

**Adobe Creative Cloud**

# Prepare students for success with Adobe Creative Cloud

Higher education overview for VIP customers



## **Empower your students and elevate your institution with the right AI and creative tools.**

Engage students in their learning, give them skills that will get them hired, and make your institution stand out to prospects by providing equitable access to Adobe Creative Cloud.

### **Engage students more deeply for better learning outcomes.**

Studies show that when institutions integrate Adobe's AI and creative tools into courses across disciplines, students put more effort into their learning and feel more confident about their work—earning better grades and driving higher retention.

### **Prepare students with in-demand career skills.**

Hiring managers want graduates with creative and AI skills. By teaching students to communicate and collaborate using Adobe's industry-leading apps, you can help ensure that they're workforce-ready—and that they can showcase their skills to potential employers.

### **Drive enrollment with a focus on innovation and creative skills.**

Prospective students want to attend forward-thinking institutions. By adopting Adobe solutions, you can make it clear that you understand cutting-edge technology and digital communication, and that you're committed to launching students into their dream careers.

# Solutions for every challenge, every workflow, and everyone on campus.



## Industry-leading desktop and mobile apps

Creative Cloud for enterprise provides ongoing access to professional creative tools used throughout the modern workplace. It includes favorites like Adobe Photoshop, Illustrator, Premiere Pro, and Acrobat as well as new apps and features like Adobe Firefly generative AI for easy content generation and Adobe Express for career-ready visual communication. The Creative Cloud higher education plans include access to Adobe Substance 3D apps at no additional cost as well as integrated mobile apps, cloud services, and tutorials.



## Connected assets and secure sharing

Creative Cloud Libraries streamline collaboration by letting students, faculty, and staff access and share files, fonts, colors, images, videos, prototypes, and other assets right inside their Creative Cloud apps.



## High-quality, royalty-free stock assets

Students, faculty, and staff can browse, preview, and license millions of beautiful Adobe Stock assets like images, graphics, and videos—right inside their Creative Cloud apps. If they need more, they can license additional stock assets by department or course, or purchase Creative Cloud Pro Plus for enterprise to get downloads of assets from the Adobe Stock standard collection, which includes more than 200 million royalty-free photos, vectors, and illustrations.



## Shared Device Licensing and easy administration

Shared Device Licensing enables students, faculty, and staff to access the the foundational power of Creative Cloud desktop apps and supported online services in shared environments like labs, libraries, and classrooms. IT admins can easily configure and support multiple profiles by Active Directory OU, LAN IP(s), or installed package. The web-based Adobe Admin Console makes license management simple.



## 24x7 support and powerful data protection

It's easy to stay productive with onboarding assistance, 24x7 technical support for end-user troubleshooting, and consulting sessions with Adobe product experts. And Creative Cloud for enterprise helps protect everyone's data with in-transit and at-rest encryption.



## Simplified student asset migration

When they graduate, students can easily migrate their assets from school-assigned accounts to free Creative Cloud membership accounts that include trial versions of most of Adobe's creative apps. They can also can easily upgrade to get full versions of all the apps and services that were included in their school accounts.

For more information, contact your school's IT Department or visit

**<https://helpx.adobe.com/enterprise/using/enable-student-asset-migration.html>**.

Encourage your students to visit **<https://graduation.adobe.com>** to get started.

# Creative Cloud for enterprise

Always have access to the latest Adobe creative apps, services, IT tools, and enterprise support.

| Apps, services, and features                   |                                                                                                                | What it's used for                                                                                                                                                                                                                           | All Apps           | All Apps Pro Plus |
|------------------------------------------------|----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|-------------------|
| Design                                         | Adobe Photoshop                                                                                                | Create gorgeous images, rich graphics, and incredible art.                                                                                                                                                                                   | •                  | •                 |
|                                                | Adobe Illustrator                                                                                              | Create vector-based graphics and illustrations for print, web, video, and mobile.                                                                                                                                                            | •                  | •                 |
|                                                | Adobe InDesign                                                                                                 | Design professional layouts for print and digital publishing.                                                                                                                                                                                | •                  | •                 |
|                                                | Adobe Bridge                                                                                                   | Browse, organize, and search your photos and design files in one central place.                                                                                                                                                              | •                  | •                 |
| Web                                            | Adobe Acrobat Pro                                                                                              | Create, protect, sign, collaborate on, and print PDF documents.                                                                                                                                                                              | •                  | •                 |
|                                                | Adobe Dreamweaver                                                                                              | Design, develop, and maintain standards-based websites and applications.                                                                                                                                                                     | •                  | •                 |
| Video and audio                                | Adobe Animate                                                                                                  | Create interactive animations for multiple platforms.                                                                                                                                                                                        | •                  | •                 |
|                                                | Adobe Premiere Pro                                                                                             | Edit video with high-performance, industry-leading software.                                                                                                                                                                                 | •                  | •                 |
|                                                | Adobe After Effects                                                                                            | Create industry-standard motion graphics and visual effects.                                                                                                                                                                                 | •                  | •                 |
|                                                | Adobe Audition                                                                                                 | Record, mix, and restore audio for broadcast, video, and film.                                                                                                                                                                               | •                  | •                 |
|                                                | Adobe Media Encoder                                                                                            | Automate the process of encoding video and audio.                                                                                                                                                                                            | •                  | •                 |
| NEW AI features and services                   |                                                                                                                |                                                                                                                                                                                                                                              |                    |                   |
| AI                                             | Standard Firefly generative AI features                                                                        | Credits allow the use of standard generative AI features powered by Firefly in Creative Cloud apps. Standard features generally use 1 credit per generation for features like Generative Fill in Photoshop. Credits are per user per month.* | 500 credits        | •                 |
|                                                | Premium Firefly generative AI features                                                                         | Premium generative AI features are advanced tools—like ones that can create videos—that need more power to run and thus require more generative credits per use.*                                                                            |                    | 1,000 credits     |
|                                                | Acrobat AI Assistant and PDF Spaces                                                                            | Speeds up research, teaching prep, and administrative tasks. Collect files and links to create knowledge hubs.                                                                                                                               | 5 lifetime credits | •                 |
| Exclusive Creative Cloud apps                  |                                                                                                                |                                                                                                                                                                                                                                              |                    |                   |
| Exclusive                                      | Adobe Illustrator on iPad                                                                                      | Create beautiful graphics, design packaging, or draw works of art with the most advanced vector design tool on the iPad Pro.                                                                                                                 | •                  | •                 |
|                                                | Adobe Character Animator                                                                                       | Animate your 2D characters in real time.                                                                                                                                                                                                     | •                  | •                 |
|                                                | Adobe InCopy                                                                                                   | Professional writing and editing solution that integrates with Adobe InDesign.                                                                                                                                                               | •                  | •                 |
|                                                | Adobe Photoshop Lightroom Classic                                                                              | Organize, edit, and batch process digital photos with a desktop-focused app.                                                                                                                                                                 | •                  | •                 |
|                                                | Adobe Photoshop Lightroom                                                                                      | Edit, organize, and share images anywhere, anytime.                                                                                                                                                                                          | •                  | •                 |
|                                                | Adobe Express                                                                                                  | Powerful, easy-to-use app for visual communication in any subject.                                                                                                                                                                           | •                  | •                 |
| Ecosystem of state of the art tools. Includes: |                                                                                                                |                                                                                                                                                                                                                                              |                    |                   |
| Adobe Substance 3D apps                        | Adobe Substance 3D Stager                                                                                      | Build 3D scenes, set up assets, lights, cameras for virtual photography, export/share media, publish to web or AR. (Stager not yet available on Apple M1 chips.)                                                                             | •                  | •                 |
|                                                | Adobe Substance 3D Painter                                                                                     | Authoring app enabling painting 3D textures on models and meshes in real time.                                                                                                                                                               | •                  | •                 |
|                                                | Adobe Substance 3D Designer                                                                                    | Parametric authoring tool offers unparalleled artistic control over the creation of materials, image filters, and dynamic geometry.                                                                                                          | •                  | •                 |
|                                                | Adobe Substance 3D Sampler                                                                                     | Intuitive authoring tool to create materials for 3D by leveraging real-life images.                                                                                                                                                          | •                  | •                 |
| Mobile apps                                    |                                                                                                                |                                                                                                                                                                                                                                              |                    |                   |
| Mobile                                         | Photography apps: Lightroom for mobile, Photoshop on the iPad, Photoshop Express, Photoshop for web and mobile | Bring the power of Adobe digital imaging to your mobile devices, with full Photoshop and Lightroom compatibility.                                                                                                                            | •                  | •                 |
|                                                | Design apps: Adobe Fresco for iPad Pro and Windows, Illustrator on iPad, Adobe Scan <sup>1</sup>               | Draw and paint expressively, create beautiful graphics, and turn paper documents into PDFs.                                                                                                                                                  | •                  | •                 |
|                                                | Adobe Capture                                                                                                  | Capture inspiration around you and transform it into production-ready assets that you can bring into your creative process across desktop and mobile devices.                                                                                | •                  | •                 |

Some Adobe products and offerings may not be available in certain countries.

\* Additional standard and premium Firefly generative credits may be added to Creative Cloud plans for images, vectors, videos, and audio. Credits are available in 2,000, 7,000, or 50,000 packs and are allocated per user per month. For more information on monthly generative AI credits, go to <https://helpx.adobe.com/uk/firefly/using/generative-credits-faq.html>.

† For more information about ETLA plans, check out <https://helpx.adobe.com/uk/firefly/get-set-up/learn-the-basics/generative-credits-faq.html#creative-cloud-for-education-plans>.

| Apps, services, and features                                                                                                                                                                                                                              |                                |                                                                                                                                                                                                                              | What it's used for                                                                                                                                   | All Apps | All Apps Pro Plus                     |   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---------------------------------------|---|
| Creative Cloud for enterprise services (Core services are always on; Configurable services may be turn on/off; Add-on services are priced separately). A Creative Cloud for enterprise plan with services must be purchased for services to be available. |                                |                                                                                                                                                                                                                              |                                                                                                                                                      |          |                                       |   |
| Core services                                                                                                                                                                                                                                             | Creative Cloud Libraries       | Make your favorite assets available to you and your group anywhere.                                                                                                                                                          |                                                                                                                                                      | •        | •                                     |   |
|                                                                                                                                                                                                                                                           | Configurable services          | Adobe Fonts                                                                                                                                                                                                                  | 25,000+ fonts from foundry partners within one library for quick browsing, easy use on the web or desktop, and endless typographic inspiration.      |          | •                                     | • |
|                                                                                                                                                                                                                                                           |                                | Device Preview                                                                                                                                                                                                               | Get precise, in-context, real-time previews of your mobile app and responsive web designs on actual devices.                                         |          | •                                     | • |
|                                                                                                                                                                                                                                                           |                                | Behance                                                                                                                                                                                                                      | Showcase and discover creative work.                                                                                                                 |          | •                                     | • |
|                                                                                                                                                                                                                                                           |                                | Adobe Portfolio                                                                                                                                                                                                              | Build and manage your personal profile site.                                                                                                         |          | •                                     | • |
|                                                                                                                                                                                                                                                           |                                | Adobe Lightroom for mobile                                                                                                                                                                                                   | Edit, organize, and share images anywhere, anytime with a powerful companion app to Lightroom for desktop.                                           |          | •                                     | • |
|                                                                                                                                                                                                                                                           |                                | Publish Online                                                                                                                                                                                                               | Publish any InDesign document online and share across social networks, providing a beautiful HTML experience.                                        |          | •                                     | • |
|                                                                                                                                                                                                                                                           |                                | PDF Services                                                                                                                                                                                                                 | Work with essential PDF tools to store and share files online and to create, combine, export, organize, fill and sign, and send and track documents. |          | •                                     | • |
| Add-on services                                                                                                                                                                                                                                           | Adobe Acrobat Sign             | Send, sign, track, and manage documents workflows with enterprise administration and integrations.                                                                                                                           |                                                                                                                                                      | •        | •                                     |   |
|                                                                                                                                                                                                                                                           | Adobe Stock                    | Access millions of royalty-free images, graphics, templates, 3D models, videos, and premium content right inside your Creative Cloud apps.                                                                                   | Adobe Stock collection in Adobe Express Premium                                                                                                      |          | Access to Adobe Stock standard assets |   |
| Creative Cloud for enterprise IT tools and support                                                                                                                                                                                                        |                                |                                                                                                                                                                                                                              |                                                                                                                                                      |          |                                       |   |
| IT tools and support                                                                                                                                                                                                                                      | Adobe Admin Console            | Simplify licensing through a centralized, web-based console that allows IT administrators to establish and manage users, groups, and entitlements, as well as access deployment tools and enterprise-level customer support. |                                                                                                                                                      | •        | •                                     |   |
|                                                                                                                                                                                                                                                           | Packaging and deployment tools | Build custom packages of the apps and services, providing full control over product version, licensing type, and update policy via Creative Cloud Packager, an intuitive packaging tool.                                     |                                                                                                                                                      | •        | •                                     |   |
|                                                                                                                                                                                                                                                           | User Sync tool                 | Automate user management and directory synchronization.                                                                                                                                                                      |                                                                                                                                                      | •        | •                                     |   |
|                                                                                                                                                                                                                                                           | Enterprise support             | Access specialized support personnel 24x7, 365 days per year, in multiple languages to get help with deployment planning, license management, and other IT topics.                                                           |                                                                                                                                                      | •        | •                                     |   |
|                                                                                                                                                                                                                                                           | Expert Services                | Schedule 30-minute phone sessions with Adobe experts.                                                                                                                                                                        |                                                                                                                                                      | •        | •                                     |   |
|                                                                                                                                                                                                                                                           | Product training               | Provide users with access to hundreds of hours of free online training via Creative Cloud Learn.                                                                                                                             |                                                                                                                                                      | •        | •                                     |   |
|                                                                                                                                                                                                                                                           | Storage                        | Access cloud storage based on your user entitlement.                                                                                                                                                                         |                                                                                                                                                      | •        | •                                     |   |

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Contact your Adobe authorized reseller for more information.

<sup>1</sup> Adobe Fresco is available on all iPads running iOS 12.4, but we recommend an iPad Pro compatible with Apple Pencil. Limited release on Windows 10 restricted to Surface Pro, Surface Book, Surface Studio, and Wacom Mobile Studio Pro.

Adobe Creative Cloud services require an internet connection and are available only to users 13 and older. Use of services and applications requires agreement to additional terms and the Adobe Privacy Policy (see [www.adobe.com/privacy.html](http://www.adobe.com/privacy.html)). Applications and services may not be available in all countries or languages and may be subject to change or discontinuation without notice.

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