



Waddesdon Church of England School, Buckinghamshire

School raises the standards of students performance by encouraging the development of their talent and enabling students to express themselves creatively through the use of Adobe® Creative Suite.

Organisation Profile

As an Arts College, Waddesdon School aims to be a centre of excellence, promoting understanding and appreciation of the visual arts through a diverse programme of educational opportunities and events. Students are encouraged to develop their talents by learning to express their creativity through a range of artistic and aesthetic subjects in traditional art forms and through the use of Information Communication and Technology (ICT).

The specialist status of Art College is something that Waddesdon are very proud of. Waddesdon tries to ensure that their pupils' sense of confidence and achievements are raised through an emphasis on key skills such as: observation, analysis, exploration, presentation and self-expression. Waddesdon decided to introduce and implement Adobe software to see if they could raise interest in arts courses and were particularly interested in engaging male students. The ultimate aim was to see whether the introduction of Adobe Creative Suite would ultimately raise the standards of male students' performance.

Challenges Faced

- Deliver a quality curriculum that prepares students for real-world careers
- Combine the use of text, graphics, video, Web projects, and interactive displays across the curriculum
- Increase male student interest and performance in Art subjects

Waddesdon wanted to find an ICT design toolset that they could embed into the school culture. They wanted staff and students at Waddesdon to be able to use digital imagery within a range of curriculum projects not just Art and Design. This would enable the Arts College to enhance the academic achievements of students in all curriculum areas. By creating a visual learning culture they would then encourage pupils to improve their education through focusing on the features of successful teaching and learning in Art and Design.

Waddesdon were very keen not to devalue the traditional Arts and were therefore looking for a solution that could support their Art and Design students with skills in industry recognised products.

In addition the divide in results, between girls and boys in schools across the UK was well recognised. Waddesdon were looking for a solution that would really make a difference and felt that the introduction of the right ICT solution into Art and Design would increase the performance of male students.

Success Strategy

Waddesdon implemented the Adobe Creative Suite on different networks within the school. They now have eleven wireless laptops and four standard Apple Macs for the Art department alone. They also have a Digital Suite where the school caters for Art and Design A Level, Graphics A Level and GCSE Applied Art and Design.

Marc Berrett, Head of Arts and Arts College Manager, believes that the school is

WADDESDON CHURCH OF ENGLAND SCHOOL BUCKINGHAMSHIRE

- Waddesdon Church of England School is an 11-18 mixed voluntary aided secondary modern school. The school holds specialist status as an Arts College.
 - Size: currently has some 950 students including over 200 in the sixth form.
 - Location: Aylesbury, Buckinghamshire
 - Founded: 1964
- <http://www.waddesdonschool.co.uk>

INDUSTRY

Secondary Education

PRODUCTS USED

Adobe Creative Suite incorporating
 Adobe Photoshop® CS
 Adobe Illustrator® CS
 Adobe InDesign® CS
 Adobe GoLive® CS
 Adobe Acrobat® 6.0 professional



“We believe that the use of the Adobe Creative Suite has been a great success. It has been very pleasing to see that male students, who in the past may not have even taken the subject, are now enthused by using Adobe Creative Suite as part of their projects and work and are subsequently improving their performance.”

Mr Marc Berrett,
Head of Art/Arts College Manager
Waddesdon Church of England School
Buckinghamshire

RESULTS

- Strengthened effectiveness of curriculum by providing students with valuable experience for their careers
- Enhanced student ability to deliver quality, dynamic work
- Improved male interest in the arts
- Sharing best practices with other schools

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Printed in the UK.

successful in its teaching of Art and Design because of the way it has embedded ICT and the Adobe Creative Suite in particular into its learning strategy.

In the upper school, GCSE and 'A' Level work is often based on developing creative ideas from preliminary observational study. Visits to galleries and art appreciation will continue to be considered as a vital aspect of each course. However lessons then take place to develop ideas using ICT. The Adobe Creative Suite features all the tools that students need for image editing, illustration, page layout, and cross-media output.

Marc explains one of the curriculum areas that Adobe Creative suite has supported:

“Year 10 were working on a project on Cubism. The key concept of cubism is the idea of addressing images from multiple view points. Students often find this concept quite hard to comprehend and we often see confused looks on faces. On this occasion I invited the students to do work on a series of pictures from different view points but from the same content. We then scanned these images and used the Adobe Creative Suite to superimpose them over each other. We have had some impressive results and the students really got to grips with the topic of cubism.”

Waddesdon see Adobe Creative Suite both as an end product and a resource which works well within the overall spectrum of art.

Results

Using the Adobe Creative Suite applications has been particularly effective for Waddesdon, not just for its ease of use and wide ranging functionality, but because it is the industry standard. By teaching Adobe packages the school is providing their students with tools and skills that will transfer to their working lives.

Marc continues: “As far as I am concerned teaching skills that are directly transferable to the children's future life is education in its purest form. We feel that as the emphasis moves to providing more vocational teaching excellence, using Adobe becomes a real selling point for our students.”

In addition, for male students the Adobe Creative Suite has made a real difference. “It has been very pleasing to see that male students who in the past may not have even taken the subject, are now enthused by using Adobe Creative Suite as part of their projects and work and are consequently improving their performance.”

Waddesdon School believes in sharing good practice and run Adobe training courses, for teachers at other schools and trainee teachers who come to visit the school from Oxford Brookes University. Marc uses the software to demonstrate how to teach Art and Design more effectively by incorporating ICT.

Marc concludes: “Ultimately we believe that if we can get more primary schools using the Adobe software, we will have pupils coming to us with more confidence in using these types of packages and we will be able to achieve even greater results in these areas.”