Creativity makes the difference.
Give your students the power to create bright futures.
Your school has a new challenge.

Preparing digitally-minded students for a rapidly changing world – and jobs that don’t yet exist.

As well as digital skills, complex problem solving, critical thinking and creativity are going to play a huge role in your students’ success.

That’s why Adobe is working in schools like yours all over the world, helping to develop the essential skills today’s students will need for tomorrow.

Together we can build skills for students, for life.

As a teacher, I feel that if we don’t engage with new technologies, we’re going to get left behind.

Ted Fox Joyce, Head of Visual Arts, Langley Park
Your students’ creative journey begins here.

When you set hands-on, engaging lessons that involve making and creating in the digital space, your students feel more enriched, engaged and find studying way more enjoyable. With Adobe Spark and Adobe Creative Cloud you can start your students on an invigorating digital journey that takes them through school, to college or university and towards a bright future. Using creative apps provides the opportunity to develop invaluable life-long skills like storytelling and visual communications, whilst developing many other talents that aren’t always covered by the general curriculum, like creative problem solving.

Research shows...

Tomorrow’s jobs are going to demand creative problem-solving skills. But nearly three quarters of teachers agree there’s not enough problem solving in the classroom. Adobe Spark and Creative Cloud apps can be seamlessly integrated to teach essential problem-solving skills into any subject, right across the curriculum. With all the inspiration and training you need to support your students.

We asked 400 higher education and secondary school teachers and 100 policymakers and influencers around the UK to tell us about how students are being prepared to be creative problem solvers.

Hands up Generation Z.

Everyone born between 1996 and 2012 is part of Generation Z. So whether you’re a primary or secondary school teacher, that’s the pupils in your classroom. Gen Z students aren’t like your previous school years. They’re native to technology, they absorb information differently and ‘doing’ works better than listening. We asked over 2,500 Gen Z students and 1,000+ Gen Z teachers how they feel about learning, creativity and the future. Here’s what we found.

Your students see themselves as team players, more creative than previous generations and passionate about making things better and smarter. But they feel excited and nervous about the future in equal measure. And both students – and your fellow teachers – don’t believe they’re fully prepared for the ‘Real World.’ More than half of schools don’t have access to the tools and training they need to nurture vital digital skills. The squeeze on budgets combined with a lack of time, technology and training is keeping teachers from gaining the knowledge they need to pass on. Adobe apps are all about problem solving. And can help you easily overcome all of these barriers to teaching today.

Everyone has a phone or tablet in class. This was unheard of even 4 years ago. Curriculum is WAY behind these kids... you can view instantaneous info whereas textbooks and papers are obsolete. Gen Z students want to be entertained... they will trust YouTube over a textbook any day.

UK Teacher from Gen Z Study

adobe.com/go/meetgenz
Adobe Spark apps are simple but powerful presentation and storytelling tools that make it easier to kick-start creativity into the classroom. Even better, they are (and always will be) completely free for your school. No question about it.

With Adobe Spark, students can quickly and easily create and narrate videos, design posters and graphics, or write assignments, all in a visually beautiful way, ready for sharing with classmates or for marking.

Any subject, anywhere
Adobe Spark works anywhere there’s a web browser, including on Chromebooks and on iPads with dedicated iOS versions. You can even add your own logos, colours, and other brand elements to make anything you create unique to your class or school. These premium features typically cost £100 per user per year, but it’s completely free to your school.

There’s no need for your school office or IT department to fret about access and privacy settings. Adobe Spark offers enhanced data privacy and deployment options consistent with children’s privacy laws. And they can be set up with single sign-on access using existing school IDs.

Adobe Spark apps
Adobe Spark Post
Create stunning social graphics
Adobe Spark Page
Turn words and images into beautiful web stories
Adobe Spark Video
Create compelling animated videos using their own voice

adobe.com/go/discoverspark

Adobe Spark is a game changer as far as teaching and learning is concerned. Every student I have introduced to these apps has been able to create and share their ideas instantly. I have spent my professional life teaching young people and teachers how to use technology to become better teachers and learners. Adobe Spark is the stand-out classroom tool I know will have immediate impact.

Greg Hodgson, UK Teacher & Education Consultant
Once your students have developed their creative and problem-solving skills with Adobe Spark and Adobe’s free mobile apps, give their digital literacy a further boost with Creative Cloud.

Creative Cloud gives your students access to a comprehensive set of the world’s best creative desktop apps including Adobe Photoshop CC, Illustrator CC, InDesign CC, and Premiere Pro CC, so they can create and communicate anything they can imagine, right up to industry standard. And that’s not all. A broader collection of creative mobile apps, plus rich learning content, will sharpen their critical thinking and problem-solving skills.

According to 84% of today’s hiring managers, these are the skills that will set future job candidates apart*. And to prove it, your students can create compelling personal brands and portfolios for their college and job applications.

Adobe Creative Cloud apps

- Photoshop: Image editing and compositing
- Lightroom: Digital photo processing and editing
- Illustrator: Vector graphics and illustration
- InDesign: Page design and layout
- Premiere Pro: Video production and editing
- Experience Design: Design and prototype UX for web and mobile
- And 20+ creative apps included as standard.

adobe.com/go/creativecloudforeducation

Every day, in every lesson we’re teaching Adobe skills up to industry standard

Alison Pemberton, Director of Interactive Digital design, The BRIT School

Creativity is crucial to the future of our economy and society.

Stuart Worden, Principal, The BRIT School

adobe.com/go/creativeskillsforeducation

*Data from Seeking Creative Candidates: Hiring for the Future, an online survey among a group of 1200+ U.S. hiring managers. Data collected July 22–August 3, 2014 by Edelman Berland. Margin of error at the 95% confidence level for the sample is +/- 2.9%.
Bringing it all alive in the classroom.

Adobe Spark and Creative Cloud are already proving invaluable in primary and secondary schools all over the world. Hundreds of thousands of teachers and students use our apps every day, injecting fun and interactivity into all sorts of classes and subjects. Here are some great examples of Adobe apps in action, provided to us by teachers.

Discover all lesson plans at adobe.com/go/adobeforteachers

LESSON PLAN 1
Creating key learning messages for your classroom

Every teacher has key learning words or concepts that students find tricky to grasp or need to be regularly reminded of. Like what’s a protagonist, and how does a student remember it? Create beautiful graphic prompts to display in the classroom or on screen. It’s the end of wall displays that rapidly become invisible to your students and tired-looking posters with hastily chosen clipart.

Adobe Spark
Ages 6-16

LESSON PLAN 2
Reading, understanding and responding to texts with animation

You know your students learn more by creating than listening. And any teacher can use Adobe Character Animator to explore a subject in millions of fun and engaging ways. For example, students studying GCSE texts like Dr Jekyll and Mr Hyde can use animated versions of the characters themselves. Engage reluctant learners and create a class resource that’s brilliant for delivering lessons, revision or student presentations.

Adobe Illustrator & Character Animator
Ages 13-16

LESSON PLAN 3
Injecting creativity into understanding historical figures

Bring history right up to date with social media profiles of famous figures. What would Shakespeare’s Instagram profile look like if he was still alive? It’s a fun way for students to demonstrate their knowledge of people from the past, their views, and the impact of significant moments in history on the present.

Adobe Spark
Ages 13-16

LESSON PLAN 4
Creating a school trip journal with Adobe Spark

Continue the fun and excitement of the school trip back in class. Creating a journal records the events of the day and can be used for developing writing, presentation and listening skills. Journals can have other uses too, like creating GCSE content that’s more memorable to revise from.

Adobe Spark
Ages 6-12
Who teaches the teachers?

We did. With free downloadable tutorials, lesson plans and over 10,000 teaching resources via the Adobe Education Exchange. Tailor-made to help you teach digital media skills in your classroom and boost your own personal development.

Whatever your subject, you’ll find inspiration and a wealth of self-paced courses to start from scratch or hone your skills. We also put primary and secondary schools in touch with each other and a far-reaching network of more than 500,000 educators from around the globe, all sharing ideas that drive improved outcomes in your class.

Staff are retraining and teaching themselves how to use these apps to make their lessons more interesting, more engaging and more dynamic for their students.

Ted Fox Joyce, Head of Visual Arts, Langley Park

adobe.com/go/joinedexchange
Inspirng for students, easy for admin.

Creative Cloud and Adobe Spark give your school unlimited access to the latest versions of Adobe’s industry-leading creative apps and services, plus hassle-free administration, and education-friendly pricing and licensing. All designed to fit your learning environment and budget.

Simple admin
Enjoy a single, simple login and centrally manage apps and licenses through an easy-to-use Admin Console. Deploy apps across your department or entire school. Quickly manage licenses as students move on to college, university, or into the workforce.

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

The right licensing plan for your school
Bring Adobe Creative Cloud to your school or multi-academy trust with our flexible, affordable, easy-to-manage licensing options, including device licences for school labs and classrooms and named-user licences for staff and students using their own devices. Which means they can keep developing their skills and complete their homework after the school bell’s gone.

Creative Cloud Desktop Apps
Device licence:
- Complete set of Creative Cloud desktop applications
- Device licence for each computer, rather than each user, with rights to install on one computer per licence
- Great for computer labs
- Scalable software deployment
- Minimum purchase of 25 licences per school
- Flexible licence terms from 1–4 years

Creative Cloud All Apps for K-12 (Primary & Secondary school students)
Named user licence:
- Complete set of Creative Cloud applications and services (with age appropriate restrictions)
- Licences for individual student, faculty, and/or staff – accessible at school or at home
- Tied to school ID login system – so you manage who gets access
- Minimum starting quantity of 500 users
- Flexible licence terms from 1–4 years

Only £25* Per device, per year

Only £5** Per student, per year

*25 seat minimum purchase ** 500 seat minimum purchase
Ready to buy?

Remember you save big with special pricing for schools.

Call 0800 3892 041.

To request a call back, or to learn more, visit: adobe.com/go/creativecloudforeducation

“...I’m really excited about the future possibilities of using apps and digital technology with my students – and I can only see more of that happening. There are exciting times ahead of us.”

Ted Fox Joyce, Head of Visual Arts, Langley Park
Creative Cloud for education institutions

Give your students, teachers and staff the digital tools to create amazing work.

Component | Use | Creative Cloud for education, named-user license | Creative Cloud for education, device license
--- | --- | --- | ---
Adobe Photoshop CC | Edit and composite images, use 3D tools, edit video, and perform advanced image analysis. | * | *
Adobe Illustrator CC | Create vector-based graphics and illustrations for print, web, video, and mobile. | * | *
Adobe InDesign CC | Design professional layouts for print and digital publishing. | * | *
Adobe Dimension CC | Easily create high-quality, photorealistic 3D images. | * | *
Adobe Acrobat Pro DC | Create, protect, sign, collaborate on, and print PDF documents and forms. | * | *
Adobe InCopy CC | Enable writers and designers to work simultaneously on the same document. | * | *
Adobe Bridge CC | Browse, organize, and search your photos and design files in one central place. | * | *
Adobe Premiere Pro CC | Edit video with high-performance, industry-leading editing tools. | * | *
Adobe After Effects CC | Create cinematic motion graphics and visual effects. | * | *
Adobe Audition CC | Record, mix, and restore audio for broadcast, video, and film. | * | *
Adobe SpeedGrade CC | Manipulate light and colour in video footage. | * | *
Adobe Media Encoder CC | Streamline the import and logging of video from any video format. | * | *
Adobe After Effects CC | Design interactive animations with cutting-edge drawing tools for multiple platforms. | * | *
Adobe Muse CC | Create and publish dynamic websites without writing code. | * | *
Adobe Dreamweaver CC | Visually design and develop modern, responsive websites. | * | *
Adobe Muse CC | Create and publish dynamic websites without writing code. | * | *
Adobe Animate CC | Design interactive animations with cutting-edge drawing tools for multiple platforms. | * | *
Adobe XD CC | Design, prototype, and share engaging user experiences for websites, mobile apps, and more. | * | *
Adobe Flash Builder Premium | Build professional applications for Android, iOS, Windows, and Mac OS using a single development environment. | * | *
Adobe Fireworks CS6 | Rapidly create graphics for websites and apps. | * | *

Mobile apps

| Adobe Acrobat CC | Capture important data and transform it into production-ready assets that you can bring into your creative process across desktop and mobile devices. | * |
| Adobe Photoshop, Lightroom CC, Photoshop CC, Photoshop Mix and Photoshop Fix | Bring the power of Adobe digital imaging to your mobile devices, with full Photoshop and Lightroom compatibility. | * |
| Illustrator Draw, Photoshop Sketch and Corel CC | Create layouts and draw expressively on your mobile devices, and preview mobile designs on iOS devices. | * |

Video apps: Premiere Clip and Prelude Live Logger CC

Collab-touch enabled animations and videos, and edit with the power of Premiere Pro CC on mobile. | * |

Core questions

Creative Cloud Libraries

Get access to shared assets from Libraries right inside your Creative Cloud apps.

Creative Cloud Assets

Store, manage and share files with colleagues and clients, even if they don’t have their own Creative Cloud memberships.

Creative Cloud Market

Access vector graphics, icons, patterns and other design assets for use in all your creative projects.

Other tools and services

Adobe Photoshop Web

Package mobile apps in the cloud.

Adobe Typekit

Find the perfect font for your designs.

Deployment and support

Centralized administration tools

Manage and track both named-user and device licenses from the handy web-based Admin Console.

Creative Cloud Package

Centrally deploy apps and updates across your departments or institution.

Technical support

Get advanced 24x7 tech support to help deployments run smoothly.

Outsourcing services

Get up and running fast with an outsourcing package that makes it easy to manage the deployment process.

Storage

Get 2GB of cloud storage for file sharing and collaboration.

† Internet connection required. Syncing functionality requires a separate download and agreement to additional terms. Some components may be available as additional downloads. Payments may vary by geographic region. 
‡ ** Minimum order quantities vary by region. 
* K–12 School Site Licence available to a qualifying accredited primary and secondary or K–12 public and nonpublic school, or a school district office located at a single address. K–12 District Licence available to qualifying accredited primary and secondary or K–12 school legal entities (i.e. school districts). A legal entity may purchase and use district licences across qualified primary and secondary school sites within the legal entity/school district and for use in administrative offices and/or a fully-owned educational training center used to educate active faculty and staff and/or enrolled primary and secondary school students. Legal entity refers to an organization that has responsibility for the procurement and contract management of multiple individual primary and/or secondary schools, for example, a district, county, state, or governmental agency.

** Minimum order quantities vary by region.