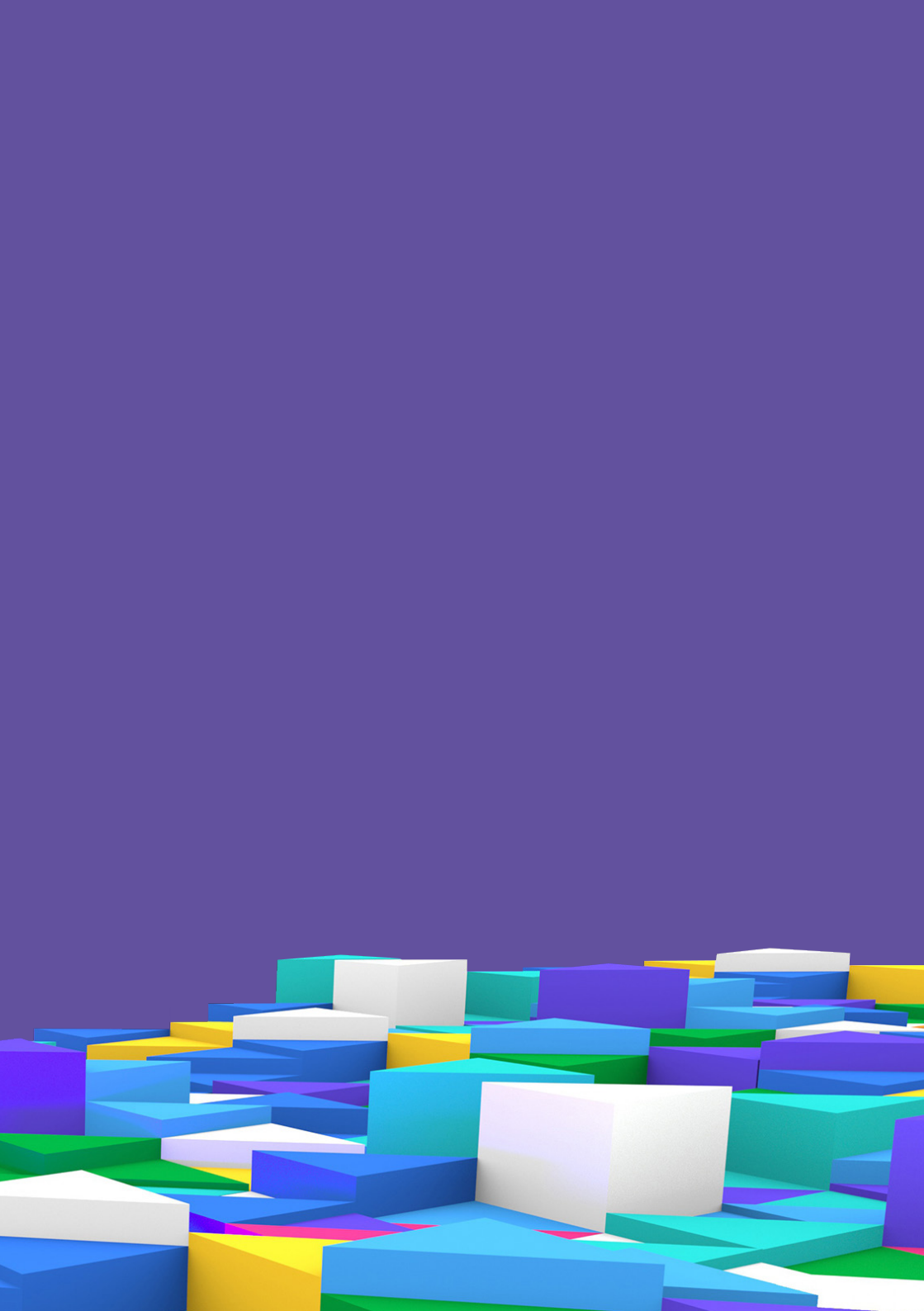
Adobe in Education.

Creativity and AI – Unlocking Student Success and Preparing Students for the Future.



How Adobe and AI can help you meet the needs of a changing higher education landscape.

As reported in *Authentic Assessment in Higher Education and the Role of Digital Creative Technologies* from Times Higher Education and Adobe, the initial anxiety around generative AI is giving way to a more nuanced understanding of this new technology. Both students and faculty are realising that AI is transformative, and that it will impact everything from the way that faculty assess academic work to students' employability post-graduation.

Authentic Assessment in Higher Education and the Role of Digital Creative Technologies

Fostering creativity and cultivating skills for the future.

As we transition into this AI-augmented age, institutions need to revolutionise education across disciplines. They need to empower both students and faculty by equipping them with digital fluency, a must-have in today's workplace.

Embedding Adobe products across your curriculum can transform your approach to teaching and help your students develop crucial future skills. It can help you introduce authentic learning and assessment, increase student and faculty confidence, catalyse curriculum transformation, and leverage the opportunities offered by interdisciplinary approaches.

What is Adobe Express?

Drive student and faculty success with easy-to-use tools for creativity and digital design.

Adobe Express is a creative tool that empowers students to make anything they dream up — all in one place, in a few quick steps. The tool offers thousands of professionally designed, fully customisable templates as well as features powered by Adobe Firefly generative AI, so students can quickly develop images, graphics, videos, and animations to communicate in engaging ways.

With Adobe Express, students build digital fluency as they decide how best to bring their knowledge to life. All they need is an idea, and they can show their thinking in standout work that they'll feel inspired to keep improving as they grow their digital design and visual communication skills. The tool makes it easy for students to create projects together so they can build their collaboration skills as well.

Adobe Express features powered by generative AI:

Text to Image

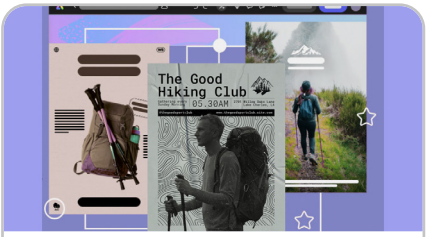
Students can generate images that match their visions by typing detailed prompts.

Generative Fill

Students can easily insert, remove, or replace content in images using text prompts.

Text Effects

Students can easily embellish basic text with expressive graphics by typing descriptions of styles, themes, or textures.



Text to Template

Students can generate extraordinary, fully editable templates using simple text descriptions.

How Adobe platforms benefit students.

Digital fluency and access

Ensure that all students have ethical, equal, and safe access to generative AI tools along with multi-modal formats, assets, and media types, all presented in an easy-to-use web and mobile interface.

Student engagement

Introduce authentic assessment, digital storytelling, and generative AI to get students excited about creating and expressing their ideas in visually appealing ways.

Bridging education and industry

Build a robust bridge to the professional world — all based on the skills your students' future employers are actively seeking.

See how digital fluency gives students a competitive edge.

Explore game-changing student projects made with Adobe tools.

Business

Partheepan J.
Teesside University

"DreamToPlay"

Partheepan created a digital marketing project for Teesside University Football Academy.

Art & Design

Sammy R.
Loughborough University

"ATRIX"

Sammy's project addresses the under-representation of women in esports.

STEM

Alfie M.
Imperial College London

“Breath”

Alfie created a wearable biodegradable hydrogel patch that raises awareness of air quality.

Humanities

Katarzyna K.
University of the West of England

“Remote Sensing ArcGIS Atlas”

Katarzyna created a 16-page atlas addressing the topic of food security.

Have a look yourself and explore student projects.

www.behance.net/digitalawards

Adobe Creative Campus

Discover the Adobe Creative Campus programme.

The Adobe Creative Campus programme recognises colleges and universities that have empowered students in all disciplines to learn essential digital skills that will help them succeed in the classroom and beyond. With full access to Adobe creative tools, students learn to communicate more effectively, build their personal brands, prepare for the challenges of an increasingly digital world, and achieve their goals both on campus and after graduation.

> "By giving all of our students access to Adobe apps, as well as providing them with support and training, we are ensuring that Teesside graduates are fully equipped to make a real difference in the 21st-century workplace."
>
> **Professor Mark Simpson**
> Pro Vice Chancellor (Learning and Teaching), Teesside Universtiy

On an Adobe Creative Campus, students learn to stand out by using Adobe Express and Creative Cloud to create modern forms of communication like videos, podcasts, web pages, and data visualisations. They're also empowered to use the latest Adobe Firefly generative AI features that are transforming education and industry. And they can take courses and earn certifications from Adobe to show future employers that they have essentials skills like creating presentations, standing out on social media, and understanding generative AI.

In addition to ensuring equitable access to Adobe tools for all students, leaders at Adobe Creative Campus schools collaborate with one another to share best practices for driving innovation and student success.

Explore the benefits of becoming an Adobe Creative Campus.

Get recognised as a leader in driving student success.
Your Adobe Creative Campus designation shows prospective students and peer institutions that you're committed to the success of your students.

Access training for faculty across disciplines.
Regular training opportunities support and inspire your faculty to integrate digital communication and generative AI into student projects and assignments.

Explore the Creative Campus Website

Build students' essential skills for career readiness.
Build a robust bridge to the professional world — all based on the skills your students' future employers are actively seeking.

Collaborate with Adobe and a community of innovative institutions.
Get exclusive opportunities to share best practices with other academic leaders who are investing in student success, and be part of the future of digital fluency by testing the latest Adobe beta products.

Get support to drive awareness of Adobe Creative Campus benefits.
Access customisable marketing materials created by the Adobe design team to help spread the word on campus and encourage students and faculty to start learning and creating with Adobe tools.

Small steps, big impact: recognising success.

Explore how these Adobe Creative Campuses provide students with powerful digital tools, enhancing their learning experiences and paving the way for remarkable success stories.

Bath Spa University

The leadership team at Bath Spa see creativity as a multi-disciplinary tool capable of helping solve complex social and cultural problems. They joined the Adobe Creative Campus programme to create new opportunities to embed 'professional creativity' into the curriculum and develop students' digital fluency.

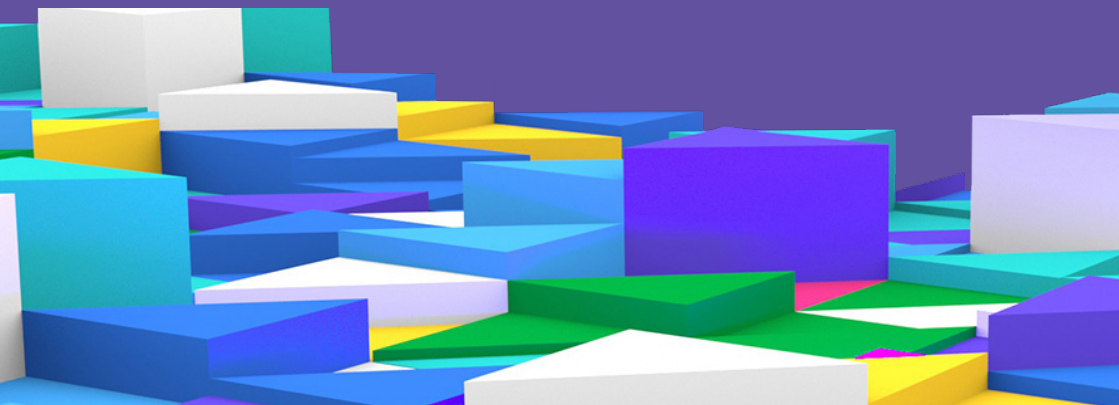
Watch the video

Teesside University

The first Adobe Creative Campus in the UK, Teesside is reimagining teaching as co-learning, where students have access to powerful Creative Cloud tools that enable them to develop new skills firsthand.

Watch the video

Join the education transformation.

Visit our website

For more details on how Adobe can help your institution prepare students for the future, email us at digitalliteracy@adobe.com or visit our website.