

# DEVELOPING STUDENT'S CREATIVE SKILLS THROUGHOUT THEIR EDUCATION JOURNEYS

SIX OPPORTUNITIES TO HELP STUDENTS PREPARE FOR TODAY'S WORLD



## The pandemic accelerated the pace of change in education at a speed few could have imagined.

Today, a blend of face-to-face and virtual student/teacher interactions has quickly become the norm. Schools, colleges and universities are embracing new digitally enabled ways of learning and assessment, and are moving towards becoming digital-first organisations. These changes are positive – especially given that fluency with technology is an essential skill for young people as they leave education and gain employment in today's fast-changing digital world.

## Why Adobe Creative Cloud?

Adobe is helping to foster creativity and digital literacy in education across all academic disciplines and subjects, while helping schools and colleges to work towards their digital transformation:

**Students** can make progress with their critical thinking and collaboration skills in ways that are appropriate for each stage of their development.

**Education leaders** from Deputy Vice Chancellors to Faculty Heads can improve their institution's standing, and ensure graduates leave with the skills to succeed.

**Education institutions** can move towards becoming sustainable paperless environments by using digital tools like Adobe Acrobat and Acrobat Sign.

## How Softcat helps

At Softcat, we work with education establishments, so they achieve the best outcomes from Adobe Creative Cloud. We're experts at helping schools and colleges to leverage the Microsoft capabilities within Adobe Creative Cloud so all their learning tools work seamlessly together. And we help these institutions to choose the best of Adobe's flexible licensing packs for K-12 and higher education based on their individual needs and budget.



### 1. Build foundational digital creativity and communication skills

Across 18 career fields, there is a skills gap for 'The Five Cs'. Communication skills are the most highly sought-after, followed by Creativity, Collaboration, Creative problem-solving and Critical Thinking.<sup>1</sup>

Adobe brings powerful creative tools into the classroom, empowering students to discover and develop their creativity to prepare for today's world. The free Adobe Express is a great starting point for teachers and students to start developing their skills by creating posters, graphics, videos, simple web pages and more.



### 2. Empower students to confidently express themselves

Presenting ideas with confidence is an essential skill, and in today's digital world, self-expression can take more forms than ever before – from producing a video to designing a graphic.

With Adobe Creative Cloud and Acrobat Pro, students can develop more advanced skills of expression using video, images and design. Because all the tools in the Adobe Creative Cloud work seamlessly together, students can 'app smash' different media in different apps to create a great finished product, then share their work with confidence.

### 3. Develop a creator mindset to prepare for future employment

It's important for university students to continue developing their 'soft' creative skills alongside expertise in their chosen field of study – whether that's in sciences, social sciences, humanities or business. Students with creative and digital literacy skills typically achieve 8% higher grades overall and are less likely to drop out.<sup>2</sup>

Students can use Adobe Creative Cloud on both their own and their institutions' devices, as well as on mobile devices, so they can give free reign to their creativity wherever and whenever they choose.<sup>3</sup> Students training for careers in games development, film and animation, architecture and industrial design can gain free access to the Adobe Substance 3D ecosystem at no cost to their institution.<sup>4</sup>



### 4. Communicate complex ideas visually and succinctly

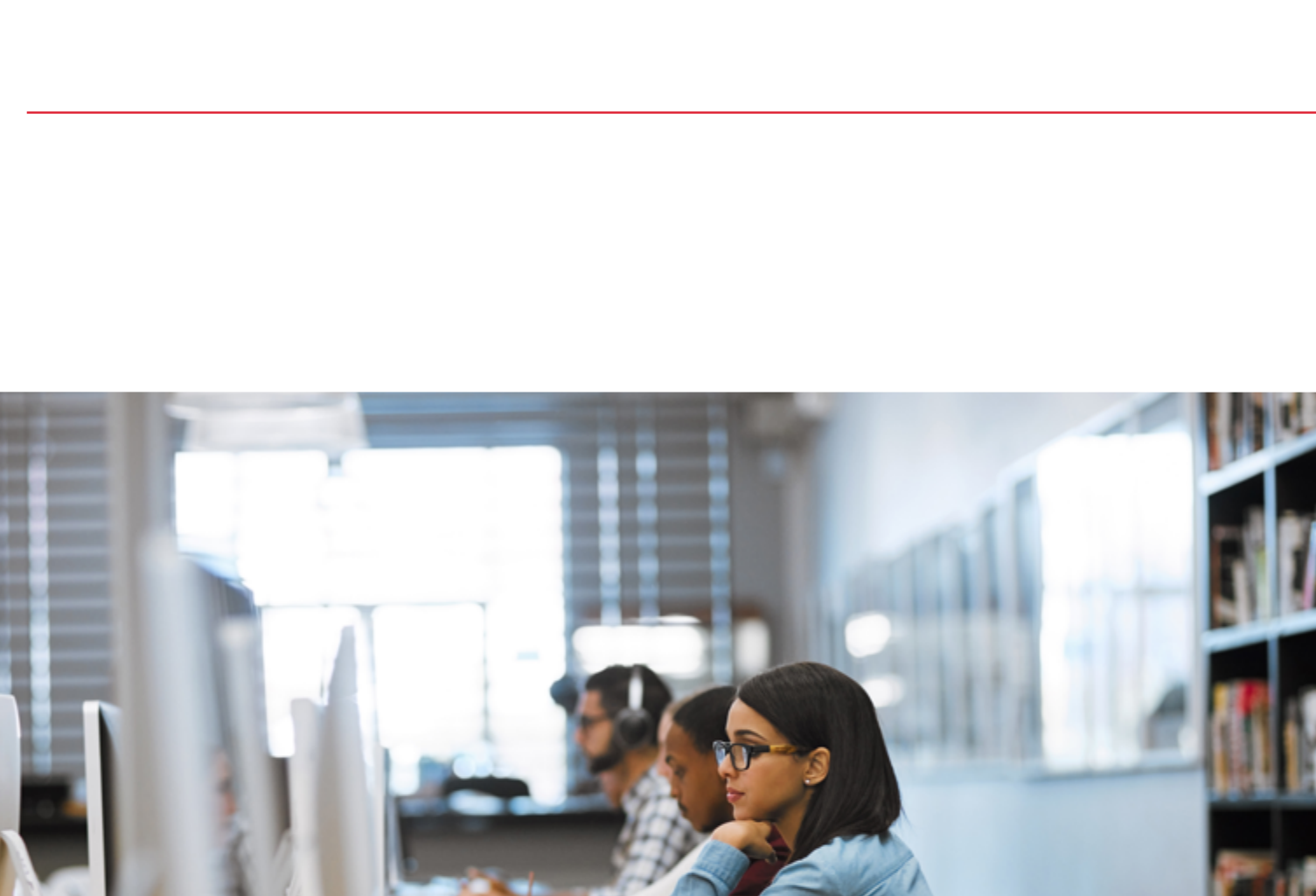
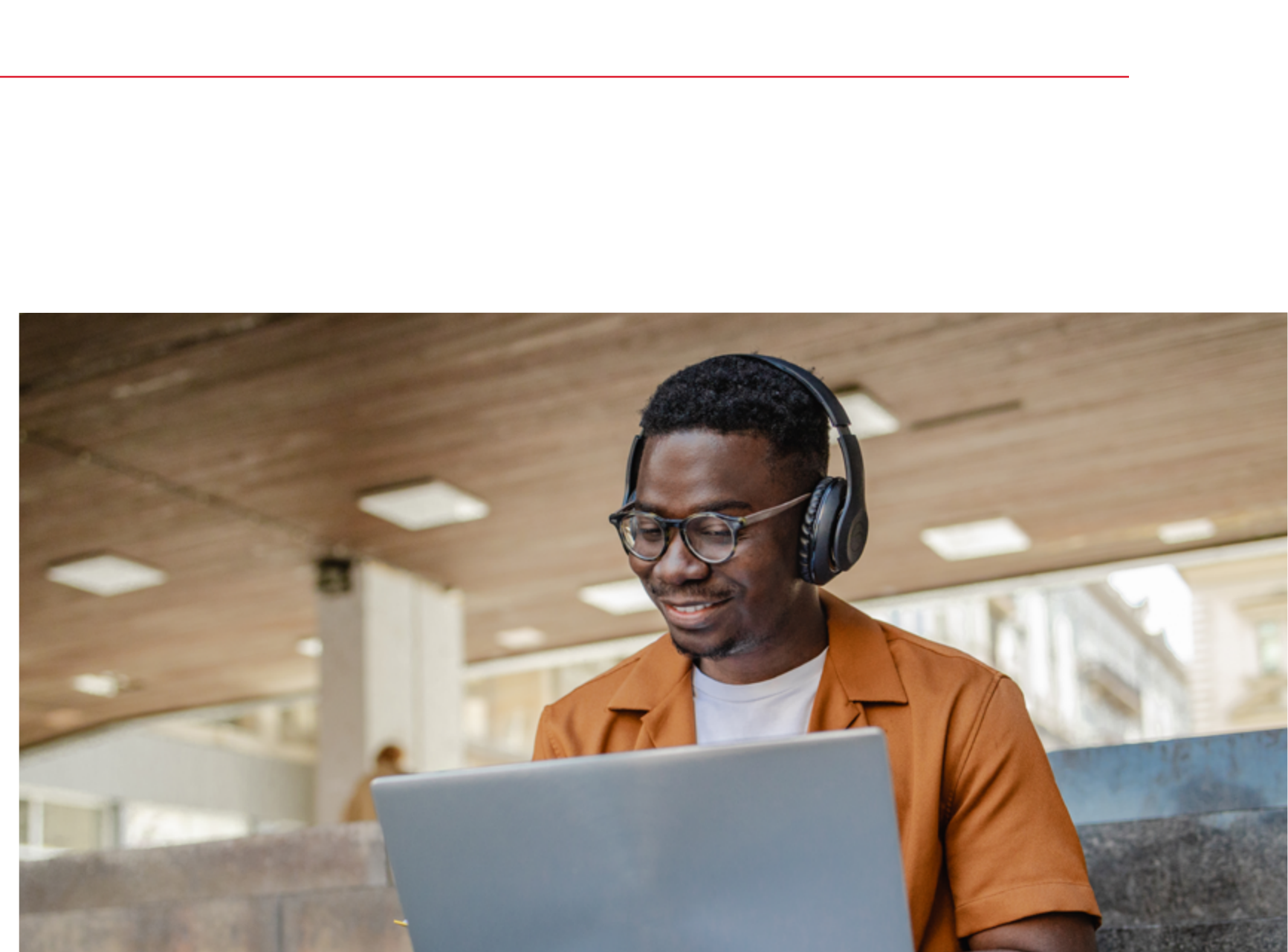
Problem-solving, creative thinking and creativity are set to be the most important skills needed to thrive in 2020 and beyond! – and essential for success in the modern workplace. Graduates who've used Adobe Creative Cloud tools throughout their education will be able to hit the ground running and make a positive impression once they enter the workforce.

Creative and collaborative skills give candidates a competitive advantage in their careers: in the past three years, professionals with creative skills saw up to two to three times higher salary increases.<sup>5</sup>

### 5. Use Acrobat and Adobe Sign to enable seamless collaboration and enhance the student experience

47% of higher education institutions see collaborative cloud platforms as a key area for investment.<sup>6</sup> These platforms enable students to make the most of new virtual and remote learning opportunities, sharing work and ideas with fellow students and teachers easily and intuitively.

Students can take collaboration to new levels with Adobe Acrobat Pro and Acrobat Sign. They can study, create, submit and collaborate via PDF files that fully integrate with familiar tools like Microsoft 365. While Adobe Sign enables institutions to go paperless by distributing official documents and collecting signatures on digital forms. Perfect for streamlining processes like student registrations.



### 6. Roll out student licence packs to promise a student-centred learning experience

As higher education institutions compete to attract students, offering applicants access to the industry leading creative cloud suite can help enhance an institution's appeal to applicants.

For universities and colleges, Adobe student licence packs give students maximum flexibility to use the full Adobe Creative Cloud suite of tools on their preferred devices. Institutions can choose low-cost licences for named students and staff, or shared device licenses for more flexibility.

#### Source:

<sup>1</sup> Improving Student Outcomes study, Adobe, Oct 2021

<sup>2</sup> Civitas (creative and digital literacy skills mean students are 8% more likely to return next term.)

<sup>3</sup> With Student Licence pack

<sup>4</sup> HED Education customers

<sup>5</sup> World Economic Forum

<sup>6</sup> LinkedIn study 2021, internal data - recent graduates since Jan 2017; \* data represents those promoted and seniority is Senior+ OR obtained an advanced degree in the last 18 months.

<sup>7</sup> [https://www.salesforce.org/wp-content/uploads/2022/01/Innovation-in-UK-Universities\\_IDC.pdf](https://www.salesforce.org/wp-content/uploads/2022/01/Innovation-in-UK-Universities_IDC.pdf)

## Why Softcat and Adobe?

As an Adobe platinum partner, Softcat is ideally placed to help your institution and your students realise the full potential of your Adobe investment.

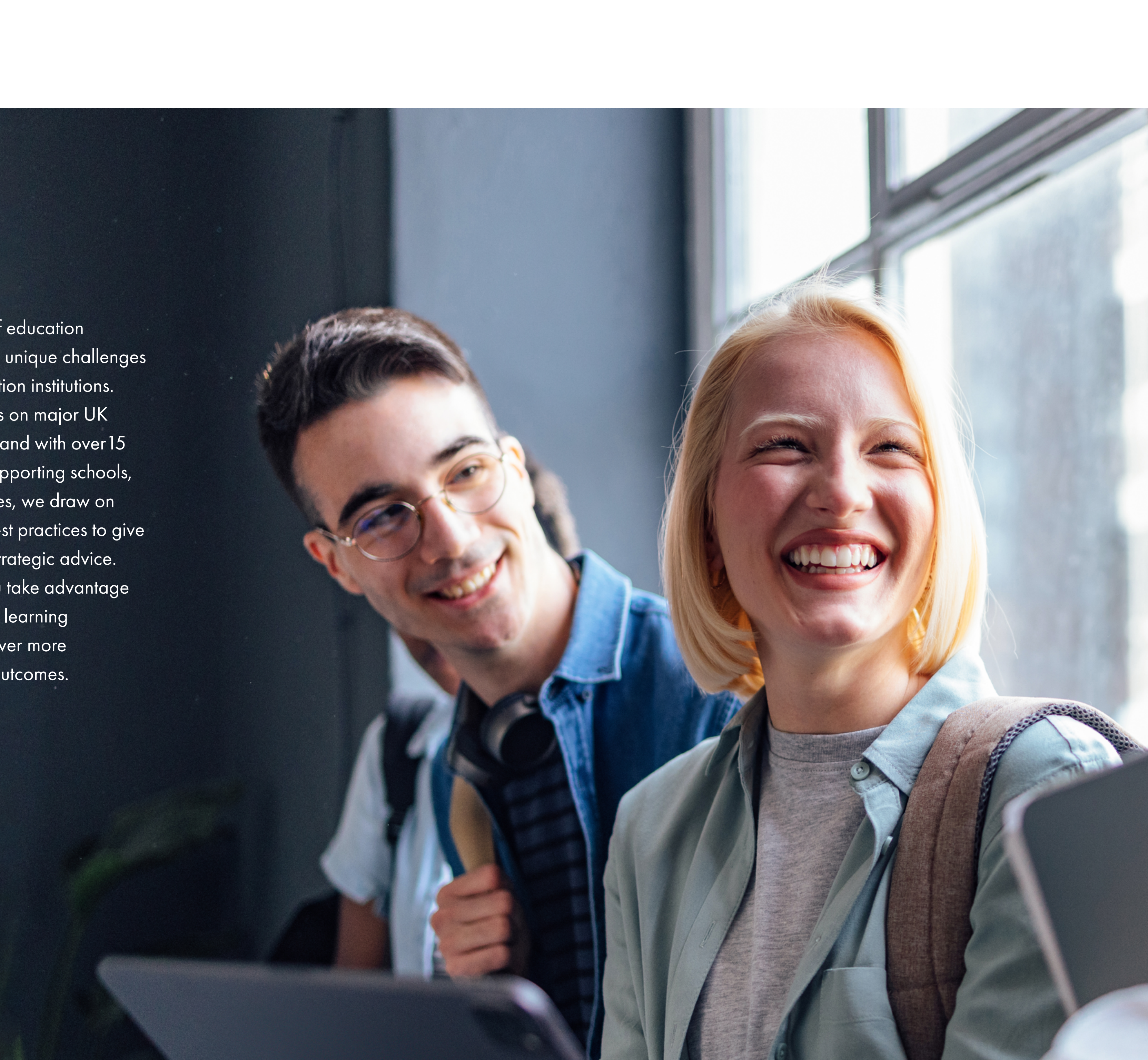
• We'll guide you in choosing the right licensing packs for your needs and budget.

• As one of the UK's leading Microsoft partners, we can help you seamlessly integrate Adobe Express or Adobe Creative Cloud into your Microsoft Teams environment.

• As you advance with your digital transformation, we can help you integrate Adobe Creative Cloud into best practice Microsoft Education Transformation frameworks for schools and universities.

Our dedicated team of education experts understand the unique challenges of leadership in education institutions. We hold accreditations on major UK University frameworks and with over 15 years of experience supporting schools, colleges and universities, we draw on our knowledge and best practices to give you expertly tailored strategic advice.

We're here to help you take advantage of digital teaching and learning opportunities, and deliver more rewarding education outcomes.



To learn more about developing students' creative skills with Adobe, please contact your Softcat Account Manager.