



Breaking through the noise

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Adobe Apps for Education

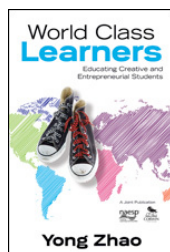
Adobe Apps Glossary



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Professor Yong Zhao

Presidential Chair and Director of the Institute for Global and Online Education in the College of Education, University of Oregon



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Students need to think like entrepreneurs

resourceful
flexible
creative
global



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Students need to develop into
tomorrow's global entrepreneurs

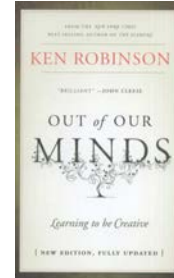


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What is creativity?

'Creativity is the process of
having original ideas that have
value.'



<http://sirkenrobinson.com/>

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Sir Ken Robinson

"Creativity to me
is not an option, it's
an absolute
necessity."



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IBM CEO Study



1500 CEOs
60 countries
33 different industries

Developing creativity is vital

<http://bit.ly/ceostudy2010>

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State of create study

state of create study

Global benchmark study on attitudes and beliefs about creativity at work, school and home April 2012

5,000 participants
5 countries

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State of create study

8 in 10 people feel that unlocking creativity is critical to economic growth

Nearly two-thirds of respondents feel creativity is valuable to society

Only 1 in 4 people believe they are living up to their own creative potential

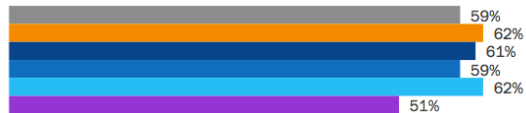
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State of create study

Creativity is being stifled by education

Our creativity is being stifled by our educational system



Students and educators need the tools to think, collaborate and communicate creatively

■ TOTAL
■ US
■ UK
■ GERMANY
■ FRANCE
■ JAPAN

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Creativity and Education: Why it Matters

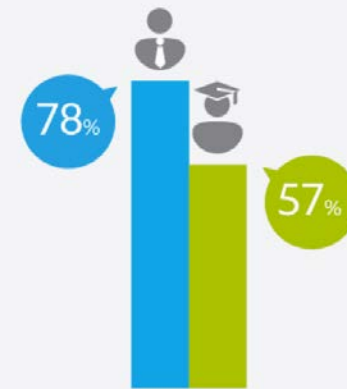
bit.ly/creatematters

Creativity and Education: Why it Matters

The value of creativity in education and impact on career success

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78% say creativity is very important to their career

but only 57% thought so when they were in college

82% wish they had more exposure to creative thinking as students



agree creative thinking is critical for problem-solving in their career

don't feel comfortable thinking creatively in their career

wish they had more creative ability

Barriers to creativity in education

bit.ly/barriers13

Today's society is increasingly complex.

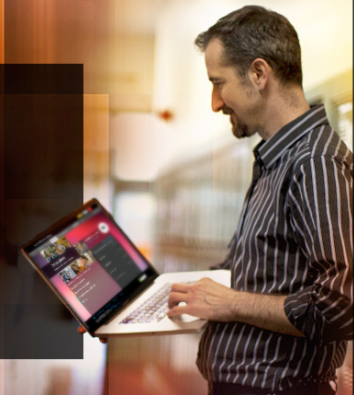


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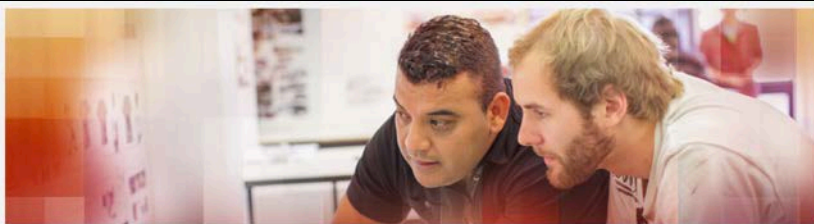


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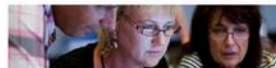


Adobe Campus Leaders are a global community of educators who foster creativity with Adobe solutions. They bring fresh ideas and new ways of teaching the creative process and creative expression to their students and colleagues.

If you love using Adobe solutions in your classroom and want to inspire others on your campus, we invite you to apply to be an Adobe Campus Leader (ACL).



Who are Adobe Campus Leaders?



What are the benefits of being an ACL?



Apply to be an ACL

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[Apply now](#)

Program Details

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bit.ly/adobeleader

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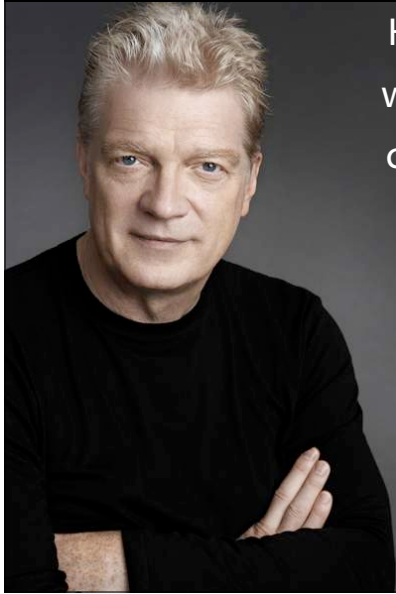


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Helping people to connect
with their personal creative
capacities is the surest way
to release the best they
have to offer.

Sir Ken Robinson

