



Digital Excellence Impact Case Studies

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Empowering Digital Skills with
Adobe Express

Marina Ayurova





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Lecturer in Digital Innovation

m.ayurova@tees.ac.uk

Introduction and Background

Marina Ayurova, a dedicated educator at Teesside University, has been actively exploring innovative ways to enhance digital skills among her students. With a background in Business Development Management, Marina is committed to equipping her students with the tools they need to succeed in today's digital world.

Marina's journey began when she attended an initial staff induction session, where she was introduced to the Digital Learning Specialist (DLS) Team. Recognising the importance of digital pedagogy in teaching, learning, and assessment, Marina engaged in one-to-one coaching sessions with a DLS to explore new approaches and concepts. Through these sessions, Marina was introduced to Adobe Express, a versatile software tool that integrates features from various Adobe applications like Photoshop, Dreamweaver and Premier Rush into one simple-to-use entry-level application.

Implementation

Armed with newfound knowledge, Marina was able to seamlessly integrate Adobe Express into her teaching practices. Leveraging the tool's capabilities, Marina incorporated Adobe Express into her Digital Skills for Business sessions, empowering her students to develop essential digital competencies.

Marina would regularly set homework tasks such as the following.

“Seminar 2. Homework.

Make a video about your favourite singer, athlete, hobby, or pet. Use your mobile phone, record 4-6 short videos (if it is your favourite singer/athlete, record their performance on YouTube using your mobile phone), save them to your computer, and then create a full video in Adobe, put music, lyrics etc.

Make it nice and post it before the seminar.

Thank you.”

Leading to her students creating digital artifacts like this.



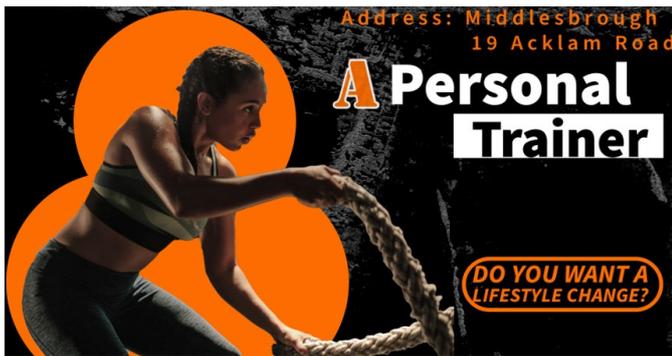
By bridging the gap between theory and practice, Marina's innovative approach enabled her students to acquire valuable skills that are in high demand in today's job market.

“By embracing new technologies and fostering a culture of digital literacy, we are equipping our students with the skills and knowledge they need to succeed in the digital age.”

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Student Feedback

The impact of Marina's initiative was immediately evident, as her students embraced Adobe Express with enthusiasm. Feedback from students highlighted the intuitive design and user-friendly interface of the tool, which allowed even the least creative individuals to produce impressive digital content.



Students appreciated the collaborative features of Adobe Express, enabling them to share their work with peers and receive feedback from Marina and classmates.

Impact and Outcomes

Marina's implementation of Adobe Express had a transformative effect on student learning outcomes.

Students transitioned from having little to no knowledge of the software to becoming proficient digital developers in a remarkably short period. The hands-on experience provided by Marina not only enhanced students' technical skills but also fostered their creativity and critical thinking abilities. As a result, students were better prepared to navigate the complexities of the digital age and excel in their future careers.

Future Applications and Expansion:

Buoyed by the success of her initiative, Marina plans to continue leveraging Adobe Express in her teaching endeavours. Looking ahead, Marina envisions further opportunities to expand the integration of Adobe software into other courses and modules, thereby empowering more students with essential digital competencies. By staying at the forefront of digital innovation, Marina remains committed to providing her students with the tools they need to thrive in an ever-evolving digital landscape.

Conclusion:

Marina Ayurova's dedication to enhancing digital skills through Adobe Express exemplifies the transformative potential of innovative teaching practices. By embracing new technologies and fostering a culture of digital literacy, Marina is equipping her students with the skills and knowledge they need to succeed in the digital age. As an advocate for lifelong learning and professional development, Marina's impact extends far beyond the classroom, shaping the future of education in a digital world.

Additional Resources & Useful Information

- [Digital Transformation CPD.](#)
- [Teesside University's Knowledgebase-Guides.](#)
- For help & support with Digital Pedagogy, Adobe or MIEE related queries contact elarning@tees.ac.uk & adobehelp@tees.ac.uk