

The Employability Gap: Gaining In Demand Skills with Adobe Tools

Graham Trick- Education Account Executive, Adobe

Adobe

About your Presenter

16 Years in the classroom

Former secondary school teacher with 16 years of classroom experience, including 3 years delivering the Teach First PGCE program— training the next generation of teachers in underserved communities.

Curriculum & EdTech Consultancy

Previously a consultant to the Geographical Association and member of their ICT Specialist Interest Group. Former Apple Professional Learning Specialist and Microsoft Certified Trainer- shaping how digital tools are embedded into curriculum design across all sectors of education.

3.5 Years at Adobe Supporting Africa & Beyond

Began at Adobe supporting channel partners across the Africa region. Now Education Account Executive supporting Africa, Middle East & Nordics — bringing Adobe tools to address the specific challenges of higher education across these regions.

King's College London iLead Advisory Board Member

Recently appointed as an external industry partner on the advisory board of King's College London's iLead Centre — working at the intersection of industry and higher education to shape future-ready Business and Economics curricula.



Pressing challenges on campuses today

Low student campus engagement



of undergraduates are **totally uninvolved with campus** outside of classes.

(Generation Lab)

Academic struggles and dropping retention



of undergrads say they're **not engaged in classes**, with boredom as the biggest barrier.

(ABSI)

Transformed job market affecting career readiness

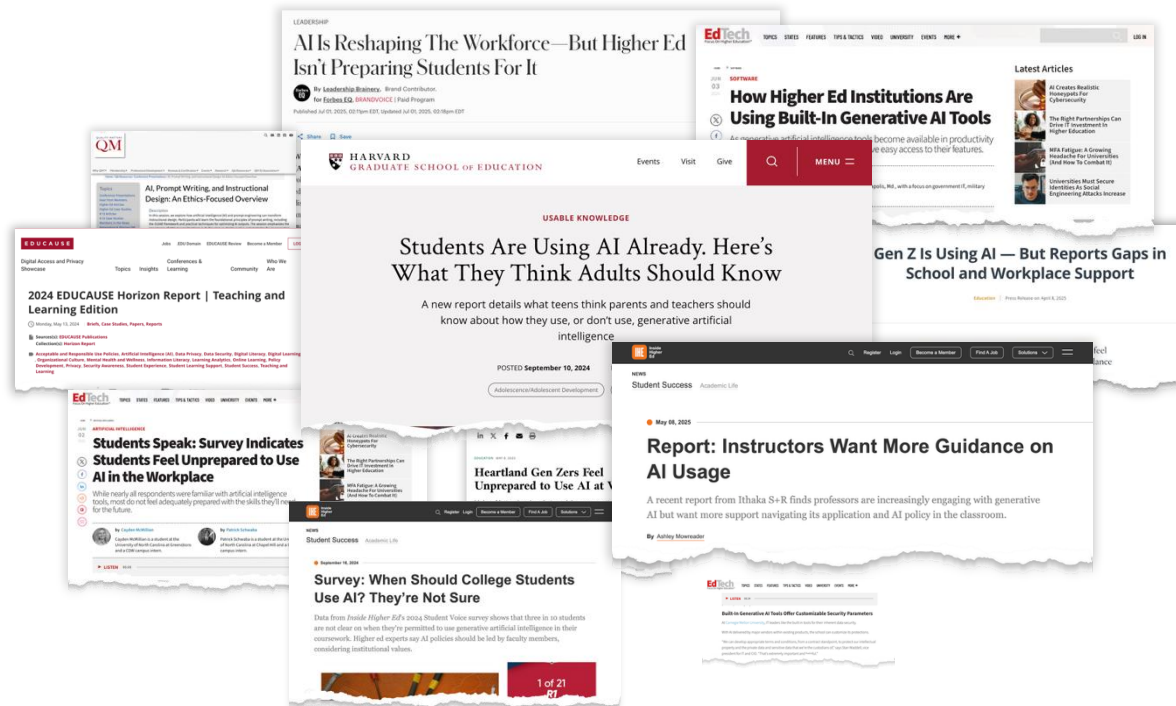


of African employers **hiring below required qualification** level just to access digital skills.

(World Bank)

The AI crossroads

There are big disparities in adoption, usage, and institutional preparedness in higher education.



Lagging faculty preparedness

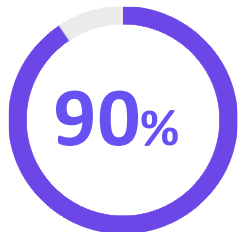
61% of faculty are hesitant about adopting AI tools; 86% need rubrics or guidelines to assist in grading AI-assisted creative work.

Creativity with AI in US Higher Ed report

Need to Develop AI Literacy

71% of business leaders globally prefer hiring a less experienced candidate with AI skills over a more experienced one lacking them.

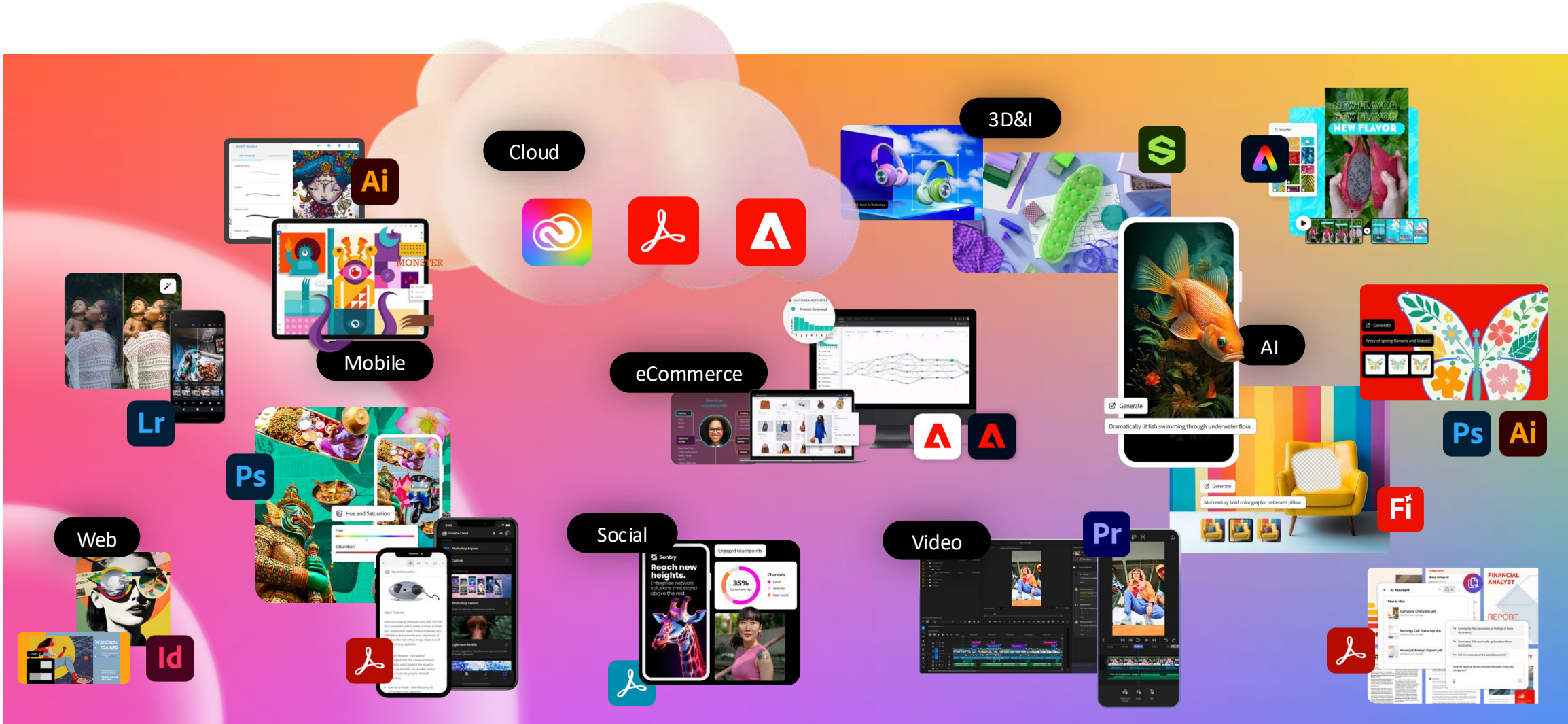
Forbes, November 2024



of students already use generative AI, with 54% using it weekly at scale ... regardless of guidance or policy.

Acrobat AI and the Future of Learning and Studying in Higher Ed report and Harvard Graduate School of Education

Adobe's innovation shapes every era



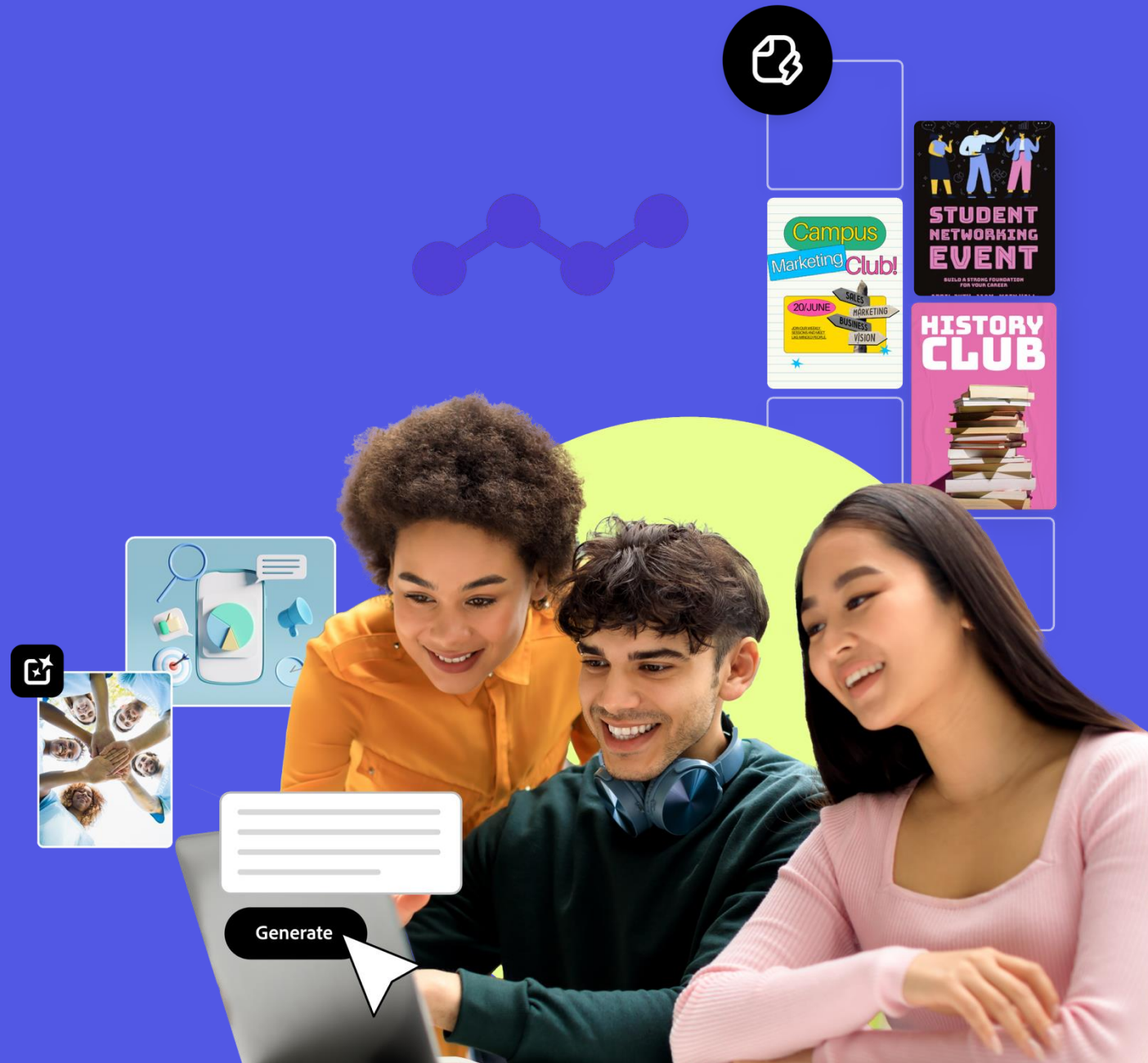
Internet era

Mobile era

Social era

AI era

Campus Engagement



Research Methodology



Audience: 1,900 students + 900 early-career alumni



Regions: 9 countries



Demographics: All major disciplines represented, from varying institutional types, sizes and degree lengths



Implementation: Design, distribution, and analysis of quantitative surveys and qualitative focus groups conducted by Edelman in summer 2025



Student Campus Engagement

Boosting campus-wide engagement

91%

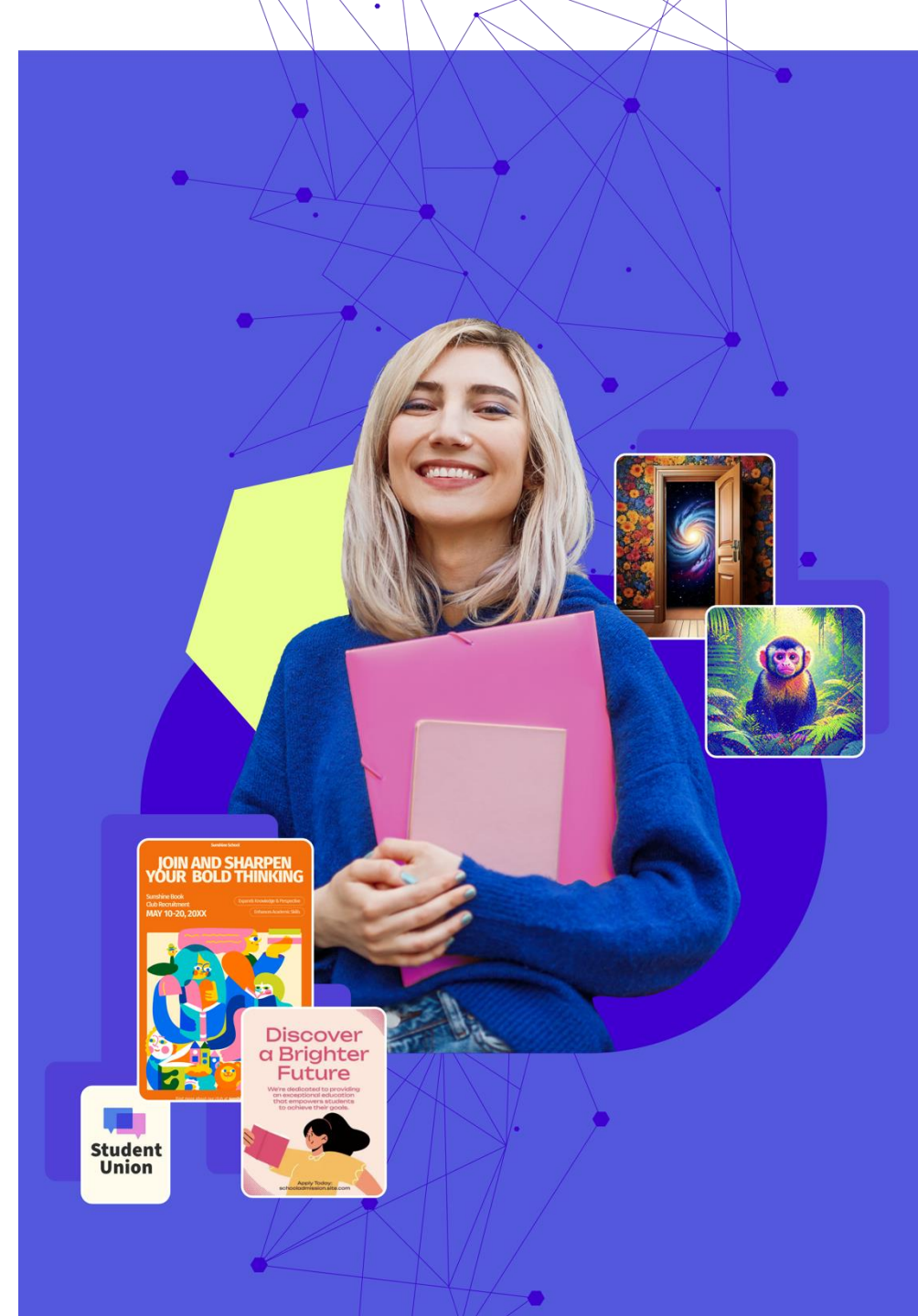
of students who use Adobe on their campus say creating expressive work makes **them feel more engaged** in their campus experience.

89%

of Adobe Creative Campus students say Adobe tools helped them take on creative or multimedia roles in student **clubs, organizations, or campus jobs.**

“ [In creative classes] groupwork seems to be a lot more collaborative than our more general business classes because it feels like you’re creating something real and putting effort into it. So there’s a **different level of connection** there.”

– Sam, U.S. Design & Innovation Management major

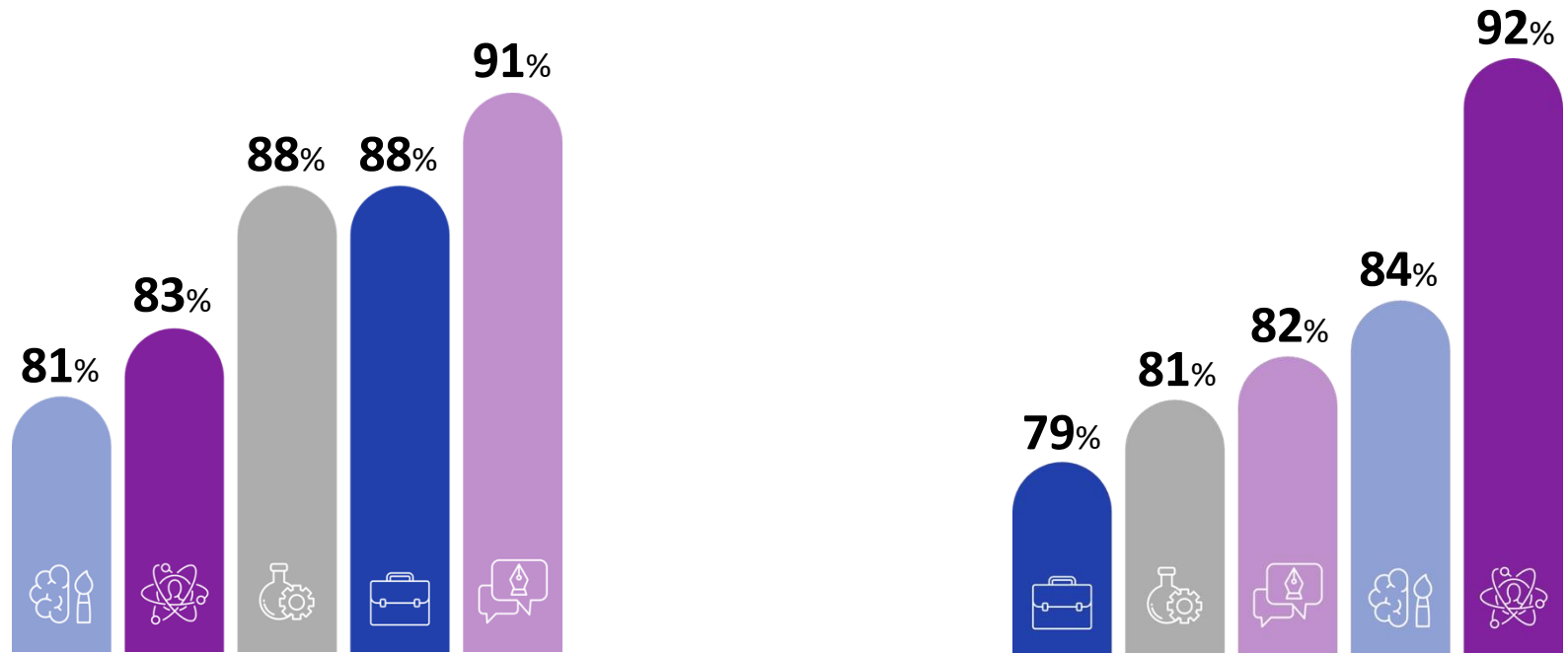


Student Academic Outcomes

Across Every Faculty- Not Just Design

Adobe tools improve communication skills in assignments and presentations across all disciplines

● STEM ● Art & Humanities ● Business ● Communication & Design ● Social Sciences



Adobe Express helped me better communicate ideas in class assignments or presentations



Adobe Creative Cloud helped me better communicate ideas in class assignments or presentations

Student Academic Outcomes

Even greater academic gains for Creative Campus students

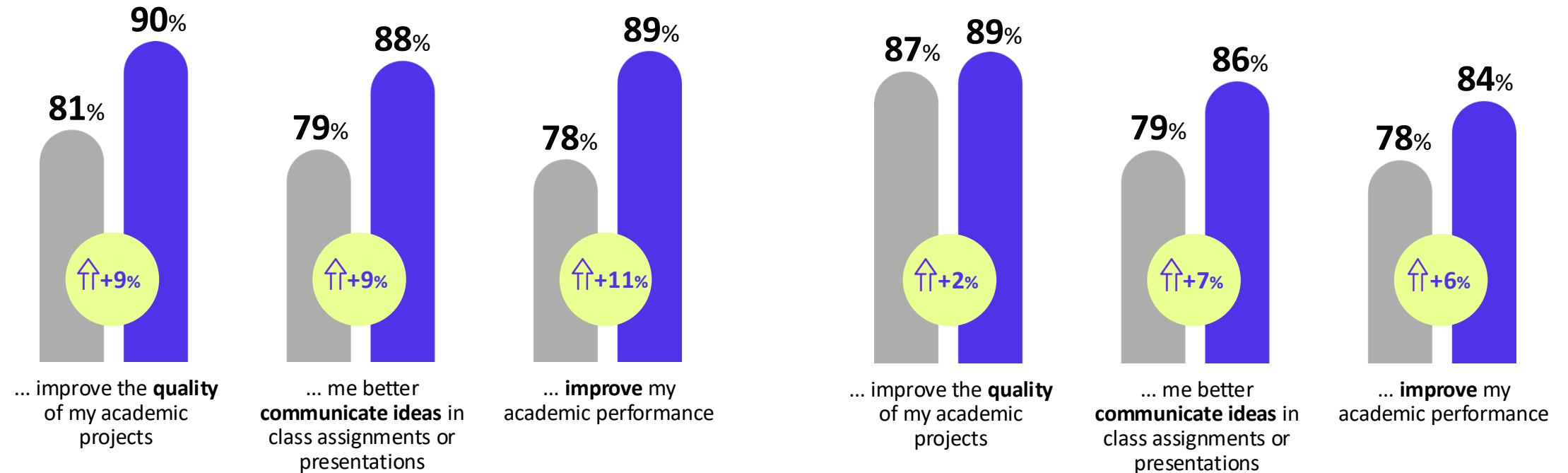
● Non- Creative Campus ● Creative Campus



Adobe Express helped ...



Adobe Creative Cloud helped ...



Adobe's unique value for higher education institutions

We partner with institutions to drive **equity and access for all**.

All students,
faculty and staff



AI Assistant

Stand out with AI-powered, quick and easy creativity and productivity apps. Turn documents into insights, communicate ideas visually, and work more efficiently.

Current and future
creatives pros



AI Assistant

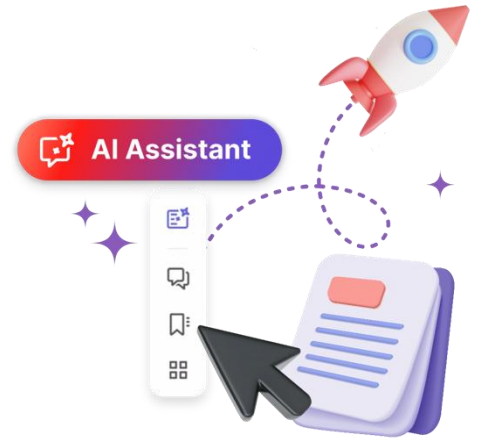
Get the power and precision to bring creative visions to life across media and platforms with professional creative apps and generative AI.

Adobe's AI platform — integrated into every offering. ✨



Information to insights

Transform documents and collaborate with **PDF Spaces**, specialized AI assistants, and easy content creation.



Let's get started on your project

Explore suggested goals and key insights generated from your sources, or chat with AI Assistant. Share Create

Add up to 100 multi-format sources

Drag and drop your file
Or, [select a file](#) from your computer.

Medical Humanities_Morenoux_D...

Medical Humanities Student Paper...

Analyze the impact of art on patient care and empathy in healthcare

Summarize key themes in medical humanities for better understanding

Generate ideas for integrating arts into healthcare practices

The Intersection of Art and Medicine

Medical humanities blend arts and sciences to enhance healthcare by fostering empathy, improving patient care, and addressing ethical challenges. ^{1,2}

- Classical Contributions:** Renaissance artists like Leonardo da Vinci and Michelangelo advanced anatomical understanding, while literature such as Tolstoy's *The Death of Ivan Ilyich* deepened empathy in medical practice. ^{3,4}
- Contemporary Impact:** Art therapy programs and music by artists

Save to notes

Empathy Through Narrative Medicine

Narrative medicine uses storytelling to enhance empathy and communication in healthcare. ^{1,2}

- Key Texts:** Works like Tolstoy's *The Death of Ivan Ilyich* and *The Metamorphosis* help clinicians understand patient struggles. ^{3,4}
- Educational Integration:** Programs at institutions like *University* train medical students to interpret patient narratives, fostering deeper connections. ⁵

Save to notes

How can I help you?

Ask a question or share what you'd like to work on

Choose a specialist

Be sure to double-check responses as they may be inaccurate. [User Disclosures](#) | [Generative AI User Guidelines](#)

Collaborate with peers

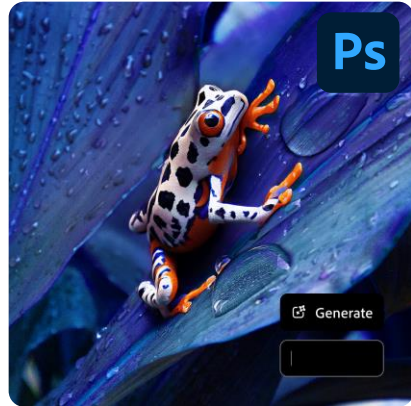
Review quick insights and summaries

Chat with all uploaded sources as you analyze, review, and generate content

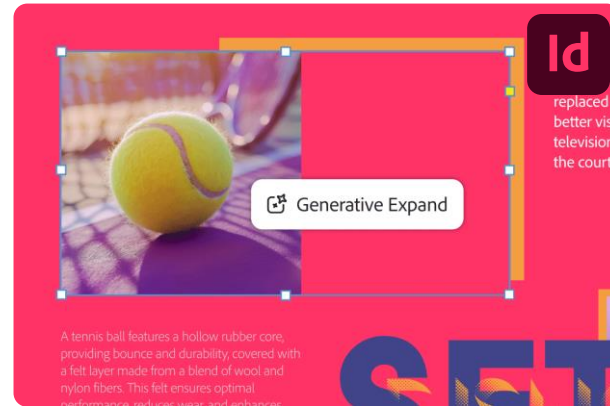
Industry-leading apps, powered by Firefly



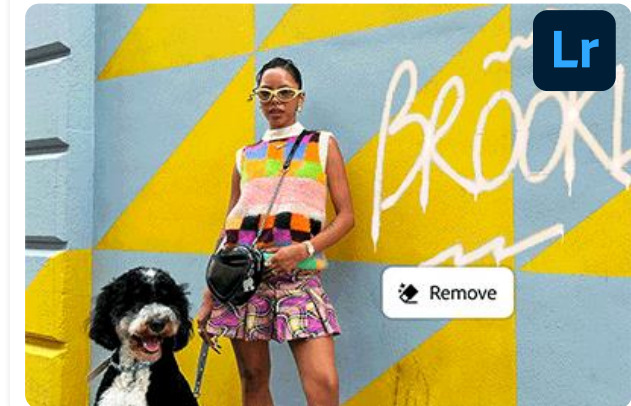
Generative fill



Generative expand



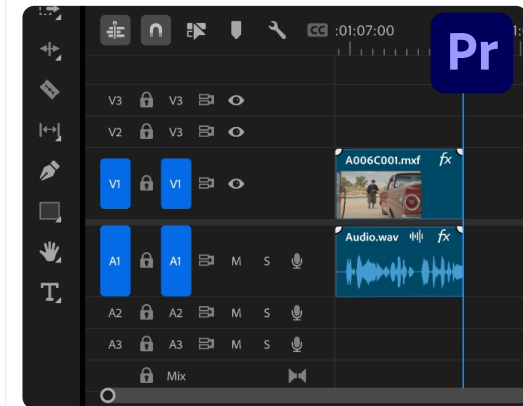
Generative remove



Generative shape fill



Generative extend

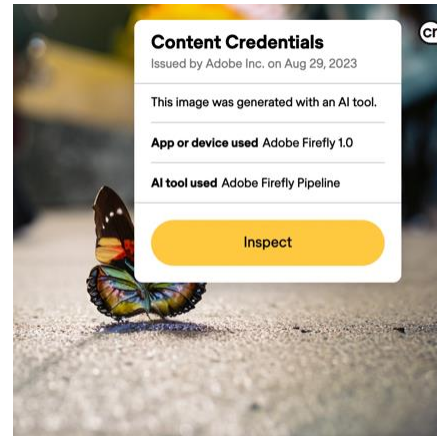


Expand your students' creative skillset with Firefly



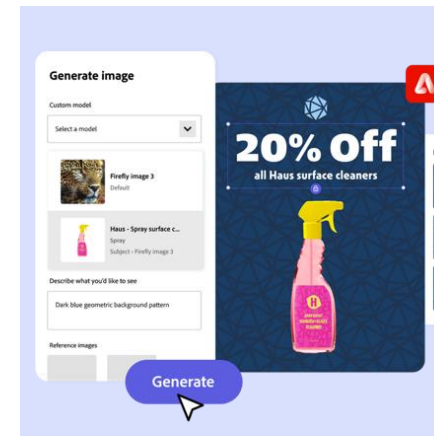
Master workflows

Automate tasks and content workflows to focus on creative ideas.



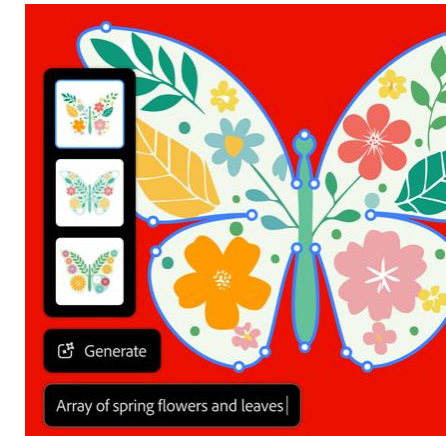
Create responsible content

Trained on licensed and public domain content, tagged with credentials for transparency, so its safe for commercial use.



Scale brand assets

Centrally create and share templates, style kits and Custom Models across teams.



Control output & refine with precision

15+ ways to direct generative outputs (e.g., lighting, tone, style, composition and more).

Firefly models are safe for higher education and beyond



Responsible training

We trained our Firefly generative AI models on licensed and public domain content



Security and privacy

We won't train our foundational Firefly generative AI models on your enterprise content



Diverse representation

Training data is diverse and built to reduce harmful bias across gender, age, and skin tone



Accountability

AI Impact Assessments and Adobe's AI Ethics Review Board provide ongoing reviews and refinement of Firefly data, approach and output



Transparency

Content Credentials and provenance details automatically attached to Firefly-generated assets



Sustainability

Prioritize energy efficiency and emissions reduction to minimize the footprint

Adobe's commitment to commercially safe AI content



Adobe and our partners will not train on any content created by your institution.

Adobe and our integrated partner model providers do not use institutional content to train generative AI models within the Adobe ecosystem.

Partner models are accessed through Adobe's secure integration layer.

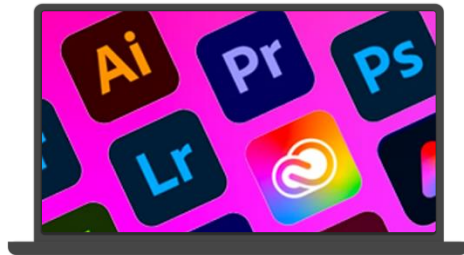


Third-party AI models are safely accessed via the Adobe integration layer.

Adobe remains deeply committed to developing Firefly as the industry's leading commercially safe collection of generative AI models.

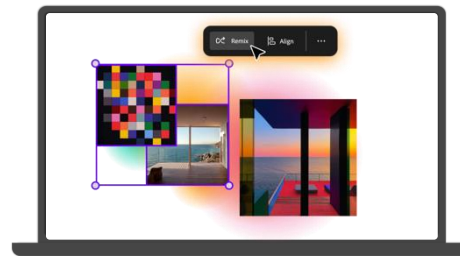


Equip graduates to excel in the age of AI



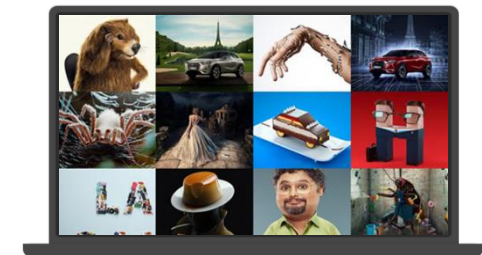
Skills employers need

Accelerate skill development with Creative Cloud, the world-standard creative toolkit. Integrated generative AI features align workflows with creative career paths.



AI proficiency

Employers are looking for creatives proficient in using AI to manage workloads and generate creative content faster. Learning to automate tasks and master workflows with AI gives graduates a competitive edge.



Standout portfolios

Enable students to rapidly ideate, create their most imaginative content, and build a portfolio that stands out and gets noticed.

Adobe