

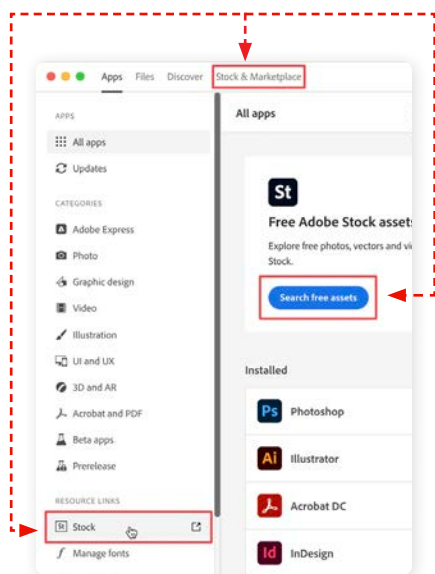


## Adobe Stock

STUNNING DIGITAL ASSETS



**HOT TIP:** Creative Cloud subscribers have several paths to Adobe Stock, including selecting the **Adobe Stock** button or **Stock & Marketplace** menu item as seen below in the Adobe Creative Cloud desktop application.



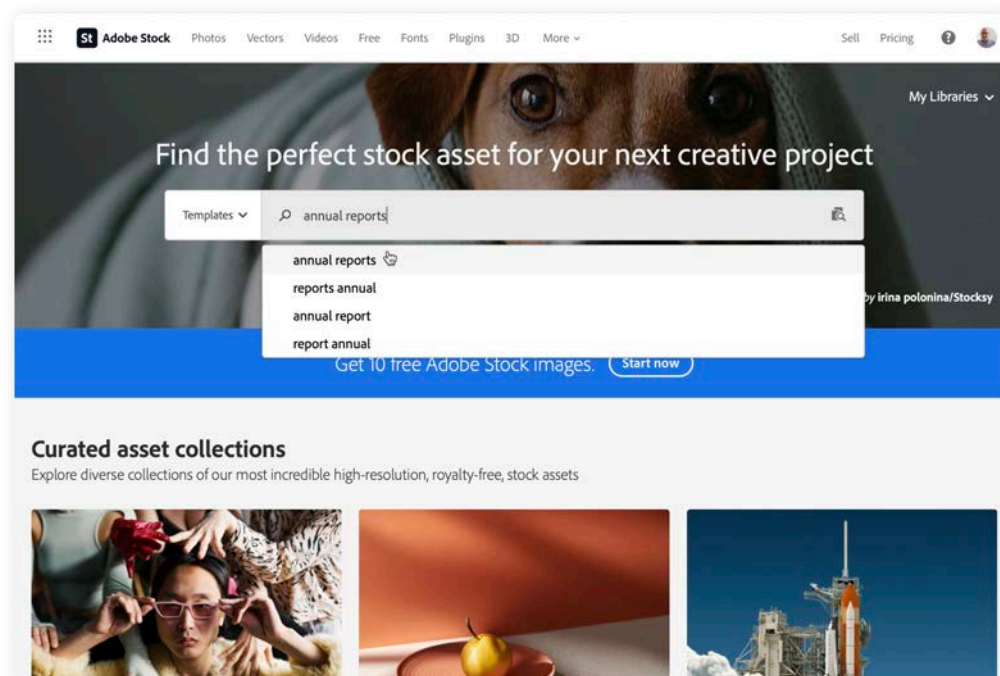
Learn how to integrate Adobe Stock with CC Libraries to create consistent and professional design results for print and screen.

### Getting started

Gone are the days when using stock images or assets were considered second-rate in the design community. Back then, stock (or *canned* photography, as it was called) meant sunny, happy couples or families in airless set-pieces that squeaked like a new pair of Keds.

Adobe Stock features more than 200 million photos, vectors, illustrations, videos, motion graphics templates, design templates, and 3D assets—with over 200,000 new, high-quality assets added daily from artists all over the world. Adobe Stock sources content never before seen on stock marketplaces from 700,000 active contributors from more than 180 countries.

1. Point your browser to <https://stock.adobe.com> and sign in. If you're not yet a subscriber, you can try the 30-day free trial, which includes 10 free standard assets.
2. Start by selecting Templates and searching for an InDesign annual report.
3. With over 1,500 matches, the hardest part is choosing what to buy. Select Annual Report Layout with Blue Accents.





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**HOT TIP:** Novice designers will find no better way to learn their way around InDesign by looking under the hood of a well-built template.

By deconstructing how pros build files, new users can learn the do's and don'ts of page layout at a faster pace.

If you prefer using tutorials to learn, Adobe has assembled a list for beginners and experienced Stock users that is highly recommended. The address is:

<https://experienceleague.adobe.com/docs/creative-cloud-enterprise-learn/cce-learning-hub/stockoverview/overview-stock.html?lang=en>

Annual Report Layout with Blue Accents  
By Grkic Creative

Save to Library View Preview Open in App

InDesign Template

Download free with trial

FILE #: 233828535

FILE TYPE	FILE SIZE	USE WITH	LICENSE TYPE
INDD	13.22 MB	InDesign	Enhanced

An annual report layout with blue accents and business icons.

- A4
- CMYK
- 20 pages
- Add your own text and images
- Photos shown in the preview are for display only and are not included in the downloaded file

- From the page above, users can save the template to a CC library, view a full preview, open the template in a range of apps (file format permitting), or download a free watermarked version to try. Note that the images shown in template previews are "for display only, and are not included in the downloaded file."
- Moving forward, this template is used in this hands-on tutorial.

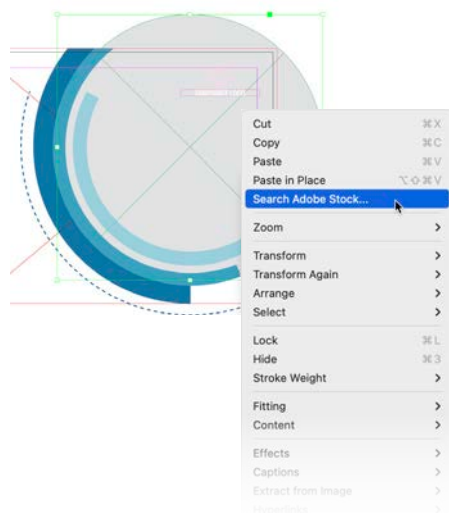


# Adobe Stock

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**HOT TIP:** Experienced InDesign users often forget to take advantage of contextual (or context) menus that are built into Adobe products. Once you train yourself to use powerful shortcuts like these handy menus, you'll be glad you did!



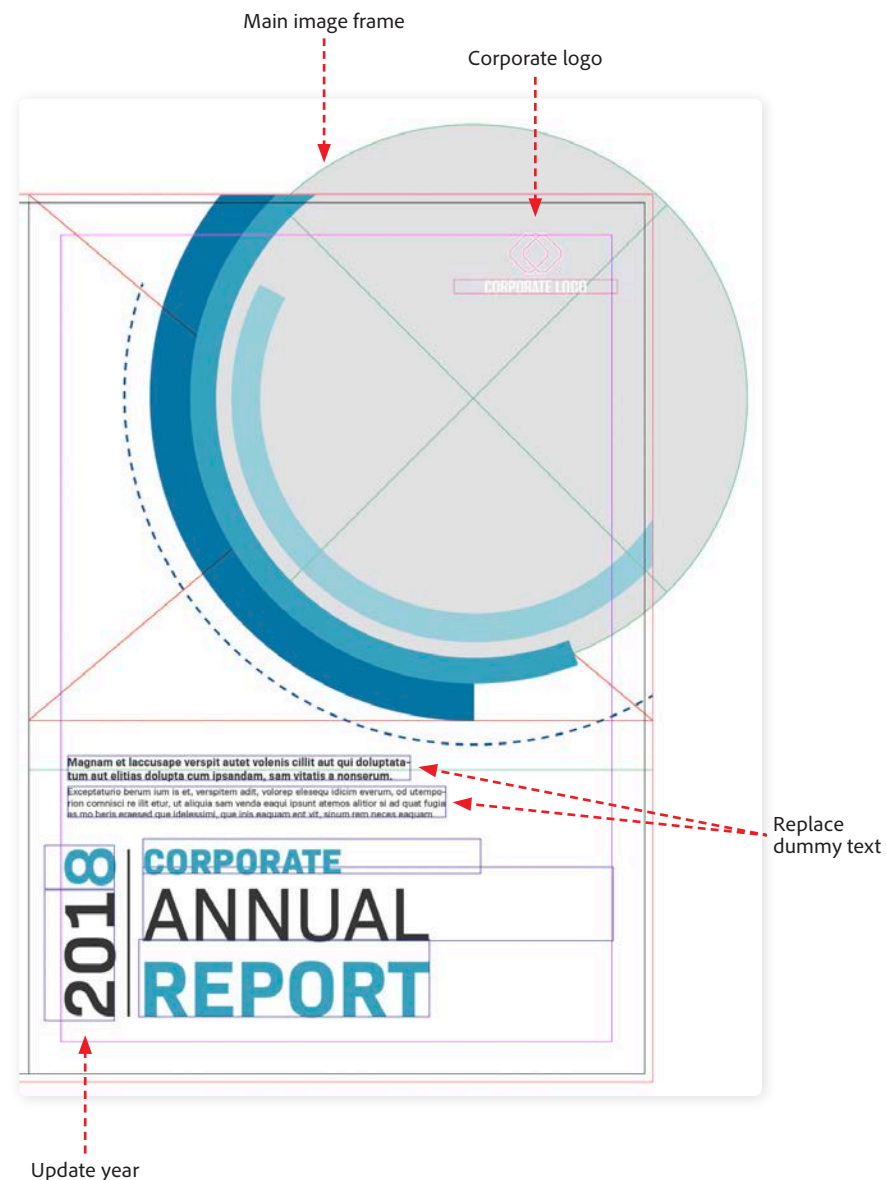
## Next Step, Adobe InDesign

1. Open the template in InDesign and rename it, preserving the original file for safety.

If you've never worked with a professional template before, you may be pleasantly surprised to discover how much work setting up the document is already done. Paragraph and character styles are properly named, parent pages are ready to go, and harmonious color swatches replace InDesign's default swatches.

Designers are still encouraged to make changes to their template—and make the file their own. By starting from a professional template much of the initial trial and error of layout can be avoided, allowing the creative part to begin.

2. Proceed to the report's cover page. Add a photo or graphic to the **Main image** area, and make a handful of smaller text changes as well.
3. From the File menu, drag down and select **Search Adobe Stock**. Or, select the light gray frame and right-click to invoke InDesign's context menu. From the context menu select **Search Adobe Stock**.





## Adobe Stock

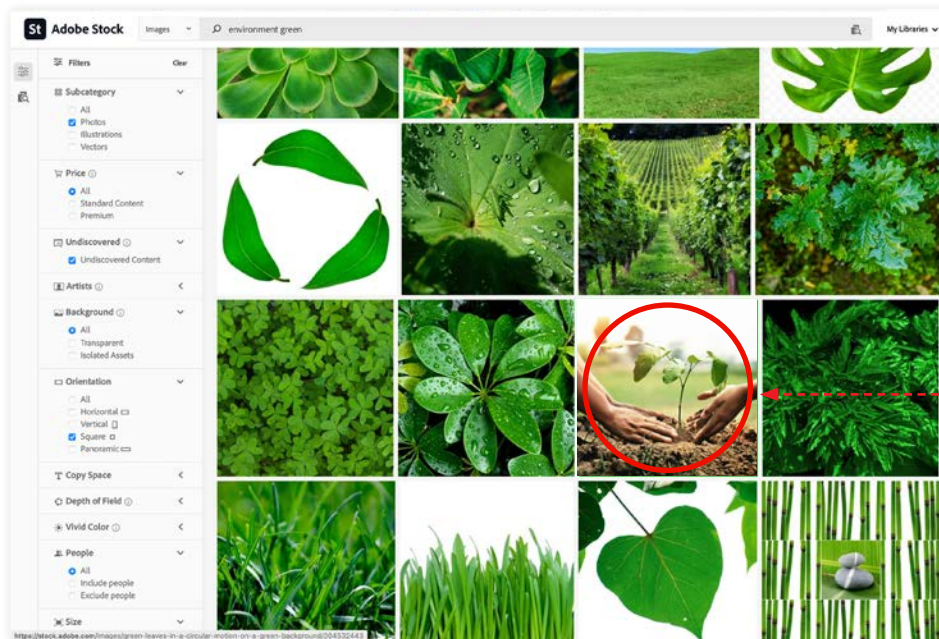
STUNNING DIGITAL ASSETS



**HOT TIP:** Below is the newly designed cover comp. Can you spot the changes that were made from the original InDesign template?



Filter menu button



- Back in Adobe Stock, use filters to search for specific image colors. In this example, green is a logical color to compliment the blue shades in the template, while underscoring the company's environmental priorities.
- Start by searching the phrase *environmental green*. In less than a minute, Adobe Stock returns more than 100 pages of images that match our phrase.
- To save time, refine your search and select Filter [ ] to open a column of available filters. Select the red circled image to emphasize how people from different backgrounds, working together, can change the world.

### Adobe CC add-in for PowerPoint and Word

Adobe Stock assets that are saved to CC Libraries can be seamlessly added into Microsoft PowerPoint and Word. Instructions on how to download and install the Adobe Creative Cloud add-in can be found on [Adobe.com](https://helpx.adobe.com/creative-cloud/help/libraries-addin-microsoft-office.html) <<https://helpx.adobe.com/creative-cloud/help/libraries-addin-microsoft-office.html>> or in the [Microsoft App Store](#).

The process is simple for both apps, particularly for those with experience using Adobe Stock in Illustrator, InDesign, or Photoshop. For more information visit the following URL: <https://helpx.adobe.com/stock/help/microsoft-office-plugin-ins.html>.