



# Interactive design for tomorrow's designers.

Temple University brings accessible website and app design into the classroom with Adobe XD CC.



*"Working with Adobe XD CC gives students an opportunity to practice project management, agile development principles, and other collaborative skills essential to business."*

*Cindy Leavitt, Vice President and Chief Information Officer, Temple University*

## SOLUTION

Adobe Creative Cloud for enterprise, including Adobe XD CC

## RESULTS



**INTERACTIVE DESIGN** without technical training



Learn **CAREER RELEVANT** holistic design skills



**INTEGRATION** with other popular Adobe apps



Increased **VISUAL LITERACY** for students



## Temple University

Established in 1884

Students: 40,000

Philadelphia, Pennsylvania

[www.temple.edu](http://www.temple.edu)

### CHALLENGES

- Provide design students with greater experience in designing for interactive digital mediums
- Enhance digital literacy and communication skills for students in all disciplines
- Work with cutting-edge technologies to give students a competitive advantage in the job market

“With Adobe XD, students can start designing for screens without being intimidated by the technical challenges.”

*Dermot MacCormack, Chair of the Graphic Arts and Design Department, Temple University's Tyler School of Art*

## Designing for every channel

In today's multimedia world, brands need to create designs that work across mediums, from building signs, print brochures, and outdoor installations to websites, digital banner ads, and interactive mobile apps. Designers in the workforce must be able to understand the unique challenges and methods used in a wide range of designs and deliverables.

Temple University is a top-tier public university built around the idea of using academic excellence and innovation to help students learn to achieve greatness. At Temple's Tyler School of Art, one of the nation's top-ranked art schools, this means teaching students to serve commerce, culture, and the public good by communicating information and ideas through visual language.

“Studios are increasingly looking for designers who do holistic design and successfully translate branding elements to physical, digital, and interactive mediums,” says Dermot MacCormack, Chair of the Graphic Arts and Design Department at Temple's Tyler School of Art. “We're encouraging students to build hybrid portfolios that include websites and apps to help them stand out.”

## Introducing students to interactive design

Temple's Tyler School of Art has long taught its art, design, and architecture students using Adobe Creative Cloud apps. Learning valuable creative skills on industry-standard Adobe apps gives students a significant leg up when competing for internships or jobs in the design industry.

Tyler also wanted to give its students a solid understanding of website and mobile app design, but not all design students had sufficient experience in the coding required to build websites and apps. Students could create mockups in Adobe Photoshop CC or Adobe InDesign CC, but since these static designs were not interactive, it was difficult to teach students the unique design challenges involved with developing digital interfaces and user experiences.

That's why the Tyler School of Art started incorporating Adobe XD CC into its interactive design classes. Through Adobe XD students can quickly create interactive prototypes without extensive training.

“With Adobe XD, students can start designing for screens without being intimidated by the technical challenges,” says MacCormack. “We can get students thinking about website and app design earlier in their education than before because students need far less background knowledge to start working on their interactive screen designs.”



“Adobe XD was really easy to use, helping me make a flat design interactive in minutes. I could bring together all of my assets very easily because it’s compatible with other Adobe apps and operates in a similar way.”

*Dylan Ball, Graphic & Interactive Design student, Tyler School of Art, Temple University*

One major project for junior-level design classes involves a restaurant design show. Traditionally, students would need to design print and physical collateral, such as menus, signs, and food packaging, associated with a concept restaurant brand. Now, students also translate that branding to restaurant homepages and mobile app prototypes.

For his restaurant design, Dylan Ball, a Graphic & Interactive Design student at the Tyler School of Art, created “New York”, a restaurant specializing in egg dishes. Ball’s unique look for the brand was inspired by vintage New York subways. Starting with a subway tiled logo created in Adobe Illustrator CC, Ball expanded the branding to signs and menus created with Adobe InDesign CC. Adobe Photoshop CC played a large role in the brand identity by enabling Ball to manipulate photographs of New York subways and delicious egg dishes.

Ball brought all of his text, images, and iconography together into a website prototype. Within the same file, he was able to create a mobile version of the website, so the design worked across device types.

“Adobe XD was really easy to use, helping me make a flat design interactive in minutes,” says Ball. “I could bring together all of my assets very easily because it’s compatible with other Adobe apps and operates in a similar way. Adobe XD is a very powerful tool for designers when we’re trying to work with developers, as we can make sure that the website looks and works exactly how it needs to before we hand off the design.”

### Expanding digital literacy

While Adobe creative apps are standards for art and design students, Temple University recognizes the growing importance of digital literacy for all students, no matter their field. Learning to improve communication skills and convey ideas in a visual medium is increasingly important in modern business, no matter whether a student becomes a researcher who publishes scientific papers filled with complex data or a human resources manager who needs to explain new processes to employees.

For years, many schools at Temple University had Adobe Creative Suite available in computer labs, but very few students had the opportunity to experiment with creative apps outside of the lab. Students also missed out on the chance to work with the newest apps, services, and features available in Adobe Creative Cloud.

Temple University decided to invest in Adobe Creative Cloud, signing an enterprise term license agreement (ETLA) for faculty, staff, and students. Access to Adobe Creative Cloud is a tremendous added value for students coming to Temple University. Even students not studying art or design now have an opportunity to gain digital literacy skills and confidence in using industry leading technology that will help differentiate them in the job market and the digital economy.

## SOLUTION AT A GLANCE

Adobe Creative Cloud for enterprise, including:

Apps: Adobe XD CC, Adobe Photoshop CC, Adobe Illustrator CC, Adobe InDesign CC

Just as importantly, greater access to Adobe Creative Cloud opens doors for professors to add more creative and interactive elements to their coursework and assignments. They can task students with creating infographics to illustrate their points more clearly in papers or with creating videos instead of written papers.

Cindy Leavitt, Vice President and Chief Information Officer at Temple University, sees great potential for Adobe XD in all types of classrooms. Students can learn to create mobile apps for businesses classes or prototype software interfaces for information sciences projects. Through the collaborative nature of Adobe XD, students and faculty can even come together to visualize a research project, add comments, and expand the limits of their projects.

“Working with Adobe XD gives students an opportunity to practice project management, agile development principles, and other collaborative skills essential to business,” says Leavitt. “With Adobe Creative Cloud for enterprise, we’re giving students the confidence to learn sophisticated communication skills that are necessary in every area of the workforce.”

For more information

[www.adobe.com/creativecloud.html](http://www.adobe.com/creativecloud.html)

[www.adobe.com/products/xd.html](http://www.adobe.com/products/xd.html)



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