

Algonquin College professes value of technology in career-focused education.

Canadian college prepares students to succeed in a connected world, using Adobe Creative Cloud and Adobe RoboHelp.



"Adobe Creative Cloud and Adobe RoboHelp are gold standards in applied arts and technology education. They play a vital role in student engagement and learning in school and as they follow their career paths."

Glenn MacDougall, director of learning and teaching services, Algonquin College



SOLUTION

Adobe Creative Cloud for enterprise, Adobe RoboHelp

RESULTS



STUDENT ENGAGEMENT

Use of the latest technology enhances student experiences and motivates teachers to create compelling curriculum



CREATIVE COLLABORATION

Access to current software and online services fosters creativity and collaboration across areas of study



COST SAVINGS

Campus-wide license saves students money and maximizes institutional resources



CAREER PREPARATION

Training on industry-standard tools across disciplines readies students for the workplace

Algonquin College

Established in 1967

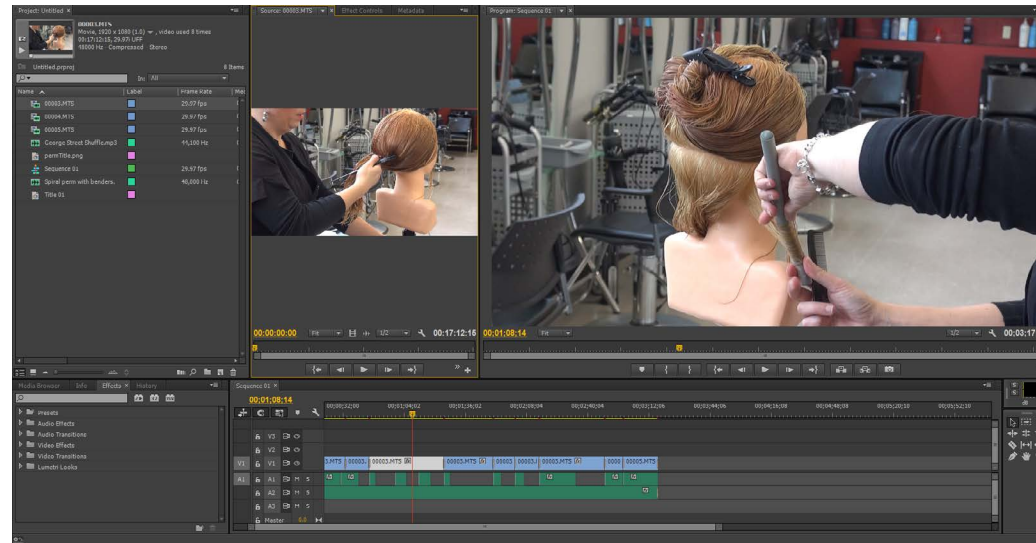
Students: 20,000

Ottawa, Ontario, Canada

www.algonquincollege.com

CHALLENGES

- Standardize campus on use of industry leading creative software across disciplines
- Encourage creative expression and collaboration in teaching and learning
- Maximize institutional resources
- Prepare students for market-driven workforce



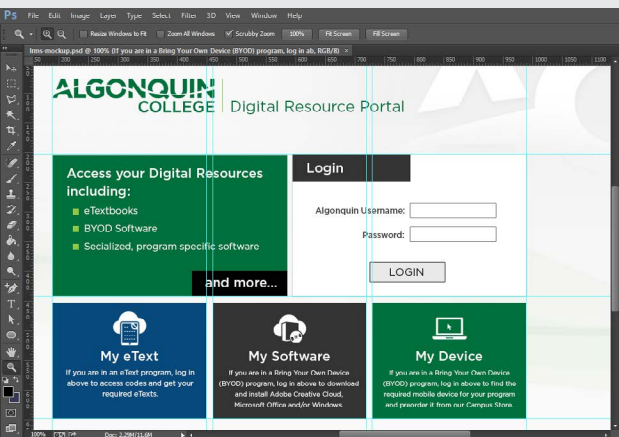
Adobe Premiere Pro CC video project from Algonquin rich media management course

Committed to digital education

At Algonquin College, a publicly funded post-secondary institution, the focus is on preparing students to launch successful careers in applied arts and technology. With three campuses as well both continuing and distance education programs serving more than 43,000 full- and part-time students, Algonquin provides education in nearly 200 areas of study. International affiliations, cooperative agreements, internships, and skills-based training programs round out the college's focus on preparing students for the workplace.

Use of technology is at the core of Algonquin's programs, both in terms of learning and teaching. The school's Bring Your Own Device (BYOD) program—a successful model that enhances the educational experience using web and mobile technologies in and out of the classroom—is in place in nearly 100% of Algonquin's programs. From firefighting to business management, computer science, and nursing—students are required to have and use a mobile device in each classroom. This important digital initiative enables students to better engage with course materials, participate in collaborative communities, and become skilled, confident users of technology.

Having access to current, cutting edge software is key to the success of the digital initiative at Algonquin. Every student, teacher, and staff member is included in the college's Adobe Enterprise Term License Agreement (ETLA), which provides everyone with access to the most current versions of all desktop and mobile apps in Adobe Creative Cloud for enterprise.



Bring Your Own Device program collateral in Adobe Photoshop CC

“Knowledge of Adobe RoboHelp is what employers are looking for when hiring technical writers, particularly in government and finance sectors. Many of our students also find RoboHelp useful when creating WebHelp portfolios to showcase their work when interviewing for jobs.”

Jeffrey Sutherland, adjunct professor, Algonquin College

This arrangement maximizes institutional resources, saves students money, and provides the student body, faculty, and staff with access to industry-standard software. Also included in the agreement is Adobe RoboHelp, which is the core of the curriculum in the college’s career-track online documentation program.

Leadership at Algonquin values the importance of students living in a connected, cross-discipline world. “One of our objectives is to introduce the full power of Adobe Creative Cloud software to all students, across all areas of study,” says Glenn MacDougall, director of learning and teaching services at Algonquin. “We encourage use of technology for peer collaboration and creative expression in ways that transcends disciplines.”

The model works. Algonquin supplies a steady flow of qualified, trained workers to the region. Of nearly 6,000 graduates, 90% have jobs within six months of graduation and 92% of their employers are happy with the quality of work. Additionally, about 500 students apprentice in a new trade and more than 1,000 students improve their literacy skills.

Superior classroom experiences

Along with the move to BYOD in the classroom, the college has repurposed former computer labs into learning centers with collaborative work areas featuring glass walls to write on and big monitors. While students in every major have access to Adobe Creative Cloud software to create dynamic presentations and imaginative projects in the mobile centers, it’s the classroom where students learn to master the tools, and where teachers are excited about creating and delivering curriculum.

Case in point is found in Nancy Bell’s classes. Bell is a multimedia developer specializing in video production and photography, member of the technology support staff, and part-time faculty member in Algonquin’s School of Media and Design. “I use Adobe creative software and tools all day, every day. I would not be able to do my job without Adobe Creative Cloud,” she says.

In the Mobile and Social Media Management Graduate Certificate Program, Bell teaches a rich media management course in which students integrate a full complement of Adobe Creative Cloud components to record, edit, and publish rich media. For video production, students use Adobe Premiere Pro CC, After Effects CC, and Adobe Media Encoder CC. They also use Adobe Photoshop CC, Illustrator CC, and InDesign CC for photography, graphics, and ePublications. Web hosting, compression algorithms, uploading, and streaming files are also covered in this area of study.

SOLUTION AT A GLANCE

- Adobe Creative Cloud for enterprise. Components used include:
 - Adobe Photoshop CC
 - Adobe Illustrator CC
 - Adobe InDesign CC
 - Adobe Premiere Pro CC
 - Adobe After Effects CC
 - Adobe Photoshop Lightroom CC
 - Adobe Dreamweaver CC
 - Adobe Media Encoder CC
- Adobe RoboHelp

Technical writing career track

Algonquin students with a variety of science, technology, engineering, and liberal arts backgrounds turn to the Online Documentation course to learn how to design online help systems. The course is based on Adobe RoboHelp software, organized to qualify students for jobs creating user guides, system engineering guides, as well as online and integrated help systems.

Students on the technical writing track secure jobs in private sectors including financial, software, biotech, and medical fields. Many also develop careers in the public sector writing proposals, requests for proposals, and contracts for federal, regional, and local government agencies.

This course includes a professional co-op placement component. "Knowledge of Adobe RoboHelp is what employers are looking for when hiring technical writers, particularly in government and finance sectors," says Jeffrey Sutherland, adjunct professor at Algonquin. "Many of our students also find RoboHelp useful when creating WebHelp portfolios to showcase their work when interviewing for jobs."

Key features in RoboHelp that are covered in this class include importing files, creating tables of contents, formatting text, and using style sheets. Emphasis is placed on improving the quality, visual appeal, presentation and functionality of professional-looking output. Other topics include advanced help coding skills and creating other forms of online documentation, such as user guides in PDF and HTML help. Learning these concepts enables students to efficiently create professional looking output in various formats with precision from reusable content.

Fulfilling educational goals

Use of Adobe software to prepare students for careers is helping Algonquin College meet its institutional mission. Making Adobe Creative Cloud available as part of student fees is perceived as an excellent price value and a distinct recruiting advantage. By customizing software delivery through access codes, Algonquin manages tens of thousands of users with confidence, regularly pushes out updates to all campus constituents—keeping management of the license agreement simple.

Adobe Creative Cloud and Adobe RoboHelp are key elements that underpin quality learning initiatives at Algonquin. "Adobe Creative Cloud and Adobe RoboHelp are gold standards in applied arts and technology education. They play a vital role in student engagement and learning in school and as they follow their career paths," says MacDougall.

For more information

www.adobe.com/creativecloud/buy/education.html

www.adobe.com/products/robohelp



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