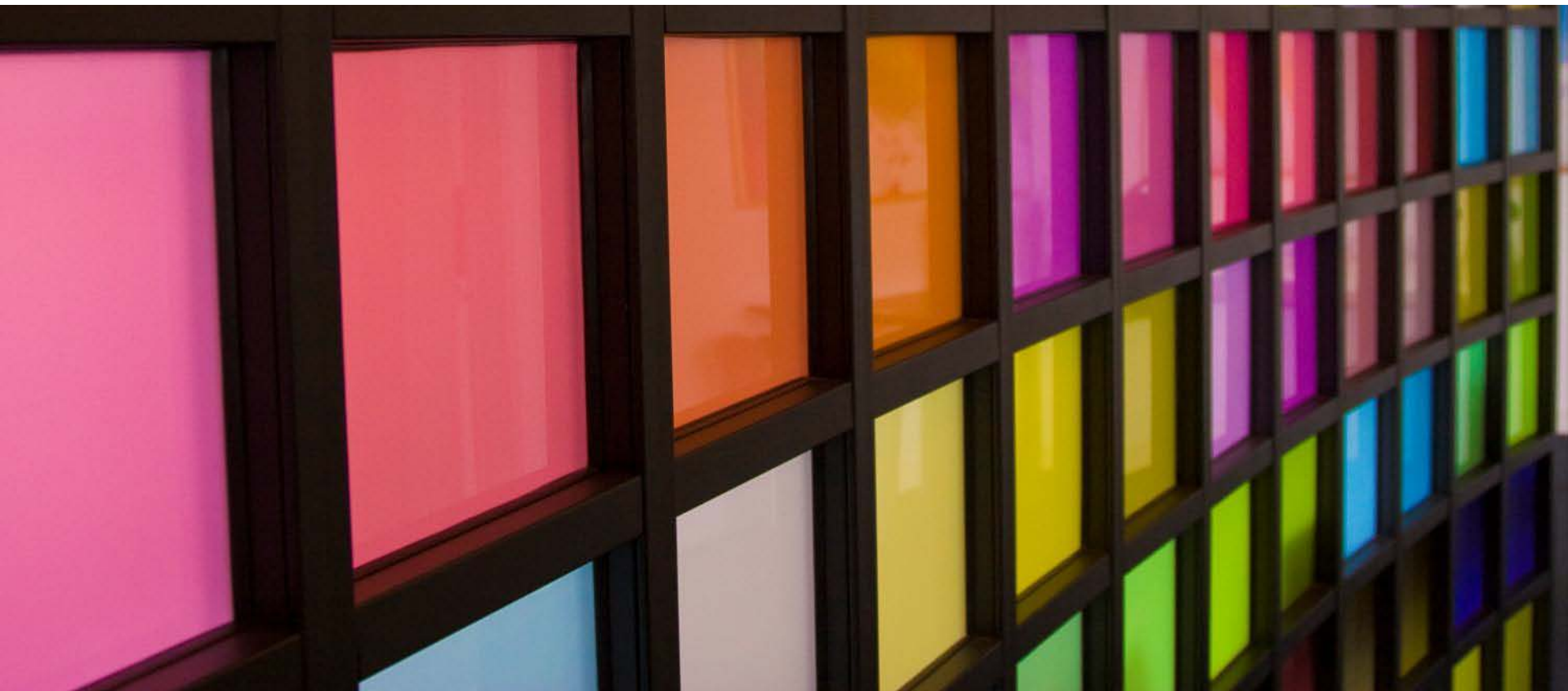




# Adobe Overview

Megan Stewart

Director Worldwide Higher Education



# Key Challenges and Trend in Higher Education

- Preparing students for a global competitive workforce
  - 'New' Workforce skills
  - Compete globally – retain locally
  - International benchmarks
  - Industry and Education collaboration
- Integration of technology into teaching and learning
  - Faculty training for effective use of technology
  - Adapting programs for changing workforce
  - Outcomes – proof of technology improving teaching and learning



# CONTENT TO CONTENT+ APPLICATIONS



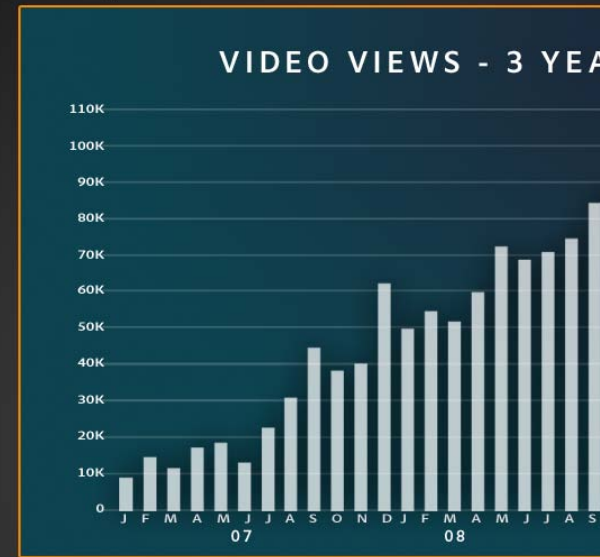


# CREATION TO CREATION+ OPTIMIZATION

Climber.FLV



Analytics for Climber.FLV







ONE DEVICE  
TO  
MULTISCREEN



# Our Portfolio

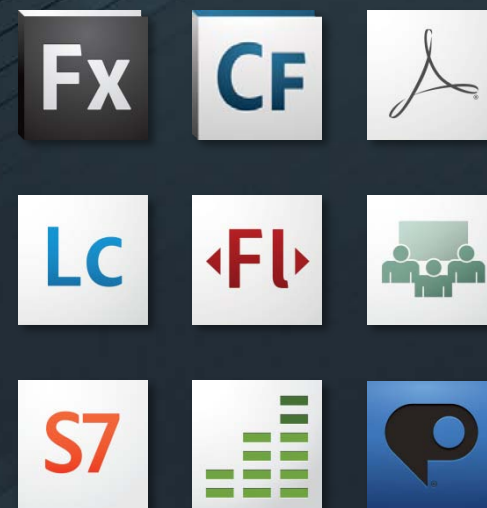
## TOOLS



## RUNTIMES



## SERVERS & SERVICES





Make complicated,  
inefficient and expensive  
workflows **easier**

Enable more **engaging**  
and compelling content  
and experiences

Make investments in  
assets and systems  
more **effective**



# Trends: This Shift Drives Workflow Changes

New Learning Mediums



New Workflows



New Tools





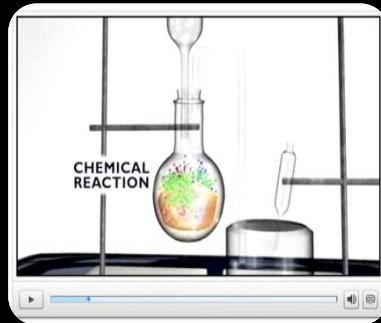
# Student Success

## Digital Skills Across Campus

Collaboration,  
Anytime, Anywhere Learning



Digital Communication  
Skills



Industry Skills



Creative Expression



# Workforce Skills



Technology  
Literacy



Creativity



Effective  
Communication



Critical  
Thinking



Collaboration

# Collaboration between Education and Industry



# Program Implementation

- Project-based course curriculum to help implement Design, Web, Video, Interactive and Developer programs quickly and effectively
- Aligned with certifications







# Thank You

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