

## Savannah College of Art and Design Careers in the balance



### Savannah College of Art and Design®

Savannah College of Art  
and Design

Savannah, Georgia  
[www.scad.edu](http://www.scad.edu)

### SCAD prepares students for successful, cross-disciplinary design careers with Adobe® Creative Suite® Master Collection software

Savannah College of Art and Design (SCAD) 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 the mediums they choose, SCAD graduates are prepared to excel. Students at SCAD are always trained in the latest versions of Adobe software, and today they can tap into the power of Adobe Creative Suite Master Collection. With SCAD's unique blend of exceptional training in design and the latest industry-standard Adobe software, graduating students are prepared for successful careers in art and design. Over the past three years, an average of eight out of ten new SCAD alumni, responding to a survey, were employed in their fields or had been admitted to graduate school within six months of graduation.

"Based on their creative ability and acumen in using Adobe Creative Suite software, our students go on to prestigious careers. 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," says Jason Fox, professor of graphic design at SCAD.

To ensure that students not only learn to design, but also become skilled in the tools they will use in the industry, SCAD keeps the latest Adobe software in all of the labs on its campuses. Adobe Creative Suite Master Collection includes all of Adobe's print, web, interactive, video, and audio tools—providing an integrated toolset to help students learn to create visually rich content for any medium.



Madeline Minnis

#### Challenge

- Prepare students for cross-media design careers
- Make students more marketable
- Enable students to quickly learn Adobe software
- Enable students to create engaging online portfolios
- Increase workflow efficiency
- Unleash student creativity

#### Solution

- Build student skills in the latest, industry-standard software
- Use Adobe Dreamweaver and Flash Professional to create portfolio sites
- Reach distance-learning students with Adobe Connect software

#### Benefits

- An average of eight out of ten new SCAD alumni were employed in their fields or admitted to graduate school within six months of graduation
- Grasped Adobe software quickly
- Built cross-disciplinary skills
- Created professional-caliber portfolio sites
- Removed the barriers to creativity
- Increased workflow efficiency
- Reached students worldwide

#### When only the best will do

For SCAD, it is vital to ensure that students not only learn to design, but also become skilled in the tools they will use in the industry. In all of the labs on its campuses, the college uses Adobe Creative Suite Master Collection, which includes all Adobe's print, web, interactive, video, and audio tools. The combination of Adobe Creative Suite Design Premium, Web Premium, and Production Premium 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 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 because they need to make their work shine within an efficient workflow, whether they are producing printed pages or creating content destined for the web, film, broadcast, or mobile devices," says Harley Lingerfelt, vice president for information and technology at SCAD.

#### An accessible, cross-media toolset

The integration among Adobe applications, their accessible features, and similarity in 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 on their own, even if they have not used the tool before," says Dominique Elliott, professor of motion media design at SCAD. "That's because Adobe Creative Suite software is so intuitive and accessible."

In her video editing class, students are now creating graphics and images using Adobe Illustrator® and Photoshop® Extended software and bringing them into Adobe After Effects® and Adobe Premiere® Pro for compositing and editing. Students sweeten sound using Adobe Soundbooth® and output SWF files from Adobe Encore® for sharing online.

Students quickly find that Dynamic Link is among the most useful features. "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 Elliott.

Elliott and her students are discovering other features in Adobe Creative Suite to become more efficient and creative. "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 Elliott. "It saves time, whether you are a student or a professional."

Adobe Creative Suite software is intuitive and accessible—enabling students to cross multiple disciplines with ease. The interface presets for typography, web design, and more in InDesign, Illustrator, and Photoshop Extended make it easy to improve workflow efficiency, enhance the learning process, and reinforce best practices.



*“Adobe Creative Suite Master Collection will help students move from medium to medium virtually effortlessly.”*

Jason Fox, professor of graphic design, SCAD

Budding visual effects, 3D modeling, and animation students also realize the power of Adobe Creative Suite Master Collection. Visual Effects Professor Kirt Witte's students use Adobe software for everything from processing raw files in Adobe Photoshop Lightroom® to creating matte paintings in Photoshop Extended, organizing image files in Adobe Bridge, editing live-action footage in Adobe Premiere Pro, and compositing shots in After Effects. “With Adobe Creative Suite, students can work with 3D in Photoshop Extended, opening new creative possibilities,” says Witte. “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

Fox 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 Portable Document Format (PDF).

Fox cites several ways that the Adobe Creative Suite Master Collection applications will benefit students today and in their future careers. “The Real-Time Preflight feature in InDesign will help students and professionals catch errors right as they are occurring and correct them up front, when they are easier and typically less expensive to fix,” notes Fox. “Furthermore, the addition of multiple artboards in Illustrator enables us to manage files for projects in one, easy-to-work-with file.” Overall, Fox says the interface presets for typography, web design, and more in InDesign, Illustrator, and Photoshop Extended make it easy to improve workflow efficiency, enhance the learning process, and reinforce best practices.

Adobe Creative Suite Master Collection will enable students to cross multiple disciplines with ease. At SCAD, motion media students take graphic design and photography courses, and graphic design students take motion media and photography courses. “Adobe Creative Suite Master Collection will help students move from medium to medium virtually effortlessly,” says Fox.

Regardless of their discipline, students create sites for publishing their portfolios online using Adobe Dreamweaver® and Adobe Flash® Professional software. “With the ease of use of Adobe Dreamweaver, students can have their websites up and running right away,” says Elliott. “And using Adobe Flash Professional, they can engage professors and potential employers with their unique identities and brands.”

### Like ducks to water

Jonathan Hildebrand, a graduate from the graphic design department, notes that SCAD has polished his skills as a designer. “Without SCAD, I would still be scraping the surface of what I am capable of accomplishing. I’m especially appreciative that SCAD has the most current software.”

Maddy Minnis, who studied broadcast design and motion graphics at SCAD, notes how satisfying it is to learn Adobe tools. “It’s been a big help for me, the way Adobe Creative Suite programs work together, and their similarities in terms of user interfaces and commands,” she says.

For graphic design graduate Sikiu Mendez, Adobe tools have furthered her skills and let her communicate in a way that’s natural to her. “Adobe Creative Suite Master Collection has given me the great opportunity to communicate visually, and that’s where I excel in the graphic design field,” she says.

Whether students are taking graphic design, visual effects, or 3D modeling and animation classes, with Adobe Creative Suite tools they can easily 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 InDesign layout or a presentation delivered in Adobe Portable Document Format (PDF).



Jonathan Hildebrand

*"In preparing our students for creative careers across a variety of fields, there is no better company than Adobe and no better software than Adobe Creative Suite Master Collection."*

Dominique Elliott  
Professor of motion media design,  
SCAD

#### Toolkit

Adobe Connect

Adobe Photoshop Lightroom

Adobe Creative Suite Master Collection.

Components used include:

Adobe Creative Suite Design Premium:

- Adobe Acrobat
- Adobe Illustrator
- Adobe InDesign

• Adobe Photoshop Extended

Adobe Creative Suite Web Premium:

- Adobe Dreamweaver
- Adobe Flash Professional

Adobe Creative Suite Production Premium:

- Adobe After Effects
- Adobe Encore
- Adobe Premiere Pro
- Adobe Soundbooth

#### Connecting with students wherever they are

Students from all over the world now have the ability to tap into SCAD's exceptional design classes, no matter where they are, using Adobe Connect™ for web conferencing and eLearning. "With Adobe Connect, we can connect with a student in Qatar in an instant, or provide our visual ideas of how any student's work might be improved online," says Fox, 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.

#### An important key to success

Adobe Creative Suite Master Collection, alongside other Adobe tools such as Photoshop Lightroom and Adobe Connect, is as integral to the SCAD curriculum and experience as basic design concepts. In preparing its students for successful careers, SCAD counts Adobe as one of its best assets.

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

#### For more information

[www.adobe.com/products/creativesuite/mastercollection](http://www.adobe.com/products/creativesuite/mastercollection)



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