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Adobe Express for Education Brings AI Designed to Be Safe for the Classroom to Millions of Teachers and Students to Enhance Creative and Digital Literacy

- Free for K-12, Adobe Express for Education is built by and for educators to boost student engagement and learning outcomes with Adobe's leading creativity technologies at the core and generative AI designed to be safe for classrooms
- New features include powerful AI and animation capabilities, the ability to enhance presentations with multimedia, a new iPad experience and a first-of-its-kind ability for teachers to provide real-time individual feedback on creative assignments
- Adobe Express for Education is reaching millions of students and teachers globally and has delivered more than 150,000 teacher courses, 200,000 certifications, an extensive library of high-quality templates purpose-built for students and teachers and unique activities that support core and responsible AI curriculum

SAN JOSE, Calif.—August 1, 2024—Today, Adobe (**Nasdaq:ADBE**) announced the latest update for Adobe Express for Education to help the next generation succeed. Adobe Express for education is designed to be classroom safe with responsible generative AI that's collaborative, easy and improves student engagement and communication. New Adobe Firefly-powered features will help students unlock new opportunities for creative expression with simple text prompts to generate templates for posters, flyers or brochures and original coloring pages. New multimedia presentation and animation capabilities and a new iPad experience will help make teaching and learning more impactful. A first-of-its-kind assignments feature connects teachers and students in real-time so educators can provide 1:1 feedback and support as students are working on creative projects.

"Adobe Express for Education is built by and with teachers, with AI that's designed to be safe for the classroom," said Mala Sharma, VP and general manager, creators and education for Adobe's Digital Media Business. "For more than three decades, Adobe has been creating technologies to help students succeed in the classroom and in the job market and we're excited to bring our responsible AI approach to this next chapter."

Adobe Express for Education is reaching millions of students and teachers globally, furthering Adobe's long-term commitment of innovating with teachers to make teaching and learning more fun and effective with creativity. Adobe Express for Education empowers students and teachers with industry-leading creative tools to easily design web pages, reports, videos, posters, flyers and more—while learning 21st century job skills that help prepare them for an AI future.

Enhance Teaching and Learning with Generative AI Designed to Be Safe for the Classroom

Adobe Express for Education now offers even more AI features that empower teacher and student voices, including:

- **NEW: Generate Template** — From book report posters to club flyers, students can create their very own templates with text prompts and share the templates with others.
- **NEW: Adobe Firefly AI in MagicSchool**—Students and teachers who use the MagicSchool platform now have seamless access to Adobe Firefly image generation to make their MagicSchool lesson plans, essays and school projects more visual and expressive.
- **COMING SOON: Generate Coloring Page** — Students can now make their own coloring pages using generative AI prompts and decorate the pages with multicolor and decorative brushes.
- **Generate Text Effect** — Students can punch up their work by embellishing text with creative graphics featuring looks, themes and textures of their choosing.
- **Generate Image and Generative Fill** — Students can easily go from imagination to image with Generate Image or insert, remove or replace content in images with Generative Fill.

Boosting Creative Skills and Classroom Engagement

An [Adobe survey of K-12 educators](#) found that teachers who use creative activities in the classroom see 82% greater student engagement. With Adobe Express for Education, teachers and students have access to industry-leading creativity technologies only Adobe can provide to help make learning more creative and effective for students, while enabling teachers to save valuable class time. Key features include:

- **NEW: Enhanced Presentations** — Students and teachers can now bring music, videos, animations and data charts in their Presentations. They can get started quickly with templates or bring existing Adobe Express assets and projects into Presentations in just a few clicks. Students and teachers can also make standout Google Slides presentations with the help of Adobe Express, including generating an image, removing the background on an image and making quick image edits, adjustments and adding filters.
- **NEW: Animate characters** — Students and educators can easily animate a character's face and body and incorporate the animations into Adobe Express presentations, videos and more.
- **COMING SOON: Assignments** — Teachers can create assignments, monitor each student's progress in real-time and provide live feedback with a new interactive dashboard. This industry-first feature enables teachers to provide one-on-one support for students as they're working on project
- **COMING SOON: Adobe Express iPad experience** — Students and teachers can use Firefly generative AI, Quick Actions, Presentations and charts inside Adobe Express on iPads for the first time.
- **Video** — Students can get started with distinctive templates and then combine video clips, images and music. They can also create animations and automatically add captions in 100+ languages to any video.

- **Web pages** — Create simple web pages for a fresh take on essays, reports, newsletters and field trip journals in just a few clicks.
- **PDF Quick Actions** — Teachers can save time on editing PDFs from previous school years, updating class schedules, posters, Back to School Night materials for parents and any other PDF documents that need quick word and date changes, image swaps and more.
- **Auto-translate** — Translate content into over 45 languages to meet the needs of students and their communities.

Amplifying Impact with Professional Development, Certification and Student Curriculum

Adobe provides Adobe Express for Education free to K-12 teachers and students and also offers free support to help teachers embed Adobe Express for Education—including AI features—deep into the curriculum while also helping them fulfill professional development requirements with badging and certifications. Adobe Express for Education has an extensive library of K-12 resources, including subject-specific, step-by-step guidance, more than 13,000 of high-quality templates purpose-built for students and dozens of guided activities for core curricular areas (English, Math, Science and Social Studies) that teach subject mastery alongside key visual creativity and communications skills.

“For today’s K-12 educators, it’s critical that we integrate AI into our classroom curriculum, but simply having access to AI tools isn’t enough,” said Christine Morgan, a teacher at Cypress-Fairbanks ISD at Hairgrove Elementary. “Adobe’s team of educators-turned-technologists offers a comprehensive approach—from their responsible AI technologies to professional development to curriculum—they know what it takes to help teachers and students succeed in the classroom and beyond.”

Responsible AI with Privacy Protections

Adobe designed Express for Education to be safe for use in the classroom, guided by the company’s [AI Ethics Principles](#). The app features:

- **Guardrails for appropriate results**, including filters and protocols for generative AI prompts and results support appropriate use and outcomes for classroom environments.
- **A “your data is your data” privacy approach** mandating that Adobe will not train its models on student or teacher projects.
- **Governance controls that put admins in the driver’s seat**, giving district administrators the ability to toggle generative AI features on and off.
- **A responsible AI and media literacy curriculum** that introduces middle, high school and university students to AI and engages them in critical conversations surrounding the technology—developed as part of the Adobe-led Content Authenticity Initiative and in collaboration with education experts.
- **High-quality images representing diverse communities**, generated with Adobe’s industry-leading Firefly generative AI models.

AI features in Adobe Express for Education are designed to support student creativity and critical thinking—not replace it. For example, the app does not use AI to generate text, preserving important writing processes in assignments.

Pricing and Availability

Coming soon, students will be able to generate their own coloring pages and teachers and students can access Adobe Express for Education features on iPads. Also coming soon, K-12 teachers in the U.S. will be able to access the new Assignment feature and also try [Adobe Express for Education](#), create classrooms and invite students themselves, empowering them to unlock creativity for every classroom.

All other new features are available immediately to teachers, students, admins, schools and districts worldwide. Admins also have access to new setup options, including a self-service wizard that enables them to deploy Adobe Express to entire districts in minutes. Admins can seamlessly integrate Adobe Express into their existing portals and LMS systems, including Clever, ClassLink, Canvas, Google Classroom and Schoology.

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