



Adobe® Creative Cloud™ for education

VIP licensing for education

What is Creative Cloud for education?

Creative Cloud for education is a product offering that gives your students, educators, and staff access to the world's best creative apps for design, web, video, and photography — all right on the desktop — along with seamless ways to share and collaborate.

Value Incentive Plan (VIP)

The Adobe Value Incentive Plan (VIP) is a subscription-based buying program that makes it easy for your institution to purchase, deploy, and manage Adobe products such as Creative Cloud for education.

Find a VIP licensing option that fits your needs:



Small workgroups and departments

Named-user licensing

- Licenses for each individual user
- Includes a complete set of Creative Cloud apps or a single-app option
- Online services and storage included



Classrooms and labs

Device licensing

- Licenses for each computer, rather than each user
- Includes a complete set of Creative Cloud apps or a single-app option
- Online services and storage not included



Buy now

Purchase from Adobe Business
Direct: 800-443-8158

Find an [Adobe Authorized
Education Reseller](#)



Learn more

Get more details in the [VIP
Program Guide for education](#)

See the [Creative Cloud for
education licensing overview](#)
for a list of apps and services
available.



Tips



VIP has no minimum license purchase requirement. Your institution can deploy as few or as many creative apps as needed.

Services and storage are only available with a named-user license. Device licenses do not include services or storage and are ideal for anonymous deployment in labs and classrooms.

Primary and secondary schools may save more on Creative Cloud apps through the Education Enterprise Agreement (EEA) program. Contact your reseller for more information.

Larger deployments may work better under an Enterprise Term License Agreement (ETLA). Contact your Adobe representative for details.

Frequently asked questions

Question	 Named-user	 Device
Do I need a serial number to access Creative Cloud for education?	No! Creative Cloud for education does not require a serial number for activation. The unique identifier is built into the VIP program to make getting your apps simple and quick.	
How do I install my Creative Cloud apps?	VIP Admins assign licenses to specific users by sending an invitation. Licenses are activated after the user installs and launches application.	Use Creative Cloud Packager to create installation packages and deploy by either a manual push or use of 3rd party tools.
How do I activate my licenses?		After installation, licenses are active after launching the first app on the device.
How many activations are allowed per license?	Allows for two activations per license.	Allows for one activation per license.
Do users need to be online to use the apps?	To access named-user licenses, which also include online storage and services, users log in to the Creative Cloud with their Adobe ID.	Computers must connect to Adobe servers for initial activation, and then at least once every 99 days.
How do I manage my Creative Cloud for education licenses?	VIP members manage their licenses with the Admin Console — the centralized management tool for VIP.	
	Admins can view named-user licenses, add or remove users, add new licenses for immediate deployment, and download Creative Cloud Packager to create installation packages for deployment.	Admins can view device license deployments, activate and deactivate device licenses, and download Creative Cloud Packager to create installation packages for deployment.

Tips

The Admin Console replaces the Adobe Licensing Website (LWS). View and manage licenses directly in the Admin Console.

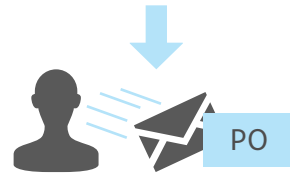
Creative Cloud offers continuous feature enhancements and updates that you deploy to users when you're ready, unlike CS6 where there are no feature or version updates.

Creative Cloud Packager replaces the need for deployment tools like Adobe Application Manager Enterprise Edition (AAMEE).

NAMED-USER LICENSES



Customer, Reseller, or Adobe Business Direct adds licenses



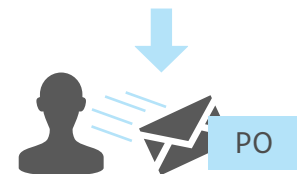
Sales representative submits PO for added licenses

Order must be processed by Adobe within 30 days
from date license(s) were deployed

DEVICE LICENSES



Member orders licenses with Reseller or Adobe Business Direct



Sales representative submits PO for licenses

Device license order complete



Named-user license:

Assign licenses directly from the Admin Console or use Creative Cloud Packager for larger deployments.

If the user has an existing Adobe ID, use the associated email address to assign licenses.



Device license:

Place an order for device licenses from Adobe Business Direct or Reseller. Do not add device licenses in the Admin Console.

Download Creative Cloud Packager from the Admin Console to create installation packages for deployment. See the [Creative Cloud Packager help page](#) for details.

