Duoc UC looks to the future.

Educational institution migrates to Adobe Creative Cloud for enterprise to provide immediate updates and automatic access to future products.

"Adobe listened to us and customized its licensing to our needs as an institution. With help from Adobe, we’ve made a giant leap forward."

Andrés Villela, Director of the Design School, Duoc UC

SOLUTION
Adobe Creative Cloud for enterprise

RESULTS

- **ONGOING MEMBERSHIP**
  - Provided students with Adobe Creative Cloud memberships that they can continue after they graduate

- **UBIQUITOUS ACCESS**
  - Implemented Adobe software at strategic places in the offices, in addition to specialized laboratories

- **FIXED COSTS**
  - Adopted an Enterprise Term License Agreement that provides a fixed cost for three years for 1,200 annual student licenses

- **VALUABLE TRAINING**
  - Enabled delivery of Adobe Certified Associate (ACA) certification in Adobe Photoshop for students in the design degree programs
Equipping students with creative software

Founded in 1968, Duoc UC is one of the most prestigious and renowned higher education institutions in Chile. For more than 45 years, it has offered technical and professional degree programs, in addition to a range of diplomas and training courses, with high levels of excellence. In July 2012, Duoc UC was recognized as the top Professional Institute in the country according to the ranking of Chilean universities of the CSIC (the Spanish High Council for Scientific Research).

The relationship between Adobe and Duoc began in 1997, when the institution launched its degree programs in the graphics department of the Design School. Based on needs and market demand at the time, Adobe Photoshop was the anchor program. According to Andrés Villela, Director of the Design School, new needs, as well as digital development, arose progressively, leading to the use of the entire range of Adobe creative applications.

"We had to incorporate applications related to motion graphics and web design, such as Adobe Flash Professional and Adobe Dreamweaver," says Villela. "Courses used to be tightly connected to specific software, but today subject matter is evolving at such a pace that we use a range of tools to meet a variety of creative objectives."

Initially, only the graphic design program at Duoc UC used Adobe creative software. In a very short time, however, other degree programs began using the software for a range of specialties including technical design for print, illustration, and more recently web production. Today, all degree programs in the Design School, including those focused on fashion, industrial, and environment design, and those taught at the campuses in Santiago, Viña del Mar, and Concepción, have a mandatory course in Adobe Photoshop, InDesign, or Illustrator.

At the beginning of its move to digital design tools, Duoc UC had a specialized lab for the Design School with 30 Mac computers, which were the only ones with Adobe software. Over the years, the availability of the tools expanded and currently Adobe creative applications can be found at six sites and in all design degree programs. "Today, all design labs are equipped with Adobe creative applications, which are now standard at our school," says Villela.

Standardizing costs and expanding access

The need to implement the software not only at specialized labs, but also in common areas throughout the school—among other requirements—drove Duoc to make a change in its software licensing model. The institution opted for an Adobe Enterprise Term Licensing Agreement (ETLA) for Adobe Creative Cloud, which makes it possible to install the software on all platforms at the institution, rather than in only a few labs.
Eduardo Placencia, Sub-director of Technology Services at Duoc UC, explains, “The Adobe ETLA was something we had been talking about with Adobe for a long time. The possibility opened up this year and we immediately took it. Our ETLA began in May 2013 and lasts for three years. With this type of licensing students will not only be able to complete a class at the specialized laboratory, but can also work in common labs or in the library, which allows them to get more practice and use the software more frequently. All Adobe applications are now available anywhere on the campuses. The availability of Adobe Creative Cloud is significant.”

The agreement includes 1,200 licenses for students and teachers, distributed across degree programs in the Design School as well as in Advertising and Audiovisual Communication at the School of Communication. Students can install Adobe Creative Cloud on their personal computers and work from their homes or other locations, in a way that’s compatible with their activities in the classroom.

“Today, designing with current tools, as opposed to tools from 15 years ago, is clearly different,” says Villela. “We are grateful that technology developers create new and better tools because they enable and expand the capacity for professional development. As a school, this helps us evolve and drives us to make constant updates in line with technological changes. Many disciplines, such as design, have changed greatly since the advent of technology and having these updates in real time motivates us towards change and innovation.”

Duoc is currently in the process of deploying individual licenses, something its board has deemed very significant due to its additional implications. Villela explains, "This is a very important matter for us as we take intellectual property rights and the potential for even inadvertent software piracy seriously. With this type of licensing, we can deliver a license for a specific timeframe within the educational process and later combine it with a marketing strategy that helps students understand what it means to have a legal license."

"Letting students have the software on their personal computers at home and later migrating them to a professional license will allow them to take their first professional steps within a framework of legality," he continues. "At Duoc, we want to educate students on the importance of having a genuine license and take steps to build a commercial relationship that is interesting to students in the future. Almost 30% of graduates from the Design School are entrepreneurs and engage in individual development. Therefore, it’s critical for us to underscore the value of proper licensing so they can become entrepreneurs and distinguish themselves as part of a serious company.”
SOLUTION AT A GLANCE

- Adobe Creative Cloud for enterprise.
- Components used include:
  - Adobe Photoshop CC
  - Adobe Illustrator CC
  - Adobe InDesign CC
  - Adobe Bridge CC
  - Adobe Extension Manager CC
  - Adobe InCopy CC
  - Adobe Acrobat XI Pro
  - Adobe Dreamweaver CC
  - Adobe Flash Professional CC
  - Adobe Flash Builder Premium Edition
  - Adobe Fireworks
  - Adobe Premiere Pro CC
  - Adobe After Effects CC
  - Adobe Audition CC
  - Adobe SpeedGrade CC
  - Adobe Prelude CC
  - Adobe Encore
  - Adobe Media Encoder CC

Offering valuable software certification

Wider availability of Adobe applications at the Design School of Duoc UC is not the only benefit of the licensing model adopted by this educational institution. After a pilot project carried out a couple of years ago, the Design School will start its ACA certificate project, another fundamental step in its relationship with Adobe.

“To our students, obtaining Adobe Certified Associate status is a very important differentiator. We place this process before the completion of the undergraduate program so that even students in the first year will be able to get a market certification,” says Villela.

Duoc has more than 2,000 vouchers enabling them to issue ACA certifications, Adobe’s basic standard. The Design degree programs have changed their exams to make them equivalent to those in the certification program. Villela says, “The questions we include in our exams are equivalent to those in the certification exams, which helps us prepare students for the certification process. In addition to their Graphic Design degrees they will also get an ACA certification in Adobe Photoshop, which delivers added value for the students and reinforces the relationship between our degree programs and the industry.”

In December 2013, more than 800 students in the programs of Image Editing, Graphic Design, Graphic Design Technician, Illustration, and Web Production obtained Adobe Photoshop certification. “We educate and train our students according to industry standards and, for us, technological tools as powerful as Adobe Creative Cloud software are an industry standard,” says Villela. “Making this link and accrediting it through a certification of this type is very significant to Duoc.”

The licensing agreement also includes access to training, seminars, the latest product releases, and ongoing support from Adobe experts on curriculum matters. “The relationship with Adobe has always been very positive,” says Villela. “Adobe listened to us and customized its licensing to our needs as an institution. With help from Adobe, we’ve made a giant leap forward.”