

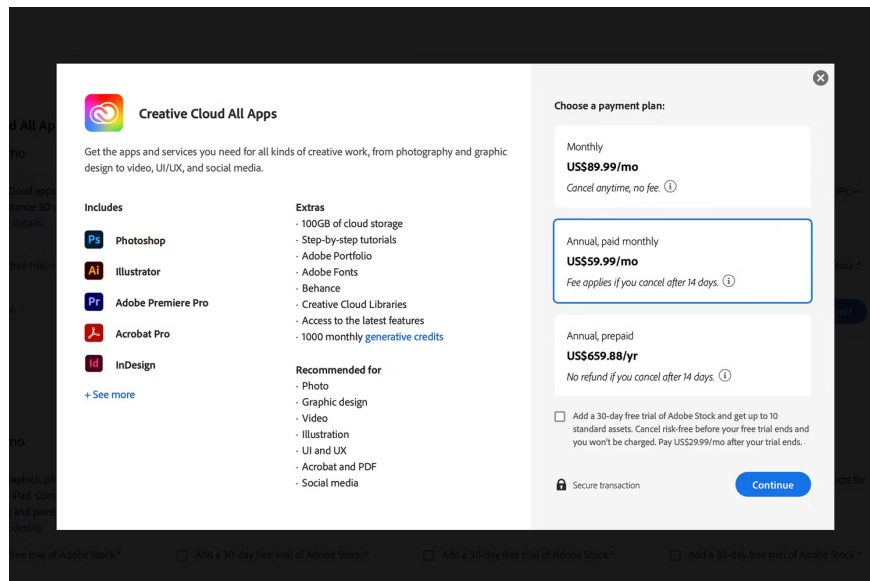
Why not choose Adobe Creative Cloud in 2024?

Adobe software plays an important role in creative work, especially video and photo editing. But here's why you should consider stopping using it and consider alternatives to Adobe Creative Cloud.

Registration is too expensive

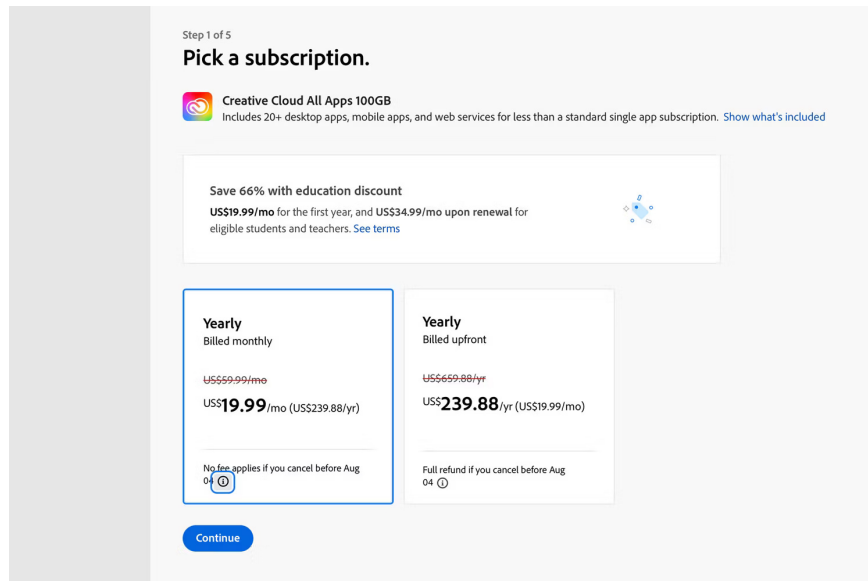
Adobe's pricing model is extremely expensive. Adobe's top, all-inclusive Creative Cloud plan costs \$89.99/month (\$1079.88/year) if billed monthly, \$59.99/month (\$719.88/year) on contract lasts one year or an annual upfront payment of \$659.88/year (\$54.99/month).

For a freelancer or creator making a profit, this may not be a huge expense. Conversely, for aspiring creatives who aren't making money from their work or aren't making enough to cover their costs, this can be extremely costly.



Adobe offers some individual software and smaller packages at a reduced cost, but for many creators, especially video creators, just Premiere Pro or just Photoshop and Lightroom isn't enough. Even though some people only regularly use a few Adobe software, they still have to pay to use the entire software suite.

Adobe has positioned itself as the industry standard for creative professionals, making it the most likely choice for artists, while also giving Adobe leverage to dictate pricing cut throat. In many cases, Adobe is only really valuable for professionals.

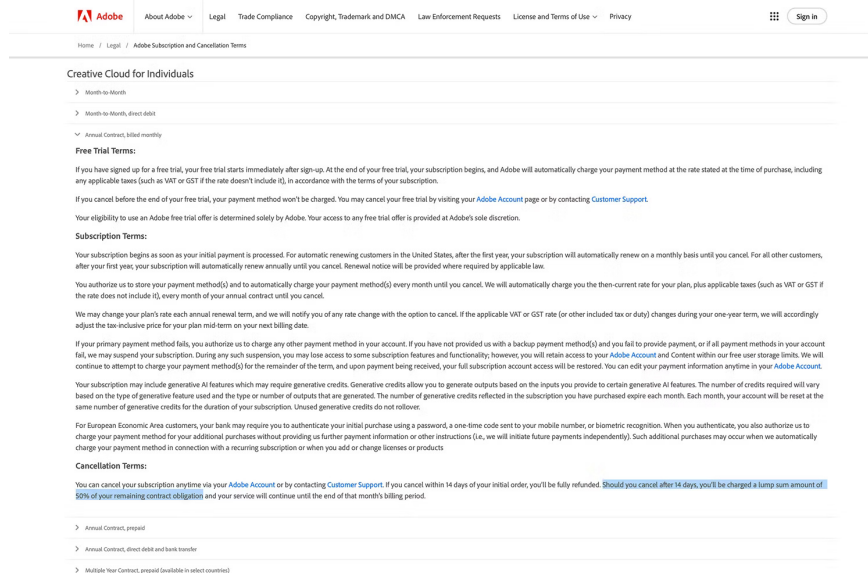


Although Adobe offers student discounts of up to 66% off, participants also often face scrutiny from Adobe.

Adobe uses predatory pricing methods

As mentioned, Adobe Creative Cloud costs \$59.99/month if you sign a year-long contract. Although Adobe has been more public about early cancellation fees, it's difficult for most consumers to understand the details, exactly what they mean.

Read Adobe's cancellation terms, if you cancel your \$59.99/month Adobe Creative Cloud plan 14 days or before the final monthly payment for that contract, you will be charged a 50% fee remaining of that contract.



For example, an annual plan costs less than \$720/year. If you use it for 3 months, decide it's too expensive and want to cancel, that cancellation fee will be \$720 minus \$59.99 x 3 months, then split in half. Rounding up, it will cost you about \$280 to cancel your Adobe subscription after 3 months of use. The cancellation fee is approximately 100 USD higher than the amount paid to use the service.

Many people wouldn't be so shy about the pricing model if Adobe were more clear about what it means. However, the company instead fooled most users into thinking they were paying a better monthly price, when it was a monthly price that came with less favorable conditions.

Many creators with limited funds may buy the 'less expensive' monthly option, end up wanting to cancel because it's too expensive, and then find out they have to pay a hefty cancellation fee. The US Department of Justice and FTC even sued Adobe over this type of pricing.

The clause gives Adobe too much ownership of user content

Adobe has faced controversy recently over its terms of service update, which said the company could '*view, access, or listen to your content through both automated and manual methods to improve Services' our Services and Software and user experience*' .

The company clarified its statements and revised some of the wording in its terms of use, stating that user content will not be used to train Firefly, Adobe's Generative AI tool. However, in other areas, Adobe does not do the same.

Adobe Stock is a service where photographers can upload high-quality stock photos and get paid when people use them. However, Adobe claims that they used Adobe Stock images to train Firefly.



Image source: Adobe Stock/Robert Kneschke

It's been over a year since generative AI began its path into mainstream conversations and creative workflows, and during this time we have witnessed rapid increases in technical capabilities and mainstream adoption across the world. The future role of generative AI across creative segments, and how this technology will impact creators' livelihoods continue to be at the forefront of our discussions and strategic planning.

Ensuring that we approach generative AI in a thoughtful, transparent, and responsible way is critical to our mission of connecting businesses with the best content and creators in the world, in a way that helps to empower creators with more and better ways to earn a living with their work.

Adobe Firefly: Designed to be commercially safe

Adobe Firefly, our family of creative generative AI models, was trained on licensed content, such as Adobe Stock. We designed Firefly to generate content for commercial use that does not infringe on copyright and other intellectual property (IP) right such as trademarks and logos. Customers can use Firefly-generated content with confidence for commercial purposes because we utilize a multi-layered, continuous review and moderation approach to block and remove content that violates Adobe's policies. Adobe also offers customers IP indemnification for Firefly generated content.

Growing responsibly

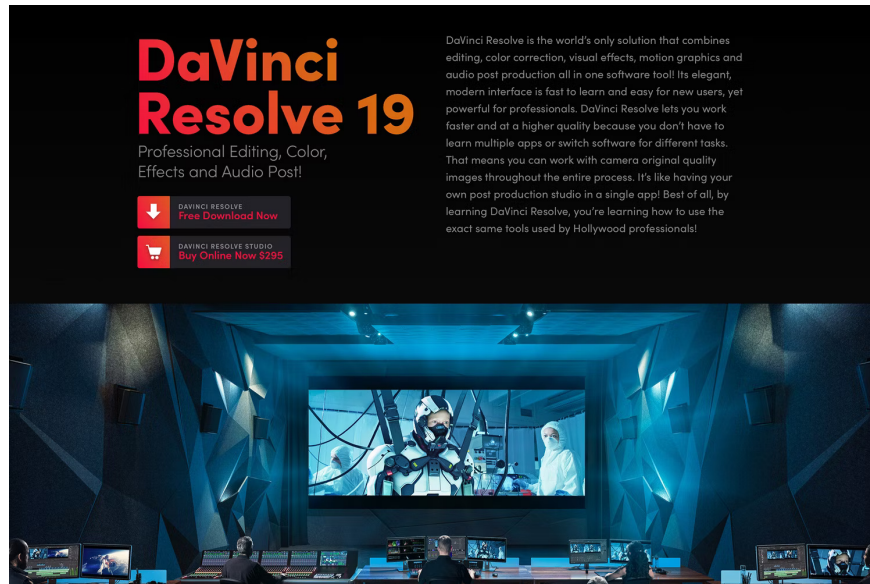
In the last 12 months, Adobe Stock submissions, licenses, and contributor payouts have hit an all-time high while new contributors are signing up and generating earnings at an accelerated rate. The combination of generative AI and Stock is enabling our customers to accelerate ideation, discussion, and decision making. Ultimately, Adobe Stock customers seek the perfect image for their project that balance composition, relevant trends, commercial viability, and impact — and these are areas the stock contributor community understands deeply.

AI features can add efficiency to creative workflows, but many in the creative field may not want their content to be used accidentally, especially considering the Terms of Service. Adobe's vague section on content rights. Therefore, many people may prefer to use software that offers better protection from AI.

Adobe is losing its position as an industry leader

For many creative tasks, Adobe has been the leading software solution. Few alternatives have full-featured equivalents to Adobe. However, as creative tasks are increasingly dispersed across more job roles, more user-friendly alternatives to Adobe, such as Canva, offer non-designers Designing powerful and easy tools, Snapseed for free mobile photo editing.

Furthermore, many alternatives to Adobe's software surpass it in certain tasks, such as DaVinci Resolve which offers many superior features to Premiere Pro, especially when it comes to grading and color correction. . Additionally, DaVinci Resolve offers a completely free version of the software, albeit with fewer features, which can also function as a free trial before paying \$295 for the full release. enough.



Similarly, many browser-based alternatives to Illustrator are free, and Affinity offers many of the same features as Photoshop, Lightroom, and InDesign with similar user-friendliness but for a one-time purchase rather than must be exorbitant monthly payments.

Affinity, recently acquired by Canva, even offers a 6-month free trial for new users who want time to learn the software before committing to a fee. And since the controversy over Adobe's terms of use came to light, the company has slashed the base price for a one-time, lifetime license of the software by 50% through August 15, 2024.

Affinity V2 Universal License

Get Version 2 of Affinity Designer, Affinity Photo and Affinity Publisher on all operating systems, including iPad, for one low bundle price.




**All apps. All platforms.
No subscription.**

~~USD \$164.99~~ **\$82.99**
ONE-OFF PAYMENT | excl. tax

BUY NOW

FREE TRIAL

[Upgrade from V1](#)

-  Affinity Designer 2 | macOS ✓
Affinity Designer 2 | Windows ✓
Affinity Designer 2 | iPadOS ✓
-  Affinity Photo 2 | macOS ✓
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Affinity Publisher 2 | Windows ✓
Affinity Publisher 2 | iPadOS ✓

For example, as a video creator who often edits photos and graphics, you can buy Affinity for \$82.99 (on sale) and DaVinci Resolve for \$295 to replace Photoshop, Lightroom, and Premiere Pro . For these two one-time purchases, you'll spend \$377.99 on all the software needed to create content, while a year of Adobe without any discounts will cost you \$659.88 (cheapest level). Best of all, many creators can use completely free alternatives to Adobe.

Adobe software is undeniably the best solution for many creative tasks. However, with exorbitant fees, predatory pricing models, unclear terms of service, and a growing number of alternatives, you probably shouldn't renew your subscription on next time.

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