Adobe’s industry-standard tools help us stimulate creativity more effectively. That’s why students are encouraged to learn and master various multimedia skills at such a young age."

*Jimmy Lam, Head of the IT Department, Chinese Foundation Secondary School*


Hong Kong students master new creative skills with Adobe Creative Cloud to stay ahead in fast-changing business world.

**RESULTS**

- **HIGHER MOTIVATION**
  Students are proud of their work and more motivated during lessons

- **IMPORTANT SKILLS**
  Empowers students with necessary digital skills

- **TIME SAVING**
  Reduced installation time up to 70%

- **INTEGRATION**
  Enhanced the implementation of cross-curriculum learning in the school

**SOLUTION**

Adobe Creative Cloud—Education Enterprise Agreement (EEA)
Cross-curriculum integration

Compared to traditional government-run schools in Hong Kong, The Chinese Foundation Secondary School (CFSS) in Siu Sai Wan is a Direct Subsidy Scheme school, which means it enjoys greater flexibility in how it designs its curriculum. To equip students with digital skills and develop the creative thinking mindset necessary for their future career development, the school designed a comprehensive cross-curriculum program integrating Visual Arts, Information and Communication Technology (ICT), and Music lessons using creative tools. New and creative technologies such as e-books and video production are featured prominently in the main course structure for junior students.

"Forecasting the skills that students are going to need in Hong Kong’s rapidly changing business environment is of paramount importance to us,” says Jimmy Lam, Head of the IT department at CFSS. "Rather than simply focusing on teaching computer knowledge, we put more emphasis on stimulating creativity. Adobe’s industry-standard tools help us stimulate creativity more effectively. That’s why students are encouraged to learn and master various multimedia skills at such a young age."

Equipping students with creative skills

CFSS adopted Adobe creative software four years ago. After the launch of Adobe Creative Cloud in Hong Kong in 2014, the school quickly realized that the new solution would provide a wide variety of creative tools and other benefits, including efficient centralized software management and outstanding cross-program support. The school opted for an Education Enterprise Agreement (EEA) and updated all computers to Adobe Creative Cloud in 2014, allowing students to learn the latest features of all leading design and editing tools including Adobe Photoshop CC, Premiere Pro CC, and InDesign CC.

Adopting cross-curriculum learning for Visual Arts, ICT, and Music lessons, students are asked to digitalize their hand-drawn storybooks using InDesign CC and Photoshop CC. With Premiere Pro CC, students finish their own e-book by adding music. In terms of color and size of the characters, the finished e-books are nearly the same as the original art work, capturing the student’s original work in digital expression.

Enhanced students’ engagement

The students find the tools very easy and fun to use. "Photoshop CC is my favorite tool. I especially like the features of the Magic Wand tool that helps me choose the exact color that I want," says Ming Lai Tin, a Form 3 student. "Photoshop CC helps me create my own design efficiently."

According to Mr. Lam: "After mastering the skills of editing graphics and texts, students in higher grades will learn how to use Premiere Pro CC to edit their own school videos they shot themselves. We play their finished videos on the school TV, like we do with English tutorial videos. Students gain great satisfaction from this and we find they are more motivated in lessons when they can apply design skills to different devices, such as tablets and PCs."

CHALLENGES

- Forecast the skills students will need in Hong Kong’s rapidly changing business environment
- Develop a creative-thinking mindset for students’ future career development
- Update teachers on tools upgrade

Chinese Foundation Secondary School
Established in 2000
Employees: 126
HKSAR, China
www.cfss.edu.hk
SOLUTION AT A GLANCE

- Adobe Creative Cloud—Education Enterprise Agreement (EEA). Apps used include:
  - Adobe Photoshop CC
  - Adobe Premiere Pro CC
  - Adobe InDesign CC

Fruitful outcomes
CFSS also encourages students to participate in global competitions. “One of our students was the 10th-runner-up in an Adobe Certification Examination, which was a big boost for both the student and his teacher,” says Mr. Lam.

Time and cost saving
“No not only does Adobe Creative Cloud bring greater flexibility to students, it can also deliver higher efficiency to the school administration,” says Mr. Lam.

Managing software upgrades, the school’s IT technicians used to manually enter the serial numbers for more than 100 computers. Now all updates can be done by the centralized management system, as Adobe Creative Cloud deploys regular updates to all computers. Now, updates are completed within a few steps, helping save up to 70% of the time previously required for software installation.

Cross-platform support among the tools in Adobe Creative Cloud also enhances how cross-curriculum learning is rolled out in the school. For example, students will use InDesign CC to apply design skills to posters, and then they can further edit the graphics by using Photoshop CC.

When it comes to cost effectiveness, the school definitely considers Adobe Creative Cloud a good. “Joining with an Education Enterprise Agreement (EEA) helps us save a lot of money, especially with our large number of computers. There is no additional cost for us to use the tools on Mac or Windows computers, or in any languages,” says Mr. Lam.

Outstanding after-sales support
“We are satisfied with the after-sales support as well. Adobe provides online video tutorials for both our students and teachers, so they can learn the basics of the tools,” adds Mr. Lam. “Teachers will also be invited to join various professional workshops for advanced training.”

Going beyond traditional teaching approaches, the school hopes students can master critical creative skills they will need to adapt to today’s global workplace. “By knowing how to express ideas in innovative and engaging ways, Adobe helps students develop the skills needed to succeed,” says Raymond Fung, Adobe Hong Kong & Taiwan Country Manager. “CFSS’ project demonstrates our commitment to the education industry. We look forward to contributing to the success of the school and students.”