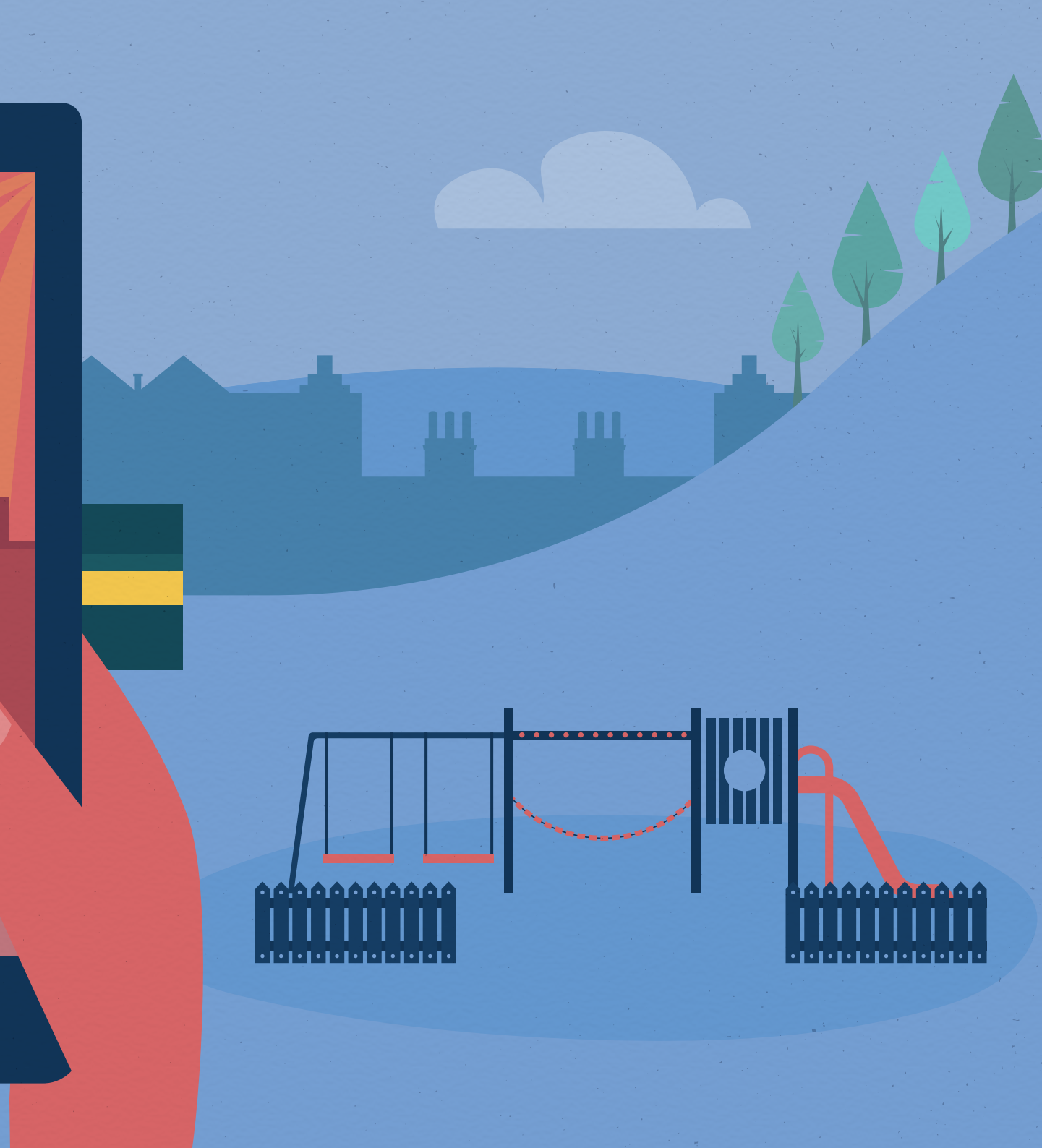
Adobe
Creativity makes the difference.
Give your students the power to create bright futures.

SCHOOL



Your school has a new challenge.

Preparing digitally-minded students for a rapidly changing world – and jobs that don't yet exist.

As well as digital skills, complex problem solving, critical thinking and creativity are going to play a huge role in your students' success.

That's why Adobe is working with schools like yours, helping to develop the essential skills today's students will need for tomorrow's jobs.

Together we can help students build skills, for life.

> "As a teacher, I feel that if we don't engage with new technologies, we're going to get left behind."

Ted Fox Joyce, Head of Visual Arts, Langley Park

Your students' creative journey begins here.

When you deliver hands-on, engaging lessons that involve making and creating in the digital space, your students feel more enriched, engaged and find studying more enjoyable.

With Adobe Spark and Adobe Creative Cloud you can start your students on an invigorating digital journey that takes them through school, to college or university and towards a bright future. Using creative apps provides the opportunity to develop invaluable life-long skills like digital storytelling and visual communications, while developing many other talents that aren't always covered by the general curriculum, like creative problem solving.

Research shows...

Tomorrow's jobs are going to demand creative problem-solving skills. But nearly three quarters of teachers agree there's not enough problem-solving in the classroom.

Adobe Spark and Creative Cloud apps can be seamlessly integrated to teach essential problem-solving skills into any subject, right across the curriculum. With all the inspiration and training you need to support your students.

We asked 1,600 higher education and secondary school teachers and 400 policymakers and influencers to tell us about how students are being prepared to be creative problem solvers.

adobe.com/go/cpsreport

Hands up Generation Z.

Everyone born between 1996 and 2012 is part of Generation Z. So whether you're a primary or secondary school teacher, that's the students in your classroom.

Gen Z students aren't like your previous school years. They're native to technology, they absorb information differently and 'doing' works better than listening.

We asked over 2,500 Gen Z students and 1,000+ Gen Z teachers how they feel about learning, creativity and the future. Here's what we found.

Your students see themselves as team players, more creative than previous generations and passionate about making things better and smarter.

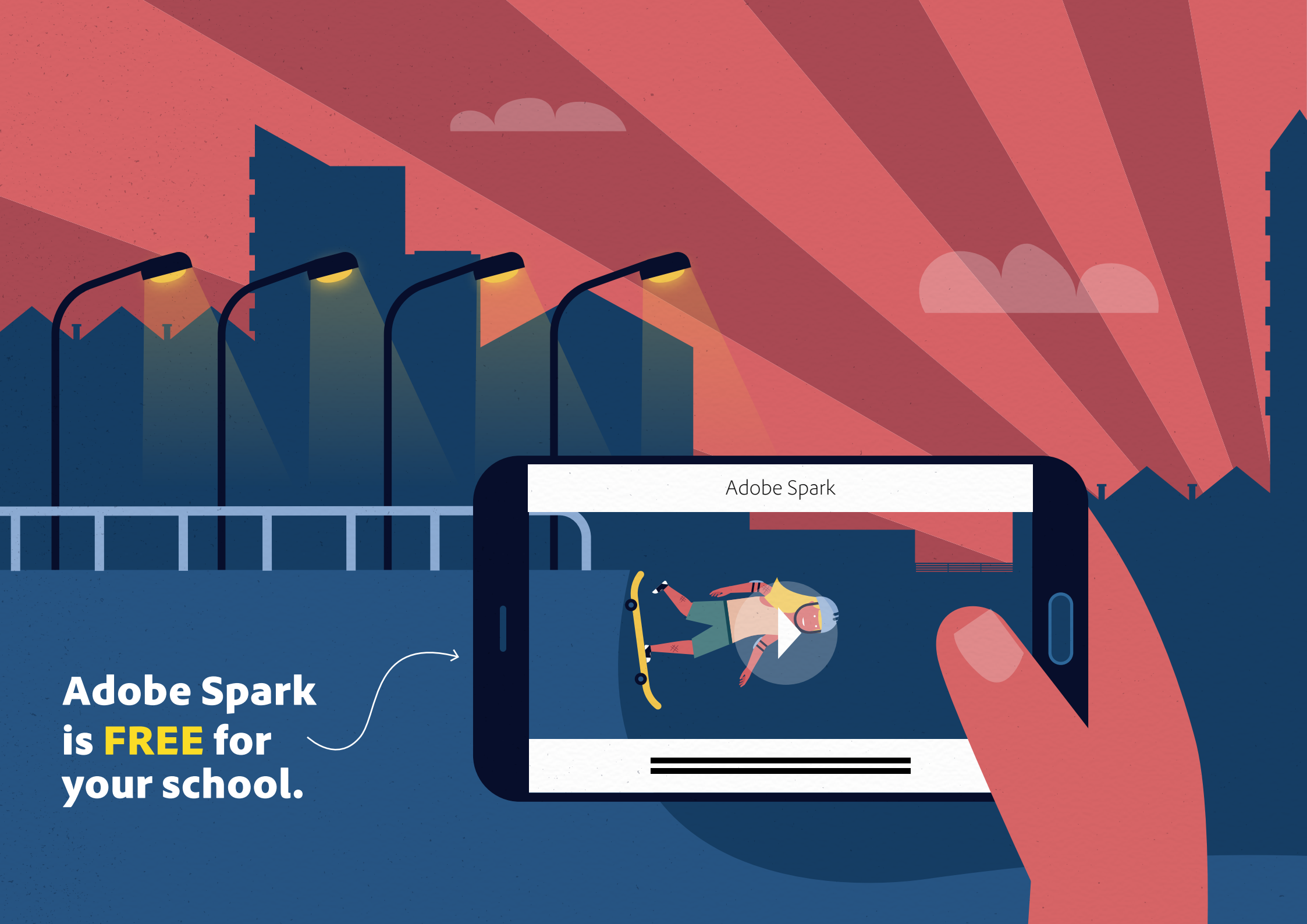
But they feel excited and nervous about the future in equal measure. And both students – and your fellow teachers – don't believe they're fully prepared for the "real world."

More than half of schools don't have access to the tools and training they need to nurture vital digital skills. The squeeze on budgets combined with a lack of time, technology and training is keeping teachers from gaining the knowledge they need to pass on.

Adobe apps are all about problem solving. And can help you easily overcome all of these barriers to teaching today.

> "Everyone has a phone or tablet in class. This was unheard of even 4 years ago. Curriculum is WAY behind these kids... you can view instantaneous info whereas textbooks and papers are obsolete. Gen Z students want to be entertained...they will trust YouTube over a textbook any day."
>
> **Teacher from Gen Z Study**

adobe.com/go/meetgenz


Adobe Spark
Adobe Spark
is FREE for
your school.

Get started with Spark.

Adobe Spark apps are simple but powerful presentation and storytelling tools that make it easier to kick-start creativity into the classroom. Even better, they are (and always will be) completely free for your school. No question about it.

With Adobe Spark, students can quickly and easily create and narrate videos, design posters and graphics, or write assignments, all in a visually beautiful way, ready for sharing.

Any subject, anywhere

Adobe Spark works anywhere there's a web browser, including on Chromebooks and on iPads with dedicated iOS versions. You can even add your own logos, colors, and other brand elements to make anything you create unique to your class or school. These premium features typically cost $100 per user per year, but it's completely free for primary and secondary (K-12) schools.

There's no need for your school office or IT department to fret about access and privacy settings. Adobe Spark offers enhanced data privacy and deployment options consistent with children's privacy laws. And they can be set up with single sign-on access using existing school IDs.

Adobe Spark apps

Adobe Spark Post
Create stunning social graphics

Adobe Spark Page
Turn words and images into beautiful web stories

Adobe Spark Video
Create compelling animated videos using their own voice

adobe.com/go/discoverspark

> “Adobe Spark is a game changer as far as teaching and learning is concerned. Every student I have introduced to these apps has been able to create and share their ideas instantly. I have spent my professional life teaching young people and teachers how to use technology to become better teachers and learners, Adobe Spark is the stand-out classroom tool I know will have immediate impact.”

Greg Hodgson, Teacher & Education Consultant

Move on up with Creative Cloud.

Once your students have developed their creative and problem-solving skills with Adobe Spark and Adobe's free mobile apps, give their digital literacy a further boost with Creative Cloud.

Creative Cloud gives your students access to a comprehensive set of the world's best creative desktop apps including Adobe Photoshop CC, Illustrator CC, InDesign CC and Premiere Pro, so they can create and communicate anything they can imagine, right up to industry standard. And that's not all. A broader collection of creative mobile apps, plus rich learning content, will sharpen their critical thinking and problem-solving skills.

According to 94% of today's hiring managers, these are the skills that will set future job candidates apart*. And to prove it, your students can create compelling personal brands and portfolios for their college and job applications.

> "Every day, in every lesson we're teaching Adobe skills up to industry standard."
>
> **Alison Pemberton, Director of Interactive Digital design, The BRIT School**

Creative Cloud apps

Photoshop CC
Image editing and compositing

Lightroom CC
Digital photo processing and editing

Illustrator CC
Vector graphics and illustration

InDesign CC
Page design and layout

Premiere Pro
Video production and editing

Experience Design
Design and prototype UX for web and mobile

And 20+ creative apps included as standard.

adobe.com/go/creativecloudforeducation

*Data from Seeking Creative Candidates: Hiring for the Future, an online survey among a group of 1,068 U.S. hiring managers. Data collected July 21–August 1, 2014 by Edelman Berland. Margin of error at the 95% confidence level for the sample is +/- 2.9%.

Every pupil can create an impact, in every subject.

The impact of ideas relies as much on delivery as on content. Adobe's flexible tools encourage creative thinking and bring ideas to life in exciting, visually compelling ways, regardless of the subject matter.

Anything and everything can be taken to the next level. Bring topics alive by assigning projects to create posters, videos or reports using Adobe apps. Invite students to dive into new worlds, like podcasting, and let their creativity fly. Whether it's creating an Instagram profile for a historical figure or creating a travel brochure for a capital city, Adobe creative apps provide students with limitless potential for limitless thinking. And develop skills to help them stand out at school and beyond.

> "Creativity is crucial to the future of our economy and society."

Stuart Worden, Principal, The BRIT School

adobe.com/go/cpsreport

Bringing it all alive in the classroom.

Adobe Spark and Creative Cloud are already proving invaluable in primary and secondary (K-12) schools all over the world. Hundreds of thousands of teachers and students use our apps every day, injecting fun and interactivity into a wide variety of classes and subjects.

Here are some great examples of Adobe apps in action, provided to us by teachers.

Discover all lesson plans at:
adobe.com/go/adobeforteachers

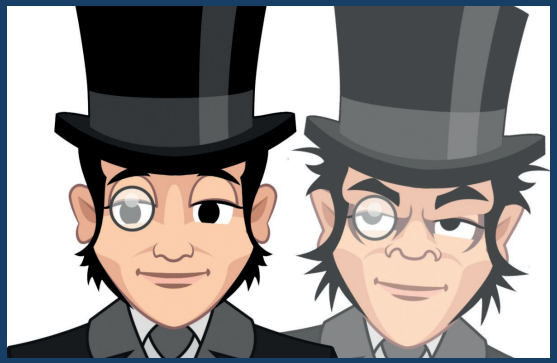
LESSON PLAN 1

Creating key learning messages for your classroom

Every teacher has key learning vocabulary or concepts that students find tricky to grasp or need to be regularly reminded of. Like what's a protagonist, and how does a student remember it? Create beautiful graphic prompts to display in the classroom or on screen. It's the end of wall displays that rapidly become invisible to your students and tired-looking posters with hastily chosen clipart.

Adobe Spark
Ages 6-16

LESSON PLAN 2

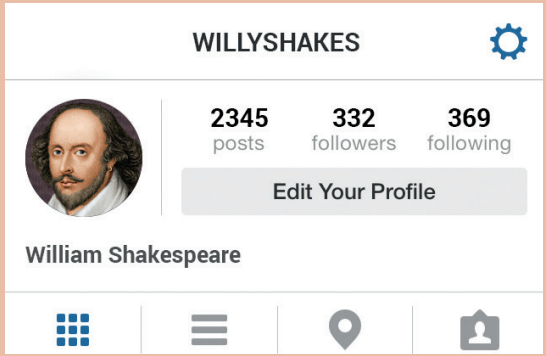


Reading, understanding and responding to texts with animation

You know your students learn more by creating than listening. And any teacher can use Adobe Character Animator to explore a subject in millions of fun and engaging ways. For example, students studying texts like Dr. Jekyll and Mr. Hyde can use animated versions of the characters themselves. Engage reluctant learners and create a class resource that's ideal for delivering lessons, revision or student presentations.

Adobe Illustrator & Character Animator
Ages 13-16

LESSON PLAN 3



Injecting creativity into understanding historical figures

Bring history right up to date with social media profiles of famous figures. What would Shakespeare's Instagram profile look like if he was still alive? It's a fun way for students to demonstrate their knowledge of people from the past, their views, and the impact of significant moments in history on the present.

Adobe Spark
Ages 13-16

LESSON PLAN 4

Creating a school trip journal with Adobe Spark

Continue the fun and excitement of the school trip back in the classroom. Creating a journal records the events of the day and can be used for developing writing, presentation and listening skills. Journals can have other uses too, like creating content that's more memorable to revise from.

Adobe Spark
Ages 6-12

Adobe Education Exchange
John Doe
Ps

Who teaches the teachers?

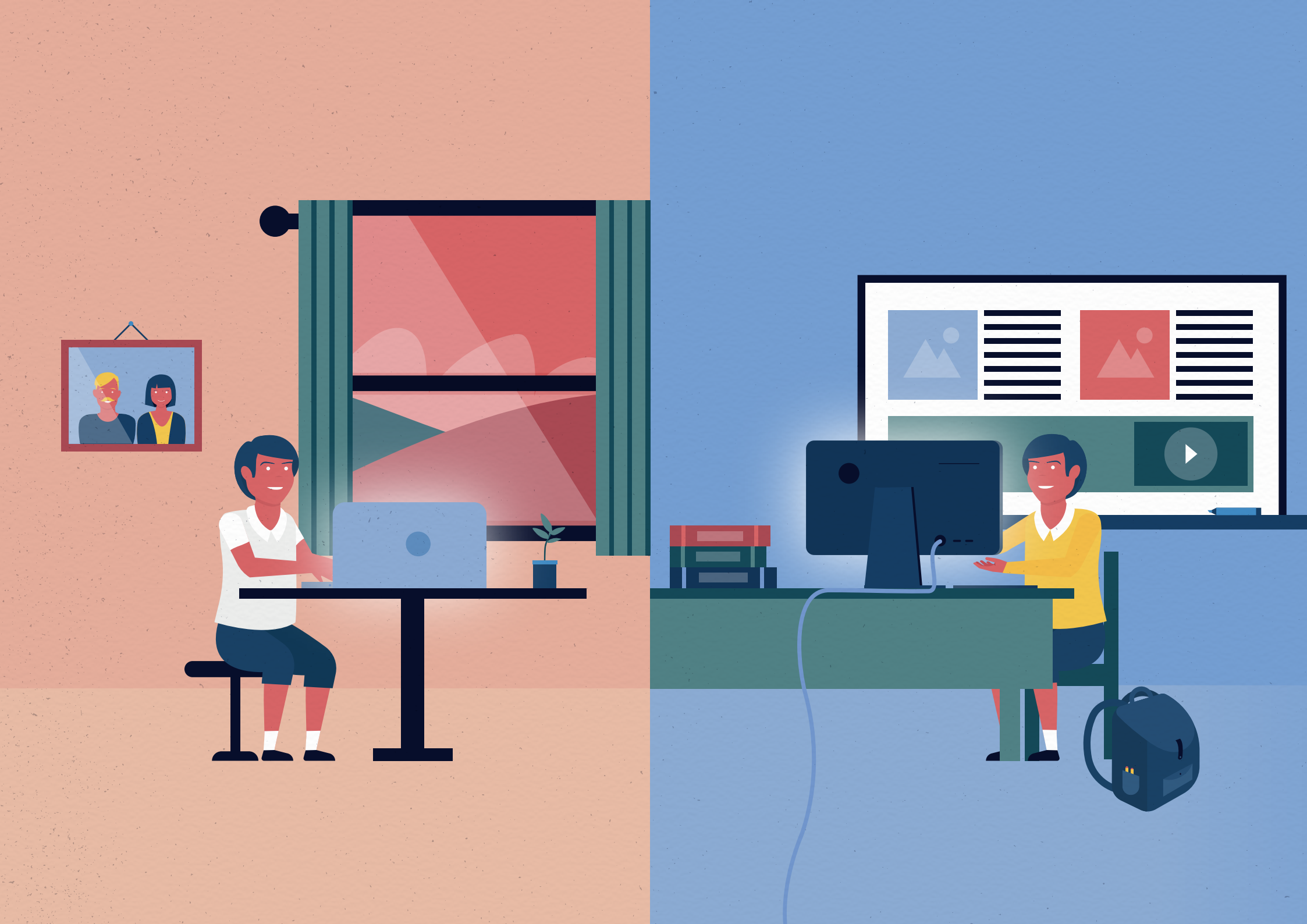
We do. Free downloadable tutorials, lesson plans and over 10,000 teaching resources are available on the Adobe Education Exchange. This resource is tailor-made to help you teach digital media skills in your classroom and boost your own personal development.

Whatever subjects you teach, you'll find inspiration and a wealth of self-paced courses to start from scratch or hone your skills. We also put primary and secondary (K-12) schools in touch with each other and a far-reaching network of more than 500,000 educators from around the globe, all sharing ideas that drive improved outcomes in your class.

> “Staff are retraining and teaching themselves how to use these apps to make their lessons more interesting, more engaging and more dynamic for their students.”

Ted Fox Joyce, Head of Visual Arts, Langley Park

adobe.com/go/joinedex



Inspiring for students, easy for administrators.

Adobe Creative Cloud and Adobe Spark give your school unlimited access to the latest versions of Adobe's industry-leading creative apps and services, plus hassle-free administration, and education-friendly pricing and licensing. All designed to fit your learning environment and budget.

Simple administration

Enjoy a single, simple login and centrally manage apps and licences through an easy-to-use Admin Console. Deploy apps across your department, school or district. Quickly reassign licences as students move on to college, university, or into the workforce.

Big savings

Adobe Spark is free and your school can save up to 99% on the commercial price of Creative Cloud – making it available at just $5** per student, per year or $25* per device, per year.

The right licensing plan for your school

Bring Creative Cloud to your school or district with our flexible, affordable, easy to-manage licensing options, including device licences for labs and classrooms and named-user licences for staff and students using their own devices. Which means they can keep developing their skills and complete their homework even after school is out.

Creative Cloud Desktop Apps

Device licence:

- Complete set of Creative Cloud desktop applications
- Device licences for each computer, rather than each user, with rights to install on one computer per licence. Great for computer labs.
- Scalable software deployment
- Minimum purchase of 100 licences per school
- Flexible licence terms from 1–4 years

Creative Cloud All Apps for K-12 (Primary & Secondary school students)

Named user licence

- Complete set of Creative Cloud applications and services (with age appropriate restrictions)
- Licences for individual student, faculty, and/or staff – accessible at school or at home
- Tied to school ID login system – so you manage who gets access
- Minimum starting quantity of 500 users
- Flexible licence terms from 1–4 years

Only **$25*** Per device, per year	Only **$5**** Per student, per year

*100 seat minimum purchase. ** 500 seat minimum purchase. Minimum order quantities vary by region.

GO
LESSON PLAN 1

Ready to buy?

Remember you save big with special pricing for schools and districts.

Contact an Adoge Authorized Reseller to learn more.

“I’m really excited about the future possibilities of using apps and digital technology with my students – and I can only see more of that happening. There are exciting times ahead of us.”

Ted Fox Joyce, Head of Visual Arts, Langley Park

Adobe Creative Cloud applications are not available in all countries or languages, may require user registration, and may be subject to change or discontinuation without notice. Additional fees or membership charges may apply. Device licences do not include services. Services are only available with named-user licences.

K–12 School Site Licence is available to a qualifying accredited primary and secondary or K–12 public and nonpublic school, or a school district office located at a single address. K–12 District Licence available to qualifying accredited primaryand secondary or K–12 school legal entities (i.e. school districts). A legal entity may purchase and use district licences across qualified primary and secondary school sites within the legal entity/school district and for use in administrative offices and/or a fully-owned educational training center used to educate active faculty and staff and/or enrolled primary and secondary school students. Legal entity refers to an organization that has responsibility for the procurement and contract management of multiple individual primary and/or secondary schools, for example, a district, county, state, or government agency.

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