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## **Adobe Honors Best-in-Class Student Design with 2<sup>nd</sup> Annual Design Achievement Awards**

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### **Awards Celebrate the Convergence of Technology and Art Design**

SAN JOSE, Calif. — July 19, 2002 (NASDAQ: ADBE) — Adobe Systems Incorporated, the leader in network publishing, today announced the winners of the second annual Adobe Design Achievement Awards. In a ceremony last evening at the Solomon R. Guggenheim Museum in New York City, Adobe recognized student achievements that assimilated the powerful convergence of technology with the creative arts industry. More than 800 submissions were received, representing the work of some of the most talented and promising student graphic designers, illustrators, digital filmmakers and computer artists from leading U.S. design schools.

This year's awards ceremony reflects technology's impact on virtually every aspect of the art world. At a time when many design schools are accepting applicant portfolios in the form of zip disks or CD-ROMs and often contain computer animation and sound pieces rather than the traditional album of drawings and paintings, computer technology has invaded every medium, including instructional classes in the schools. Student designers no longer resist the use of technology; rather they are embracing technology as tools to help them fully express their creativity and realize their ideas.

Using the latest versions of Adobe software, students submitted projects in eight categories ranging from print and photography to digital media and Web. A five-member panel of distinguished design professionals served as judges and selected winners based on overall impact, design execution, and level of technical virtuosity. This year's first place winners received \$5,000 cash and an all expenses paid trip to New York for the awards ceremony. Winners also took home an entire suite of Adobe products and had the opportunity to meet with and showcase their work to design industry professionals attending the awards event.

“The Adobe Design Achievement Awards have been a huge success with students, allowing them to express their artistic vision without having to compromise their ideas or overcome technological hurdles,” said Harley Lingerfelt, vice president for information management and technology at the Savannah College of Art and Design. “Students collaborate and cross-integrate Adobe design software to develop their submission from the planning phase to the final product phase. The rewards from this experience are immeasurable, giving students the opportunity to show the outside world their skills and talent while developing the expertise in industry-leading tools that will help prepare them for future careers in design.”

The Adobe Design Achievement Awards are a component of the Adobe Partners by Design program, which fosters and promotes design education and lifelong learning for design professionals by providing member schools with the latest design tools, training and techniques. The program facilitates communication between the academic and commercial design communities, providing exposure for students, and award winners in particular, to distinguished industry professionals. 21 prestigious U.S. design schools actively participate in this program.

“Adobe’s Partners by Design program offers an extensive curriculum, software training, and the design tools that cultivate support for new talent, higher innovation and enduring expression,” said Melissa Dyrdaahl, Senior Vice President, Corporate Marketing and Communications. “This year’s submissions illustrate the versatility, accessibility, and collaboration that Adobe’s software provides for designing across all forms of media.”

This year’s winning submissions originated from the following design schools: Academy of Art College, Art Center College of Design, California College of Arts and Crafts, California College of Arts and Design, Parsons School of Design, Savannah College of Art & Design, School of Visual Arts, and UCLA School of Arts & Architect.

For more information about the program and to view the winning submissions, please visit [www.adobe.com/education/winners](http://www.adobe.com/education/winners).

### **About Adobe Systems Incorporated**

Founded in 1982, Adobe Systems, Incorporated ([www.adobe.com](http://www.adobe.com)), the leader in network publishing, offers a comprehensive line of software for enterprise and creative professional customers. Its products enable customers to create, manage and deliver visually rich, compelling and reliable content. Based in San Jose, Calif., Adobe is one of the world’s largest software companies with annual revenues exceeding \$1.2 billion.

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