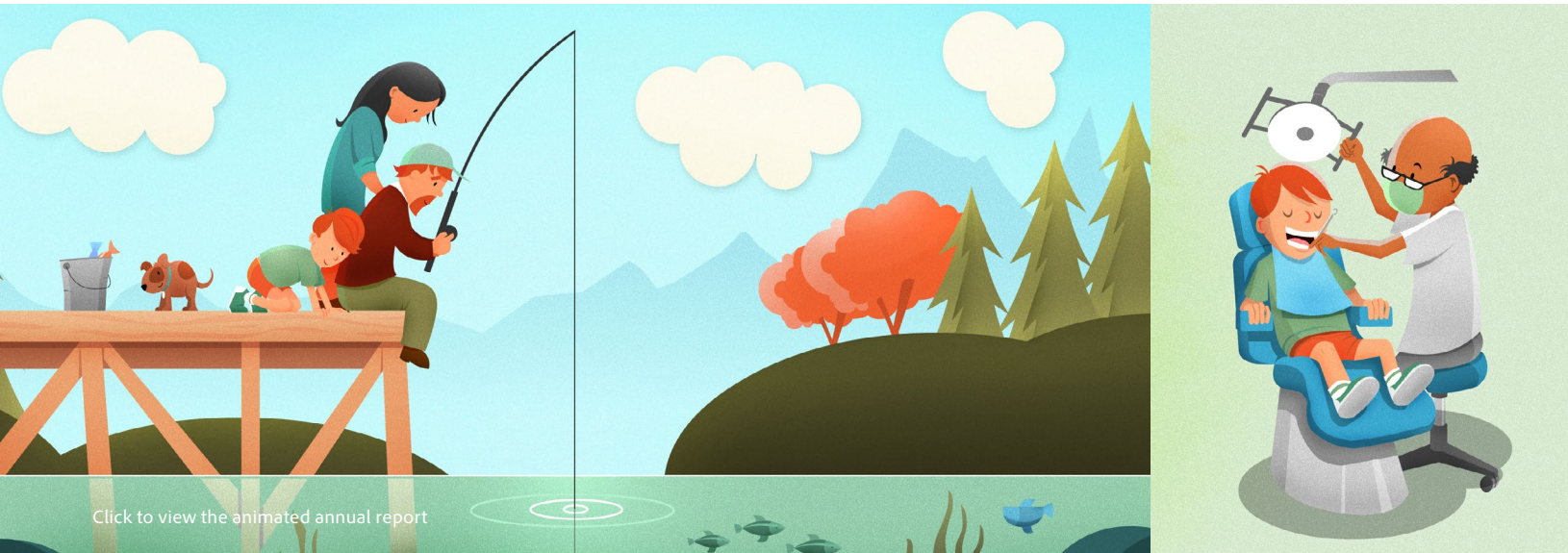


ZGM and Calgary Urban Projects Society Annual Report

Animation enlivens annual report



[Click to view the animated annual report](#)



ZGM

Calgary, Canada
www.zgm.ca

CUPS (Calgary Urban Project Society)

www.cupscalgary.com

View the CUPS Annual Report

www.cupsannual.ca

Results

- Delivered engaging, animated online annual report
- Reinforced non-profit organization's new initiative
- Provided all employees with access to broad set of creative tools
- Expanded annual report theme to support CUPS branding through additional digital assets

ZGM helps to reinforce new initiative for non-profit organization through compelling online annual report featuring animation created using Adobe Edge Animate

Every year, businesses and organizations of all sizes are tasked with the challenge of making their annual reports at once informative and impactful. For CUPS (Calgary Urban Projects Society), an organization dedicated to helping Calgarians overcome poverty through healthcare, education, and housing, the annual report is an important tool to highlight the organization's operations and accomplishments, while informing and motivating potential donors.

For 2013, CUPS wanted to produce both a print and online version of its annual report, and enlisted its longtime agency ZGM to work on the project. Knowing that CUPS is committed to the goal of "teaching families to fish" by providing people in poverty with the resources and skills to move beyond it, ZGM set out to create an annual report that reflects this new initiative.

Combining illustration and animation

ZGM liked the idea of creating an illustrated, digital experience for the annual report and drew up ideas based around the organization's new focus. Rather than simply publishing an online version of CUPS' printed annual report, ZGM selected Adobe Edge Animate CC to create an easy-to-read, engaging, and robust experience for the organization's first online annual report.

"We used many tools in Adobe Creative Cloud for teams, but Adobe Edge Animate CC really stood out in helping us achieve our vision."

Peter Bishop, creative director, ZGM



Challenge

- Creating first version of non-profit organization's online annual report
- Promoting awareness of how non-profit organization supports its local community
- Enabling collaboration and growth within agency

Solution

- Develop online annual report using Adobe Edge Animate CC
- Offer all employees access to software through Adobe Creative Cloud for teams membership

Systems at a glance

Adobe Creative Cloud for teams.
Components used include:

- Adobe Illustrator CC
- Adobe Photoshop CC
- Adobe Flash Professional CC
- Adobe After Effects CC
- Adobe Edge Animate CC

The agency's Adobe Creative Cloud for teams membership gave all employees access to the full range of creative tools and services by Adobe. The team used Adobe Flash Professional CC to illustrate the site, and then took the drawings into Adobe Illustrator CC and converted them to EPS files. Adobe Photoshop CC was used for shading before taking the files into Adobe Edge Animate CC for animation.

"We used many tools in Adobe Creative Cloud for teams, but Adobe Edge Animate CC really stood out in helping us achieve our vision," says Peter Bishop, creative director at ZGM. "Adobe Edge Animate CC breaks new ground in HTML animation and lets designers make a simple transition from traditional motion graphics to web animation without heavy coding or a steep learning curve." CUPS was very impressed by how ZGM took its traditional, static report and turned it into an engaging experience that strengthens the organization's presence and brand. Communicating the organization's vision and key messages in a creative and easy-to-understand fashion creates new opportunities to promote the organization and drive donations.

To further leverage the success of the online annual report, CUPS asked ZGM to expand the theme into a full "brand" for the organization, with an accompanying video that highlights the organization's mission around health, education, and housing. Given that the illustrations were available as vector graphics, it was easy to repurpose them in the video using Adobe After Effects CC. The printed annual report also leveraged the Illustrator CC artwork and highlighted the same theme.

Taking a team approach

ZGM prides itself on working collaboratively, both with clients and internally. Everyone's ideas matter and figuring out the CUPS online annual report was a team effort that paid off in a fun, digital experience that tackles the branding around the organization's new initiative while accomplishing the report's fundamental goals.

Recently, ZGM moved its employees to Adobe Creative Cloud for teams, further fueling its collaborative culture. The streamlined access to software through Creative Cloud helps ensure ZGM staff can quickly get the software they need and more easily exchange files without encountering font or platform issues. Creative Cloud also provides access to a broader range of software solutions for employees to try.

"Having everyone on the same platform with the same tools benefits our staff and our business," says Bishop. "It was previously hard to justify purchasing extra software for employees to try. Now, with our Creative Cloud for teams licenses, if our traditional designers want to explore digital design they can just download the tools through Adobe Creative Cloud without the business of having to purchase new software."



[Click to view the animated annual report](#)

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Peter Bishop, creative director, ZGM

The ability to not only access the latest software but also gain access to new features and capabilities as they become available benefits ZGM and its clients. The agency also appreciates how Creative Cloud for teams simplifies software license management and supports ongoing agency growth.

“As we grow and change, we need software licenses that can flex and adapt with us. Adobe Creative Cloud for teams gives us that important flexibility,” says Bishop.

For ZGM, the CUPS annual report was a turning point in terms of how the right tools enable designers and developers to smoothly execute highly imaginative concepts.

Working with the integrated Creative Cloud toolset enabled the team to successfully support the client’s mission and achieve results that pushed the boundaries of creativity.

For more information

www.adobe.com/products/creativecloud.html

<http://html.adobe.com/edge/animate/>



Adobe

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