SPARKing Students’ Learning through Adobe Creative Cloud

Hulda Black - Marketing
Bob Carroll - Communication
Rosie Hauck – Accounting/BIS
Brent Simonds - Communication
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Free for students!

MAKE IT WITH CREATIVE CLOUD.

Adobe Creative Cloud includes

and much more!

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Examples of Adobe in the Classroom
Rosie Hauck – Accounting/BIS

• ACC261 – Business Systems Analysis
• Business analysis and technical and process solution recommendation and justification for an organization
• Adobe Spark Page
• https://spark.adobe.com/page/UzjSak71oMoIO/
• https://spark.adobe.com/page/1Yfqw5RU52Cft/
Hulda Black - Marketing

- MKT 332 Creative Strategy & Design
- Client Brand Story Final Project
  - Adobe Illustrator
  - Adobe XD
  - Adobe Spark Video
  - Adobe InDesign
  - …and even some Adobe Photoshop
Bob Carroll - Communication

• Com 240: Introduction to Visual Communication
  – Photoshop and Illustrator to touch up images and create logos for a mock magazine in InDesign
  – Recreation of the magazine as a mobile app in XD

• Com 398: On-Campus TV-10 internship
  – Photoshop in combination with Apple apps for our daily graphics
  – Premiere and After Effects for video opens, promos and other projects
Brent Simonds - Communication

- **Com 317 – Digital Post Production.** Students edit a 9-11 minute documentary using Premiere.

- **Com 319 – Motion Graphics & Visual Effects.** Students create a :10 TV Spot, a kinetic typography animation, and a :30 PSA using After Effects.

- **Com 352 – Documentary Storytelling & Production.** Teams have the option of using Premiere to edit their documentaries and Spark for webpages about the film.

- **Com 396 – Capstone in Mass Media.** Students have the option to create a presentation and on-line portfolio using Spark.
How has the use of Adobe in your classes added to student learning?
Questions from the audience
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