




AFFINITY

Try
Something
new





**EVERY STUDENT
EVERY TEACHER
EVERYWHERE**



CREATIVE SOFTWARE FOR SCHOOLS, COLLEGES & UNIVERSITIES.

Award-winning photo editing, page layout, graphic design and illustration software for Mac, Windows and iPad — no subscription required.

From basic tasks to complex coursework, Affinity helps educators develop students' digital literacy skills and communicate in creative new ways. Deploy our award-winning apps across your entire site now as part of a no-obligation free trial and give every student and teacher the ability to design, illustrate and create wherever they are.

feeling that arises when you wake in the night, half
between the dream world and the real world. It's
feeling that causes your heart to race and the gears
of your mind to start turning while you lay with
your eyes closed in the relaxing hum of a dark
room.



SAVE UP TO 90% OF YOUR SOFTWARE BUDGET.



Setting a new standard in creative technology, the award-winning Affinity software suite has been implemented by educational institutions and millions of others across the world. Equipped with all the tools educators need to cultivate creativity and perfectly priced for educational budgets, it's easy to see why.

- + *Simple, affordable and flexible licensing (no subscription needed!)*
- + *Site-wide and at-home access for Mac, Windows and iPad*
- + *Priority customer and tech support – we're here when you need us*
- + *Straightforward deployment and staff training provided*
- + *Huge savings – up to 90% more cost effective than similar software*





AFFINITY Photo 2



As the only fully-loaded photo editor integrated across Mac, Windows and iPad, the award-winning Affinity Photo is fast becoming the industry standard for image editing. It's perfect for everything from making basic edits through to producing multilayer photo compositions.

- ✓ *Edit and retouch photos*
- ✓ *Create unique compositions*
- ✓ *Work with unlimited layers*
- ✓ *Re-colour images*



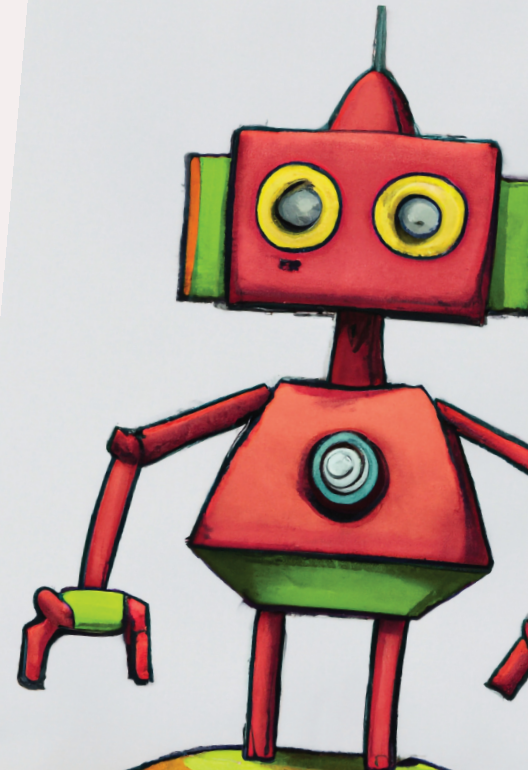


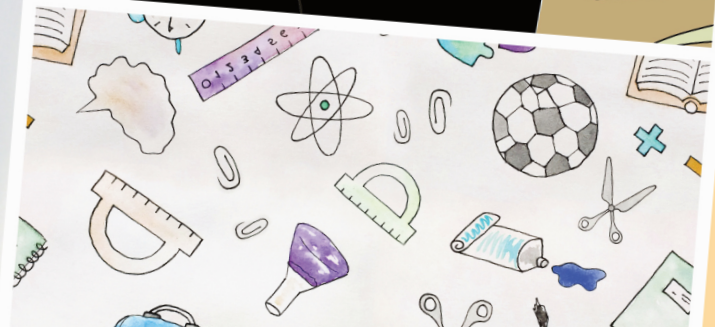
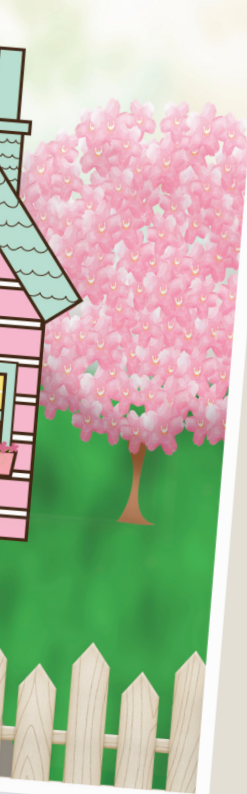
AFFINITY Designer 2



The top choice of thousands of illustrators, web designers, game developers and other professionals, this award-winning vector graphics software can be used to create digital illustrations, concept art, games, unique graphics, logos, brand designs, web mock-ups and so much more.

- ✓ *Digitally draw and paint*
- ✓ *Design unique graphics*
- ✓ *Produce concept art or games*
- ✓ *Learn logo creation and branding*





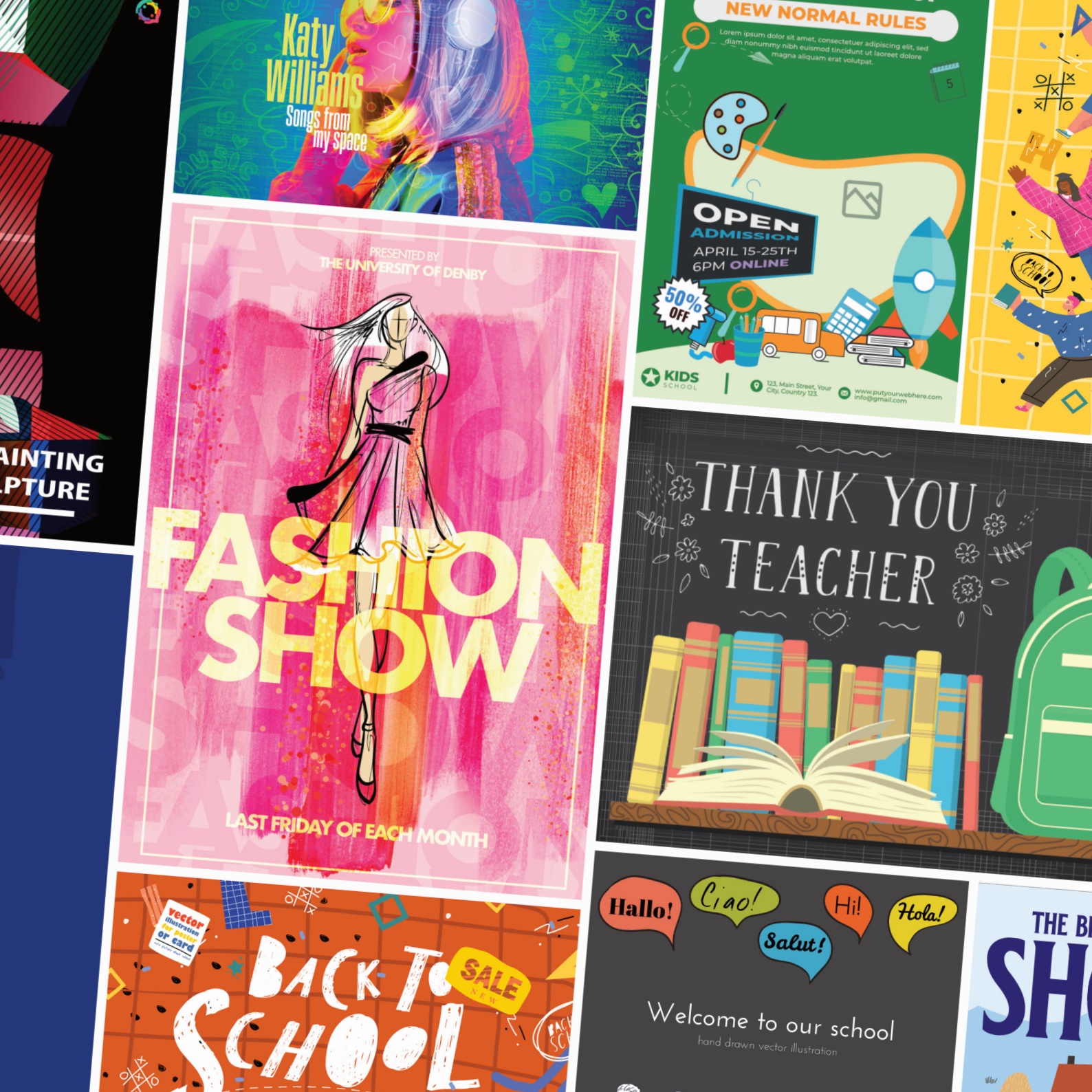


AFFINITY Publisher 2

This incredibly intuitive, award-winning software gives you the power to combine your images, graphics and text to make beautiful layouts ready for publication. Plus, with the ability to switch to other Affinity apps within Publisher, it's breaking new ground in the world of page layout and design.

- ✓ *Construct newsletters and magazines*
- ✓ *Create posters, flyers and certificates*
- ✓ *Produce engaging reports*
- ✓ *Make memorable presentations*





Katy Williams
Songs from
my space

NEW NORMAL RULES

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

OPEN
ADMISSION
APRIL 15-25TH
6PM ONLINE

50%
OFF

KIDS
SCHOOL

123, Main Street, Your
City, Country 123

www.putyourwebthere.com
info@gmail.com

PRESENTED BY
THE UNIVERSITY OF DENBY

FASHION
SHOW

LAST FRIDAY OF EACH MONTH

THANK YOU
TEACHER



BACK TO
SCHOOL SALE

Hallo!

Ciao!

Hi!

Hola!

Salut!

Welcome to our school
hand drawn vector illustration

THE B
SHO



DON'T JUST TAKE OUR WORD FOR IT...

"Affinity's layout is very similar to other programs that we've used, so it was really easy to pick up and start creating. It gives us precise control over alignment and working with layers, and switching between the Publisher and Photo Personas allows for much greater creativity. Affinity is reasonably priced and has no subscription fee, so we can also use it at home and complete projects at our own pace."

John Allen,
Design Technology Teacher, and Students at Carrick Academy, Maybole, Scotland

"The price and inflexibility of Adobe's Creative Cloud and the frustrations of managing it across a lab of computers were the main reasons we were looking for an alternative. So far, we have switched one lab over to Affinity, and I'm very happy to have it."

The Affinity Suite is well designed and fast. The tools are easy to pick up and navigate, and I really appreciate the ability to switch between personas, especially the Photo and Designer Personas, when I am working with Publisher."

Nathan Saliwonchyk,
Media Technician at the University of Guelph, Canada

"Our students enjoy the ease of use of Serif apps, and Affinity Photo was a natural progression from the Serif Plus range. The layout is simple and intuitive, and there are handy how-to guides to follow. The modern feel of Affinity Photo helped make upgrading an easy decision, and I'm delighted to say since then, the quality of our students' work has improved drastically.

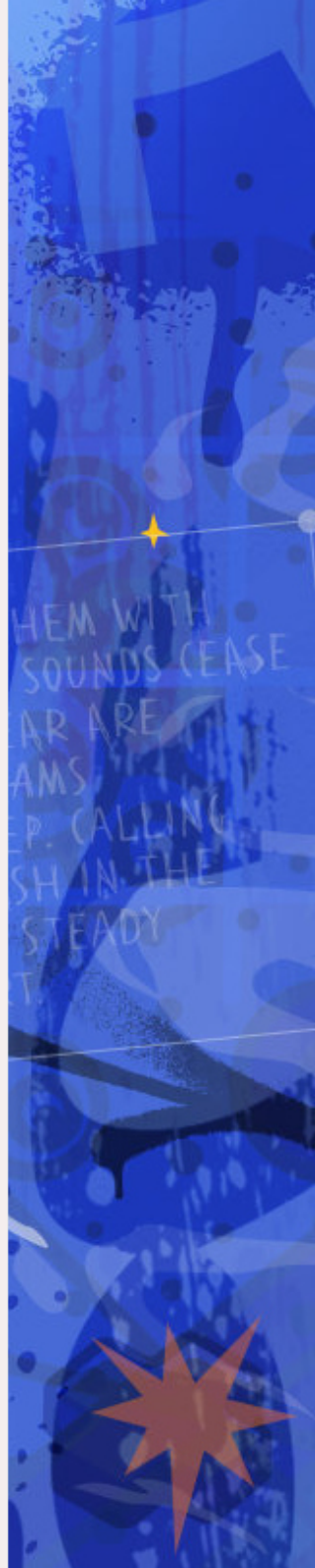
The students have found Affinity Photo easy to use in comparison to other photo editing apps. It provides an excellent introduction to photo manipulation for beginners but has all the tools and capabilities to stretch and challenge our more experienced students.

The transition from PhotoPlus X8 to Affinity Photo was simple. At first, it looks entirely different with additional tools and a modern feel, however, it is easier to use compared to our previous software. It is not as daunting as other image editors like Photoshop, and the students needed minimal encouragement to explore new ideas and tools."

**Steve Birmingham, Head of Digital Media,
The Bewdley School, Worcestershire, England**

"We were attracted to Affinity because it offers similar features to other software, but it is available without a monthly or annual subscription. The perpetual site licence works out much more economical for us. It suits the way our funding is allocated, and now many more of our students can access this type of software and benefit from it."

**John Moodie, Senior Technician,
Kirkwall Grammar School, Orkney, Scotland**



TAILORED FOR YOU.

Already have creative software and are unsure about making the switch? Try a 'hybrid' approach.

We understand that students and teachers at your institution may already use another creative software, and while you know it will be cost effective to switch, you're still wary of the potential disruption it could cause or that it will be 'less than'. That's why we recommend a 'hybrid' approach, where you install Affinity alongside your current software.

We're currently offering extended free trials of Affinity for education use, which includes training and support, so it's the perfect time to test out our apps and see for yourself that Affinity is just as good as (if not better than) what you're currently using.

Flexible licensing options to suit your site's needs.

Our flexible licensing options let you tailor a package suitable for you and your site. This means you can choose to assign licences to specific individuals, specific devices that are shared amongst many individuals, or a mixture of both. We also offer different payment options, allowing you to purchase perpetual licences outright with a one-off payment or pay in smaller increments over a longer period of time through a fixed-price plan.

This flexibility gives everyone more freedom to create, for less cost and hassle.





WANT TO LEARN MORE?

Our experienced team understands what educators need. We've been working with decision makers, teachers and technicians in schools, academies, colleges and universities for years, helping them get started with our creative software and supporting them through every part of the process—from initial inquiries, demos and free trials, to deployment, training and ongoing customer support.

So whether you're ready to make the switch from your current software, want to discuss specific requirements for your site, or just want to learn a bit more about our offering, we have dedicated account managers ready to assist you every step of the way.

Get in touch today to learn more about Affinity and how to get started with a free trial.

Tel: 0115 914 2000

Email: edusales@serif.com

Web: affin.co/edu



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