Clemson University, creativity as competitive differentiator.

Access to best-in-class creative apps helps Clemson University students develop creative skills required by employers.  

“University-wide access to Adobe Creative Cloud tools and our new Adobe Digital Studio will create new opportunities for teaching and learning innovation and help make our graduates more competitive in the marketplace.”

James Clements, President, Clemson University

**SOLUTION**

Adobe Creative Cloud for enterprise
Adobe Digital Publishing Solution
(formerly Adobe Digital Publishing Suite)

**RESULTS**

**VALUED PARTNERSHIP**
Built model for how Adobe and education institutions can work together to transform teaching and learning.

**CREATIVITY FOR ALL**
Students in all disciplines discovered new skills for expressing ideas and for storytelling.

**CAREER READY**
Learned creative skills that are highly valued, helping students secure rewarding careers in industry and government.

**IMPROVED TEACHING**
Professors explain complex concepts more easily through interactive multimedia rather than just textbooks.
Creativity without boundaries

With so many choices for students seeking degrees in higher education, Clemson University continuously looks for ways to differentiate itself. In a world where media of all types surround us and where communications have moved far beyond textbooks and written essays, Clemson sought to integrate industry-standard creative desktop and mobile apps across its entire curriculum and provide a new space for inspiration—and collaborated with Adobe to make it happen.

Today at Clemson, political science majors do more than submit written essays; instead, they can deliver compelling presentations with graphics or short video and audio clips that express ideas in creative ways leveraging a variety of media and digital tools. Grant proposals and dissertations are delivered via interactive apps, PDF portfolios, or documentaries showing the research behind their concepts. Architectural students can generate stunning websites that put new structures in context and allow people to virtually explore the inside of every room in a proposed building.

Students are learning and communicating differently because faculty, staff, and students all have access to Adobe Creative Cloud desktop and mobile apps and services. Students can also use Adobe Digital Publishing Solution (DPS) to develop the skills they need to create sophisticated apps, without having to learn programming.

Clemson also has built an innovative teaching, training, and collaboration environment to be housed in the Cooper Library on the Clemson campus. "University-wide access to Adobe Creative Cloud tools and our new Adobe Digital Studio will create new opportunities for teaching and learning innovation and help make our graduates more competitive in the marketplace," says Clemson President James Clements.

New ways to communicate and collaborate

Once mainly the purview of graphic arts, illustration, or photography students, creative software is now a must for success in communicating concepts and storytelling. And, almost every profession is demanding students have creative skills. Simple, static presentations and documents created in standard presentation or word processing software are being replaced by engaging materials such as interactive eBooks, apps, and immersive, media-rich experiences. And students, faculty, and staff at Clemson are using creative tools to help them communicate ideas and collaborate in more meaningful ways.

"Today, we generate and consume content in entirely new ways. People expect video, audio, images, and more," says Jim Bottum, CIO of Clemson University. "Because of this new paradigm, employers seek out graduates who are digitally literate and understand how to communicate in media-rich ways that can be consumed across multiple platforms."
Teaching, training, and collaboration environment

The Adobe Digital Studio, slated to officially open in October 2015 and designed to inspire creativity and collaboration, will offer a built-in counter staffed with experts who can help students who have questions, such as how to incorporate Adobe’s new mobile apps into their workflows or how to use collaboration services effectively.

There will be a living-room-style area for laptops, large displays, and white boards, as well as video and audio recording studios equipped with Adobe Premiere Pro CC, Adobe Audition CC, and Adobe Anywhere. Even the walls of the studio will communicate creativity for ongoing inspiration by showcasing work from Clemson students’ online portfolios and other students from around the world hosted on Behance.

“We are inspiring creativity across all disciplines here at Clemson, by providing all students, faculty, and staff with Creative Cloud,” says Jan Holmevik, PhD, Associate Professor and Director of Center of Excellence: Next-Gen Creativity. “People need places to dream, to exchange ideas, to learn from each other. The new Studio is that space. While universities around the country are building physical maker spaces that reach only a portion of the student population, at Clemson, Adobe Digital Studio will augment our comprehensive Creative Cloud digital maker space that reaches all of our students both on campus and online.”
Curriculum improvements

Across the board, Clemson is working to integrate Adobe Creative Cloud into the curriculum to allow seamless access for faculty and students in all areas of study. In particular, this innovative program serves the dual purpose of creating new learning opportunities and transforming communication practices across disciplines empowering Clemson students to be more competitive in the workforce.

“Many departments and groups at Clemson have been using Adobe creative software for years, but usage was mostly in the creative disciplines. We want creativity here to be for everyone,” says Holmevik. “As an instructor, I can now incorporate more advanced concepts and production into my classes. For students, they are now empowered with the tools to make their work as good as it can be, and they gain valuable production skills that will help them get better jobs when they graduate.”

Peter L. Laurence, PhD and Associate Professor at Clemson University School of Architecture, is seeing similar benefits in the ways his students are re-inventing their educational experiences. Daily, his graduate and undergraduate students use Creative Cloud apps such as Adobe Illustrator CC, Adobe InDesign CC, and Adobe Photoshop CC to enhance their work.

“Previously students had to consider software costs part of their own budgets, because software is so essential to architecture,” says Laurence. “Now, we can tell prospective students that Adobe Creative Cloud comes free as part of the benefit of attending Clemson. This is a real value for all Clemson students.”

Democratizing app publishing

Another technology enabling new types of learning and expression is Adobe Digital Publishing Solution (formerly Adobe Digital Publishing Suite), used to create a variety of apps on campus for both learning and administration. Associate Director for Academics in the Watt Family Innovation Center, Barbara J. Speziale, PhD, heads up the Creative Inquiry Program, in which teams of undergraduate students take on problems that spring from a professor’s research, the problems of the world around them, or their own curiosity.

Each year, thousands of students take part in Creative Inquiry research teams. An example of how these students use Adobe Creative Cloud is to produce Decipher, A Creative Inquiry Magazine, and DPS to transform the print version into a digital issue, now available in the Apple App Store.

Now, with access to DPS, it opens the door for the generation of apps covering a wider range of topics and makes app publishing accessible for all, not just those with coding experience. “Ideas for new apps come up all the time,” says David Blakesley, Campbell Chair in Technical Communication and Professor of English. “We expect DPS to really take off at Clemson.”
SOLUTION AT A GLANCE

- Adobe Creative Cloud for enterprise.
- Apps used include:
  - Adobe Audition CC
  - Adobe Illustrator CC
  - Adobe InDesign CC
  - Adobe Muse CC
  - Adobe Photoshop CC
  - Adobe Premiere Pro CC
  - Adobe Anywhere

Promoting career success

For Clemson, access to the latest Adobe technologies and to a new state-of-the-art Adobe Digital Studio is giving students a unique advantage and making the university a more attractive choice for students in higher education. As the world goes digital, the ability to communicate and become more digitally literate helps students stand out from other candidates in the hiring process and excel as they move into careers of all kinds.

Adds Speziale, “Everyone expects creativity from people in the arts, but at Clemson University we recognize that all of us, regardless of discipline, can express ourselves creatively across media. Today’s new ways of thinking and producing ideas are highly valued in industry and government. By developing creative skills, our graduates can communicate more effectively and aspire to new heights.”

Watch the video to learn more about Clemson’s use of Adobe Creative Cloud for enterprise.