Jocelyn Hsu, creating a healthier community.

Student learns to channel creativity into powerful visual communication techniques using Adobe Creative Cloud.

"The Adobe Creative Cloud software I access through UC Berkeley helps me design powerful communications that use visuals and narratives to get information into the hands of the people."

Jocelyn Hsu, Student, University of California, Berkeley

**SOLUTION**
Adobe Creative Cloud

**EDUCATION BACKGROUND**
University of California, Berkeley

**RESULTS**

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<th>COMMUNICATION</th>
<th>PROBLEM SOLVING</th>
<th>SOFTWARE ACCESS</th>
<th>DESIGN LEADER</th>
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<td>Learned to communicate effectively with others through powerful visuals and narratives</td>
<td>Approached challenges from new points of view gained from thinking creatively</td>
<td>Used Adobe Creative Cloud through an ETLA with UC Berkeley that provides software to all students, regardless of their studies</td>
<td>Gained leadership positions in multiple publications and organizations by using creative skills to contribute design and marketing content</td>
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Jocelyn Hsu, Student
University of California, Berkeley
Berkeley, California

CHALLENGES

- Communicate information effectively through engaging visual narratives
- Transform ideas into concrete results
- Use creative skills to approach projects from different points of view

Creative powerful narratives

As a student at the University of California, Berkeley (UC Berkeley), Jocelyn Hsu has already realized that accurate and effective communications are an essential part of almost any career. Currently a sophomore, Hsu is on her way to a major in Public Health and a minor in Public Policy. Although creative design does not apply directly to her academic studies, Hsu learns new ways to approach projects and express her thoughts by working on her creative skills.

"In the real world, most everyone can do what's asked of them. In order to stand out, you have to get creative," says Hsu. "Adobe Creative Cloud software gives me tools I can use to transform my creative thoughts and ideas into something concrete."

Through an Enterprise License Agreement (ETLA) for Adobe Creative Cloud, UC Berkeley students like Hsu have access Adobe Creative Cloud software on university or personal computers, regardless of what classes they take. Working from her laptop, Hsu uses Adobe Photoshop CC, Adobe Photoshop Lightroom, and Adobe InDesign CC to express herself creatively.

Communicating health information

Hsu's strong sense of connection to her community has inspired her to work towards a career shaping community health. "As a volunteer at Children's Hospital Research Center Oakland, I discovered that it is easy to find information about donating or volunteering, but it was a lot harder to find information about available resources," says Hsu. "Public resources aren't useful if we can't connect people to the resources they need. The Adobe Creative Cloud software I access through UC Berkeley helps me design powerful communications that use visuals and narratives to get information into the hands of the people."
As the coordinator of Community Engagement and Marketing for the UC Berkeley Food Pantry, Hsu uses Adobe Photoshop CC to design posters, flyers, and thank-you certificates for events. Her designs help spread the word to potential donors as well as those who may benefit from the pantry’s services.

Hsu also hopes to use street photography to connect the community with the faces of hunger. “With access to Adobe Creative Cloud software, I’ve learned how to use photography and design to create powerful emotional responses,” says Hsu. “I want to use my skills to really draw people’s attention to important issues in our community.”

**Building creative skills**

Hsu strengthens her design skills further through extra-curricular activities, such as working on layout design and photography for Public Health Advocate. She also co-founded Spoon University at Berkeley, a local affiliate of the food and drink web magazine, *Spoon University*. In her position as photo/creative director, Hsu was responsible for creating all promotional materials, writing articles, and delivering mouth-watering photography.

“Photography is my passion, and Adobe Photoshop Lightroom is my go-to software for editing photographs,” says Hsu. “It’s easy to use and gives me the advanced features that I need to show my photographs in their best light.”

For Morning Sign Out, a biomedical organization dedicated towards simplifying science and medicine with the goal of increasing public awareness and improving public health, Hsu acts as director of marketing and design, bringing original photography to articles and developing branded business cards. In addition to using Photoshop Lightroom to edit photographs, Hsu frequently uses Adobe Photoshop CC to create basic designs and mock layouts, while using Adobe InDesign CC for more complex materials.

**Looking to the future**

After graduation, Hsu hopes to spend several years working in community health. After gaining practical experience working directly with people in the community, she hopes to transfer that knowledge into a job where she can create and shape public policy. “I believe that it’s important to see and understand people firsthand to develop more helpful policies,” says Hsu.

For Hsu, having access to all that Adobe Creative Cloud offers helps her look at projects in a new light. “Adobe Creative Cloud software is beneficial for students in all disciplines,” says Hsu. “With the skills I’ve gained, I’m learning to approach challenges from new, creative angles. I’m setting my work apart from my peers and communicating effectively with the community.”