5 Benefits of Digital Literacy.

When you foster creativity and teach digital skills to all your students in every major, they learn how to think critically, solve problems creatively, and express ideas in compelling ways. These skills empower students to succeed both in school and in their careers.

Here are five things you need to know about digital literacy and the benefits it brings to both your students and your school:

98% of college admissions decision makers said creative skills and soft skills were very or somewhat important to student success.

ADOBE DECIDING FACTOR STUDY

1. Digital literacy boosts student engagement.

When students use powerful creative tools like Adobe Creative Cloud for their assignments and projects, they engage more deeply with the content, which helps them better understand information and communicate their knowledge in visually and digitally compelling ways. At the same time, faculty with digital skills can also make their course materials more visually compelling to drive student engagement.

"[Digital literacy] initiatives have the potential to generate more excitement around learning for students, especially as their growing fluency enables deeper connections with others and equips them with a new lens to critically evaluate the world around them."

EDUCAUSE STUDY

2. Digital literacy improves academic performance.

According to Bloom's Digital Taxonomy, the act of creating requires a higher order of thinking than other activities like remembering, understanding, and applying. When students use Creative Cloud tools to create presentations, infographics, podcasts, videos, or ePortfolios for their assignments, they understand it more deeply and retain it longer. This enables them to communicate their ideas, discoveries, and arguments in more innovative ways—often exceeding expectations in classes across all disciplines.

3. Developing digital literacy builds essential soft skills.

In doing the work of becoming digitally literate, students have to think critically, solve problems creatively, and collaborate effectively. In other words, they gain the essential skills they'll need to succeed in the jobs of the future—jobs that are less likely to be impacted by automation technologies like artificial intelligence and machine learning.

4. Digital literacy helps students stand out from their competition in the job market.

Students who are proficient with digital tools like Creative Cloud can more easily differentiate themselves during the job application process. They can create media-rich resumes and showcase their personal brands with ePorfolios of their student work. They can walk into interviews prepared to show examples of the digital communication skills companies expect, and they can demonstrate their ability to learn and apply new technology skills. Perhaps most importantly, they can prove that they've developed the creative mindset employers crave.

"Digital literacy is a critical skill today, where information and communication are so prominent. We want students to understand how digital tools work and to also think about the effects digital tools have on the world—from how media informs audiences to how algorithms impact what we see online."

VINCENT DEL CASINO
Provost and Senior Vice President for Academic Affairs, San Jose State University
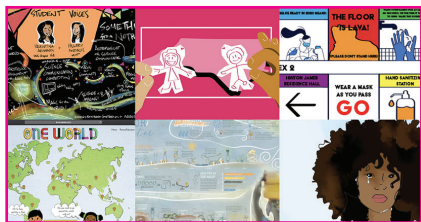
"Digital literacy is the currency of employment today. There are a lot of things you can do in college to give you a good foundation, but solid digital skills and being confident in a digital world are what will help students get their first job out of college."

COREY STOKES
Digital Learning Officer University of Utah

University of North Carolina at Chapel Hill graduate Valentina Aresmendi used Adobe Creative Cloud apps to create multi-modal class projects.

See blog >

Washington State University graduate, Jake Sirianni, used his Adobe Premiere Pro skills to help land an internship on the Jimmy Fallon show.

See story>

5. Digital literacy makes your school more competitive.

Today's digital natives are content creators, not just content consumers. By providing Creative Cloud to students across majors and disciplines—not just art and design majors— you can differentiate your institution, ensure that students are digitally literate, and recruit new students more successfully. For example, innovative schools like Winston-Salem State University, University of Arizona, Austin Community College, and many others are making digital literacy and student access and equity a priority.

Driving digital literacy is easier than you think.

Adobe makes it easy for faculty in any discipline to incorporate Creative Cloud into their curricula. Faculty can find everything from simple learning modules and lesson plans to self-paced courses and professional development workshops on the Adobe Education Exchange. They can get inspired by the work and ideas of their peers such as University of North Carolina professor Todd Taylor's eTextbook, which shares step by step how to use digital tools to help students create graphics, videos, interactive web and mobile experiences, and more. And they can set up free Expert Services sessions to learn new app features and creative workflows from Adobe specialists.

Plus, Adobe offers many resources designed to help students develop digital literacy, including a rich library of Creative Cloud tutorials as well as Adobe certification programs.

With affordable options like student packs and institution-wide licenses, you can put Creative Cloud tools at your students' fingertips and build their digital literacy skills— whether they're in class, at home, or on the go.

Contact your Adobe Authorized Education reseller to learn more.