



## Teach digital literacy to boost employability

Adobe Creative Cloud gives students the tools and skills to become active content creators who are prepared for success in the modern workforce.

### Disruptive trends in higher education

In the United States, higher education is in a period of disruption. Rising student debt has raised questions about the value of a college degree. Employers have expressed concerns about whether graduates are truly prepared for the workforce. And institutions are finding it more challenging to recruit and retain the right students and engage them in their learning.

Institutions of all types and sizes are experiencing the following trends:

- **The rise of mobile technologies.** By providing access to digital tools and anytime, anywhere collaboration, mobile devices are changing the way students learn and engage with their institution.
- **New approaches by Generation Z.** These digital natives take an innovative, entrepreneurial approach to learning, work, and self-expression—and they expect to consume and create information via digital media.
- **A shift in attitudes about higher education.** As more people question the ROI of a college degree, schools need to differentiate their brands, offer more interactive forms of learning, and give students the skills they need to get ahead in the modern economy.
- **Evolving definitions of creativity and literacy.** No longer relegated to the arts, creativity is now seen as essential to the development of in-demand soft skills like critical thinking and problem solving. And now that technology is ubiquitous in modern life, digital literacy has become a must-have skill for effective communication and learning.

*"By using Adobe Creative Cloud apps to teach digital literacy and collaboration in the classroom, we are preparing students to become effective communicators in their professional, civic, and personal lives."*

Brad Wheeler, Learning Experience Designer, Center for Teaching & Learning, Boston University

### Bring creative tools and skills to campus

How can college and university faculty successfully navigate—and even benefit from—these changes? They can transform the way they deliver education by integrating creative tools and technologies throughout their classrooms and curricula. And they can ensure that their students gain the skills to become digital storytellers and persuasive communicators.

Adobe Creative Cloud delivers industry-leading creative apps and services, giving faculty and students everything they need for digital storytelling, data visualization, and rich, compelling communication, including:

- **Powerful desktop content-creation apps**—including Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe Premiere Rush, and Adobe XD—that enable faculty and students to create rich digital experiences across web, mobile, video, print, and more.
- **Connected mobile apps** that let them sketch, draw, paint, create layouts, edit photos, and make videos wherever they are—and sync their work back to the desktop for further refinement.
- **Creative inspiration and opportunities to share their work** with Adobe Portfolio or Behance, the leading online platform to showcase and discover creative work.
- **Learning and help** with hundreds of built-in video tutorials and support resources.



## Empower students with digital literacy and Creative Cloud

By making Creative Cloud available either campus-wide or by department, colleges and universities can teach students creative and persuasive communication skills that help them succeed at school and in their careers. Here are the key benefits:

- **Classroom engagement.** By integrating digital skills across disciplines and throughout your curricula, faculty can help their students master their subject matter, stay immersed in their academic material, and improve their learning outcomes.
- **Academic performance.** Whether students are in the sciences, math, business, or the humanities, they need to communicate their ideas, discoveries, and arguments in compelling ways for their messages to have impact. With Creative Cloud, students can create standout digital experiences including websites, mobile apps and publications, videos, presentations, interactive PDFs, and print communications.
- **Soft-skills development.** By giving students hands-on access to content-creation tools, you'll help them develop essential soft skills like creativity, critical-thinking, creative problem-solving, and collaboration.
- **Employment advantages.** Students who use Creative Cloud apps learn to present information and solve problems visually, and in the process they develop the creative mindset that hiring managers crave. They can build their own personal brands and create rich ePortfolios that make them more visible to recruiters. They can walk into interviews and start their jobs already having mastered industry-leading digital tools that so many companies use every day. And they'll have the aptitude to learn new tools and skills as technology evolves.

## Partner with Adobe for free teaching resources

Adobe makes it easy for institutions to foster digital literacy. The Adobe for Academics website <https://edex.adobe.com/adobeformacademics> helps faculty incorporate digital assignments into their curricula with teaching modules, rubrics, examples of student work, inspiring peer stories, a Creative Cloud eTextbook, and more. The Adobe Education Exchange <https://edex.adobe.com> offers additional resources, including cross-discipline use cases, lesson plans, and full professional development workshops.

### For more information

[www.adobe.com/education/digital-literacy.html](http://www.adobe.com/education/digital-literacy.html)

*"College is a time of discovery, and learning to express myself using Adobe Creative Cloud apps, available through UC Berkeley, has changed the way I picture my own future."*

Jessica He, Graduate, University of California, Berkeley

*"By honing my design skills with Creative Cloud, I was able to differentiate myself and create a strong first impression that helped kick-start my academic and career goals."*

Vincent Fu, B.A. Computer Science, University of Utah



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