



ADOBE CREATIVE CLOUD DEMO MINUTES

December 2nd, 2016

2:00 PM - 3:00 PM

UMC 245

Action Items (To mark an Action Item completed, select the checkbox (double-click), right-click, and select checkmark.)



Attendees

Present:

- Virgil Nunan (co-chair)
- Soham Shah
- Dylan Sallee
- Shane Kroening (non-voting)
- Chris Bell (non-voting)
- Scott Trudeau (Adobe)
- Bradley Buchanan (Adobe)

Agenda

1. Virgil Nunan Notes:

- a. Walkthrough of student experience for Creative Cloud
 - i. Utah, Cal Berkley cover all students for this service
 - ii. Learn & support environment included
 - iii. Graduates need a skill set
 - iv. Value-adds
 1. Desktop downloads (traditional desktop downloads)
 2. Professional development
 - a. Portfolio builders
 3. Behance
 - a. Create collections
 - b. Projects
 - c. Show them either publicly or privately
 - d. Narrating ideas
 - v. Lots of corporations look at Behance before they look at anything else
 1. Behance is kind of like a LinkedIn type of service
 2. Behance is not a part of Creative Cloud
 - a. It is a part of Adobe
- b. Faculty are facilitating learning process rather than being experts themselves on the applications
- c. Easy to use tools for marketing
 - i. Spark Video
- d. Purchasing
 - i. Cover a percentage of students

- ii. Dashboard
- iii. 3 year annual
- e. Accessibility
 - i. Anything purchased needs to be accessible to all students
 - ii. Usually no problem passing a compliance audit
- f. Survey
 - i. We should include examples of portfolios on the survey so students know

2. Dylan Sallee Notes:

- a. Creative Cloud Student Experience
- b. How Students Are Using the Software
 - i. Seeing being used for all students in several universities:
 - 1. Utah
 - 2. California Berkeley
 - 3. UNC: Chapel Hill
 - 4. Duke
 - ii. Embrace use with faculty.
 - iii. Variety of ways to do licensing - best price is 100% utilization.
 - iv. Need to do *with* the students, not for the students. Vetted - ties with world we live in - integrate adoption.
 - v. Bradley Buchanan - Putting together these license agreements.
 - vi. Scott Trudeau? - How to deploy software, utilize to your advantage to show your brand, etc.
 - vii. Not only creatives use it, but how biomedical/engineers/etc use it.
 - viii. Industry: We need people graduating with skill sets, critical thinking, problem solving.
 - 1. Spend less time with reading, writing, and arithmetic. Being digitized.
 - 2. Can reinvent their skill set over and over.
 - 3. Need digital media skills - portfolio.
- c. Creative Cloud:
 - i. Less about features of applications, more about it in itself.
 - ii. Access to desktop downloads of Photoshop, Lightroom, Illustrator, Premiere, After Effects, Dreamweaver, Muse, Acrobat, etc. *Historic Adobe*
 - iii. Creative Cloud desktop application - portal into creative cloud world.
 - 1. Applications
 - 2. Storage and Collaboration - 20 GB
 - 3. Learning and Support Environment
 - a. Create digital content without professor necessarily needing knowledge of the product.
 - iv. Mobile Applications
 - 1. Easy to use tools - gateway for creating things.
 - 2. Useful for non-majors to do things that they normally wouldn't be able to do.
 - v. Creative Network
 - vi. Portfolio Website
 - 1. Personal Website - Branded with custom URL.
 - a. Adobe Portfolio - myPortfolio!
 - b. Point and Click Editor - Ease of Use
 - c. Connects to Behance
 - d. What do I do when I graduate?
 - i. Gets a bit of time period when it stays up.
 - ii. Gets a while when not staying up, but is not deleted.

2. Behance - Integrates with teams (classes).
 - a. Collections - Collaboration
 3. For Engineers - Building projects and demonstrating things to the world easily
 4. Talent Acquisition Target
 5. Does not require creative cloud to use - but allows workflows in Adobe projects
- vii. Every university gets an Integration Team - they will come to campus and tell faculty and students on how to do stuff
1. Faculty don't have to be experts; they just have to know what is available to students.
 2. Encourage utilization - expose not only to faculty, but also to students.
 3. Adobe is fully invested in integration.
 4. Hey English department, will you require one digital media project per semester? Use your account to build a project using their documentation.
 5. Ex: Have to create a video instead of a speech for student government!
 6. Pointing student to the right direction - not going to hand feed all the schools. Learning!
- d. Education Application: Spark Video (Anyone can tell a digital story.)
- e. Purchasing Options
- i. \$20/\$30 per month
 - ii. \$240 per year
 - iii. Enterprise License
 1. Percentages of Students
 2. \$25 per student at 100% utilization
 3. Tech Fee, Student Government, Etc
 4. 3 Year Agreement
 5. Email - Click here to join creative cloud. SSO
 6. Or just get code.
 7. 100% can do things like gifts back to institution - grants, money, need people to teach faculty.
 8. University of Arizona - Downtown facility that has downtown collaboration/creative space.
 9. Can happen at any time - generally works around the university fiscal year.
 10. University of Colorado Boulder - must be accessible.
 - a. Have teams specifically dedicated to it.
 - b. 9/10 would pass audit.
 - c. Constantly developed - can take feedback and improve.
 11. Creative Campus Collaborations - Institutions talking together.
 12. Enterprise paths for internships.
 13. Government is leveraged. Microsoft, Apple, etc.
 14. Involve student affairs in conversations. Christina Gonzales
 15. Who is doing ePortfolio stuff? LMS?
 16. Student Funds - Student Government!