Progressive polytechnic strengthens its vision of innovative and creative learning with agreement to provide faculty and students with industry-leading Adobe® Creative Suite® Master Collection.

Graduates of Sheridan Institute of Technology and Advanced Learning have made lasting impressions in the arts, business, technology, and community service fields, both in Canada and around the world. The school boasts an employment placement rate near 90% and has a long history of turning out well-rounded and capable graduates, thanks in part to its commitment to leading-edge facilities and technological resources.

Always looking to provide its students and faculty with an edge, the school wanted to help ensure the availability of the most current and powerful learning tools for its campus community. Sheridan entered into an Enterprise License Agreement (ELA) with Adobe to revamp the way it purchases, deploys, and manages the availability of 21st-century digital media tools for faculty, staff, and students both on and off campus. The ELA enabled the school to standardize software campus-wide, starting with Adobe Creative Suite 4, and migrating to Adobe Creative Suite 5.5 Master Collection.

"It was important to us—to the very concept of how we operate—to provide seamless, easy access to the most updated, powerful software from virtually any computer on or off campus," says Howard Simkins, professor and coordinator of computer technology for Sheridan's Faculty of Animation Arts and Design. "An ELA with Adobe Creative Suite 5.5 Master Collection helps to ensure that we have a predictable, manageable way of deploying updated software to all Sheridan-owned systems."
Challenge
- Providing universal access to current software for students, faculty, and staff
- Improving licensing cost predictability and streamlining software deployment
- Incorporating industry-standard software into course curriculums

Solution
- Enter an Enterprise License Agreement (ELA) for Adobe Creative Suite 5.5 Master Collection
- Use Adobe software to teach critical digital media skills in all curriculums

Benefits
- Deployed latest software— available to faculty, staff, and students—to all Sheridan-owned systems across campus
- Improved budget planning with more cost predictability
- Streamlined software license purchases and deployment
- Enabled students to purchase industry-standard software for reliable local access at any time
- Enhanced curriculum development by helping to ensure all faculty, staff, and students were working on the same software version
- Improved the student learning experience to prepare them for a digitally-focused work environment

Download once, deploy everywhere
In the past, deployment and management of software on and off campus was a challenge. Software licenses were often purchased just in time, creating an inconsistent timetable for installation and additional work for administrators in charge of license management. In addition, the one-off licensing limited how, where, and by whom the software could be used—often resulting in gaps in software versions.

"At first, software was only available on Sheridan-owned machines. So, only full-time faculty or students working on campus could use it," Simkins says. "With the ELA, we can execute a one-time download through our IT department to deliver the updated software automatically to all campus computers and enable students to download it when they need and use it wherever and whenever they want at a deeply discounted price."

The download-once-deploy-everywhere model works exceptionally well for Sheridan, as it enables the school to coincide its software updates with the end of a semester or school year. "We time the rollout to faculty to happen as they’re leaving for the summer so that when they return to campus in the fall to revise their curriculum, everything they need is in place and ready to go," Simkins says. "By having the ELA, we already know that the latest software updates are included, so we don’t have to worry about buying additional packages or concern ourselves with what kind of impact it could have on our budget."

An ELA with Adobe provides an interdisciplinary, team-based professional environment that allows students to interact among programs. Additionally, standardizing software across campus and off campus helps ensure that students all have a common knowledge of the software programs, allowing them to work together easily and seamlessly in class or remotely through hybrid class offerings delivered with Adobe Connect®, because they have the same software knowledge even if they are studying different fields.

The school’s move to Adobe Creative Suite 5.5 Master Collection is a critical piece to constantly pushing curriculums forward and providing students with a competitive advantage once they’ve left the school and entered the work force. Working to have all students well versed in Adobe software aids greatly in placing Sheridan students into jobs after graduation. Adobe Creative Suite 5.5 Master Collection—which includes tools for page design, web design, and motion graphics—encourages students to experiment and work with software they might not otherwise use. And, because curriculums encourage multiple literacies, students emerge with skills that are more attractive and valuable to prospective employers.
Sheridan boasts an “embedded curriculum,” incorporating real-world software skills into each class throughout virtually every program offered. Nowhere is this more prominent than in the school’s Faculty of Animation, Arts, and Design, where more than 4,000 students are enrolled. Students learn advanced techniques and skills in animation, illustration, interactive design, and photo compositing using Adobe software such as Illustrator® CS5, Photoshop® CS5, After Effects® CS5, InDesign® CS5.5, Flash® Professional CS5.5, and Flash Catalyst® CS5.5, among others.

“Adobe Creative Suite 5.5 Master Collection software is integrated into 100% of our visual arts classes. We teach the technology in the class so that it becomes part of the students’ everyday vocabulary,” says Ronni Rosenberg, dean of faculty of Animation, Arts, and Design. "Instead of just hoping students take the time to learn how to use software and apply it to their work, we show them how to take their ideas and use industry-standard Adobe software to transform them into world-class, professional-grade work."

Digital tools for the digital age
Sheridan prides itself on a reputation for leadership in the field of digital media studies. The college’s pioneering spirit in integrating mobile computing and cutting-edge technology into its curriculum provides a foundation for pushing the boundaries of conventional collegiate academics and for students to get a running start heading into the workforce.

Sheridan’s relationship with Adobe is illustrative of the school’s core values. "Adobe is committed to providing our school with top-flight service and solutions," Simkins says. "It’s a stabilizing factor that allows us as educators to focus on providing our students with the best possible learning experience, instead of constantly worrying about the technology. We know Adobe has our best interests in mind, which frees us up to do what we do best."

For faculty and administrators, the partnership and ELA with Adobe standardizes software to help make program development quicker and easier. It also means that instructors can be confident that when new students come into class, they’ll already have a working knowledge of the current digital technologies and be able to step right in and begin implementing it into their work.

Sheridan graduates, meanwhile, enter the professional ranks armed with diverse skill sets to help them compete with seasoned vets in an ever-evolving digital world. Shereen Mroueh, a photographer and 2009 graduate, says that she used Adobe solutions in virtually every class, with heavy emphasis on mastering the software most relevant to her career.

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Howard Simkins
Professor and coordinator of computer technology,
Sheridan
Adobe Creative Suite 5.5 Master Collection software is an integral part of Sheridan curriculums. Throughout each program, students learn how to use Adobe solutions to transform their ideas into high-impact, professional-grade presentations, just as they will when they enter the workforce.

"The benefits of using Adobe software are faster workflow, intuitive processes, and the power of learning on the latest technology used in the professional world," she says. "Adobe software is so finely integrated that it makes any project easier to complete. Adobe Creative Suite 5.5 Master Collection is light years ahead of competing products, which gives students a great sense of confidence heading into the real world."

Over the years, many local studios, as well as high-profile international companies, have hired Sheridan graduates for a variety of roles. Companies such as Disney, Pixar, DreamWorks, Arc, and Guru are among the dozens who have sought Sheridan graduates for their advanced skills and competency in a variety of media.

"Digital media are an integral part of the modern workplace, so they need to also play a central role in the preparation of tomorrow’s professionals," says Rosenberg. "Adobe Creative Suite 5.5 Master Collection software is the cornerstone of our curriculums because, as industry-standard software, it prepares our students for the realities of the 21st-century workplace. It enables them to develop all the skills—both technical and cross-disciplinary collaboration—they’ll need to succeed."

Ronni Rosenberg
Dean of faculty of Animation Arts and Design, Sheridan

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Toolkit
Enterprise License Agreement for Adobe Creative Suite 5.5. Master Collection
Adobe Connect for Web Meetings

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