Adobe Customer Story

CSC Computer Education, preparing students for the digital age.

India’s leading vocational institute prepares students for careers in digital media with Adobe Creative Cloud for enterprise.

“Adobe Creative Cloud for enterprise is the cornerstone of our curriculums because it enables our students to develop all the skills—both technical and cross-disciplinary collaboration—they will need to succeed in the industry.”

Ganesh Iyamperumal, managing director, CSC Computer Education

SOLUTION

Adobe Creative Cloud for enterprise

RESULTS

HOLISTIC GROWTH
Supports holistic growth of students with industry-relevant curriculum, better training, and collaboration with the industry

LEARNING EXPERIENCE
Improved student learning experience to prepare them for evolving creative industry

STREAMLINED PROCESS
Streamlined software purchasing and deployment with significant reduction in total cost of ownership with ETLA

COLLABORATION
Enhanced collaboration with the creative community and industry
Developing a talent-centric, industry-relevant curriculum

CSC Computer Education has built a reputation as one of India’s leading vocational training institutes with focus on developing skills in digital technologies and media. With the vision to provide quality computer education to the students across India’s urban and rural areas at affordable costs, CSC Computer Education has trained more than two million students so far through its 375 training campuses.

Over the last 28 years, CSC Computer Education has been rigorously working to help students build skills for professional careers in digital technologies and has been training students on Adobe tools such as Adobe Photoshop. For the institute to stay relevant at all times, it needed to keep pace with dynamic changes in the creative industry landscape.

The institute had older versions of Adobe creative software and therefore lacked standardization of creative software tools across its training campuses. “Over the last few years, we have realized that it is critical to keep up with the latest technologies and to give the latest to the students as we prepare them to enter the industry,” says D. Kalidas, technical manager at CSC Computer Education.

Today, with greater synergy between design, web, and video content, the creation of quality content requires students to work across multiple platforms and in different work environments. With the access and exposure to only few older versions of creative software tools, the students were missing the edge required to succeed in the industry, while the institute was also constrained in launching new courses.

An accessible, tightly integrated toolset for 21st-century workplace

CSC Computer Education wanted to equip faculty, students, and staff with leading-edge digital media tools cost effectively and develop a talent-centric, industry-relevant curriculum based on international standards. The institute’s move to Adobe Creative Cloud for enterprise is a critical piece in redesigning its curriculum based on international standards and providing students with a competitive advantage once they have left the institute and entered the workforce. CSC Computer Education entered into an Enterprise Term License Agreement (ETLA) with Adobe to revamp the way it purchases, deploys, and manages the leading-edge digital media tools for faculty, staff, and students.

CSC Computer Education signed up with Adobe Creative Technology Academy (ACTA) which provides its faculty and staff with direct access to international curriculums, Adobe evangelists, and worldwide Adobe customers through education exchange programs. “Signing up with ACTA provided our faculty members with continuous learning opportunities which helped them in improving their knowledge in using Adobe Creative Cloud tools and in redesigning the curriculum,” says Kalidas.
The full range of apps in Adobe Creative Cloud provides a tightly integrated toolset to help students learn to create visually rich content for different mediums. Kalidas also commented on how the institute could bring its students up to speed with Creative Cloud for enterprise thanks to tight integration among Adobe applications, accessible features, user interfaces, and commands. "Our students quickly discovered how easy it was to learn to use tools such as Adobe Photoshop CC and Illustrator CC as all of the Creative Cloud tools shared similar user interfaces."

Thanks to the ETLA with Adobe, CSC Computer Education students get direct access to all of the apps within Creative Cloud. This has encouraged students to increase their familiarity with the solution, ultimately increasing their skill level and marketability. The Adobe ETLA also provides software access to all faculty and staff. By standardizing software across all CSC Computer Education training campuses, the institute has standardized its curriculum with the assurance that all students will be working with the same software tools.

Whether its design, web, or video, Adobe Creative Cloud for enterprise empowers every student to test and build their creative and digital skills. Students learn advanced techniques and skills in animation, interactive design, photo compositing, and web design using Adobe creative software including Illustrator CC, Photoshop CC, After Effects CC, InDesign CC, and Dreamweaver CC. The students have also started collaborating on social media with access to Behance and participating in international design and digital skills competitions.

There are multiple updates in Adobe Creative Cloud tools that are of great value to the students including new features in Adobe Photoshop CC such as the ability to edit video content, edit backgrounds, and insert images. The Adobe ETLA gives students and faculty access to other creative tools, which they did not have access to before. "We are introducing new courses in our curriculum such as video editing using Premiere Pro CC and web design using Dreamweaver CC," says Kalidas. "With Adobe Creative Cloud for enterprise, our faculty are empowered to experiment and introduce innovative industry-relevant courses for our students at an affordable cost."

**Collaborating with the industry and academia**

To provide students with a way to store, manage, assess, edit, and share their important project materials throughout their training programs—and to encourage communication among students and faculty—CSC Computer Education adopted Adobe Acrobat Pro XI. The project work created by students is in multiple formats such as audio, video, graphic, or web design. By providing a standardized way to share their work, Acrobat Pro helps students effectively communicate with faculty and actively collaborate with the industry.
SOLUTION AT A GLANCE

- Adobe Creative Cloud for enterprise.
- Apps used include:
  - Adobe Photoshop CC
  - Adobe Illustrator CC
  - Adobe Dreamweaver CC
  - Adobe InDesign CC
  - Adobe Premiere Pro CC
  - Adobe Acrobat

Going forward, CSC Computer Education wants to use Acrobat Pro as an ePortfolio tool. "We are encouraging students to leverage Acrobat Pro software to build and manage their comprehensive ePortfolios so that they can easily manage and share documents, images, illustrations, web pages, and other project materials with faculty, other students, and prospective employers," says Kalidas.

Cost-effective and convenient updates

By purchasing Adobe Creative Cloud for enterprise through the ETLA, CSC Computer Education created a predictable software-spending plan and eliminated version inconsistency. "The Adobe ETLA has lowered the total cost of ownership for creative software by creating a standardized model for purchasing and deploying the most current versions of software in Adobe Creative Cloud," said Kalidas. Today, CSC Computer Education is empowered to provide the most innovative solutions to its faculty and students, without cost being a barrier.

In the past, deployment and management of software in the institute was a challenge. Software licenses often purchased just in time, created an inconsistent timetable for installation resulting in gaps in software versions and additional work for system administrators. Adobe Creative Cloud for enterprise gives CSC Computer Education staff, faculty, and students upgrades to all new Creative Cloud apps upon release, plus exclusive features between releases, enabling them to stay up to date on the core web and design software integral to the institute’s curriculum.

Addressing the urban–rural digital divide

Today, CSC Computer Education is the only institute that offers courses based on the latest and leading-edge creative software in both the urban and rural areas of south India. With strong support from Adobe, the institute is successfully addressing India’s urban–rural digital divide. "We are fortunate to have companies like Adobe that value working closely with us to help us fulfill our vision of training students, even in the remotest parts of the country with the right skills for the industry," says Ganesh Iyamperumal, managing director, CSC Computer Education.

Digital media is an integral part of CSC Computer Education's curriculum and the rigorous use of Adobe Creative Cloud software applications will continue to be a core part of the institute’s strategy to provide a holistic, creative, and industry-relevant education. "Adobe Creative Cloud for enterprise is the cornerstone of our curriculums because it enables our students to develop all the skills—both technical and cross-disciplinary collaboration—they will need to succeed in the industry," says Iyamperumal. "In the future, as Adobe software advances, we will continue to further enrich our curriculum to keep us ahead of the curve in the evolving creative industry."