

# Learn iT!

## Big Accessories Receives On-site Adobe Illustrator Training from Learn iT!

"Learn iT! is the only company that offered to bring computers to our location to do the training." -- Nicky Ovitt, Design Director, Big Accessories.

### Situation:

Big Accessories, headquartered in Petaluma, California, designs and manufactures accessory items — headwear, bags, wallets, and household products — for retail, wholesale, and promotional markets. The company has been in business for over 25 years, and provides complete design, sourcing, manufacturing, and packaging programs through a network of factories around the world.

Big Accessories needed to train some of its staff for a very specific task. When designing new products for the marketplace, the company's product developers are required to produce a specification sheet. This sheet provides illustration and instructions that describe how to craft the product, and is emailed to manufacturing facilities in China.

"We had been creating the product sheets in Microsoft Excel," says Nicky Ovitt, Design Director at Big Accessories. "But we wanted to use Adobe Illustrator, instead, so we could include photos and draw arrows. Plus, we wanted to empower the product developers to create these spec sheets themselves, rather than having the design department do it."

### Solution:

Ovitt contacted Learn iT! to see if it would be possible to arrange a private Illustrator class for seven product developers. The Learn iT! account manager carefully listened to her needs and discussed with her the options for the class, including either holding it at Learn iT! facilities in San Francisco, or at Big Accessories in Petaluma. Holding the class in Petaluma would be preferable since product developers need to communicate with manufacturing facilities in China, which means they are very busy later in the work day and would therefore prefer not having to commute to San Francisco for the class.

The account manager presented Ovitt a proposal that included information on the training expertise of Learn iT!, references from other graphics-training clients, as well as a detailed breakdown of the training rate structure and the pros and cons of each possible training method.

"My account manager at Learn iT! was the best!" says Ovitt. "I had called five other training companies. The quotes I received were all over the place, even though I had sent all the training companies a detailed list of the 30 topics I wanted covered in the class."

She adds that a couple of the other training companies said they would present the Illustrator training as a slide show. "We didn't think that would work. Learn iT! is the only company that offered to bring computers to our location to do the training," she says.

Learn iT! based the training on its public Adobe Illustrator course, and then customized the class so that it would exactly fit the needs at Big Accessories.

The full-day class would cover key points in Illustrator, including a segment on how to use Photoshop files with Illustrator.

Because of the system requirements for Illustrator, laptops wouldn't work, so Learn iT! loaded up a van with desktop PCs and brought them to Petaluma. Then, the instructor made sure everything was in place and working the night before class.

### Overview:

**Customer:** Big Accessories  
**Number of Employees:** 50  
**Location:** Petaluma, CA  
**Industry:** Importer  
**Solution:** Adobe Illustrator

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## Result:

The class was a resounding success. "The very next day, two of the product developers emailed spec sheets that they had created on their own, using knowledge they gained from the Learn iT! class," says Ovitt. "They were so excited!" She says that everyone who took the class learned something useful, and that they are applying this knowledge to building better spec sheets for products.

"I would absolutely recommend Learn iT! to other companies," she says. "I was impressed with how flexible they are. They definitely tailored the presentation of the class to our community. The more information you give Learn iT! about what you need, the better they do. They made the training just right for us. And they were also very reasonably priced. We are really happy with the training we received from Learn iT!"



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to make you the best at what you do"***