

# Get Started with Adobe Creative Cloud and Adobe Express



## Tap into the Power of Adobe for Education

At Adobe, we believe deeply in the power of creativity and collaboration in the classroom. Students who have access to creative tools and a curriculum that integrates digital literacy build critical soft skills and are more engaged and more successful in school and after graduation. We're proud of the work we do and proud to partner with schools and universities in making Adobe Creative Cloud and Adobe Express tools available to their students, faculty, and staff members.

That said, we recognize that these tools cannot make their mark if they go unused. That's why we provide comprehensive resources and support designed to help you drive awareness, use, and impact for Adobe tools.

## Support for Your Institution, Staff, and Students



### Institutional support



### Faculty support



### Student support

#### Deployment/technical resources

IT and educational technology staff have full access to our [HelpX](#) site, which provides an array of articles and videos that address key needs and questions such as:

- Managing device licenses
- Using the Adobe Admin Console
- Integrations
- Troubleshooting and problem-solving

#### Education Exchange

Created by educators for educators, the [Adobe Education Exchange](#) is a free learning platform offering instant access to professional development, teaching materials, and other tools designed to ignite creativity in the classroom.

#### Student ambassador program

A program to develop select students into Student Ambassadors, who help increase awareness of Adobe tools and promote Adobe events and workshops through social media posts, club meetings/events, and campus outreach.

#### Creative jams

Presenting speakers and Adobe Experts inspire student attendees, provide hands-on training, and facilitate creative challenges.

# A Step-by-Step Guide to Getting Started

The more your campus uses Adobe tools, the more your students will thrive—which will benefit institutional enrollment and retention.

Below, you'll find a summary of best practices, organized around four key buckets of work and drawing on the aforementioned resources, which can help you get your Adobe products up-and-running and widely used.

## 1 Objective-Setting

- Organize a kickoff meeting with your Adobe account team and key stakeholders, including both academic and IT leaders.
- Together, workshop your goals, using this [template] as a guide.

## 2 Technical Deployment

- Learn how to use the [Adobe Admin Console](#) to manage your Adobe entitlements.
- Plan your deployment and set-up [named user licenses](#) and [shared device licenses](#) across campus.
- Set-up management for other services such as [Adobe Sign](#), [Adobe Stock Credits](#), and [\[Custom Fonts\]](#).
- Set-up integrations with your key tech/education applications, including [\[Canvas\]](#), [Blackboard Learn](#), and [Microsoft](#).
- If you still need help, [schedule an expert session](#) with us.

## 3 Marketing and Awareness

- Build a multi-pronged communication campaign to remind students, faculty, and staff about what's available to them as well as where and how they can get started.
- Check out our [Creative Cloud for Education Marketing Portal](#) for a wealth of free marketing copy and templates that you can use to build your campaign. Creative Campus Institutions can access this [portal](#).

## 4 Faculty and Student Integration

- Tap into the [Adobe Education Exchange](#) to build dedicated training and support.
- Encourage students to explore [Student Community Resources] to drive education and engagement.
- Encourage faculty to check out our [Faculty Webinar Series] for peer learning on timely topics.
- Host student workshops for core student users on topics such as "designing a standout creative resume and career journey".
- Check out what other schools are doing to drive use, such as:
  - [Cultivating faculty champions](#) across departments
  - [Building a student ambassador program](#)
  - [Building a clear rollout strategy](#) for bringing Adobe solutions into new disciplines



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