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Robert Hoang, Art Specialist, Burbank Elementary School

Adobe Customer Story

Burbank Elementary School, supporting successful and skilled students.

School encourages students to express themselves with Adobe software donated through the White House ConnectED program.

**RESULTS**

**ACHIEVEMENT**
Narrowed the achievement gap by using regular art education to encourage self-expression, high motivation, and academic success

**RESEARCH**
Encouraged students to dive deeper into favorite subjects

**TECHNOLOGY**
Provided experience working with industry-standard creative tools, building familiarity with technology from a young age

**COMMUNICATION**
Empowered students to express their thoughts and ideas through the visual language of art

**SOLUTION**
Adobe Photoshop Elements, Adobe Premiere Elements, Adobe Presenter, and Adobe Captivate
Adobe Customer Story

Burbank Elementary School
Established in 2008
Students: 800
Hayward, California
bur-haywardusd-ca.schoolloop.com
Samples of student work
Adobe for Education Blog

CHALLENGES
• Encourage students to express themselves through the visual language of art
• Expose students early on to software commonly used in academic and work environments
• Provide students with learning opportunities to narrow the achievement gap

“Through Adobe and ConnectED, I provide students with an introduction to industry-standard software, helping them develop creative, technical, and communication skills that will benefit them for the rest of their lives.”
Robert Hoang, Art Specialist, Burbank Elementary School

Communicating in multiple languages
One of the most important things that students learn in school is how to communicate their thoughts and ideas to others—a valuable skill that can help them get ahead in their future careers. Burbank Elementary School takes its commitment to communication a step further through a dual language immersion program in which students are taught in Spanish for half of the day and English for half of the day.

Located in Hayward, California, Burbank Elementary School serves a highly diverse community where Spanish is a first language for many families. Through the dual immersion program, students build valuable skills in two languages while learning to communicate with all classmates equally.

To support the school’s dedication to communication, Art Specialist Robert Hoang recognized another language that he could use to teach his students essential communication skills: the language of visual arts.

“Through the visual arts, students learn different ways to represent their thoughts and convey them to others—important lessons that apply to many forms of communication,” says Hoang. “Students feel comfortable experimenting with art, which gives them an outlet to explore expression and approach some of their favorite subjects from completely different angles.”

Creating images through words
One hallmark of Hoang’s art curriculum is the addition of digital art lessons. Hoang enjoys introducing students to strategies and software that are increasingly important in the digital age. With a grant through the White House’s ConnectED initiative, Hoang secured licenses for Adobe creative software that included Adobe Photoshop Elements. “Through Adobe and ConnectED, I provide students with an introduction to industry-standard software, helping them develop creative, technical, and communication skills that will benefit them for the rest of their lives,” says Hoang.
“Using Adobe creative software, we’re giving students outlets to explore their interests and express their thoughts in new ways.”

Robert Hoang, Art Specialist, Burbank Elementary School

SOLUTION AT A GLANCE
- Adobe Photoshop Elements
- Adobe Premiere Elements
- Adobe Presenter
- Adobe Captivate

In his latest curriculum, Hoang encouraged his fifth- and sixth-grade students to create original works of art using Adobe Photoshop Elements. After studying Andy Warhol, students were asked to create their own Warhol-inspired pop art. Each student selected an image they felt represented contemporary pop culture, and then used Adobe Photoshop Elements to create their artwork. Hoang taught the students to crop images, select and fill sections with contrasting colors, and adjust Opacity levels while painting the images.

In another project, students created typographical portraits of people and characters researched in class. Each student found images of their subject and used Threshold filters in Photoshop Elements to convert the image to black-and-white. Hoang then taught the students to create unique brushes from words that best represented the subject. After isolating the black areas of the images, students painted over these areas with typographic brushes to create meaningful artwork constructed of words.

“It’s always interesting to see what subjects influence kids,” says Hoang. “Using Adobe creative software, we’re giving students outlets to explore their interests and express their thoughts in new ways.”

Narrowing the achievement gap through artistic expression

In addition to participation in ConnectED, Burbank Elementary School is also a part of the TurnAround Arts program, a public-private partnership that uses the arts to narrow the achievement gap in high-poverty schools. As a participant in the TurnAround Arts program, Burbank Elementary School was able to hire Hoang as a full-time visual arts teacher helping to provide students with regular exposure to visual art education. He plans to use all of the Adobe software donated through the ConnectED program to expand the use of digital art into the fourth- through sixth-grade art curriculum.

“Students are expected to be more technologically-savvy than previous generations, so it’s important to get them comfortable with a wide range of software early in their development,” says Hoang. “Through the ConnectED initiative, I provide my students with opportunities to navigate and explore technical interfaces to find solutions for artistic challenges.”

About the White House ConnectED initiative

In 2013, President Barack Obama launched the ConnectED initiative, designed to enrich K-12 education for every student in America. ConnectED provides teachers with the best technology and the training to make the most of it, and empowers students through individualized learning and rich, digital content. To support this important initiative, Adobe is donating more than $300 million in software and professional development services to K-12 Title I schools over four years.