



IT Student Governance Board  
University of Colorado **Boulder**

**IT Student Governance Board [ITSGB]**  
Office of the Associate Vice Chancellor for IT  
and Chief Information Officer  
University of Colorado at Boulder

**POSITION STATEMENT OF THE IT STUDENT GOVERNANCE BOARD**

**POSITION STATEMENT ADVOCATING FOR AVAILABILITY OF ADOBE CREATIVE CLOUD TO STUDENTS  
AT A DISCOUNTED PRICE**

February 24th, 2017

**Dr. Larry Levine**

914 Broadway  
Boulder, CO 80309

To Whom It May Concern,

**Position**

The IT Student Governance Board (ITSGB, collectively, “The Board”) represents the CU student body within the CU OIT governance structure.

The Board recommends that the Adobe Creative Cloud suite of applications is made available to students at a discounted price through a volume purchase of licenses. The Board believes that having access to Adobe Creative Cloud will enhance academic experiences and give students the opportunity to add valuable skills to their résumés.

**Background**

The Adobe Creative Cloud (“Adobe CC”) suite includes tools for visual artists, videographers, web designers, graphic designers, print editors, and a many others.

Currently, the Technology, Media and Arts (“TAM”) certificate/major program currently offers Adobe CC on its computers located within the Atlas building on campus. The Board sees that the current availability of Adobe CC to students is insufficient, and that any student with an academic need for the suite should have access for a significantly reduced cost.

**Student Technology Survey**

From December 16th, 2016 to February 1st, 2017, the Office of Information Technology sent out a survey to students to get a better understanding of how students use and perceive technology on campus. The survey included questions about interest in Adobe CC products and their current use among students.

To summarize, when students were asked what software packages they used, 26.70% of students say they currently use Adobe CC products. Among those who use Adobe CC products, Photoshop was the most commonly used (70.95%), followed by Acrobat Pro (33.20%), and Illustrator (31.95%). In terms of student interest in getting access to Adobe CC, the distribution of answers was fairly uniform, with slight left skew. 9.47% of students said

“Definitely Not”, 21.58% said “Probably Not”, 26.53% said “Might or Might Not”, 21.79% said “Probably Yes”, and 20.63% said “Definitely Yes”.

## **Recommendations**

The Board recommends that, at minimum, 1,000 licenses of Adobe CC are purchased to resell to students at a price that is \$100 or less for a 12 month license.

The current price offered through Adobe’s student discount program is \$19.99/month.<sup>1</sup>

The Board believes that the majority of licenses granted will be to students in the following majors and/or certificate programs:

- Technology, Arts & Media
- Art Practices
- Film Studies
- Marketing (Business)
- Computer Science (Engineering)
- Communication (CMCI)
- Advertising, Public Relations and Media Design (CMCI)
- Information and Communication for Development
- Intermedia Art, Writing and Performance
- Composition
- Media Production
- Strategic Communication (CMCI)

There are approximately 4,593 students in the above mentioned majors and/or certificate programs.<sup>2</sup>

We also believe that there will be significant interest from majors not mentioned above. Based on a meeting with Adobe representatives Bradley Buchanan (Senior Education Manager) and Scott Trudeau (Solutions Consultant), cases were presented where students in business, engineering, and other arts & sciences majors could utilize tools provided in the Adobe CC suite.

## **Examples of Adobe CC Utilization**

### **Visual Arts**

Photoshop can be used to draw, paint, use 3D tools, and edit photos. Illustrator is used to create vector images, posters, and web content. These programs can be used to create and then transfer content to other Adobe CC products. These products can be used to create content for various class projects (like designing a logo for a company in an entrepreneurship class) or building a personal brand.

### **Video Editing and Animation**

Adobe CC comes with industry-standard film editing software. Premier is a post-production application that is used to assemble and finalize movies. After Effects is used to create visual effects and apply them to live-action film. Animate (formerly known as Flash Professional) is used to create video animations and interactive content. These products can be used for school-related projects that have a video deliverable.

### **Media Production**

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<sup>1</sup> Based on Adobe’s pricing information as of March 10, 2017

<sup>2</sup> Based on the Fall 2016 Enrollment Visualizations by major from the Office of Data Analytics’ census of all CU Boulder Students

Adobe InDesign can be used to create pamphlets and informational brochures for books and magazines. Students who go into advertising or journalism can use InDesign to create projects to showcase knowledge of print and digital publishing. Illustrator can also be used to create vector files that are then transferred to InDesign. These products can be used for things like building a resume that stands out or producing an eye-catching final research paper.

### **Web Design**

Muse and Dreamweaver are the two main options for designing a website. For those who do not wish to learn code, Muse is used to design websites using a drag-and-drop method, similar to Photoshop or Illustrator. Dreamweaver is used to design and develop websites using code. Students can use these products to build personal websites to showcase portfolios.

### **Online Portfolios: Behance**

Behance is a tool that Adobe acquired to give its Creative Cloud users a platform to make an online portfolio without designing a website. Behance is not strictly for showcasing visual arts projects; it be used to showcase projects where engineers solve a problem, or explain a process in the natural sciences. Behance can be used to create teams of people (whether it be for a class or an extracurricular project) to display projects by a group of individuals on a website platform.

### **Conclusion**

The Board recommends that a minimum of 1,000 licenses of Adobe Creative Cloud are offered to students at a discounted price such that the total cost for the student does not exceed \$100 for a 12 month license.

### **Request for Response**

As a subset of the Office of the Associate Vice Chancellor for IT and Chief Information Officer, the ITSGB respectfully requests a response to this position statement, acknowledging receipt and consideration of the positions stated within.

Sincerely,

#### **IT Student Governance Board**

oit-gg-itsgb@colorado.edu



Virgil Nunan | Writer, ITSGB Co-Chair

virgil.nunan@colorado.edu



Alex Alvarez | ITSGB Co-Chair

alexandria.alvarez@colorado.edu