

Adobe for higher education

New AI-forward offerings guide for channel partners



This guide is intended to help channel partners understand and position the new Adobe AI-forward offerings lineup to higher education customers. This content is internal and partner-facing.

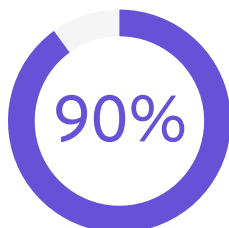
New offerings overview

The new lineup introduces powerful, AI-first offerings assembled with higher education personas in mind. The hero message for this new lineup is: **Empowering your institution with AI-driven solutions and creativity for all.**

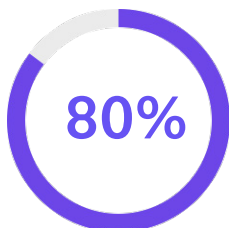
Offerings	Higher education audiences	What's included
Adobe Firefly Pro for Education	Primary: All students Secondary: Faculty, staff	<ul style="list-style-type: none">• Adobe Express Premium• Firefly standard and premium generative AI features (new!)• Adobe Acrobat AI Assistant and PDF Spaces (new!)• Adobe Photoshop on web and mobile
Adobe Creative Cloud Pro Plus for Education	Primary: Students who will be future creative professionals Secondary: Faculty, staff	<ul style="list-style-type: none">• Adobe Creative Cloud Pro• Firefly standard and premium generative AI features (new!)• Acrobat AI Assistant and PDF Spaces (new!)
Adobe Acrobat Studio for Education	Primary: Faculty, staff	<ul style="list-style-type: none">• Adobe Express Premium• Adobe Acrobat Pro• Acrobat AI Assistant and PDF Spaces (new!)
2,000/7,000/50,000 Credits for Education	Primary: Students who will be future creative professionals Secondary: Faculty, staff	<ul style="list-style-type: none">• Firefly generative AI feature credits for images, vectors, video, and audio in multiple pack quantities

Adobe higher education story

AI is transforming higher education.



of students already use generative AI, with 54% using it weekly at scale regardless of guidance or policy.*



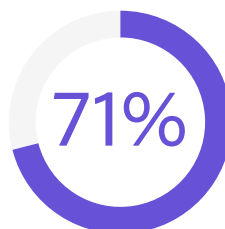
of faculty feel there is a lack of clarity on how AI can be applied in teaching within their institutions.**



There are big gaps in how ready institutions are, and how much they use or adopt AI.

Institutions are struggling to increase student engagement, persistence, and career readiness. Teaching students to use AI effectively improves outcomes and gives them the opportunity to stand out.

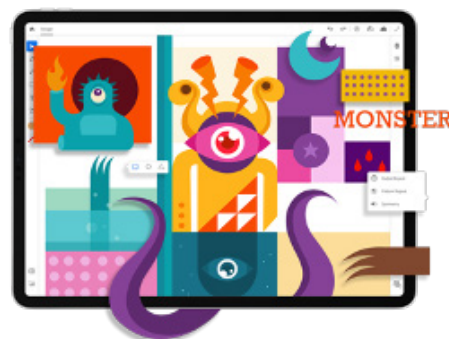
However, a lack of consistency around AI adoption, usage, and preparedness makes it even more difficult to address these challenges.



of business leaders globally are more likely to hire a less experienced candidate with AI skills than a more experienced one without them.***

By choosing the right AI tools, higher education leaders can move closer to key goals like:

- Engaging students more in their learning
- Reducing attrition
- Helping students stand out to hiring managers
- Helping students hit the ground running once they start their jobs



*Acrobat AI and the Future of Learning and Studying in Higher Ed report and Harvard Graduate School of Education

**Digital Education Council. (2025 January 28). "What Faculty Want: Key Results from the Global AI Faculty Survey 2025" [DigitalEducationCouncil.com](https://www.digitaleducationcouncil.com/).

***Wells, Rachel. (2024 November 5). "71% Of Employers Prefer AI Skills Above Experience In 2024", [Forbes.com](https://www.forbes.com/).

How Adobe helps solve challenges

Streamline learning, raise the bar on productivity and creativity, and help everyone stand out.

Target user	Productivity benefits	Creativity benefits
Students	Study and exam prep Acrobat AI Assistant helps students summarize content, organize notes, and understand tough topics—saving time and reducing stress. Accessibility and inclusive learning Features like Liquid Mode make PDFs easier to read on mobile and more accessible for students with diverse needs.	Multimedia creation Adobe Firefly enables students to make high-quality images, videos, and graphics—no design experience needed. Inclusive learning AI tools help students brainstorm and visualize ideas, making it easier to explore and share concepts.
Administrators and staff	Administrative efficiency Adobe Acrobat AI Assistant automates tasks like document handling, so staff can focus on bigger goals. Anywhere access Staff can stay productive across devices and locations.	Visual communication Adobe Express helps staff create clear, professional-looking visuals like presentations and infographics. Collaboration AI tools make it easy to share ideas and creative work across teams.
Faculty	Efficient grading AI rubrics make grading creative projects faster and more consistent. Document management and accessibility Acrobat automation helps staff edit, sign, and share documents plus making them accessible..	Curriculum enrichment Faculty can use AI in creative projects to boost student engagement and connect different subjects. Professional development AI tools help faculty try new teaching methods and collaborate with peers.



Adobe Firefly Pro for Education



Hero message:

This solution enables fast and easy content creation and helps students distinguish themselves by building career-ready AI and visual communication skills.

Target customers:

Primary: All students
Secondary: Faculty, staff

Key value-selling points:

- Enable students to **visualize ideas** with Adobe Firefly Premium.
- Boost students' creative confidence and equip them with **career-ready skills** using Adobe Express Premium and Adobe Photoshop on web and mobile.
- Help students navigate their learning, **amplify critical thinking**, self-assess mastery of course material, and refine their resumes and interview prep with Adobe Acrobat AI Assistant.
- Stand out as an institution by highlighting essential AI skills, all while ensuring safe, secure, and **responsible use of AI technology**.

This offering includes:



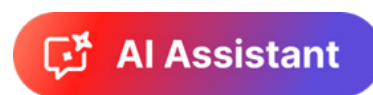
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Adobe Express
Premium

Firefly premium
generative AI

Photoshop
on web and
mobile

Acrobat AI Assistant
and PDF Spaces

Adobe Creative Cloud

Adobe Creative Cloud Pro Plus for Education



Hero message:

Stand out with the essential creative skills employers need.

Target customers:

Primary: Students who will be future creative professionals

Secondary: Faculty, staff

Key value-selling points:

- Use the same creative apps and Adobe Stock assets **professionals use in every industry** for imaging, design, video production, web and social content, and more.
- Ideate, generate visuals and videos, and translate video and audio with **responsibly designed**, commercially safe Adobe Firefly Premium **generative AI**.
- **Free up time for research**, critical thinking, and actual creative work with Adobe Acrobat AI Assistant.

This offering includes:



+



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Creative Cloud +
Adobe Stock

Firefly premium
generative AI

Acrobat AI Assistant
and PDF Spaces

Compare existing and new offerings

Adobe Express and Firefly offerings:

Features	Adobe Express Premium for Education (current offering)	Adobe Firefly Pro for Education (new offering)
Quick and easy content creation for impactful presentations, infographics, videos, and more	Included	Included
Standard Firefly generative AI features	Included 250 credits per user/month	Included
Premium Firefly generative AI features	Not included	Included 250 credits per user/month
Acrobat AI Assistant and PDF Spaces	25 uses per year	Included
Adobe Photoshop on web and mobile	Not included	Included
Adobe Stock assets	Adobe Stock collection in Adobe Express Premium	Adobe Stock collection in Adobe Express Premium

Adobe Creative Cloud offering:

Features	Creative Cloud All Apps for Education (previous offer)	Creative Cloud Pro Plus for Education (new offer)
All Creative Cloud apps and services *See what's included in All Apps	Included	Included
Standard Firefly generative AI features	Included 500 credits per user/month	Included
Premium Firefly generative AI features	Not available	Included 1,000 credits per user/month
Acrobat AI Assistant and PDF Spaces	5 lifetime credits	Included
Adobe Stock assets	Adobe Stock collection in Adobe Express Premium	Access to Adobe Stock standard assets

Adobe Acrobat

Adobe Acrobat Studio for Education



Hero message:

Turn documents into insights.
Communicate visually.

Target customers:

Faculty and staff

Key value-selling points:

- **Boost your productivity** with a reliable tool for creating, editing, signing, and sharing PDFs and contracts with Adobe Acrobat Pro.
- Simplify document review and empower faculty to **transform information into captivating visuals** with Adobe Express Premium.
- **Extract insights effortlessly**, delve into citations, and craft engaging course materials with Adobe Acrobat AI Assistant.

This offering includes:



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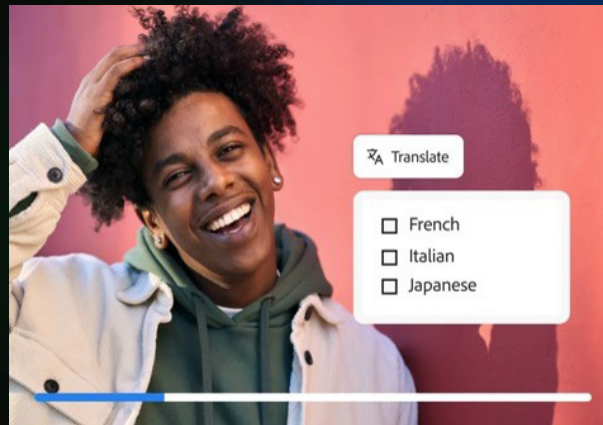
Acrobat Pro

Adobe Express
Premium

Acrobat AI Assistant
and PDF Spaces



Adobe Firefly Credits for Education



Hero message:

Enhance creativity and productivity campus wide.

Target customers:

Primary: Students who will be future creative professionals
Secondary: Faculty, staff

Key value-selling points:

- Give students and faculty the tools and skills to **ideate and create with AI technology that's responsibly developed** and commercially safe.
- Enable users to quickly generate images, graphics, and videos to **visualize their ideas**, plus translate audio and video.

This offering includes:



Firefly standard or premium
generative credits
(2,000/7,000/50,000
depending on the plan chosen)

Add generative credits:

Credits must be purchased separately for faculty/staff use and student use with Adobe Creative Cloud higher education offerings.

Generative credits unlock premium features powered by Firefly, unmetered access to standard features powered by Firefly, unlimited canvases in Adobe Firefly Boards, Adobe Express Premium, and full access to Photoshop web and mobile apps.

Offering comparisons

Adobe Acrobat offers with generative AI:

Features	Acrobat Pro (current offering)	Acrobat Studio for Education (new offering)
Create, edit, sign, collaborate on PDFs and more with Acrobat	Included	Included
Standard Firefly generative AI features	Included 25 credits per user/month	Combined with premium credits
Premium Firefly generative AI features	Not available	Included 250 credits per user/month
Acrobat AI Assistant and PDF Spaces	5 lifetime credits	Included
Adobe Express Premium	Not included	Included

Firefly generative credits for Education

Features	Firefly 2,000 Credits for Education	Firefly 7,000 Credits for Education	Firefly 50,000 Credits for Education
Standard Firefly generative AI features	Unlimited	Unlimited	Unlimited
Premium Firefly generative AI features	2,000 credits per user/month	7,000 credits per user/month	50,000 credits per user/month

Adapt your message to the decision maker



CIO



Provost



Academic Dean

My challenges	<ul style="list-style-type: none"> Declining enrollment Shrinking resources Unprepared for AI 	Competing for fewer students and resources	Needing to enhance academic success and faculty development with limited resources
What I want to see as a result of my decision	Campus tech ecosystem become more resilient and innovative, attracting students and industry through AI tools	Students who are more involved and prepared for careers that will influence institutional results and rankings	<ul style="list-style-type: none"> Engaged, career-ready students perform better academically Faculty gain more time for research as student independence grows
What will create the 'Aha!' moment with me?	<ul style="list-style-type: none"> Data handling Policies for safe AI Smooth deployment for campus users 	<ul style="list-style-type: none"> Promote responsible AI to boost degree value Use AI for faster insights from research and policy Build future-ready skills like visual communication 	<ul style="list-style-type: none"> Showcase student work in visual formats Highlight AI workflows aligned with job market needs Connect disciplines through real-world applications
Why should institutions be interested in Adobe Creative Cloud Pro Plus?	Industry-leading tools boost graduate employability and degree appeal	AI tools keep students engaged and help them stay—showing value to future students	Engage students and boost employability by teaching real-world workflows used in top creative industries
Why should institutions be interested in Adobe Firefly Pro?	<ul style="list-style-type: none"> Deploy safe, secure AI with enterprise-grade privacy Help your institution stand out and attract students by teaching future-ready AI skills 	<ul style="list-style-type: none"> Stand out and drive enrollment by teaching future-facing AI skills Boost career readiness and improve academic outcomes like persistence 	<ul style="list-style-type: none"> Boost student confidence and engagement with course content Focus on visual communication and AI skills—top priorities for students

Note for partners :

- **CIO (Chief Information Officer):** Leads the university's technology strategy, including digital tools, cybersecurity, and AI. Also known as: IT Director, Head of Digital Transformation, Chief Digital Officer.
- **Provost:** Oversees academic strategy—curriculum, teaching quality, and faculty development. Also known as: Vice-Rector for Academic Affairs, Pro-Vice Chancellor, Academic Director.
- **Dean:** Manages a specific faculty or school (e.g., Engineering, Business), including programs, staff, and student outcomes. Also known as: Faculty Head, School Director, Head of Department.

Have questions? Contact your Adobe Education Representative.