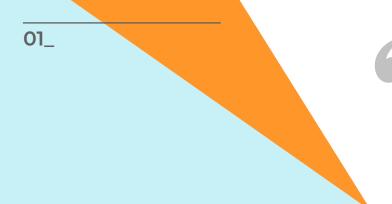# Digital Excellence Impact Case Studies

2022/2023

Adobe Faculty Development Grant

Teesside University International Business School

> ❝ The Adobe project has been a valuable experience in continuously creating better learning experiences for students.
>
> Lesley Smitheringale, Principle Lecturer

95% of students surveyed as part of the project evaluation report that they had engaged in the software as a tool for their assessment. Over 80% of students agreed that engaging with Adobe tools as part of their assessment improved creativity and just under 70% stated that their communication skills were improved. When asked what the main benefits of using the Adobe tools for their assessment were, the main responses included: positive impact on employability skills; easy to use; provided for collaborative opportunities; enhanced creativity; innovative presentation of student work.

On the Enterprise and Practice module tutors reported that in comparison to previous iterations of this module, there were more useful and valuable outputs for both students and external clients. Students engaged well with Adobe Express and many groups learned from one another in using these tools and sharing experiences more in the classroom. They had a choice to submit in different formats but 99% of group assignments used Adobe Express. Some students also chose an Adobe format for their individual assignments too. There were no non-submissions and overall module results gave a mean average score of 60% with 71% achieving 60% or above.

On the Digital Optimisation, Analytics and Metrics module Student feedback on the introduction of Adobe Express has been positive. Some students expressed their gratitude that the school adopted the use of Adobe Express for this module. They recognised that they have acquired a new skill not only to complete this specific assessment, but also to enable them to handle any design-related tasks in future. They also recognised that being a skilled user of Adobe will enhance their employability and will look good on their CV: "It helps me to express myself better and communicate meaning of work. Adobe has benefitted me by making my work more creative, organised and expressive" (student comment); "It helps me structure my presentations. It makes my presentations look nicer. It provides a unique way to make presentations and easy to work with other people" (student comment).

The Adobe Labs were instrumental in supporting staff unleash and realise the potential of Adobe applications and how they can be optimally integrated into course design for maximum learning. Our Adobe Lab Facilitators across Digital Transformation helped Schools bridge their understanding between the learning and teaching ambitions of the project and making this a reality by confidently using the chosen Adobe application.

(Adobe Facilitators, Digital Transformation SLAR)

If you require further support with the Adobe Faculty Development Grant or anything else related to Adobe, please contact: Adobehelp@tees.ac.uk

> The Adobe project has been a valuable experience in continuously creating better learning experiences for students. The Adobe-embedded assessments supported students to develop digital skills, unlock creative potential, enhance employability and entrepreneurship, and to become 'work ready in an increasingly digitalised world'. The faculty grant equipped identified academics with Adobe training which will be rolled out to colleagues across both departments during 2022/23 via planned departmental CPD sessions.
>
> The intention is to inspire more creative learning applications and knowledge transfer, enhance scholarship and research communication, and strengthen the competitive advantage of Teesside University International Business School as a Higher Education Digital Leader. - **Lesley Smitheringale, Principle Lecturer.**

> ❝ I have found working with the Adobe packages extremely beneficial. It has not only enhanced my digital skills, but elevated my standard of creative working to a much higher level.
>
> Student, 2022