

# FROM STUDENT TO STANDOUT

Using Adobe Express to build employability, entrepreneurship, and standout visibility where it matters.



# WHY VISIBILITY MATTERS

## Employers hire what they can see

- Workplace readiness now includes clear communication, presence, and visibility.
- Your profile and posts often get judged before your CV.

## Ideas need an audience

- Strong thinking is wasted if it stays hidden in documents.
- Visibility turns work into proof people can understand quickly.

## Show capability, not just credentials

- Create tangible evidence: outcomes, examples, and clear explanations.
- A visible body of work makes you easier to trust and hire.



# THE EMPLOYABILITY GAP

## Strong thinking, weak showing

- Students can analyse deeply but struggle to communicate clearly.
- Good work loses impact when it stays in academic formats only.

## Work disappears after grading

- Projects sit in folders, PDFs, and LMS submissions after assessment.
- Without visibility, skills are harder for employers to trust.

## The career cost

- Low confidence grows when students cannot show progress publicly.
- Recognition and opportunities drop when outputs are not shareable.

# BUILDING & SHOWCASING STUDENT VALUE WITH ADOBE EXPRESS

## Professional communication, faster

- Turn work into polished posts, slides, and visuals quickly.
- Communicate ideas clearly to employers, clients, and collaborators.

## Proof of skills, not promises

- Build a portfolio of real outputs, not just course grades.
- Show consistency across your CV, profile, and project assets.

## Confidence to launch

- Practice pitching by publishing, iterating, and learning in public.
- Enter the workplace visible, credible, and easier to hire.