



# Complete a Creative Workspace for the Art and Design Department with Surface

The roles in this department will range from staff, faculty, professors, and department heads and each role will have their own specialty. They will have an interdisciplinary perspective so the products they select will need to fit each discipline. They need to be able to combine learning theories with the projects they create. They also rely on several tools to complete their projects.



## Challenges the Art and Design Department Faces:

- They need tools that will allow them to translate their ideas easily and intuitively into 2D and 3D designs
- Supplying their team with the proper technology to perform their job responsibilities
- Need a device that adapts to them
- Need devices that can support professional-grade programs



## Their Ideal Device:

- Can do 2D and 3D sketching
- Offers graphics cards
- Is high powered for computer-aided design
- Uses programs they know and trust: Adobe's Creative Cloud, Autodesk's AutoCAD, and more
- Has fast processors to run programs like Adobe Creative Cloud apps
- Has a screen with true colors



## Important Questions to Ask the Art and Design Department:

- How many students do you have in your program?
- How effectively are your students getting their work done on tablets and/or iPads?
- How much time do your students spend on their projects?
- How often do you typically replace or upgrade your workstations?
- Do your students need a better way to help people visualize their designs?
- What are the challenges you faced with remote learning?
- Do you need an evaluation unit to make a determination on a recommendation?
- What is the criteria for making a recommendation? Do you have minimum specifications or warranties?
- When do you need to have your product ready to go? What is your ideal date?
- When does your budget get approved?
- Who makes the final decision?
- What programs do you need to run on your device?



## Main Objections and How to Handle Them:

### “We’re using another brand.”

Other brands are good for some things, but Surface offers designers much more.

- **Direct access:** Your team can access their data and programs remotely without having to launch a separate VPN.
- **Compatibility:** All your design apps and programs will continue to work with Surface. No need for additional software purchases or development.
- **Run full applications:** Your art students will no longer be hampered by incomplete versions of software. Surface allows them to run full-featured versions of the programs they rely on.

### “Our students don’t want to carry a ton of devices around.”

With Surface, your Art and Design students and faculty will no longer juggle tablets, laptops, and other devices. They can use Surface in tablet mode or in laptop mode, and they’ll be able to do everything they need to do with one device.

### “Our students need large interactive screens to do their work.”

Surface products offer large screens with touchscreen capability, making it easier for your students to draw and write directly on the screen with the Surface Pen. With the Surface Laptop Studio, Surface Pro 9, or Surface Studio 2+, there is a Surface solution for every situation.



## Recommended Surface Products



### Surface Laptop Studio

The Surface Laptop Studio delivers the performance to boost work flows. The Laptop Studio has a Quad-core 11th Gen Intel® Core™ processor which allows Art and Design professionals the ability to handle all the challenges that get tossed their way.



### Surface Pro 9

If students are looking for that tablet to-laptop functionality that the Go 3 has but with higher processing power, check out the Pro 9. Creatives love the larger screen, accessory compatibility, and overall adaptability of the Pro 9. The Pro 9 is the ideal 2-in-1 device with tablet flexibility and laptop performance.



### Surface Studio 2+

Art & Design students love the striking 28” PixelSense® touchscreen display and the Zero Gravity Hinge gives them the perfect angle for their work. The Studio 2+ also has brilliant color and graphics with a powerful 11th Gen Intel® Core™ i7-11370H processor.



## Upsell Opportunity:

Designers will like being able to use the Surface Pen with apps like Adobe Photoshop, plus the programmable shortcuts on the Surface Dial will provide them with a more interactive way to create.

