



Encouraging innovation in education.

University of Utah helps students across all fields reach their goals with support from Adobe Creative Cloud.



"Adobe Creative Cloud provides a personal learning and creative experimentation space that helps our students develop their ideas and take steps toward turning those ideas into reality."

Ruth Watkins, President, University of Utah

SOLUTION

Adobe Creative Cloud for enterprise

RESULTS



Helps students become **ENTREPRENEURS** with professionally designed business collateral



Promotes **DIGITAL LITERACY** and strong communication skills in all fields, from business to engineering



Teaches **STORYTELLING** skills that help students learn how to express themselves creatively



All users managed with a single administrator through **NAMED USER LICENSING**



University of Utah

Established in 1850

Students: 31,000

Salt Lake City, Utah

www.utah.edu

CHALLENGES

- Support a culture of innovation and creative thinking
- Drive student success across multiple disciplines
- Promote experimentation and learning among students
- Simplify software administration and management across the university

“Access to Adobe Creative Cloud is a huge differentiator for attracting students. They hear the message that our university wants to invest in them to help them become successful.”

*Cory Stokes, Digital Learning Officer,
Associate Dean of Undergraduate Studies,
University of Utah*

Learning to accomplish goals at Imagine U

University is a place where students can learn to turn their dreams into reality. Excellent universities offer opportunities for growth beyond the classroom, encouraging students to participate in the community, meet mentors, dream big, and build skills that will help them become leaders of the future.

The University of Utah not only believes in providing students with excellent academic and research opportunities, but also innovative entrepreneurial opportunities that allow students to explore and develop their ideas into full-fledged business plans. One of the University's most famous graduates embodies this spirit of innovation: Adobe Co-founder, John Warnock. Therefore, it was a natural fit for the University of Utah to bring Adobe Creative Cloud into the classroom.

The University offers Adobe Creative Cloud for enterprise licenses to all students, faculty, and staff. With personal access to Creative Cloud, students aren't limited to just using apps in computer labs. They can also download Creative Cloud onto any personal devices that they bring onto campus or at home, including laptops, tablets, or mobile phones. Not only can the University use Adobe Creative Cloud as an example of why students should work toward their dreams, but industry-standard Adobe Creative Cloud apps help students improve their digital literacy skills and learn how to use creative expression in any area of study.

“We tell the world that we are Imagine U,” says Ruth Watkins, President of the University of Utah. “We want students to imagine what they want to accomplish and then make it happen. Adobe Creative Cloud provides a personal learning and creative experimentation space that helps our students develop their ideas and take steps toward turning those ideas into reality.”

Administration made easy

Adobe Creative Cloud for enterprise makes it easy for students to access apps at school or on their personal computers. Leveraging fully federated ID sync, students can sign in to Adobe Creative Cloud with their university ID. They can download any apps that they want, any time that they want, without needing to work with IT departments.

“Access to Adobe Creative Cloud is a huge differentiator for attracting students,” says Cory Stokes, Digital Learning Officer, Associate Dean of Undergraduate Studies at the University of Utah. “They hear the message that our university wants to invest in them to help them become successful. Not a lot of universities offer these opportunities for freshmen, so students seem excited when they hear about it.”

All students, teachers, and staff are eligible for Adobe Creative Cloud licenses. Using the Adobe Admin Console and Named User Licensing, just one administrator controls all licensing for the school. The University has better control over access and licensing. If someone leaves the University for any reason, the administrator can shut down their account immediately.



“I love how Adobe Spark reinforces the visual part of learning. Society is getting increasingly visual, so it’s important that our students understand how to use visuals to communicate ideas effectively.”

*Dr. Seetha Veeraghanta, Lead Faculty,
E-LEAP, University of Utah*

“Named User Licensing is the new standard in the cloud era, saving us a tremendous amount of time,” says Stokes. “The fact that we can support all users with one person is pretty phenomenal. Not only is it easy for us, but it also makes things much easier for our community.”

Essential communication for professional engineers

All incoming University of Utah students are invited to participate in a learning program that the University calls “LEAP”. LEAP seminars satisfy general education requirements and teach students core skills that will help them become successful in their fields of study, such as presentation skills, research, and critical thinking. The Engineering LEAP (E-LEAP) seminar focuses on building communication skills for future engineers. While engineering students typically excel at science and math, they also need to understand how to communicate ideas with co-workers, make a presentation to investors, and explain research to an audience.

Lead faculty for the E-LEAP program, Dr. Seetha Veeraghanta, built a series of projects around storytelling to help hone these communication skills. Students are asked to discuss a prompt with a partner and then present their partner’s opinions or story. The storytelling project helps students explore their own identities through the process of sharing and writing each other’s biographies. Dr. Veeraghanta introduced Adobe Spark as a way for students to tell these stories visually and share them with each other. With Adobe Spark, students can easily embed images or video, write copy, and add engaging movement through transitions.

“I love how Adobe Spark reinforces the visual part of learning,” says Dr. Veeraghanta. “Society is getting increasingly visual, so it’s important that our students understand how to use visuals to communicate ideas effectively. Students found it very easy to use Adobe Spark, which means that they’re more open to pushing themselves creatively and honing essential digital communication skills.”

Helping students start their own businesses

The Lassonde Entrepreneur Institute is a top-ten nationally-ranked hub for University of Utah students who are looking to become entrepreneurs. Both undergrads and graduates are invited to engage with community partners, talk to CEOs and venture capitalists, and take full advantage of the Institute’s innovation space, prototyping facility, and offices to launch the startup of their dreams.

One of the most difficult things for these entrepreneurs is taking that first step with professional business collateral aimed at winning over customers and investors alike. Adobe Creative Cloud provides students with all of the apps that they need to introduce their business, from creating a compelling pitch presentation to developing a professional website and marketing materials.



“Adobe Creative Cloud apps are critical in helping students get their businesses off the ground. Students don’t need to become experts in photo editing or web coding, as Creative Cloud has apps made for any level of creative involvement.”

Troy D’Ambrosio, Executive Director, Lassonde Entrepreneur Institute

One graduate student, Mark Pittman, used his time at the Lassonde Entrepreneur Institute to found *Blynscy*, a location analytics and customer intelligence company. Pittman needed pitch decks that could help potential investors understand Blynscy’s innovative movement platform and recognize how data can help them optimize movement around a city or state. Pittman used Adobe Creative Cloud apps including Adobe Illustrator CC and Adobe Photoshop CC to visualize the story of the company and create prototypes of his next-generation plans. The Blynscy team continues to use Adobe Creative Cloud apps to visualize data and make it more consumable for customers.

“Adobe Creative Cloud apps are critical in helping students get their businesses off the ground,” says Troy D’Ambrosio, Executive Director of the Lassonde Entrepreneur Institute. “Students don’t need to become experts in photo editing or web coding, as Creative Cloud has apps made for any level of creative involvement. The fact that they can access apps anywhere, at home or on campus, through their Creative Cloud accounts means that they can move forward with ideas quickly.”

Connecting digital and physical through design

The world of design is changing, with digital technologies switching the paradigm from static images to dynamic and interactive experiences. The Multi-Disciplinary Design (MDD) program at the University of Utah focuses on challenging students to rethink design and the way that it connects the physical and digital worlds.

For one project, MDD students partnered with Yellowstone National Park to explore ways that the park can use digital projects and technologies. Students used Adobe XD CC to prototype and present their ideas to the park. One student created a prototype of a distance education program for children. Using Adobe XD, he mapped out interactive user flows to help Yellowstone staff understand exactly how a young student would navigate through the program. The collaboration features even allowed the student to test the portal with both children and educators.

Another pair of students proposed a new approach to fundraising by using a digital platform to engage audiences, spark emotion, and encourage greater support for Yellowstone. Using the Auto-Animate feature in Adobe XD, the students added dynamic animation to their prototype. The ability to rapidly iterate through variations on a design helped the pair quickly refine their design and develop an even better user flow.

“Adobe XD CC helps students focus on crucial user experience design skills, such as research and wireframing, with its rapid prototyping and collaborative workflows,” says Cord Bowen, Director of the MDD program. “But most importantly, working with Adobe XD helps students understand how good design can be applied to solving real-life problems.”



SOLUTION AT A GLANCE

Adobe Creative Cloud for enterprise, including:

Apps: Adobe Photoshop CC, Adobe Illustrator CC, Adobe Premiere Pro CC, Adobe XD CC

Services: Adobe Spark

For more information

www.adobe.com/education/digital-literacy.html



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Telling Ute stories

The University of Utah's athletics teams are known as the "Utes," named after the Native American tribe that the state of Utah is also named after. The University supports outreach programs to the Ute Tribe, including creating pathways for higher education. For one workshop, Ute Tribe students were invited to stay at the University for a week and learn to express themselves through the art of storytelling. Anthony Sams, a New Media Projects Specialist at the University of Utah, decided to teach students to *create their own videos using Adobe Spark*.

Students loved how easy it was to jump in and start creating their own videos. Students could upload their own images or pick from music and images that come free through Spark. Students then recorded their own narrations to add a truly personal touch to their stories.

"Adobe Spark is a fantastic storytelling tool for all levels, but it's also a great entry tool to encourage students to explore more advanced design tools, such as Adobe Premiere Pro CC," says Sams. "We're building pathways and broadening horizons by teaching students to explore and express themselves to the world."

Teaching digital literacy for modern students

No matter what fields students study, digital literacy is an essential modern skill in every career. Students need to understand how to explore new tools, solve problems using technology, and communicate with others using visual design. Adobe Creative Cloud for enterprise provides students with access to a wide range of creative tools that help them brainstorm, visualize, and create.

"With Adobe Creative Cloud for enterprise, we can provide students with the digital literacy skills they need to think critically and express ideas to any audience," says Stokes. "These are skills that help all students become more well-rounded and successful professionals."