

CREATIVITY MAKES THE DIFFERENCE

Your school has a big challenge: preparing Generation Z for a rapidly changing world and jobs that don't yet exist. Along with learning digital skills, your students need to be able to solve problems creatively, think critically, collaborate effectively, and be creative in order to succeed.

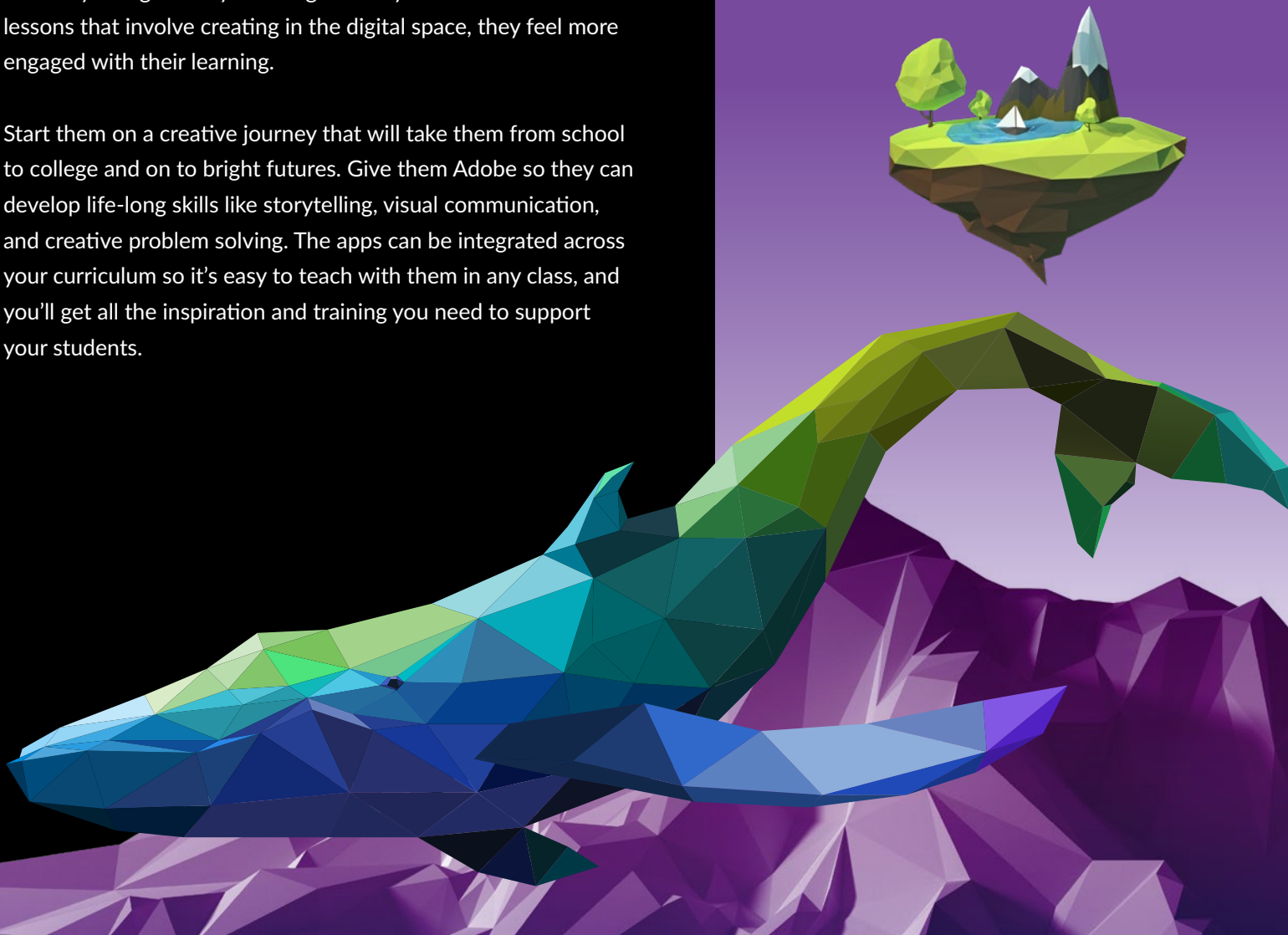
Gen Z students aren't like their predecessors. They're technology natives, they absorb information differently, and they learn better by doing than by listening. When you offer them hands-on lessons that involve creating in the digital space, they feel more engaged with their learning.

Start them on a creative journey that will take them from school to college and on to bright futures. Give them Adobe so they can develop life-long skills like storytelling, visual communication, and creative problem solving. The apps can be integrated across your curriculum so it's easy to teach with them in any class, and you'll get all the inspiration and training you need to support your students.

Student and teacher perspectives

We asked over 2,500 Gen Z students and 1,000+ Gen Z teachers how they feel about learning, creativity, and the future. See what they told us here: adobe.com/go/meetgenz

We also asked 400 higher education and secondary school teachers and 100 policymakers and influencers to tell us how students are being prepared to be creative problem solvers. Check out their responses here: adobe.com/go/cpsreport



GET STARTED WITH ADOBE SPARK AND ADOBE CREATIVE CLOUD MOBILE APPS

Simple, powerful, and free, Adobe Spark and Creative Cloud mobile apps let students quickly create images, graphics, illustrations, layouts, web pages, and video stories for class projects of all types. Spark apps work in a web browser, including on Chromebooks and on iPads with dedicated iOS versions. Creative Cloud mobile apps are available for iOS and Android.

ADOBE SPARK APPS



ADOBE SPARK POST

Create stunning social graphics—in seconds.



ADOBE SPARK PAGE

Quickly turn words and images into beautiful web pages



ADOBE SPARK VIDEO

Create compelling video stories in minutes.

Learn more here: adobe.com/go/discoverspark

ADOBE CREATIVE CLOUD MOBILE APPS



ADOBE PHOTOSHOP MIX

Cut out and combine photos to create all-new images.



ADOBE PHOTOSHOP LIGHTROOM CC FOR MOBILE

Edit and share pro-quality images with simple tools.



ADOBE ILLUSTRATOR DRAW

Create beautiful free-form vector designs.



ADOBE PHOTOSHOP SKETCH

Use natural tools and brushes for expressive drawing and painting.



ADOBE COMP CC

Create real layouts using natural drawing gestures.

And many more

Learn more here: <https://www.adobe.com/creativecloud/catalog/mobile.html>



MOVE ON UP WITH CREATIVE CLOUD

Once your students have mastered Spark and Adobe's mobile apps, take their digital literacy to the next level with Creative Cloud. It offers a comprehensive set of the world's best creative apps so students can create and communicate anything they can imagine. They can develop their personal brands and create compelling portfolios for their college and job applications. And they can sharpen the skills that 94% of hiring managers say will set them apart in the job search: critical thinking and creative problem solving.*

CREATIVE CLOUD APPS



ADOBE PHOTOSHOP CC
Image editing and compositing



ADOBE PHOTOSHOP LIGHTROOM CC
Edit, organize, store, and share photos—anywhere



ADOBE ILLUSTRATOR CC
Vector graphics and illustration



ADOBE INDESIGN CC
Page design and layout



ADOBE PREMIERE PRO CC
Video production and editing



ADOBE XD CC
Design and prototype user experiences for web and mobile

And many more

Learn more here: adobe.com/go/creativecloudforeducation

*Data from Seeking Creative Candidates: Hiring for the Future, an online survey of a group of 1,068 U.S. hiring managers. Data collected July 21–August 1, 2014 by Edelman Berland. Margin of error at the 95% confidence level for the sample is +/- 2.9%.

BRING IT ALL TO LIFE IN THE CLASSROOM



Camp Adobe

Explore creativity and digital literacy around a virtual campfire – and put your students on the path to school and career success. Visit Camp Adobe for more information, including on-demand workshops, resources and case studies.

Visit: campadobe.com

Adobe for teachers website

Find great examples of Adobe apps in action, provided by teachers. You'll discover lesson plans for all ages, apps, and courses.

Visit: edex.adobe.com/en/adobeforteachers

Adobe Education Exchange

With free downloadable tutorials, lesson plans, and over 10,000 teaching resources, the Education Exchange is designed to help you teach digital media skills and enhance your professional development. Whatever your subject, you'll find inspiration and a wealth of self-paced courses to help you get started or hone your skills. You'll also become part of a network of more than 500,000 educators from around the globe, all sharing ideas that drive improved outcomes in your class.

Join now at: adobe.com/go/joinedex



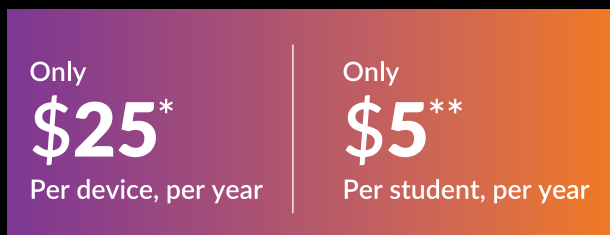
EASY FOR ADMINS, FRIENDLY TO BUDGETS

Adobe Spark is free for schools and Creative Cloud offers hassle-free administration, education pricing, and licensing options to fit your needs.

SIMPLE ADMINISTRATION

Enjoy a single, simple login and centrally manage apps and licenses with an easy-to-use Admin Console. Deploy apps across your department, school, or entire district. Quickly reassign licenses when students graduate.

BIG SAVINGS



Only
\$25*
Per device, per year

Only
\$5**
Per student, per year

Adobe Spark is **free**, and your school can save up to 99% on the commercial price of Creative Cloud—making it available at just US\$5** per student, per year or US\$25* per device, per year.

THE RIGHT LICENSING PLAN FOR YOUR SCHOOL

Bring Creative Cloud to your school with our flexible, affordable, easy-to-manage licensing options, including device licenses for labs and classrooms and named-user licenses for staff and students using their own devices.

CREATIVE CLOUD DESKTOP APPS

Device license:

- Complete set of Creative Cloud desktop apps
- Device licenses for each computer, rather than each user, with rights to install on one computer per license. Great for computer labs.
- Scalable software deployment
- Minimum purchase of 100 licenses per school and 500 licenses per district
- Flexible license terms from 1–4 years

CREATIVE CLOUD ALL APPS FOR K-12

(Primary and secondary school students)

Named-user license

- Complete set of Creative Cloud apps and services (with age appropriate restrictions)
- Licenses for individual student, faculty, and/or staff-accessible at school or at home
- Tied to school ID login system, so you determine who gets access
- Minimum starting quantity of 500 users per school and 2500 per district
- Flexible license terms from 1–4 years

READY TO BUY?

Contact Softchoice at 1-800-268-7638 to learn more and understand pricing for your school or district.