



# Adobe & K-12

Enrich learning and boost districtwide efficiency  
with engaging digital experiences

Discover Adobe solutions for K-12 education  
[www.adobe.com/education/k12.html](http://www.adobe.com/education/k12.html)



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## Transforming student learning and opportunities through digital experiences

Realizing the full benefits of technology in K-12 education requires that students become active authors and creators, not simply observers of digital content.

With Adobe's integrated software, standards-aligned curriculums, and versatile certification programs, educators have the software and resources to inspire learning and creativity on each student's journey to graduation. Along the way, students build essential 21st century communication, critical thinking, and creativity skills that serve them well in school and long after they graduate.

For some students, the journey involves the completion of hands-on, industry-certified Adobe training programs, while others are introduced to the best-in-class software by teachers taking more visual, hands-on approaches to teaching social studies, math, English, and other subjects.

Together, we can inspire a generation of teachers and students who recognize the power of technology as an essential tool for exploring and communicating ideas in an increasingly digital, interconnected world.

# Prepare students for the global workforce

Use Adobe software, standards-aligned curriculums, and certification to help students develop skills for success in higher education and careers.



Whether students are learning skills in the context of graphic design, web and mobile design and development, or film and video design and production, Adobe software provides the same integrated workflow capabilities that today's working professionals rely on.

In addition to gaining technical know-how, students learn skills for critical thinking and problem-solving, communication, collaboration, and creativity and innovation. The result: They develop the full range of proficiencies for on-the-job success.



## Adobe® Creative Suite® 5.5 software

Adobe Creative Suite 5.5 software helps K-12 educators teach skills that prepare students for rewarding college and career paths. Using industry-standard tools, everyone can easily create print, web, video, and interactive content. With CS5.5, students can now also learn to develop rich interactive apps for iOS, Android™ and BlackBerry® devices.

## Project-based curriculums

Adobe provides yearlong, project-based Visual Design, Digital Design, and Digital Video curriculum guides designed expressly for career and technical education (CTE) programs. By using these free guides, aligned with International Society for Technology in Education (ISTE) standards, teachers can ensure that students get the full value from their Creative Suite experience.

## K-12 School Site Licenses

Adobe Creative Suite 5.5 K-12 School Site Licenses enable schools and districts to conserve software budgets, maximize funding, and reduce administrative overhead while giving students, teachers, and administrators easy access to the software. The Site License program was developed specifically for schools and districts that integrate multimedia education across the curriculum and offer CTE programs.

## Adobe certification

Adobe entry- and expert-level certification can help provide the added credential that brings teachers to the next level of expertise and opens up new opportunities for students in the 21st century. Certification exams can also provide a goal-oriented endpoint to a school's CTE program.

"Marrying the power of the Adobe Creative Suite applications with the inherent benefits of the student experience in the Academy of Digital Arts & Media will provide our students with a springboard to success in postsecondary education and the workplace."

David Baldaia, Ed.D.  
Career and technical education  
Brevard (Florida) Public Schools

# Integrate technology across the curriculum

Adobe solutions for cross-curricular education help teachers improve learning, critical thinking, problem-solving, and 21st century skills.



Adobe software gives students at all levels, including those with learning disabilities, the means to visually express what they've learned and observed, allowing them to go well beyond the restraints of text-only presentations in math and science, social studies, language arts, and visual and performing arts. Digital storytelling projects for any of these subjects can include photos, video, audio, web content, and media-rich documents.



## Adobe Digital School Collection

Available as K-12 School Site Licenses in packs of 50 and 100 seats, the Adobe Digital School Collection covers photo, video, and audio editing. It also includes document-management and ePortfolio-creation tools for enhancing collaboration and workflows. The creative software—for Windows® and Mac OS—empowers students to explore and showcase what they are learning through professional-looking video projects, digital stories, podcasts, and media-rich reports.

## Adobe Photoshop® Elements 10 and Adobe Premiere® Elements 10

This software—available individually, as a bundle, or as part of the Adobe Digital School Collection—empowers students to produce effects-filled video, high-quality audio, and spectacular photos.

## Adobe Digital School Collection teacher resources

Free teacher resources—such as ready-to-use lesson plans, tutorials, and tips and tricks—are available in the Adobe Education Exchange portal.

**ePortfolios created with Adobe Acrobat® X Pro**  
Adobe Acrobat X Pro, also part of the Adobe Digital School Collection, enables students and teachers to bring together rich media, web content, presentations, and documents of all types in engaging collections for course delivery, eLearning, and student ePortfolios.

"The Adobe Digital School Collection is exciting because it gives my students all the tools they need to create meaningful multimedia projects that support the core curriculum. Students in my classes are excited about learning because their projects are authentic and engaging."

**Sara Martin**

Technology coordinator and teacher  
Hart-Ransom School District, Modesto, California

# Enhance collaboration and administrative productivity

Adobe provides solutions that can help everyone in the school community work more efficiently while saving time, money, and resources.



From providing essential staff development to implementing green paperless office campaigns and ePortfolio-based assessment, Adobe software can bring digital efficiency to a school or district, helping save valuable funds and allowing educators to focus on improving the teaching and learning environment.



## **Adobe Acrobat software**

Adobe Acrobat X Pro software enables a PDF workflow that is ideal for individuals, teams, schools, and entire districts.

- Administrators can collaborate more efficiently; reduce tedious, paper-based tasks; and ensure that everyone is on the same page.
- Acrobat X Pro, which enables review participants to see and build on one another's comments, gives teachers a highly collaborative environment for developing curriculum, interacting with students, and communicating with parents.
- An ePortfolio created with Acrobat X Pro gives educators an organized and secure place for combining a student's work and records.

## **Adobe Connect™ software**

Adobe Connect software enables teachers and trainers to design and deliver engaging, media-rich experiences—live and on demand—to anyone, anywhere, at any time. Districts can save big by bringing teachers together online instead of having them all travel to one geographic location.

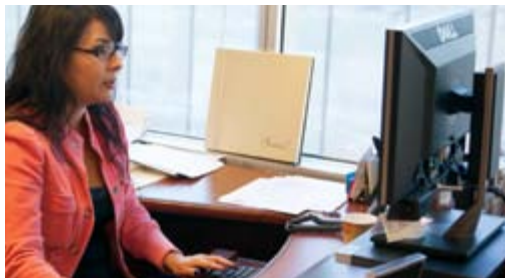
**"We're thrilled that we can spend more time and resources on educating our students and less on administration, now that we've tapped into Adobe technologies."**

### **Joe Vitt**

Executive director, Special Services  
De Soto (Kansas) Unified School District 232

# Give educators the staff development and training they need

Recognizing that prepared students begin with prepared educators, Adobe provides a wealth of staff development opportunities.



## **Adobe Connect software**

Schools and districts can enhance staff development and student learning through online training, classes, and webinars. Designed to work within existing Learning Management Systems, Adobe Connect enables teachers and trainers to deliver engaging, media-rich experiences to widely dispersed learners.

## **Adobe Captivate® 5.5**

This software enables instructional designers and educators to rapidly create powerful and engaging simulations and scenario-based training without programming knowledge or multimedia skills.



## **On-site professional development in partnership with Knowledge Network Solutions**

Adobe offers expert, instructor-led workshops—conducted by Knowledge Network Solutions—that cover the use of Adobe Creative Suite software for teaching career skills and Adobe Digital School Collection software for teaching STEM (science, technology, engineering, and math) topics as they relate across the academic curriculum. A staff development workshop addresses the use of Adobe Connect and Adobe Presenter software to provide rich, interactive staff development to widely dispersed educators.

## **Online product training presented by Total Training™**

Adobe online product training is ideal as a standalone resource or as a complement to the on-site, curriculum-integrated professional development. Presented by Total Training, online tutorial libraries for Creative Suite and Digital School Collection help K-12 educators and their students acquire Adobe skills, from basic to advanced.

## **Free online learning content on Adobe TV**

Adobe TV—Adobe's online TV network—offers free training, inspiration, and information about the latest Adobe products and services. Educators and students can review frequently updated content and even post videos to their own district or school websites.

## **Online Staff Development Resource Center**

The Online Staff Development Resource Center offers resources for schools or districts that want to enhance their staff development through online methods. Whether an institution wants to create and distribute on-demand staff development content, deliver live staff development sessions, or offer a hybrid of both models, it will find help here.

“With Adobe Connect, we can bring teachers together from across the state and provide them with high-quality, virtual professional development sessions that are just as effective as in-person sessions.”

**Carolyn McCarthy**

Educational technology coordinator

Shiawassee (Michigan) Regional Education Service District

# Interact with peers and take advantage of free resources

Adobe provides an online meeting place where educators can discuss ideas, share resources, and collaborate on solutions that benefit the entire K-12 community.



## Adobe Education Exchange

The Adobe Education Exchange offers a wealth of free help and resources for enhancing classroom activities, incorporating technology across subjects, and teaching skills for college and career success.



## Adobe Youth Voices

Adobe Youth Voices is the Adobe Foundation's global signature philanthropy program designed to provide youths in underserved areas with the critical skills they need to become active and engaged members of their communities and the world at large. Adobe Youth Voices provides breakthrough learning experiences using video, multimedia, digital art, web, animation, and audio tools. The Adobe website showcases some of the most compelling work produced by students in the program.



## Adobe Education Leaders

Adobe Education Leaders are dedicated to enhancing creativity, communication, and collaboration and improving the teaching and learning experience. They share their expertise through technology-based projects and at workshops, seminars, and conferences. These leaders develop standards-based curriculums and educational resources that are used worldwide. Find Education Leader profiles and articles online.

"The Adobe Education Exchange is a place where some of the best educators in the world can share their lessons, techniques, and ideas."

Mike Skocko

Teacher and tech coordinator  
Valhalla High School, El Cajon, California

# Get amazing value

Adobe volume licensing helps K-12 institutions save big, and education discounts help teachers and students save on individual purchases.



## **Cumulative Licensing Program**

Under the Adobe Cumulative Licensing Program (CLP), schools can cut costs and simplify software administration on volume software licenses over the two-year membership period. Not only does this program provide big savings that get even bigger with additional purchases, but CLP also helps schools streamline software management.

## **Transactional Licensing Program**

With no membership requirements and no agreements to sign, the Adobe Transactional Licensing Program (TLP) makes it easy for schools to save through volume pricing. TLP covers most Adobe desktop products.



## **Adobe Creative Suite 5.5 K-12 School Site Licenses**

Adobe Creative Suite 5.5 K-12 School Site Licenses—available through Adobe volume licensing—are set up for schools and districts that offer CTE programs and integrate multimedia education throughout the curriculum. A cost-effective CS5.5 K-12 School Site License allows a school to install the software on up to 250 or 500 school-owned or school-leased computers, regardless of enrollment size.

## **K-12 School Site Licenses for Adobe Digital School Collection**

The Adobe Digital School Collection now is available as K-12 School Site Licenses, in packs of 50 and 100 seats. This new offering provides an ideal way to deliver multimedia tools for 21st century learning across an entire school or district at affordable pricing.

## **Adobe Upgrade Plan**

This plan ensures that customers are always using the latest Adobe technology without straining their software budgets or administrative resources. The program offers immediate access to all product upgrades for the length of the coverage period at a fixed cost per licensed product.

## **Student and Teacher Editions**

Adobe Creative Suite 5.5 Student and Teacher Editions give students—and educators—access to low prices on full versions of the latest Adobe design software. The low prices enable students and educators to acquire Adobe Creative Suite 5.5 Master Collection, Design Premium, Web Premium, Production Premium, and Design Standard software, as well as Adobe Photoshop CS5 Extended software and other individual software products.

Prepare the next generation for success  
Adobe helps educators prepare students to develop the critical digital communication and creativity skills needed in today's workforce.