“Adobe Creative Cloud and Adobe Digital Publishing Suite help our students become more tech-savvy, communicate through digital and visual media, and stay more creative—all essential skills in today’s world.”

Bob Fleck, Lead Systems Administrator, RIT’s College of Imaging Arts and Sciences

Rochester Institute of Technology, where creativity and technology converge.
Top academic institution shapes creative careers and hones students’ technical skills with Adobe Creative Cloud.

SOLUTION
Adobe Creative Cloud for enterprise, Adobe Digital Publishing Suite

RESULTS

BUILDING THE FUTURE
Through blend of creativity and technology, powered by Adobe Creative Cloud, students are better prepared for the workforce

EASE OF USE
Adobe licensing lets RIT provide consistent experience, compatible software, and easy license auditability

OPTIONAL UPDATES
With optional software updates in Creative Cloud for enterprise, IT saves time managing software

CAREER SUCCESS
Students became tech-savvy and creative communicators, contributing to career success

"Former RIT student Allison Ritter"
Art + technology

They are Pulitzer Prize-winning photographers and award-winning creators of computer games and films. They are typography experts and print and digital magazine publishers. What do they have in common? They are graduates of Rochester Institute of Technology (RIT).

RIT was founded in 1829 as Athenaeum, an association "for the purpose of cultivating and promoting literature, science, and the arts." Today, the school still prides itself on blending art with science and technology, and equipping the world's upcoming designers, artists, and storytellers with the knowledge, skills, and tools they need to create and communicate.

To support its vision for preparing students for innovative, creative, and successful careers, RIT equips its students with Adobe Creative Cloud apps and Adobe Digital Publishing Suite (DPS) to help them make positive contributions to society and build stunning works of art that help shape their future.

The undergraduate and graduate programs within RIT's College of Imaging Arts and Sciences (School of Photographic Arts and Sciences, School of Film and Animation, School of Media Sciences, School of Design, School of Art, and the School of American Crafts) all leverage the full power of the Adobe Creative Cloud to meet the unique needs of each creative process, from the creation and manipulation of images and editing film and animation sequences, to developing design and communication solutions for all media and outputs. Students work in collaborative environments to create complex animations, publish digital magazines, branded campaigns, and interactive marketing projects across the entire college.

Tools for creativity

To provide faculty, staff, and students the best creative tools, RIT signed an enterprise-term license agreement (ETLA) for Adobe Creative Cloud for enterprise. Through the agreement, students have access to the latest versions of all of the Adobe Creative Cloud apps. Adobe software has always offered familiar interfaces that allow students to quickly and easily transfer their skills and knowledge from one application to another, helping them to easily collaborate between disciplines, build skills, and expand their knowledge base.

Every academic program within RIT has its own focus and need for specific tools within Adobe Creative Cloud, as well as for Adobe DPS. The New Media Design BFA program at RIT focuses on the creation of user interfaces, user experience, animation, motion graphics, and interactive design for screens.

Students start the program through traditional creative and design-based courses using Adobe Photoshop CC and Illustrator CC and are then introduced to animation and web programming with HTML and CSS. The integration of applications and ability to share assets locally and through the Adobe Creative Cloud services allows students to leverage their assets within a multitude of other apps including Adobe InDesign CC, Adobe Dreamweaver CC, Adobe Edge Reflow CC, and Adobe After Effects CC.
“Toward the end of their academic careers, students begin to explore new ways of leveraging the power of creative applications to build tomorrow’s interactive solutions and work,” says Adam Smith, Program Chair and Assistant Professor, New Media Design Program, School of Design, College of Imaging Arts and Sciences at RIT. “While the students may be looking at today’s user interface requirements, the Adobe solutions play a critical role in allowing the students to create assets and visualizations to explore and highlight tomorrow’s possibilities.”

For example, *Pawprints* was a quarter-long New Media Design project that asked students to create a new compelling digital product or property that leveraged the unique technologies of a specific targeted device. Today, it is a mobile web application with animated prototypes that presents dog lovers with a network of people who love their dogs as much as they do. Created using Adobe Illustrator CC and Adobe Photoshop CC for conceptualization, wire-framing, branding, and visual design asset creation with Adobe After Effects CC used for animated prototyping and visualization, *Pawprints* sets the foundation for future work for students interested in mobile web application design.

The New Media Team project course is the culmination of the four-year undergraduate programs in New Media Design and New Media Interactive Development. This unique cross-college collaboration between designers and developers allows students to explore emerging trends and technologies in a research and production workflow.

“As one of the most comprehensive and popular software packages for designers, artists, animators, and technologists, Adobe Creative Cloud for enterprise is critical to prepare students for post-graduation jobs,” says Smith.

**Creative powerhouse**

The School of Media Sciences is using Adobe Creative Cloud apps and taking advantage of Adobe DPS in both undergraduate and graduate programs. The undergraduate program, Media Arts and Technology, teaches typography, page design, imaging, image publishing, digital magazine publishing, and more. Several groups have created DPS apps, including the RIT Cary app, which showcases some of the artifacts found in the RIT Cary Graphic Arts Collection. Another student created a mobile app on how to achieve deep yogic breathing. All of these endeavors prepare students for creating apps showcasing their leading-edge creative and technological skills that ultimately help propel them forward in their careers.

One student who created a DPS app recently went on to become a Digital Production Associate at *GQ* magazine. Another student created Flight, a visualization and user experience that takes the viewer through an animated, fun flight safety presentation that shows the routes and details of the airplane in a customized way that is displayed on a large screen. Adobe DPS provides a solution for expression of experiences across campus, regardless of students’ discipline of study.

_We chose Adobe Digital Publishing Suite due to its integration with Adobe InDesign CC to make the workflow seamless and intuitive for students._

Christine Heusner, Graduate Director and Senior Lecturer in the School of Media Sciences at Rochester Institute of Technology
SOLUTION AT A GLANCE

• Adobe Creative Cloud for enterprise.
  Apps used include:
  • Adobe After Effects CC
  • Adobe Dreamweaver CC
  • Adobe Edge Reflow CC
  • Adobe Illustrator CC
  • Adobe InDesign CC
  • Adobe Photoshop CC
  • Adobe Photoshop Lightroom
  • Adobe Digital Publishing Suite

To complete app projects, students are given a topic. They do a content analysis and determine a design theme. Students create the articles and various publication components. At the end of the course faculty evaluate all of the articles. A student team manages final content refinements and then publishes the apps themselves. The school is also starting to bring in more analytics to see which parts of the apps are hitting home with users.

"Four years ago, we started evaluating options to produce a digital publication," says Christine Heusner, Graduate Director and Senior Lecturer in the School of Media Sciences at Rochester Institute of Technology. "We chose Adobe Digital Publishing Suite due to its integration with Adobe InDesign CC to make the workflow seamless and intuitive for students."

Streamlined IT

The benefits for students are evident, but the advantages for IT administrators at the school are equally impressive. The Adobe ETLA streamlines purchasing and order management by consolidating deployment under an annual purchase order, improves budget planning with predictable annual licensing costs, all while providing universal access to Adobe software. The school also gets simplified compliance and version control.

"With Adobe licensing, it’s easy to keep track of software installations throughout a given year and consolidate all deployments into one annual purchase order, with the option to pay the entire agreement up front," says Bob Fleck, Lead Systems Administrator, RIT’s College of Imaging Arts and Sciences. That means RIT can deploy additional licenses of a product they have already licensed as the school needs them without placing a new order. RIT just reconciles license deployments with one comprehensive purchase order at the end of the year.

"The College of Imaging Arts and Sciences and the School of Media Sciences inspire, innovate, and educate in fields where creativity and technology converge," says Fleck. "Adobe Creative Cloud and Adobe DPS help our students become more tech-savvy, communicate through digital and visual media, and express their ideas in creative ways—all essential skills in today’s world."