Benilde empowers Deaf students.

Philippine college inspires its Deaf students with Adobe Creative Cloud, enabling them to express creativity and deliver outstanding work.

“Adobe Creative Cloud teaches me a range of skills across graphic arts, ultimately inspiring me to try new and different things that I never thought could be possible.”

Bennett John Cabanilla, Student, SDEAS

SOLUTION
Adobe Creative Cloud for enterprise

RESULTS

SUCCESS
Higher digital literacy and employability of students

ACCESS
Range of creative tools to support the institute’s teaching and project developments

CURRICULUM
Successfully empowered faculty to offer the broad and in-depth creative curriculum the school wants for students of the digital era

EMPLOYMENT
Students have a leading edge when entering the workforce and are at the forefront of the evolution of design and graphics
Learning for all

The De La Salle-College of Saint Benilde (DLS-CSB) is a private Catholic college in Manila, Philippines. The college was initially established in 1980 as a night school for working students at De La Salle University. The college uses learner-centered instruction, which encompasses methods of teaching that shift the focus of instruction from the teacher to the student. The school offers degree and non-degree programs designed for the development of professionals in the arts, design, management, service industries, computer applications in business, and special fields of study. DLS-CSB is the first in the Philippines to offer degrees in animation, consular and diplomatic affairs, digital filmmaking, export management, fashion design and merchandising, multimedia arts, music production, photography, and information technology with a focus on game design and development.

Universities around the world are adopting real-world solutions to make sure students have a leading edge when entering the workforce. DLS-CSB has taken this approach one step further by establishing a specialized learning program for Deaf students. The college began its specialist program for Deaf students in 1991. Today, it is one of very few colleges in the Philippines that offers a college education to Deaf students through the School of Deaf Education and Applied Studies (SDEAS).

“Adobe creative software has always been a core part of our programs and enables our students to be at the very cutting edge of the evolution of design and graphics.”

Benhur Ong, Vice Chancellor for Administration, De La Salle-College of Saint Benilde

Leading the industry

DLS-CSB has been using Adobe creative software for more than 15 years and recently partnered with Adobe to implement Adobe Creative Cloud for enterprise across the campus. The specialist learning program for the Deaf is creating a new generation of artists and designers who work with the best technology and gain valuable experience with design and graphic tools that they will use in their future careers.

The choice for Adobe Creative Cloud was clear right from the very start. “It was essential that our students use the latest industry tools, which was why we decided to update the labs to Adobe Creative Cloud,” says Ong.

While DLS-CSB had been using the broad range of Adobe Creative tools since the inception of the course in 1991, the decision to move to Adobe Creative Cloud was seen as key to delivering courses that kept students learning on the latest industry tools. At the same time, the design of Creative Cloud made it simple for the institution to cater to the special needs of the students in the course and allow teachers to focus on educating.
Working for a common good

Right from the start, students from the course shared their enthusiasm and excitement at using the Adobe Creative Cloud as part of their studies.

"Adobe Creative Cloud teaches me a range of skills across graphic arts, ultimately inspiring me to try new and different things that I never thought could be possible," says Bennett John Cabanilla, student at SDEAS.

The Adobe team working on the ground immediately saw that Adobe Creative Cloud resonated very well with the students of SDEAS. "The students might have difficulties with day-to-day communication, but visual communication is a medium they excel at and one in which they have no limitations," says Greg Sisk, Education Account Manager, Adobe. "Adobe Creative Cloud empowered the students with limitless opportunities to express their creativity, learn new methods of design, and deliver outstanding work that continues to place them as highly valued graduates in the industry."

Moreover, moving beyond academics, students in the course have also used Adobe software to work with a wide range of non-government organizations (NGOs), creating everything from websites to publications and logos.

Some of the projects that are closest to the hearts of the students and their teachers include the advocacy programs they undertake for the wider Deaf community in the Philippines. The Deaf rely on visual communication, and the students and teachers at DLS-CSB have been using Adobe Creative Cloud to supplement their creative skills to develop these advocacy programs. One of the key missions within the program is to develop leader-advocates among Deaf graduates. DLS-CSB is one of only a few tertiary schools in the Philippines that provides excellent education and career opportunities to the Deaf.

"Our school offers a holistic education to Deaf students with scholarships, career guidance, and exposure to community and government activities," says Brother Dennis Magbanua, FSC, President and Chancellor, DLS-CSB. "Our students develop collateral such as posters and videos to build awareness and communicate with the Deaf community. They also volunteer in communities, schools, and organizations as trainers and facilitators, and organize events such as the annual Deaf festival and International Deaf Week."

Highly sought-after graduates

Using Adobe Creative Cloud has yielded extraordinary results for DLS-CSB. The College now has the right repertoire of tools to support its teaching and project developments. Adobe tools have successfully empowered the faculty to offer the broad and in-depth creative curriculum the school wants for students of the digital era.
Adobe Customer Story

SOLUTION AT A GLANCE
• Adobe Creative Cloud for enterprise.
  Apps used include:
  • Adobe Photoshop CC
  • Adobe Illustrator CC
  • Adobe Photoshop Lightroom CC
  • Adobe InDesign CC
  • Adobe Dreamweaver CC
  • Adobe Muse CC
  • Adobe Acrobat DC

For more information
www.adobe.com/creativecloud/business/enterprise.html

“I see the excitement from the students who have a newfound passion for their creative work. They are excelling in their work and their ability to communicate visually is compelling,” says Nicky Templo-Perez, Dean, School of Deaf Education and Applied Studies (SDEAS), De La Salle-College of Saint Benilde.

In addition to being a nation-leading education program, the SDEAS program is also producing highly skilled workers. Companies are giving their full support to graduates, and the program is fast becoming a flagship for the College. Employers have also expressed a high regard for students, with many saying that the graduates have become important members of their creative teams. Graduates from the program have found work with a wide variety of companies from the publishing and media industries to the hospitality and business outsourcing industries.

Plans for the future

Students are eager to embrace the latest technology and tools for their course work. With Adobe Creative Cloud, students find different ways to express themselves without confines or restrictions. By observing how students work, teachers are also able to better evaluate students’ overall understanding.

As Adobe Creative Cloud becomes a core part of the program’s curriculum, the College has big plans to use it and continue growing its nation-leading program for the Deaf. Teachers also hope to grow the course’s already successful internship program, with many companies allowing interns to use their work as part of their portfolio.

“One of the key agendas in education right now is how educators can address the rise of a digital world powered by technology and how classroom learning will change in that context. The millennial generation has a very different approach to learning and educators need to adapt their teaching styles in order to continue engaging this new breed of students,” says Wayne Weisse, Education Business Manager, Asia Pacific, Adobe. “We are excited to be a part of such an inspiring project that motivates students who are beating the odds and helps ensure that they, too, have access to the new and exciting digital tools that are available today.”

The use of leading creative software such as Adobe Creative Cloud will continue to be a core part of SDEAS’ strategy to provide a holistic, creative education. “Our students are fully equipped with the entire range of skills needed for the media and creative industries. They embark on animation, print, and interactive projects that motivate them on a daily basis. Adobe Creative Cloud software has given us amazing results and continues to satisfy the imagination of our students,” says Ong.

Watch the video to learn more about the De La Salle-College of Saint Benilde’s use of Adobe Creative Cloud for enterprise.