



Empowering creativity.  
Delivering student success.  
Preparing graduates for a digital-first world.



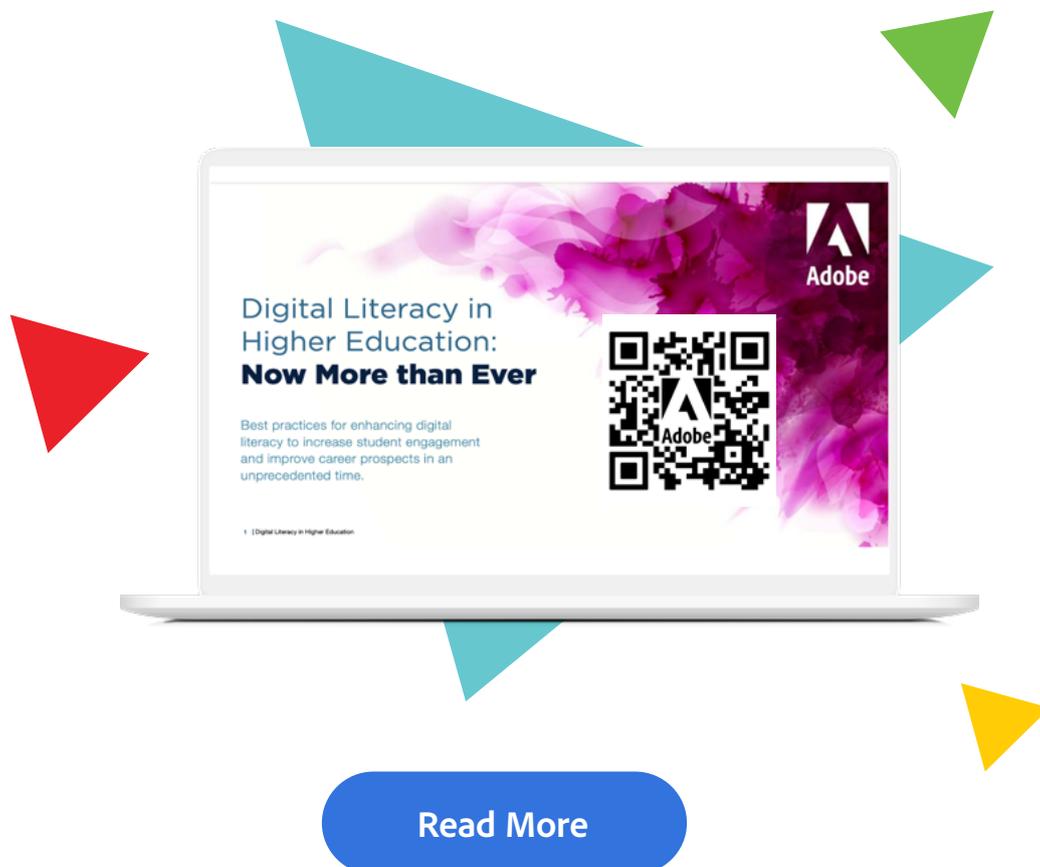
## Reimagine teaching and learning with Adobe Creative Cloud

The higher education landscape is changing. Institutions are adopting new forms of student-centred education through hybrid and blended learning models. Much of this transformation is driven by evolving technology, the expectations of students, competition and businesses' needs.

It is essential to prepare learners with the knowledge, skills and mindsets that will enable them to thrive in the current and future digital-first world. This means, both students and institutions must adapt to new approaches in teaching and learning.

The key to this success is the need to be digitally literate, allowing students to adapt to new approaches in teaching and prepare for the modern workplace.

Digital literacy is the power to use the digital tools to solve problems, think creatively, communicate effectively and make connections across boundaries and disciplines. By carefully embedding Adobe Creative Cloud across curriculum, you can transform and modernise your approach to teaching and help your students develop the skills they need to thrive in a modern economy.



## What is Creative Cloud?

### **Capability to drive student and faculty creativity with a full range of industry-standard tools across all digital mediums**

Adobe Creative Cloud offers creative tools, resources, and services that can be used to transform students' experience and deliver wraparound courses and content that help enhance employability offerings.

Adobe Creative Cloud gives you the capabilities to drive student and faculty creativity with a full range of industry-standard tools across all digital mediums: photography, design, video, UX and more. And with security built into our collaboration tools, you can securely share and collaborate on documents, video editing, pitch preparation, proposal creation, research, and new business ideas.

Adobe Creative Cloud is also continually updated, providing access to new and emerging digitally creative mediums and evolving technologies, such as 3-D, augmented reality, and AI (Adobe Sensei).

## How Creative Cloud benefits students

### **Boost student engagement**

Adobe Creative Cloud is a unified platform for innovation in learning. It enables students to showcase their knowledge, skills and passion in an engaging and unique way. They'll become strong digital storytellers and persuasive communicators with Creative Cloud tools at their fingertips.

### **Nurture essential skills**

With Creative Cloud, students can develop modern soft skills while learning how to express themselves through a variety of digital media.

### **Create self-starters**

Creative Cloud helps students develop agency. Powered by a creative toolkit like no other, students can develop their storytelling abilities, create show-stopping projects and build up their confidence to face real-world challenges.

## Student assignments reimaged using Creative Cloud



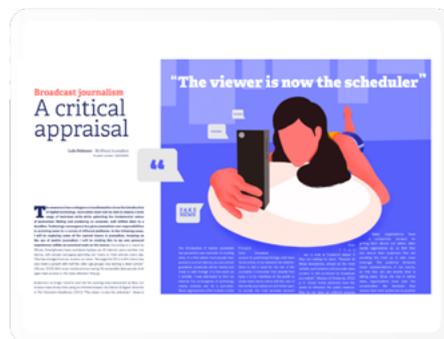
### ▶ **Following the money**

Eugenie was tasked with presenting the journey of the electronic payment system. With InDesign and Illustrator, she was able to show the past, present and potential future of electronic money.



### ▶ **Model behaviour**

Sarunporn presented a brand analysis for an outdoor clothing brand with an animated video she created with Illustrator and After Effects.



### ▶ **Critical appraisal**

Using InDesign, Laila formatted a standard essay into an editorial-style piece for her journalism class - complete with images and typeface.

See more examples of student creativity here.

Find Out More



## Adobe Creative Campus Program

The Adobe Creative Campus programme brings together universities from around the world who are working to transform their teaching practices by embedding Creative Cloud into their curricula. They are committed to teaching creative and persuasive digital communication skills to students from all disciplines and enabling them to thrive in the modern workplace.

With a growing community of 55+ institutions, those who join the programme can actively collaborate, discuss ideas and share best practices to improve student outcomes.

As a Creative Campus you will work in partnership with Adobe to achieve your goals, you get access to learning, enrichment and community events and support in driving faculty and student adoption.

Partnering with Adobe provides access to the best tools that stay updated, deliver greater opportunities for engagement and collaboration, and empower you to create an institution of innovation.

**See which institutions are part of the Adobe Creative Campus programme.**

[Discover More](#)



## Join the education transformation

- ▶ To find out how we can partner with you, just email us at [digliteracy@adobe.com](mailto:digliteracy@adobe.com), or visit our [website](#).

