



Digital Excellence Impact Case Studies

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Adobe Creative Cloud Express for Creative Use

by Elaine Fryett

Planning
Your
Module



Introducing
Your Module
to Students



Structuring
Your
Content



Design,
Collaboration
and
Construction
of Knowledge



Formative:
Putting Your
Learning into
Application



Designing Your
Summative
Assessment



Concluding
Your
Module





Elaine Fryett

Associate Dean
(Learning & Teaching)
TUlBS
E.Fryett@tees.ac.uk



“It is enabling individuals to have opportunities to meet their own potential in the digital world.”

Elaine Fryett

Elaine Fryett, Associate Dean (Learning and Teaching) in the Business School, has been using Adobe Creative Cloud Express for creative use for over 12 months. She was keen for the Business School, who are always looking for ways to innovate and be more creative, to use Creative Cloud Express, alongside the wider Adobe toolkit, to support delivery of their teaching after discovering how user friendly the software is. Elaine began by creating a short video on Express to share with the team to showcase how easy it was to use to create something that looks incredibly professional as well as rather complex. She aimed to utilise the functionality of the tool to engage more broadly with the team as well as with students and wider partners. Within the team at internal meetings and departmental meetings, staff began to use the wider functionality of Express such as web pages and videos to present and deliver information and to engage others in a range of activities.

One of the most important elements of using Express was that staff were able to utilise it very quickly with students. Working alongside an external consultant, EdgeGain, who were supporting the School, staff delivered a project based module to all level 4 students to help them utilise and understand the Adobe software, with a particular focus on Express. Staff used the module as a vehicle to operationalise the Adobe Creative Campus project and this was highly successful. The ability to allow someone who may not be confident in using technology to create something that has such a big impact is really important. Using the Adobe tools has helped students to demonstrate their abilities in a safe space and gain confidence by utilising the software to present themselves, their ideas and their research in a way that is comfortable but still has a powerful impact.

The next step for the school is to explore ways of utilising the toolkit externally. They are preparing their students for a digital world where they have to present themselves and their ideas an audience in really creative ways to stand out and be successful which as a business school, is something that they are keen to place more emphasis on. Therefore, they plan on building the use of this software into the modules where their students are working with external clients. This is something they have started through the Faculty Development Grant, choosing modules that will have a positive student impact as well as engaging with employers. They want to be able to show the employers that these tools are useful as well as giving students the chance to represent themselves through a different medium.

Although small steps have been taken throughout the school in using the tools, these small steps have encouraged larger change throughout the departments. Elaine would also like to encourage her staff to utilise the Adobe tools throughout their course and module documentation and embed further into the wider pedagogies adopted in the school, with the aim of moving away from other traditional presenting tools such as PowerPoint. The Adobe products, specifically Express in this instance, can help to build bridges and remove boundaries for staff and students who may normally struggle with the use of new technology.

When asked what digital excellence means to her, Elaine said “ensuring that every individual in our school has the opportunity to explore and become proficient with digital tools in a way that has the greatest impact on their experience, their learning and their career. Digital excellence is about the infrastructure that is provided for students, but most importantly it is about enabling students to identify and achieve their own personal outcomes. It is enabling individuals to have opportunities to meet their own potential in the digital world and it is our responsibility as a school to be helping our business community to embrace technology and help to create this level of excellence.”