Building Creative Literacy With Adobe Creative Cloud

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According to an online survey [1], 65 percent of employers rated a recent graduate’s ability to innovate and be creative as "very important," but only 37 percent believed that recent graduates were well-versed in current technologies.

This means that regardless of major, mastering new technologies like graphic design and video editing software are essential skills for all professions as all industries become more digital.

To prepare UA students with these skills, Student Engagement and Career Development, with the Office of Digital Learning, developed Fast Track: Adobe Creative Cloud, one in a series of skill-building programs designed to help students bridge the gap between the classroom and the workplace.

During the 4.5-week summer program, students will learn how to use select Adobe Creative Cloud software: graphics in Photoshop, video in Premiere Pro, or print in InDesign, while also fostering their creative thinking and problem solving abilities. They will create original content around a topic in their selected software, and develop a final project in a pitch to one of our employer partners for feedback. As new graduates with these skill sets, UA students will be highly prepared, highly desirable prospective employees.

The summer program is fully online through D2L and taught by Brian Puente, Adobe Creative Cloud support specialist at the University of Arizona.

Fast Track: Adobe Creative Cloud starts on July 2. Space is limited. Register by June 27. The 4.5-week program is $499, with $400 scholarships available. Students must register via Handshake by clicking here [2].

For more information, click here [3].

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Links:
[1] https://www.google.com/url?sa=t&amp;rct=j&amp;q=&amp;esrc=s&amp;source=web&amp;cd=1&amp;ved=0ahUKEwjvhqCQk6LSAhUFOCYKHcLrARUQFggcMAA&url=https%3A%2F%2Ffiles%2Ffiles%2FLEAP%2F2015employerstudentsurvey.pdf&usg=AFQjCNH04bQDs3v9dhhYKYLbTUMGcq9rpw&sig2=SoE4NNH5A81WcTSzg52Hgw