The Adobe Creative Campus Program

Adobe is excited to announce that, beginning in 2019, we’ll further strengthen our partnerships with leading institutions that have recognized the value of teaching digital literacy skills in higher education. These schools are preparing students for success in the classroom and in the modern economy in a number of ways. They’ve made Adobe Creative Cloud available to their students. They’re transforming their curricula to teach creative and persuasive digital communication skills across disciplines. Most importantly, they’re actively collaborating with other institutions that are working toward similar student outcomes. The new Adobe Creative Campus Program will recognize, facilitate, and support this community to drive innovation and serve as an example for other academic leaders.

How does a school benefit from being an Adobe Creative Campus?

Recognition and recruiting
Adobe Creative Campus branding can instantly differentiate a school by highlighting its commitment to transforming education. Schools can demonstrate to prospects, current students, parents, and alumni that they’re actively advancing digital literacy skills throughout their curricula, across disciplines, to give students an edge in a competitive modern workplace.

Peer-to-peer collaboration
Faculty and administrators regularly share best practices, research, teaching content, and student work with the Adobe Creative Campus community. At collaboration events, members come together to learn and share the latest thought leadership from other innovative schools.

Support in driving faculty and student adoption
Adobe provides customizable marketing materials to inform students and faculty about their Creative Cloud access and connect them with teaching and learning resources. Adobe may offer on-campus skills-development workshops for faculty and students at Adobe Creative Campus institutions.

Thought leadership opportunities
Faculty and administrators may have opportunities to speak and present their work alongside Adobe at events focused on digital literacy and the future of learning and careers. Adobe may also amplify faculty thought leadership, student success, and university initiatives in stories across PR and social. As part of the Adobe Creative Campus program, universities will lead the future of digital literacy across the global higher education community.
What does it take to become an Adobe Creative Campus?

**Commitment** to digital literacy in strategic goals and student outcomes.

**Interest** in collaborating and sharing content and best practices with peer institutions.

**Integration** of Creative Cloud into cross-disciplinary curricula.

**Access** to Adobe Creative Cloud for the broader student body via an ETLA partnership with Adobe.

How do students benefit from Adobe Creative Cloud?

- Students learn the skill of persuasive communication, allowing them to clearly express ideas in the classroom and showcase their personal brands to future employers.
- Students across all disciplines can graduate from college with the visual, audio, and animation skills that will accelerate their time to employment and put them ahead in the modern workplace.
- Student engagement in coursework increases with more immersive projects, such as creating podcasts, web pages, and documentaries.

Learn more

To find out more about the Adobe Creative Campus program, and join these schools in the program, contact your Adobe account executive or customer success manager.

Cover photo and above photo by Jim Babbage, Adobe.