



Adobe Express for higher education

Adobe Express for higher education ignites creativity and learning by enabling students to easily create digital stories in the form of infographics, web pages, videos, social media posts, podcasts, animations, and more. When you integrate Adobe Express into the curriculum, students learn how to think critically, solve problems creatively, and showcase their knowledge and ideas in compelling ways—including through the use of generative AI. These skills empower them to succeed both in school and in their future careers.



Drive creativity and engagement with Adobe Express for higher education.

Digital fluency is a required competency for employment in today's digital-first world. By integrating Adobe Express creative projects into courses throughout your curriculum, you can help students build the foundations of digital fluency, stay engaged with their learning, and develop skills like visual thinking and persuasive communication that will give them an edge in the classroom and in their careers.



Key benefits for faculty

- **Easy-to-create engaging learning resources:** With free education templates and step-by-step teaching resources, faculty can confidently introduce activities and assessments that use best-in-class digital tools—including generative AI—for creativity.
- **Student engagement:** By integrating digital skills across disciplines and throughout the curriculum, faculty can help students master their subject matter, stay immersed in their academic material, and improve their learning outcomes.
- **Integration with favorite teaching tools:** Adobe Express works with Google Drive, Microsoft OneNote, and Microsoft Teams, so faculty and students can seamlessly access powerful creative tools as part of their daily workflows.



Key benefits for students

- **All-in-one storytelling platform:** Stand out by creating stunning research papers, writing assignments, graphics, flyers, photos, videos, narrated stories, presentations, reports, and so much more.
- **Adobe Firefly generative AI:** Students can turn their ideas into images and templates using simple text prompts and features powered by generative AI.
- **In the classroom and on the go:** Students can use Adobe Express on desktops, laptops, and mobile devices. All projects sync to the cloud for easy access and can be exported to PDF.
- **Classroom collaboration:** Students can invite others to work with them on projects and easily tag-team to make edits.
- **Built-in inspiration:** Adobe Express includes thousands of education-focused templates to use as starting points for assignments or as personal inspiration, and it also includes millions of royalty-free Adobe Stock images.



Key benefits for IT/administration

- **Easy deployment.**
- **Integration with your existing educational technology and business platforms.**
- **Improved student experience:** Students spend more time creating and less time figuring out the technology.
- **Opportunities to unleash creativity across the entire institution:** Academics can create podcasts and videos of their research, careers teams can use the power of social media, and more.
- **Responsible, ethical generative AI:** Adobe Firefly is designed to generate commercially safe images, and with the Content Authenticity Initiative, Adobe is setting the industry standard for responsible generative AI.

“When students have tools that inspire their creativity and let them start designing faster, they can focus on their content. They're gaining a deeper understanding of what they're learning in the classroom while elevating their communications and gaining the digital skills required for any career.”

DR. CHELSY HOOPER
Head of Instructional
Technology, Innovation
& Research Commons,
Auburn University

Why Adobe Express for higher education?

Adobe Express offers your school a world of apps and services that foster creativity, drive engagement, and build career-relevant skills to help students succeed. It's everything students and faculty need for fast and easy visual communication with graphics, photos, videos, animations, and more—all in one place.

Student use cases.

Creativity and visual communication are key for students in all disciplines. Adobe Express for higher education provides the foundation for students to create.

Arts

Students can create web pages about protest music throughout history or produce video analyses of famous film scenes.

Business

In entrepreneurship classes, students can design logos and other brand elements for their businesses. In marketing classes, they can create podcasts or web pages analyzing social media trends and biases.

Humanities

Students can create portraits that explore identity and expression or produce videos using sound to create a sense of place.

Sciences

Students can create videos about environmental sustainability or create graphical maps showing system components.

Social sciences

Students can produce a series of graphics presenting socio-political arguments or create videos to showcase prototype designs for an app about Juneteenth.



What's included with Adobe Express for higher education?

Your institution can use Adobe Express for free with limited content and features. See the differences between the Free and Premium plans:

	Free plan	Adobe Express for higher education
Content	Thousands of templates, design assets, and fonts from Adobe Fonts. A limited collection of royalty-free Adobe Stock photos.	All premium templates and design assets including the entire collection* of over 160 million royalty-free Adobe Stock photos from within the Adobe Express app. <small>*Adobe Express membership required. The Adobe Stock photo collection does not include Premium or editorial content. Limited Adobe Stock functionality available in web page and video features.</small>
Generative AI credits**	25 generative credits per user per month for features powered by Adobe Firefly AI.	250 generative credits per user per month for features powered by Adobe Firefly AI.
Services	2GB cloud storage.	Adobe Portfolio + 100GB of cloud storage + Premium support.
Collaboration	Ability to create unlimited projects and share them with students and faculty.	<ul style="list-style-type: none"> • Ability to create unlimited projects and share them with students and faculty • Creative Cloud Libraries to manage and share your templates and assets
Features	<ul style="list-style-type: none"> • Basic editing features and photo effects, including the ability to remove backgrounds and animate • Ability to add multiple pages of any size to your project • Over 1,000 fonts from Adobe Fonts 	<ul style="list-style-type: none"> • Basic and premium editing features like refine cutout, resize, and graphic groups • Ability to add multiple pages of any size to your project • Over 25,000 licensed fonts from Adobe Fonts, curved type, grids, and font pairs • Ability to add your branding, logo, colors, and fonts in one tap • Conversion and export to and from PDFs and other file types • Ability to create on both web and mobile

**For more information, go to <https://helpx.adobe.com/uk/firefly/using/generative-credits-faq.html>

