



LEARNING CURVE X



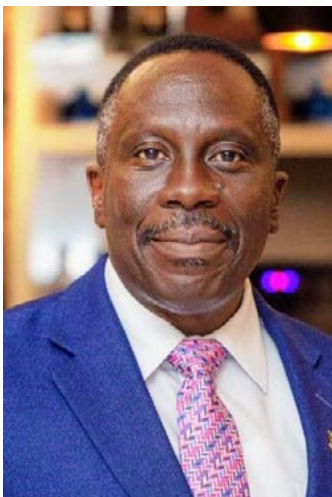
KNUST
KWAME NKRUMAH UNIVERSITY
OF SCIENCE AND TECHNOLOGY



How Learning Curve and Adobe Express helped a Ghanaian Research Centre Amplify its voice in just eight weeks.

It's a common story for many outreach-driven Centres of Excellence. They have world-class research. They have field expertise. They also have a mandate that genuinely matters and a community that depends on them to deliver.

What they don't always have is the toolset, the time, or the institutional muscle to publicise their work.



The **Regional Water and Environmental Sanitation Centre – Kumasi (RWESCK)**, based at Kwame Nkrumah University of Science and Technology (KNUST) and led by **Prof. Richard A. Buamah**, a professor of Water Treatment Technologies with nearly three decades of experience in water supply and environmental quality monitoring, runs research programmes and engages in public and community educational outreaches across Ghana and the region.



A meeting in Morocco

Prof. Buamah first encountered the Learning Curve team at the Association of African Universities (AAU) workshop in Morocco. His own words capture what happened next:

*When our paths first crossed in Morocco during the AAU workshop, we were unaware of the comprehensive packages on offer that could so effectively **meet our needs and position us for future growth.***

What started as a conversation became a programme. Learning Curve provided 100 Adobe Express licences and facilitated an eight-week training initiative aligned to Adobe Express microcredentials, designed for the staff and students at KNUST's Centre of Excellence.

Training structured around real outcomes

Each module, tied to Adobe Express microcredential provided a recognisable communications outcome that participants could carry back into their own work:

- **Design fundamentals:** interface, templates, layout, colour, typography
- **Job Applications Essential:** CVs, cover letters, portfolios
- **Social Media Content Creation:** branded campaigns, audience targeting
- **Storytelling Through Short-Form Video:** storyboarding, captions, transitions
- **Community Event Marketing:** flyers, brochures, posters, digital media
- **Podcast Essentials:** cover art, logos, promotional visuals
- **Small Business Marketing:** marketing collateral for entrepreneurial work
- **Product Pitch with Generative AI:** AI-assisted ideation and pitch design



Staff and student training streams were deliberate. Lecturers were focused on classroom integration, employability support, and dissemination of research. Students came in thinking about CVs, project communication, and entrepreneurial readiness.

Facilitated by Di Frost, Learning Curve's Adobe Product Expert, the sessions intentionally balanced foundational design principles with hands-on application. The pattern across every module was to vividly explain the concept, demonstrate the workflow, then let the participant build something live.

What participants walked away with

Training feedback revealed that the overwhelming majority of staff and students rated the learning experience as either Very Good or Excellent. Most arrived having never used Adobe Express before. **By the end, most participants rated themselves Confident or Very Confident using it.**

One staff member noted the most useful part of the training was learning, “the use of the applications for preparation of presentation materials, posters, flyers, and ways of dissemination of information via social media handles.” For a Centre whose mandate includes public and community educational outreach, this was the exact outcome required.

One student reported that the standout was, “resume and cover letter writing, video editing, and content creation for impactful storytelling, marketing of products using Adobe Express.” Another said the most useful part was being able to take, “a word document into a PowerPoint presentation and the making of posters with ease.”

Participants reported that they walked away able to do specific, named pieces of work they couldn't do before.

Prof. Buamah's view

The clearest measure of impact came from the Centre's Director himself. Eight weeks after the programme concluded, Prof. Buamah wrote on behalf of RWESCK:



“Strengthened our capacity to deliver on our mandate.”

“Set the tone for our advancement.”

“On behalf of our Centre, I wish to express our profound appreciation for the brilliant delivery of the recently concluded eight-week training programme. The course has been immensely beneficial to both our staff and students.

As a Centre of Excellence committed to building capacity in the WASH sector, conducting research, and engaging in public and community educational outreaches, we recognised the urgency of upgrading the knowledge of our personnel and students. The training has significantly enhanced their digital fluency, visibility, innovation, dissemination and marketing skills through the application tools.”

Two further phrases jumped off the page. The first was, “strengthened our capacity to deliver on our mandate.” That is the litmus test of any good digital fluency programme in a higher education or research context.

The second phrase is that the training, “set the tone for our advancement.” The work isn't finished. The programme produced a baseline. What must happen next is sustained adoption, classroom integration, and peer collaboration. If followed up rigorously, this eight-week training can turn into an embedded institutional capability.

What this looks like as a model

For other African universities, centres of excellence, and research institutes facing the same gap, strong subject expertise, and growing pressure to communicate it visibly, the RWESCK programme offers a usable shape:



Buy capability, not licences. The 100 Adobe Express seats matter, but only because they were paired with a **training programme that built the muscle to use them.**



Separate the audiences.

Staff and student needs are different. Designing one stream for each respected that.



Anchor every **module to a real-world output.** Modules tied to recognised microcredentials and concrete outputs such as a CV, a poster, a 60-second video, or a pitch deck, gave participants something to walk away with.



Benefit from the trainer as a partner. Personalised support, individual check-ins, and a willingness to adapt to connectivity and time-zone realities are turned a software handoff into a highly fruitful collaboration.

For RWESCK, the work continues. The tools are in hand. The skills are in place. And, in Prof. Buamah's words, the tone for advancement has been set.

The Bottom Line

Learning Curve delivered the full solution, allowing RWESCK to turn deep technical expertise into clear, designed, shareable communications. Lecturers now teach with sharper materials, and students step into the job market with portfolios and pitches they can stand behind.

To discover how Learning Curve can help your institution build the same capability, contact us today.



+27 (0) 87 049 4435



edu@learningcurve.co.za



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