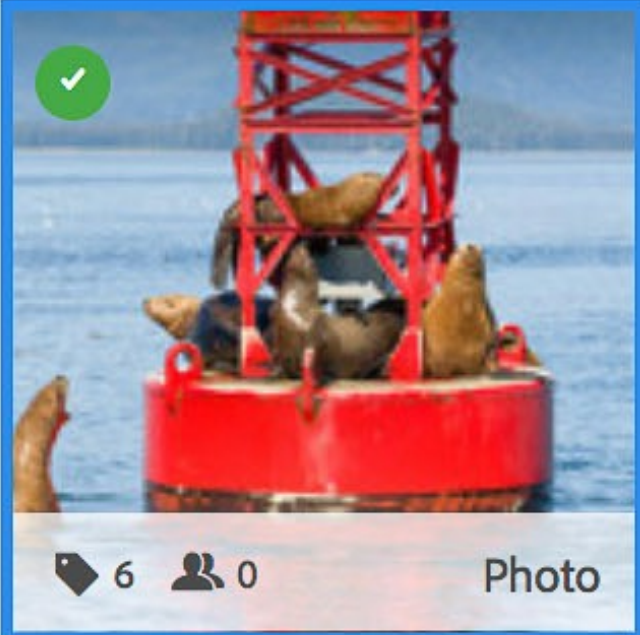
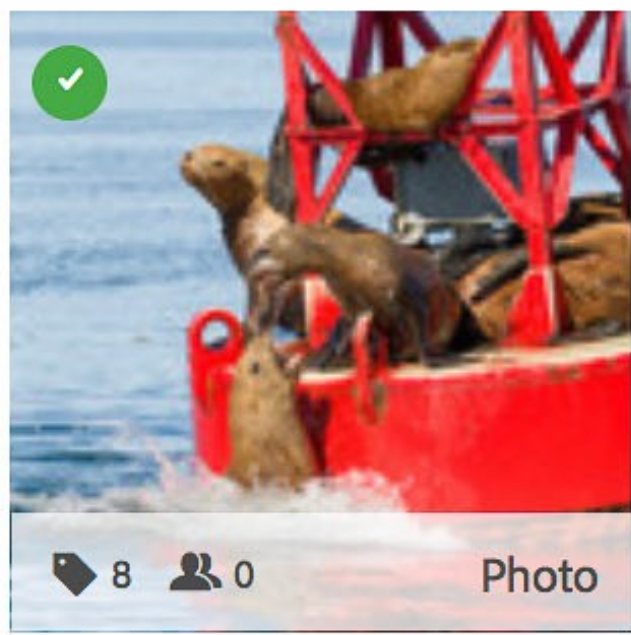
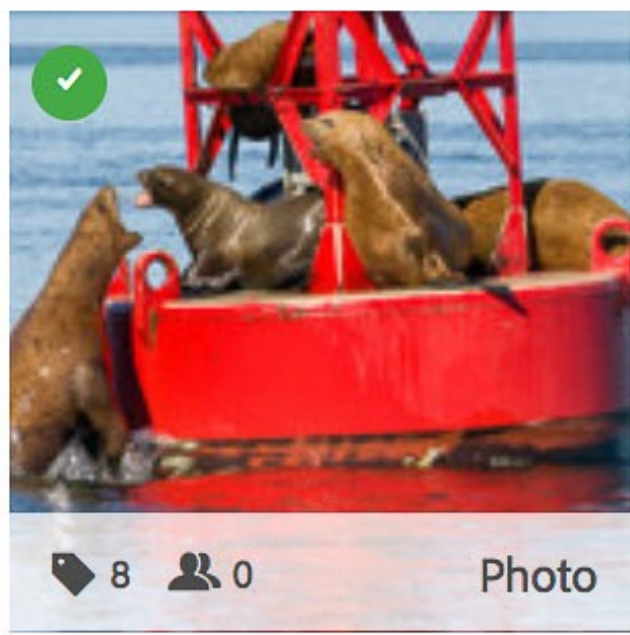
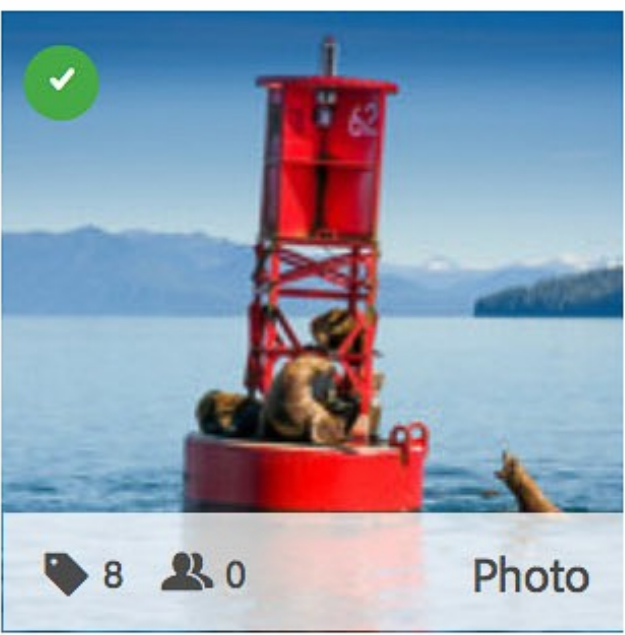
Releases

File types: All (4) ▾

TIP

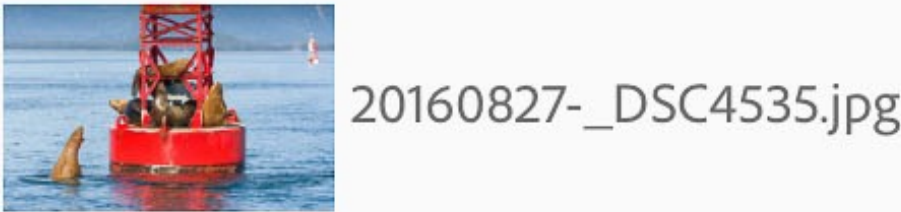
Use CMD or CTRL to select multiple files

☐ Select All



You have 4 files ready

Submit for approval



File type

Photos ▾

Category

Animals ▾

I'm writing title & keywords in

English ▾

TITLE & KEYWORDS ⓘ

Harbor Seals

- 1

seals
- 2

laconte
- 3

petersburg

Add Category, Title & Keywords →

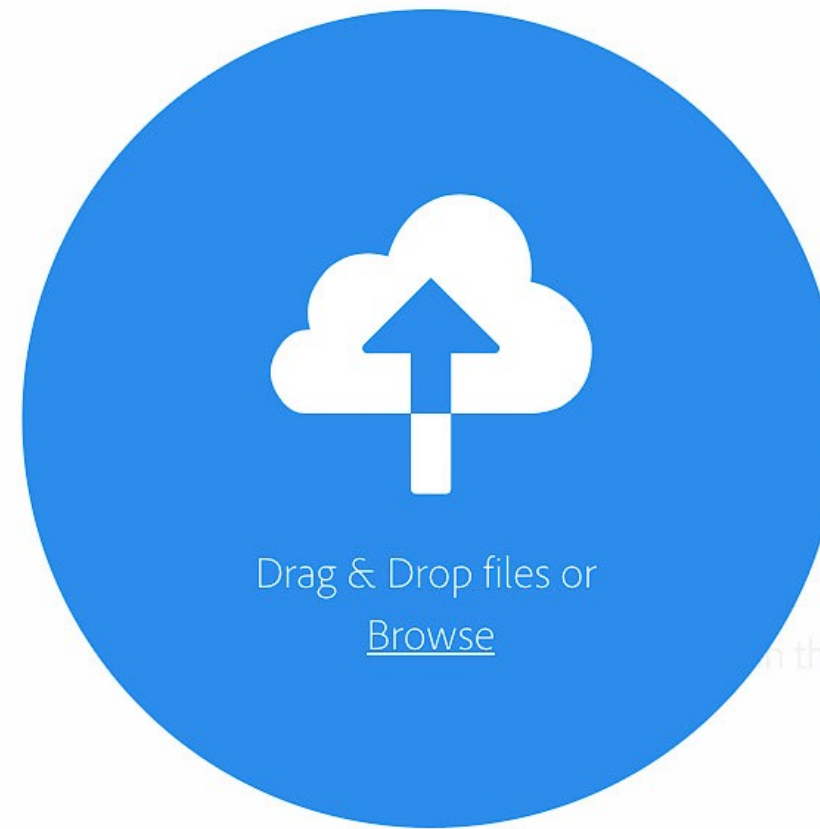
Choose a Category for the photos you have uploaded, add a title and fine-tune the keywords (if necessary) and then click on the ‘No’ button if there are no recognisable people or property or ‘Yes’ if you have a model release to upload. You can then ‘Submit for approval’.



New In review Reminder Rejected Releases Upload your files to start selling

File types: All (0) ▾

TIP Use CMD or CTRL to select multiple files



Drag & Drop files or  
[Browse](#)

You can also import files using your FTP.  
[Learn more](#)

#### IMAGES (JPEG FILES) ^

- JPEG format only
- Minimum image resolution is 4MP
- Maximum image resolution is 100MP
- Maximum file size is 45MB

#### VECTORS (AI & EPS FILES) ▾

#### VIDEOS (FTP UPLOAD ONLY) ▾

[Contributor submission guide](#)

## Upload from a web browser

You can log in to Adobe Stock and upload directly. The advantage of uploading images from Lightroom or Bridge, however, is that these apps will convert to JPEG format files 'on the fly'.





## Will my images be accepted?

Images must not contain logos, trademarks, company names or brand names and, if recognisable people appear in the images, you will need a signed model release. Images that contain very recognisable products (even if the logo and brand name has been removed) may also be rejected. The Harley Davidson motorcycle in the image above was rejected (even though the name was removed). Make sure images are shot at low ISO and are sharp when zoomed to 1:1. The image on the right of the young woman was photographed with a 'Petzval Art Lens' (designed in 1840) and although the blurry 'Bokeh' may be 'bokehlicious', the lack of critical sharpness, led the image to being rejected.

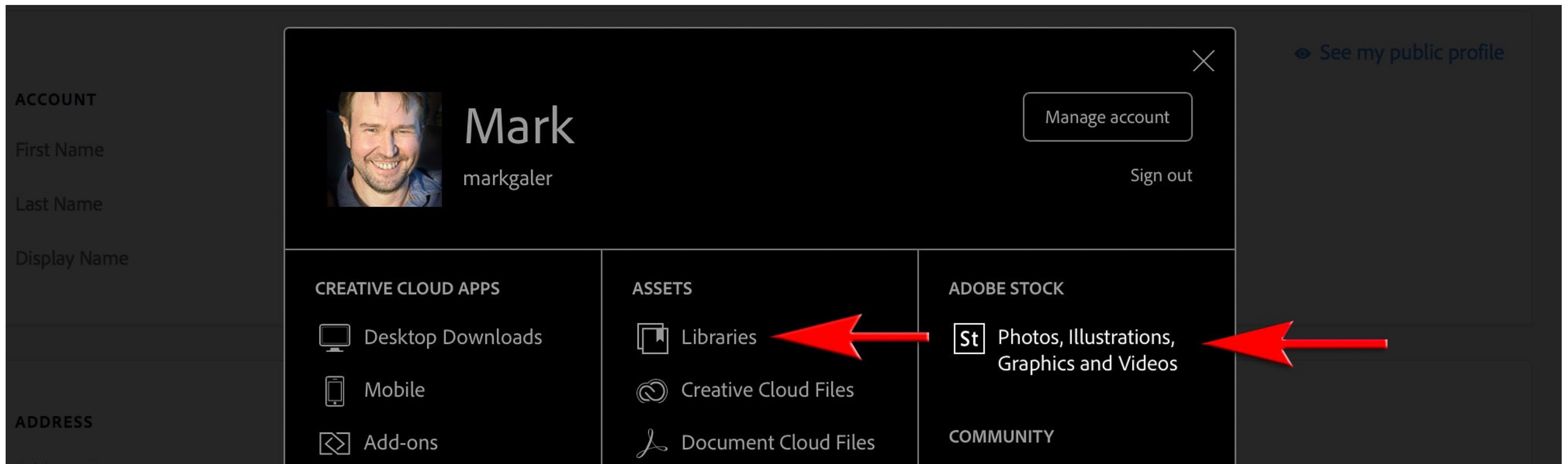




Just give me the names and the numbers!

- JPEG format (Lightroom & Bridge automatically convert Raw files when publishing)
- Minimum image resolution is 4MP (at least 2,000 px by 2,000 px)
- Maximum image resolution is 100MP (you 'pano' people may need to 'downsample').
- Maximum file size is 45MB (my 42.4 Megapixel files are usually less than 25MB).





## Where can I see my files when I am not in my Creative Apps

When you log in to your Creative Cloud account you will see the link to Adobe Stock. This will take you to the files you have purchased, or downloaded to preview, and also the files you have uploaded (contributed). If you want to see the images you have added to your Libraries panel in Photoshop, you will need to click on the Libraries icon in the Assets section (see arrow on the left in the illustration above).



My Portfolio















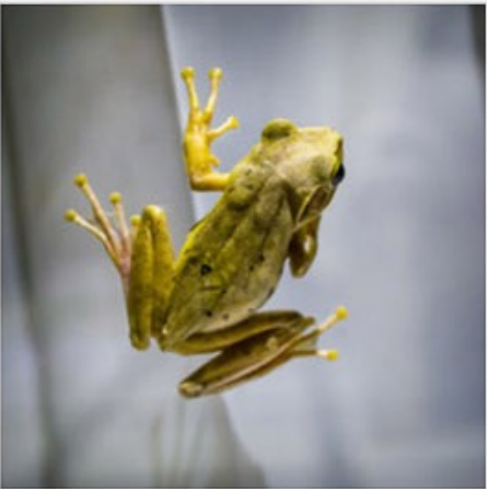



All (276)

Photos

Illustrations

Vectors

Videos

 <div><div>SALES</div><div>5</div><div>VIEWS</div><div>28</div></div>	 <div><div>SALES</div><div>12</div><div>VIEWS</div><div>25</div></div>	 <div><div>SALES</div><div>6</div><div>VIEWS</div><div>19</div></div>	 <div><div>SALES</div><div>1</div><div>VIEWS</div><div>14</div></div>	 <div><div>SALES</div><div>3</div><div>VIEWS</div><div>12</div></div>	 <div><div>SALES</div><div>2</div><div>VIEWS</div><div>11</div></div>
 <div><div>SALES</div><div>5</div><div>VIEWS</div><div>10</div></div>	 <div><div>SALES</div><div>2</div><div>VIEWS</div><div>9</div></div>	 <div><div>SALES</div><div>1</div><div>VIEWS</div><div>10</div></div>	 <div><div>SALES</div><div>2</div><div>VIEWS</div><div>8</div></div>	 <div><div>SALES</div><div>1</div><div>VIEWS</div><div>7</div></div>	 <div><div>SALES</div><div>1</div><div>VIEWS</div><div>8</div></div>
 <div></div>	 <div></div>	 <div></div>	 <div></div>	 <div></div>	 <div></div>

When you log in to your Adobe Stock Contributor account you can track your views, sales and also manage your portfolio of images (change the title and add or delete keywords).





## Conclusion

With the tight integration of Adobe Stock across the creative Apps, it has never been easier to manage your assets, enabling creative practitioners to be more productive. Adobe Stock is indeed another feather in the cap for Adobe.

If you are a contributor, looking to earn your fortune, it is worth bearing in mind that the really big users of stock are buying in assets at prices as little as 32 cents per image (750 images per month for US \$240). If, however, you aim to upload at least 500 to 1,000 images to Adobe Stock, you may just find your Creative Cloud starts paying for itself.



Winter Wonderland (Aniqua)  
Snowfall on Black Background  
*Image #125349249*

Flare file from Mark Galer's personal assets



Adobe Stock

*with Mark Galer*