

## Adobe solutions for career and technical education

Software, curriculums, and certification help students develop the skills they need to enter today's technology-driven workforce

*"Because Adobe Creative Suite applications are considered the standard, they are what students will need to know if they decide to pursue careers in digital media."*

Jana Hambruch  
CTE project director,  
Lee County Public Schools, Florida

Across many industries and at all levels of education, individuals who use 21st century technology skills to communicate their ideas effectively and to work efficiently with others are more productive. Career and technical education (CTE) courses are an excellent means of teaching these skills while incorporating real-world experience and building crucial academic capabilities.

The need for effective CTE courses is greater now than ever. Amid today's economic climate, rapid technological advances, governmental pressure, and increasing globalization, schools and teachers face complex challenges in preparing students for the future. Effective CTE programs must reflect the reality of the changing workplace and give students ways to explore career options, build transferable skills, and access multiple paths to success.



Many countries are expanding their technical education programs to help produce a more qualified workforce. These programs appeal not only to students who have been immersed in technology from a young age; they also engage all students in learning and help them explore new career opportunities. Equally important, they inspire and engage disenfranchised students. Innovative CTE courses in design and media, for instance, combine academic rigor with real-world experience and professional job skills. Understanding the reality of the workplace and the critical-thinking skills needed to succeed is just as important as knowing the tools used in the workplace. Graduates can use their new skills to begin full- or part-time work, or they can receive advanced credit for courses taken in high school to jump-start their college degree.



#### Top reasons to implement Adobe Creative Suite 5 solutions for CTE

- **Students** can use the industry-standard software tools they need to learn 21st century skills for excelling in higher education and the competitive workforce. They can validate those skills with Adobe certification.
- **Teachers** can take advantage of Adobe professional development opportunities, training resources, and ISTE standards-aligned curriculums that include enough content for year-long courses.
- **Districts** can use affordable K-12 School Site Licenses to integrate multimedia education throughout the curriculum and help ensure that teachers and students are using the most up-to-date technology and communication tools.

## Essential skills for college, work, or both

Affordably priced and ideally suited for maximizing education stimulus funding, Adobe solutions for career and technical education are designed to prepare students with fundamental digital communication skills and the practical experience they need to thrive in the global workforce.

Whether students are learning skills in the context of graphic design, web design and development, or film and video design and production, Adobe software provides the same integrated workflow capabilities that today's working professionals rely on. In addition to gaining the necessary technical know-how, students learn how to collaborate on projects, solve problems, manage their time, and even interact with real-world clients. The result: They develop the full range of proficiencies, attitudes, and skills required for on-the-job success.

Industry-standard design and media products are the most obvious components of a complete CTE solution for K-12. But Adobe's world-class creative tools are complemented and supported by curriculum guides, certification, K-12 School Site Licenses, and professional development.

## Adobe® Creative Suite® 5—the same tools used by professionals

Adobe Creative Suite 5 editions—Design Premium, Design Standard, Web Premium, Production Premium, and Master Collection—give students the same industry-standard tools used by top professionals worldwide and by companies hiring in their communities. While in school, students can use the software to produce impressive portfolios that will get them noticed later, as well as learn skills that will help them succeed after entering the workforce.

Adam Kleinberg, CEO of the San Francisco ad agency Traction, has seen the role of the traditional designer morph into one that demands a blending of increasingly sophisticated technical and artistic skills, many of which revolve around Adobe solutions. "Graduates who are just entering the workforce should come prepared with cross-discipline training in a broad array of solutions as well as a solid business background," Kleinberg advises. "Today's designers need to be great brand marketers, and at the same time be capable of providing a fulfilling, interactive user experience."

## The Creative Suite 5 difference

A common user interface and smooth integration across all Creative Suite 5 tools enable students and educators to quickly learn the software, explore creative options, and work faster and more fluidly. The result: Creative Suite 5 makes life easier for students and teachers alike.

An increasing number of schools and districts also are discovering another result: Creative Suite 5 solutions are enduring. Brevard County School District in Florida, in an effort to reduce dropout rates among its high school graduates, has incorporated Creative Suite into career and technology courses.

"Marrying the power of the Adobe Creative Suite software with the inherent benefits of the student experience in the Academy of Digital Arts & Media will provide our students with a springboard to success in postsecondary education and the workplace," says David Baldaia, who oversees career and technical education for the Brevard County School District.

### Springboard for success

Lee County Public Schools has become a model for other districts in Florida and across the nation by equipping students with industry certifications, including Adobe Certified Associate (ACA) and Adobe Certified Expert (ACE) programs that build professional-level skills in Adobe Creative Suite software. Since implementing groundbreaking CTE programs, the district has not only seen participating students develop valuable career skills, but it has also noted that those students earn better grades in academic classes and post higher standardized test scores.

### Adobe curriculums for developing technology and critical-thinking skills

Adobe yearlong, project-based Visual Design, Digital Design, and Digital Video curriculum guides—designed expressly for CTE programs—prepare teachers to help students get the full value from their Creative Suite experience.

The Adobe curriculum guides emphasize four skill areas: design, communication, project management, and technology. Students develop these key skills in a spiral. For example, they may start with logos and business cards and then move on to brochures and multipage newsletters. Students work in teams and interact with clients as they run projects from planning through evaluation and distribution, acquiring necessary business communication and software skills and assembling a work portfolio. As the classroom experience more closely aligns with the work world, students gain ownership over their learning experience, and the workplace becomes more relevant.

Just as important, because educators and the International Society for Technology in Education (ISTE) helped develop them, Adobe curriculum guides support the highest standards in education today and represent the industry's stance on the skills needed in the workplace. The curriculum guides—shipped with all K-12 School Site Licenses—also can be downloaded for free from the Adobe education website.

### Adobe certification—another advantage that makes a difference

In the increasingly competitive world, students must be more than familiar users of digital communication technology to be successful. Adobe certification can help provide the added credential that opens up new opportunities for students in the 21st century. Certification exams can also provide a goal-oriented endpoint to a school's CTE program.

Two levels of Adobe certification are available to educators and students:

**Adobe Certified Associate (ACA)**—This certification, developed and administered by Adobe partner Certiport, validates the entry-level skills needed to plan, design, build, and maintain effective communications by using different forms of digital media. Adobe provides free ACA exam study guides that can be downloaded online. Adobe, in partnership with Certiport, also offers the Adobe Certified Associate Classroom License, which lowers costs, expands implementation, increases control, and simplifies budgeting.

**Adobe Certified Expert (ACE)**—This worldwide standard recognizes in-depth software skills held by those at advanced levels. (Educators and students are eligible for 50% off the regular fee for the ACE exam.)

### Maximizing budgets with K-12 School Site Licenses

Adobe Creative Suite 5 K-12 School Site Licenses enable schools and districts to conserve software budgets, maximize American Recovery and Reinvestment Act funding, and reduce administrative overhead while giving students, teachers, and administrators easy access to the software. The Site License program was developed specifically for schools and districts that integrate multimedia education with the curriculum and offer CTE programs. The K-12 School Site License program is:

- **Cost-effective:** A low-cost, flat-fee, single-license purchase covers every student, teacher, and administrator—on up to 250 or 500 school-owned or school-leased computers—regardless of school enrollment size.
- **Convenient:** Site licenses mean easy installation, license management, and control of license use throughout the school.
- **Multiplatform:** Creative Suite 5 runs on Mac OS and Windows® platforms to support individual school and district preferences.
- **Designed for home use:** Up to 25 or 50 teachers (depending on license size purchased) at one school can use Creative Suite 5 on their home computers to prepare for courses ahead of time.

### Career Clusters alignment

The States' Career Clusters Initiative (SCCI) provides tools for a seamless transition from education to careers in this era of changing workforce demands. SCCI—established by the National Career and Technical Education Foundation—develops and promotes products, activities, and resources that connect CTE to general education and workforce preparation. Adobe, also deeply committed to CTE implementation, provides ideal products and curriculum resources for alignment with the initiative.



### Adobe professional development workshops

Adobe, in partnership with Knowledge Network Solutions (KNS), offers expert, instructor-led workshops that focus on incorporating Creative Suite 5 tools into the academic curriculum. The workshops lead faculty through the process of using the software in project-based 21st century classroom learning.

Faculty participants learn essential Creative Suite components as they create projects for use in the classroom. While the sample projects have a science focus, participants cover ways to integrate these same skills across other subject areas. The Creative Suite 5 workshops include:

- Inspiring Environmental Action Through Video Production
- Inspiring Environmental Action Through Graphic Design
- Inspiring Environmental Action Through Web Design

Adobe offers additional training content such as the Learn by Video Series, as well as a wealth of free online content, including free video tutorials available via Adobe TV.

### Teach 21st century skills for success in all careers

Adobe solutions for career and technical education combine Adobe industry-standard tools for graphic design and print production, web design and development, and video and audio production with K-12 School Site License programs, ISTE standards-aligned curriculum guides, professional development, and certification programs.

The results: Educators are well-equipped to teach essential 21st century skills; students build crucial technology, communication, employment, and critical-thinking skills; and districts save time and money while enhancing curriculums.

### For more information

Solution details:

[www.adobe.com/education/solutions/k12/](http://www.adobe.com/education/solutions/k12/)



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