



# Conversation guide for Adobe resellers.

Talking to education customers about creative problem-solving skills and Adobe Creative Cloud.



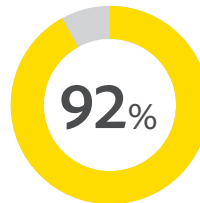
## What is creative problem-solving, and why is it a critical skill for schools to teach?

Creative problem-solving is the process of redefining problems and opportunities; coming up with new, innovative responses and solutions, and then taking action.



### Creative problem-solving skills are essential.

Grade 6–12 teachers believe that teaching these skills must start early, and higher education teachers believe that all students benefit from learning them. Educators at all levels believe that students pick up these skills from learning by doing.

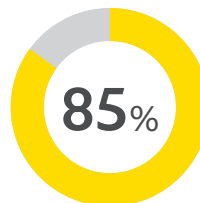


*of educators believe students who excel at creative problem-solving will have higher-earning jobs in the future.*



### Today's curricula and education policies aren't keeping up.

Grade 6–12 teachers believe that curricula and standardized testing requirements hinder creative problem-solving and need to be modernized. Higher education teachers believe that creative problem-solving skills should be woven into disciplines beyond creative ones. And policymakers believe policies need to be updated to meet the demands of tomorrow's workforce.

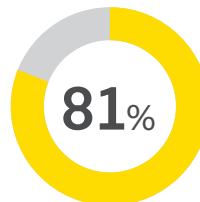


*of educators and policymakers feel it's very important for students to learn creative problem-solving skills, but today's curricula have deficiencies.*



### Technology can help bridge the gap.

Educators at all levels who use Adobe Creative Cloud report that their students are more prepared to use creative problem-solving skills in future jobs. Policymakers say educators identify Creative Cloud as being effective in developing creative problem-solving skills and securing higher-paying jobs.



*of educators familiar with Creative Cloud believe it could help develop students' creative problem-solving skills inside the classroom.*

*Adobe's 2017 study of educators, policymakers, and education-industry influencers revealed that, in order to succeed in the workforce in the age of automation, today's students need to develop creative problem-solving skills. The study also examined the challenges involved with teaching these skills, as well as ways that schools, policymakers, and partners like Adobe can help bridge the gaps.*



**"60% of hiring managers** said new graduates do not have the critical thinking and problem-solving skills necessary for the job."

**PayScale, July 2016**

## How does Adobe help schools teach creative problem-solving skills?

Adobe makes it easy for institutions to incorporate Creative Cloud into their curricula and give students the hands-on learning experiences they need to practice creative problem-solving on a daily basis. Here's how:

### Flexible purchasing options

	 <b>DEVICE LICENSES</b>	 <b>NAMED-USER LICENSES</b>
License type ( <i>mixing and matching is allowed</i> )	Ideal for desktop computer labs and classrooms.	Ideal for small workgroups, departments, students, and bring your own device ( <i>BYOD</i> ) environments.
Desktop apps	All the latest desktop apps, including Adobe Photoshop CC and Illustrator CC.	All the latest desktop apps, including Adobe Photoshop CC and Illustrator CC.
Mobile apps and services	—	<ul style="list-style-type: none"><li>• File sharing and syncing (<i>20GB per user</i>)</li><li>• All the latest mobile apps, including Adobe Capture CC and Photoshop Mix</li><li>• Behance profile</li><li>• Advanced 24/7 tech support plus 1:1 access to product experts</li></ul>
Payment options	<ul style="list-style-type: none"><li>• Pay for 1 year or up to 4 years at a time</li><li>• Add additional licenses at any time</li><li>• Purchase order with flexible billing date</li></ul>	<ul style="list-style-type: none"><li>• Pay for 1 year or up to 4 years at a time</li><li>• Add additional licenses at any time</li><li>• Purchase order with flexible billing date or credit card with monthly payment</li></ul>

### Teaching and learning resources

- Faculty in all disciplines can find everything from simple learning modules to full professional development workshops on the [Adobe Education Exchange](#).
- Faculty can get inspired by the work and ideas of their peers on the [Adobe for Academics \(HED\) and Adobe for Teachers \(K-12\) website](#).
- Faculty can set up free Expert Services sessions to learn new app features and creative workflows from Adobe Specialists.
- Faculty and students can access hundreds of tutorials for every experience level, right inside their Creative Cloud apps.
- Faculty and students can earn [Adobe certifications](#) to enhance their learning and demonstrate their mastery.

**"78% of students and 77% of teachers** believe that Generation Z learns best by creating and hands-on experiences."

[Gen Z in the Classroom study](#)

**"Adobe provides industry-relevant applications** which allow students to build relevant skills. In the classroom, this allows them to make and learn from mistakes, as well as come up with solutions to achieve outcomes."

[U.K. educator, Creative Problem-solving study](#)



## Tell your customer

### Why Adobe?

*Adobe delivers the industry-leading creative apps and services that give students the tools and skills they need to succeed at school and in the workforce.*

### Momentum

- Over 100,000 educational institutions worldwide use and teach Adobe technologies.
- Over 1 million students and educators use Adobe creative apps.
- 315,000 educators are sharing resources and best practices on the Adobe Education Exchange, our online community.

### Key features of Creative Cloud

- Always up to date.
- Optional online services.
- Flexible licensing options.
- Easy deployment.

To learn more about how Adobe is helping give students and schools a competitive edge, visit:



[www.adobe.com/education.html](http://www.adobe.com/education.html)



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