SCAD advances its mission to prepare talented students for professional careers in art and design with Adobe Creative Suite Master Collection software

Savannah College of Art and Design prepares the students of today to become the movers and shakers of the design industry tomorrow—whether they work in print, web, broadcast, film, or interactive media. Regardless of the paths or mediums they choose, SCAD graduates are prepared to excel. Students, faculty, and staff at SCAD use the latest versions of Adobe software, which are available through an enterprise licensing agreement (ELA) with Adobe.

Offering a unique blend of exceptional training in design and easy access to the latest industry-standard Adobe software, SCAD prepares graduates for successful careers in art and design. According to a recent survey of SCAD alumni graduating in Spring 2011, 88% of responding graduates were employed or pursuing further studies within nine months of graduation.

"Based on their creative ability and acumen in using cutting-edge technology like Adobe Creative Suite software, our students go on to prestigious careers," says Pat Quinn, associate dean for academic services at SCAD Atlanta. "One former student designed an NFL logo for the Super Bowl, another became senior design director for Wired magazine, and that's just a small sampling."
When only the best will do

For SCAD, it is vital to teach students not only to design, but also to master the tools they will use upon entering the industry. At every SCAD location in Savannah, Atlanta, Lacoste, France, and Hong Kong, university computers are equipped with Adobe Creative Suite Master Collection, which includes Adobe print, web, interactive, video, and audio tools. The full range of Adobe Creative Suite software provides a tightly integrated toolset to help students learn to create visually rich content for virtually any medium.

SCAD is especially excited about the latest release of the Adobe Creative Suite products because they combine the latest Adobe tools and offer an enhanced workflow. “You can really see the advances in integration among the products in Adobe Creative Suite. That’s vital for our students, whether they are producing printed pages or creating content destined for the web, film, broadcast, or mobile devices,” says Andy Fulp, vice president for educational technology at SCAD.

Thanks to the ELA with Adobe, SCAD students can download and activate Adobe Creative Suite software on up to two personal computers. Personal access to the software suite encourages students to increase their familiarity with the products and take advantage of the cutting-edge Adobe technologies for their assignments, ultimately increasing their skill level and marketability.

Students without their own personal computers can still use Adobe software in all university computer labs, where the ELA enables SCAD to keep all of the software up to date.

“Our ultimate goal is to ensure that our students have the tools to learn and create within the classroom and beyond,” says Brad Grant, vice president for Information Management and Technology at SCAD. “The Adobe ELA helps us achieve that goal by providing industry-standard software throughout the university that supports the entire workflow of digital media creation.”

The Adobe ELA also provides software access to all faculty and staff. By standardizing software across all SCAD campuses, instructors can plan lessons with the knowledge that all students will be working with the same software tools.

An accessible, cross-media toolset

Integration among Adobe applications, accessible features, and user interfaces and commands help professors at SCAD bring students up to speed quickly. “Students soon realize they can find the tools and features they need, even if they were not previously familiar,” says John Colette, chair of motion media design at SCAD. “That’s because Adobe Creative Suite software is so intuitive and accessible.”
In editing class, students are now creating graphics and images using Adobe Illustrator and Photoshop Extended software, then compositing and video editing using Adobe After Effects and Adobe Premiere Pro. Students sweeten sound using Adobe Audition and output SWF files from Adobe Encore for sharing online.

Students quickly find that Dynamic Link is among the most useful features in Adobe Creative Suite. “Dynamic Link in Adobe Premiere Pro and After Effects is incredibly fast, and it allows round-trip editing and instant updates between the two programs—that’s pretty amazing,” says Colette.

Colette and his students are discovering other features in Adobe Creative Suite that help to increase their efficiency and creativity. “The Adobe Media Encoder and its ability to preview aspect ratios and output to a wide variety of formats simultaneously, including those for web and mobile delivery, is nothing short of phenomenal,” says Colette. “It saves time, whether you are a student or a professional.”

Budding visual effects, film, and animation students also realize the power of Adobe Creative Suite Master Collection. Visual Effects Department Chair Barbara McCullough’s students use Adobe software for everything from creating matte paintings in Photoshop Extended to organizing image files in Adobe Bridge. Students also use Adobe Photoshop Lightroom to process raw files. SCAD was the first university in the United States to offer an accredited degree program in visual effects, and Adobe’s latest technology is helping the program continue to innovate.

“With Adobe Creative Suite, students can work with 3D in Photoshop Extended, opening new creative possibilities,” says McCullough. “They will also save time because they can use the context-sensitive tools and menus available across all the newest versions of Adobe software.”

A superb environment for artists of all kinds

Henry Hongmin Kim, associate chair of graphic design, has noticed similar advantages in teaching his students Adobe Creative Suite software for graphic design. His students can grasp the rudiments of Adobe software and then move on to mastering them—all within the context of a highly integrated environment. Students can take native Photoshop or Illustrator files and bring them together with ease into an Adobe InDesign layout or a presentation delivered in Adobe PDF.

Regardless of their discipline, students create sites for publishing their portfolios online using Adobe Dreamweaver and Adobe Flash Professional software. “Creating a brand identity is essential for the modern artist,” says Quinn. “Software like Adobe Dreamweaver and Flash Professional help students make their personal brands accessible to the world—especially prospective employers—while still in school.”
Connecting with students wherever they are
With the Adobe ELA, enrolled SCAD eLearning students now have free access to essential Adobe Creative Suite software, including Adobe Connect for web conferencing and eLearning programs. "With Adobe Connect, we can connect with a student in Hong Kong in an instant, or provide our visual ideas of how any student’s work might be improved online," says Kim, who adds that the ability to add audio annotations to Adobe Acrobat Pro and Adobe Photoshop Extended files also aids in training distance-learning students. Professors can add comments to files, explaining a concept in typography, for instance, while the student is viewing the type on screen.

While on-site students had regular access to Adobe Creative Suite software through computer labs, access for eLearning students was more difficult. Equal access to creative software helps improve the quality of education for distance learners and raises the bar for all SCAD graduates.

An important key to success
Adobe Creative Suite software is as integral to the SCAD curriculum and experience as basic design concepts. In preparing its students for successful careers, SCAD counts Adobe software as one of its best assets, and access to the software through the ELA helps ensure that all of its students can work with the latest, updated versions of Adobe Creative Suite.

"Adobe is committed to educating the next generation of designers, and it shows in the new product features, reasonable prices, and exceptional support," says Fulp. "In preparing our talented students for creative careers across a variety of disciplines, there is no better single software package than Adobe Creative Suite Master Collection."

For more information
www.adobe.com/products/creativesuite/mastercollection

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Andy Fulp, vice president for educational technology, SCAD