



# Digital literacy for a modern age.

The University of North Carolina at Chapel Hill helps to enhance learning for students through access to Adobe Creative Cloud for enterprise.



THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL

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*Chris Kielt, Vice Chancellor for Information Technology and Chief Information Officer, University of North Carolina at Chapel Hill*

## SOLUTION

Provide campus-wide access to Adobe Creative Cloud for enterprise to enhance curriculum and contribute to preparing students for 21<sup>st</sup> century jobs

## RESULTS



UNC **EMPOWERS** students to use creative tools such as video to gain a deeper understanding of coursework



Supports university focus on students developing **DIGITAL SKILLS** for use in their careers



UNC provides students access to all Creative Cloud apps and **ENCOURAGES** them to experiment and learn new skills



**STANDARD** apps for students help reduce technical issues for users and frees faculty time to focus on instruction



## The University of North Carolina at Chapel Hill

Established in 1789

Students: 29,000

Chapel Hill, North Carolina

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

### USE CASES

- Collaboration
- Security and Control

### Leader in higher education

With social media, video clips, and other new and creative forms of storytelling, the way people communicate has changed dramatically over the last decade. As communication changes, so does the business landscape. No matter what area of business people are working in, they need to use digital tools to effectively communicate and engage with partners, stakeholders, and customers. The ability to create persuasive, compelling digital communications can be the difference between an idea or product taking off or crashing.

“Employers are looking for people who are both tech savvy and have the experience of a top liberal arts education,” says Chris Kielt, Vice Chancellor for Information Technology and Chief Information Officer at the University of North Carolina at Chapel Hill. “We’re working with students, faculty, and industry partners to understand the opportunities available and meet the demands of 21<sup>st</sup> century jobs.”

### Building a digital base

Digital literacy is about more than just knowing how to use specific applications. It’s about thinking critically, finding creative ways to communicate and engage with audiences in ways they are used to consuming information, and solving problems in the digital era. Any student in any major with digital literacy can create visually and digitally compelling communications that, for example, could solidify a sale, communicate scientific findings at a conference, or guide employees to important human resources documents on an internal website. In other words, encouraging digital literacy in all students prepares them for modern careers.

The University of North Carolina at Chapel Hill (UNC-Chapel Hill) partnered with Adobe to provide Adobe Creative Cloud for enterprise licenses to students and faculty. “Adobe is a standard across industries, and Adobe Creative Cloud complements our curriculum so we can promote digital literacy across disciplines at UNC-Chapel Hill,” says Kielt.

### Reducing administrative overhead

With Adobe Creative Cloud for enterprise and the Adobe Admin Console, IT teams can distribute responsibilities such as user management, package deployment, and support ticket generation across departments to improve efficiency across the IT organization.

“With Named User Licensing, we no longer have to manage accounts,” says Greg Neville, IT Manager, Software Acquisition, Information Technology Services at UNC-Chapel Hill. “The licenses are tied to user names, so when users leave the university, their software access is automatically restricted.”

Users receive elevated privileges, allowing them to run updates even without being an administrator for the computer. This further reduces calls to the IT team and reduces administrative overhead across teams.

“Working with Adobe Creative Cloud allows us to disrupt that traditional classroom experience by recasting students in the role of creators.”

*Daniel Anderson, Director, Digital Innovation Lab and Director, Composition, Rhetoric, and Digital Literacy, University of North Carolina at Chapel Hill*

## Promoting digital literacy with Adobe Creative Cloud

All students entering UNC-Chapel Hill are required to take an introductory composition course to advance their writing, research, and communications skills. The students in the English 105 course now use Adobe Creative Cloud to produce and share their work.

“Communication is a big part of any field of study, and Adobe Creative Cloud delivers powerful tools that support critical thinking, reading, writing, and listening,” says Todd Taylor, Professor of English and Director of the First Year Writing Program at UNC-Chapel Hill. Students across a wide variety of departments—including nursing, religious studies, chemistry, and business—are learning to create business presentations through Adobe Spark, design flyers around public health issues using Adobe InDesign CC, or even submit papers for review as PDF files created with Adobe Acrobat DC.

## Enhancing understanding through technology

By making Adobe Creative Cloud available to students, UNC-Chapel Hill encourages them to experiment, learn new skills, and find solutions to problems themselves. Adobe Creative Cloud apps use similar interfaces and operations, which allows students to pick up new apps with greater ease.

“For faculty, standardizing on Adobe Creative Cloud is very helpful,” says Taylor. “I know that all of my students are using the same familiar software, so I spend less time explaining technical details and more time focusing on instruction.”

Faculty that use Adobe Creative Cloud are able to bring new layers of understanding to lessons. “Students traditionally study things that someone else has produced and deliver analytic responses to that work,” says Daniel Anderson, Director, Digital Innovation Lab and Director, Composition, Rhetoric, and Digital Literacy at UNC-Chapel Hill. “Working with Adobe Creative Cloud allows us to disrupt that traditional classroom experience by recasting students in the role of creators. It increases students’ engagement with material and allows them to approach subjects from different angles, enhancing their understanding.”

In a poetry course, Anderson challenges students to interpret an existing poem through a video. Students use Creative Cloud apps such as Adobe Photoshop CC, Premiere Pro CC, and After Effects CC to edit text, images, and sound into a video of the poem. Students lift words from the page, break them down into pieces, and play with the pacing so that viewers can understand the poem. In doing so, students are encouraged to critically analyze text and discover new sides of the poem they might not have discovered through reading alone. Students producing these video assignments are more engaged with the work and gain a deeper understanding of the subject.

## SOLUTION AT A GLANCE

Adobe Creative Cloud for enterprise. Apps used include:

- Desktop: Adobe Photoshop CC, Adobe Illustrator CC, Adobe InDesign CC, Adobe Premiere Pro CC, Adobe After Effects CC, Adobe Audition CC, Adobe Acrobat DC
- Services: Adobe Spark, Adobe Portfolio, Behance

“Students upload projects to Adobe Portfolio and Behance where they can be shared with family, friends, and even future employers,” says Anderson. “In this way, Adobe Creative Cloud helps create an internal motivation in students beyond just a motivation for a grade. Students want to create something unique and polished, something that they can be proud of.”

UNC-Chapel Hill recent graduate Brent Comstock noticed that other universities provided students with access to Creative Cloud and how those students were communicating and collaborating in new digital ways. While he was a student at UNC-Chapel Hill, he polled students on their interest in making Creative Cloud available on campus. With a positive response across the student body, Comstock worked with UNC-Chapel Hill administration through his role as ITS Student Body Representative to bring Creative Cloud for enterprise on campus and make it available to students. He worked closely with student groups and IT leaders to help bring the Creative Cloud initiative to life. Comstock saw firsthand how deploying Adobe Creative Cloud sparked creative curiosity in students.

“For me, the exciting thing has been the adoption rate of Adobe Creative Cloud in non-traditional areas,” says Comstock. “I’ve seen finance students using Adobe Photoshop CC to add visuals to reports and business students using Adobe Spark for presentations. Students are seeing what other people can accomplish with Adobe Creative Cloud, and they’re sharing tips and exploring new tools to stand out. Students are collaborating outside of the classroom and expanding their creativity, which will help UNC-Chapel Hill students as they start out in their careers.”

### Transforming student experiences

Izzy Pinheiro, a health humanities student, became interested in the power of digital communications to share stories about health and healing after enrolling in a multimedia composition class. Pinheiro’s latest project involves interviews with Syrian refugees in Jordan, as well as Jordanian clinicians and citizens to understand the effects of a humanitarian crisis on healthcare. Although Pinheiro initially intended to make a documentary, she found that a multimedia website created using Adobe Spark allowed her to better tell the diverse stories she collected.

“Adobe Spark made it easy to organically pull together a bunch of different pieces through a website,” says Pinheiro. “I can throw in photos, video clips, text, and animation very quickly. Working with Adobe Creative Cloud has really opened my eyes to how media can tell a story that will get people involved and support advocacy work worldwide.”

“The digital literacy initiative at UNC-Chapel Hill has been a true partnership with Adobe,” says Kietl. “We’re producing graduates who will have the digital literacy skills that are expected by the marketplace. That will result in a highly satisfying outcome for our future and for the future of our students.”

For more information

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



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