



# SPOTLIGHTS

Real success in the real world.

**Welcome to our Spotlight series.**

Day after day, we witness how Adobe software truly enriches the lives of students and staff, transforming the way they live, learn and work.

Spotlight is our way of capturing and sharing with you examples of great practice and innovation from the education sector.

We hope you enjoy these wonderful stories of success.



Education  
Elite partner

**SOLENT**  
UNIVERSITY  
SOUTHAMPTON



## University First in the South to Become an Adobe Creative Campus

Solent University is dedicated to pursuing excellent university education, enabling learners from all backgrounds to become enterprising citizens and responsible leaders, while also promoting economic and social prosperity for the communities they serve. Solent offers an outstanding student experience, combining applied skills and intellectual challenges with a diverse, inclusive, and supportive learning environment, developing students' self-confidence and enhancing their careers.

To work toward these strategic goals, Solent University has launched a new partnership with Adobe, giving students the opportunity to bring their studies to life, enhance their digital skills and gain an edge in the modern workplace. By becoming an Adobe Creative Campus, Solent will join a select group of universities driving the future of digital literacy within the global higher education community by sharing knowledge, experience, and best practice to help ensure student success.

As an Adobe Creative Campus (only the second one in the UK), all Solent students and staff will have access to the complete collection of industry-leading software within Adobe Creative Cloud – accessible on-site, on a personal device and even on mobile devices for certain applications.

Mark Andrews, Pedagogical Evangelist at Adobe EMEA, says, “Our partnership with Solent University is moving from strength to strength. By working together to develop transformative learning experiences and pedagogy, we will help nurture the next generation of work-ready, world-ready and future-ready learners. Becoming an Adobe Creative Campus is recognition for Solent University’s commitment to future learning and means they can further empower students to build the digital and creative skills that will help them succeed in the digital world and future workplace.”

### How this will impact teaching and learning outcomes

This partnership will help develop essential skills for students which align with the University’s strategic objectives of improving current students’ employability and helping to attract new students in the future. Vice-Chancellor Professor Karen Stanton says, “By extending the engagement of Adobe applications and tools, courses will be transformed, and creative digital communication skills enhanced for all students. This will be the keystone of our approach to digital literacy and our learning and teaching strategy over the coming years. This valuable partnership will enhance our work on ensuring successful outcomes for our students and graduates. It will also help us drive forward our innovative Transformation Academy by improving our approach to blended learning, digital skills and our real world, inclusive and sustainable curricula at Solent.”

The flexibility of this partnership has benefitted the University, and it is not just the Creative students that are benefitting. Roger Emery, Head of Learning Technologies, states, “Many of our ‘non-creative’ students now edit videos, build websites, and present video and image content for their studies. Adobe tools allow them to complete these tasks quickly and effectively - for example, almost all of our sports and sports science students submit a video for assignments. Adobe Premiere Rush allows them to quickly and easily prepare the video without learning a complex editing package which is not their area of interest or expertise.”

## How the partnership supports flexible learning environments and BYOD

The ability for all students to access these tools is a huge benefit, and Adobe appreciate support is required to help academic departments integrate the applications into their curriculums. We asked Micah Gates, Head of Specialist Facilities, how many students and over which courses benefit from the solution 6 months into this program.

“We currently have 3,704 students across 81 courses engaging with Adobe products. Creative Campus extends the provision of Adobe CC to a further 3,296 students (possibly more) across 128 traditionally non-creative courses including Business, Law, Maritime and Engineering subjects.”

We believe teaching and learning should not be limited to a physical classroom, and we need to empower students to learn on-demand. With Solent able to provide students with access to the software on personal devices, we also asked Micah how this has supported the University. Micah went on to say, “It was essential during lockdown that Adobe CC was one of the many licences for software required by students, and to be accessible offsite for students to use to complete their studies. Adobe CC was the largest user group we supported with around **3,700**

**students across 80 courses.** The staff and students were hugely appreciative, and I can’t imagine how we would have got through the lockdowns without Adobe CC access at home for our students.”



*We know that problem solving and digital skills are essential in the modern workforce and key for employers.*

**Karen Heard-Laureote,**  
Head of Learning and Teaching

## What are the benefits for IT staff?

As well as the clear benefits to teaching and learning, Adobe Creative Campus has helped IT by standardising the applications available to all staff and students and enabling BYOD. We asked Ian Colsten, Head of Technology Services, how he has found deploying and managing this agreement.

“Very good; the Adobe Admin console has made it simple to quickly roll out the CC licence to all users. The Adobe technical support team were also very helpful and quick to respond to questions. It builds on the same process and system as previous agreements but crucially allowed us to simplify the management into a single admin console for all staff and students.”

## What support do Adobe provide through this partnership?

In addition to the provision of the full Creative Cloud suite, Adobe appreciate success requires multiple stakeholder engagements. This includes senior introductions to other Global Creative Campuses for collaboration and knowledge share, IT support for deployment, configuration, ongoing support and crucially curriculum support to ensure the applications add real value to the curriculum on a course-by-course basis.

Roger Emery, Head of Learning technologies adds; “The coming months will see a comprehensive range of events, training, and workshops to support students to enhance their digital capabilities and staff embed Adobe tools in their curriculum. And it is not just for creative courses. All students will find themselves needing to create posters, presentations, infographics, social media content or edit short videos in their future job roles.”

## How will this evolve?

It is important this partnership evolves and develops as the applications are introduced to new areas within the University and Adobe’s portfolio develops. We asked Karen how they see this progressing and what they envisage the longer terms benefits to be.

Karen Heard-Laureote, Head of Learning and Teaching, says, “We are at the start of a journey with Adobe Creative Campus, but it will quickly become the keystone of our strategy to embed digital skills and problem solving in our curriculum. Together with our Transformation Academy an innovative and sector leading approach to teaching and learning we believe it will make a real difference to the lives and future careers of our future graduates.”

## Summary

Digital literacy and creative problem-solving skills are expected to be essential for today’s students, preparing them for employability and jobs which may not even exist yet. Adobe’s portfolio of solutions is designed to achieve just this, and not exclusive for creative students.

Adobe Creative Campus is a partnership more than a licenses agreement, enabling Higher Education establishments to provide access to the full range of creative applications to staff and students anywhere! Adobe provides training and support, integrating their solutions with curriculum and upskilling staff on best practices.



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