

Teaching real-world creative skills.

New Jersey's School District of the Chathams prepares students for future careers and studies with Adobe Creative Cloud.



"Adobe Creative Cloud has everything: professional software, easy manageability, and a price point of \$25 per student."

William O'Connor, IT Specialist, School District of the Chathams

SOLUTION

Adobe Creative Cloud for education

RESULTS

75% Reduced management time through **AUTOMATION**



Greater **COST-EFFICIENCY** for software licenses



Teach students on **INDUSTRY-STANDARD** software



Encourage **SKILLS** useful for any area of study



School District of the Chathams

Students: More than 4,150

Staff: 500

Chatham, New Jersey

www.chatham-nj.org

CHALLENGES

- Provide students with new, creative learning opportunities
- Improve compatibility with equipment through up-to-date software
- Reduce cost and effort of managing software and licenses for the school district

USE CASES

- Administration & Control
- Collaboration

Leading technology for leading schools

Located in the gentle rolling hills overlooking the Passaic River, Chatham, New Jersey is known as one of the best places to live in the United States. Not only does Chatham feature abundant green space, but it has been named one of the safest towns in America and its schools have been recognized under the National Blue Ribbon Schools program.

The K-12 School District of the Chathams (SDOC) achieves excellence through its dedication to helping each of its more than 4,150 children discover and grow their unique gifts. The district's five schools—three elementary schools, one middle school, and one high school—work together to support students and equip them with the tools that allow them to succeed both academically and professionally.

As part of this driving principle, SDOC has long provided students with opportunities to work on industry-standard Adobe creative software through its art, design, and technology classes. As the district expands its use of software to develop video, websites, and large-format printed materials, it becomes more important that the district use up-to-date software. At the same time, the district wanted to improve cost-efficiency to help stretch funding further to provide students and teachers with greater resources.

SDOC upgraded to Adobe Creative Cloud licenses as soon as they were available. "Unlike traditional licensing models, Adobe Creative Cloud allows us to purchase additional licenses when needed so that we can scale flexibly and cost-efficiently," says William O'Connor, IT Specialist for School District of the Chathams. "We can keep software updated for no additional costs."

Simplifying district-wide management

While cost-efficiency was the primary concern for the SDOC board, Adobe Creative Cloud also dramatically improves management throughout the software lifecycle. O'Connor now controls all licenses through a central dashboard. There's no need to store and manage dozens of serial numbers to update or reinstall software, simplifying management significantly.

Deploying software is just as simple. O'Connor can create deployment packages containing only the software needed for each class. Rather than manually inserting a CD and installing each piece of software separately, O'Connor simply sends software packages to the deployment server, and within an hour the correct software is installed.

"Adobe Creative Cloud has reduced the time needed to manage software and licenses by at least 75%," says O'Connor. "Automation allows me to spend less time on administration and more time working on ways to improve IT environments for our students and teachers."

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William O'Connor, IT Specialist, School District of the Chathams

"Our students have a wide range of backgrounds and experiences, but Adobe makes it easy for all students to pick up on the lessons and succeed."

Julie Ryan, Technology Teacher, Chatham High School



Created by Thomas Elliott, Graphic Design, Chatham High School, 2017



Created by Alec Plante, Graphic Design, Chatham High School, 2017



Created by Drew Sardini, Graphic Design, Chatham High School, 2017

Teaching real-world skills

With Adobe Creative Cloud, teachers use creative tools to enrich learning in the classroom and during extracurricular activities. Chatham High School technology teacher Julie Ryan uses Adobe Creative Cloud extensively for her web design class. Students first work with Adobe Photoshop CC to understand both the tools and concepts used to develop graphic art. Then Ryan builds upon those skills by introducing students to Adobe Dreamweaver CC and Adobe Animate CC, which students use to build dynamic, eye-catching websites. The ability to build a website that can communicate a product, concept, or idea is a sought-after skill in today's competitive job market.

For students in Ryan's robotics class, Adobe Creative Cloud plays a significant role beyond the classroom. Students use Photoshop CC to create large posters and trifold displays to wow judges during the FIRST Tech Challenge, an annual robotics competition for middle and high school students. By using Adobe Creative Cloud for presentations, Ryan's students can now effectively communicate their ideas in visually compelling ways, while showcasing their creative and design skills—talents which are practical for any field.

"For me, one of the most important things about working with Adobe Creative Cloud is how interactive and user-friendly the interfaces are," says Ryan. "Our students have a wide range of backgrounds and experiences, but Adobe makes it easy for all students to pick up on the lessons and succeed."

SOLUTION AT A GLANCE

Adobe Creative Cloud. Apps used include:

Adobe Photoshop CC
Adobe Illustrator CC
Adobe Dreamweaver CC
Adobe InDesign CC
Adobe Premiere Pro CC
Adobe After Effects CC
Adobe Animate CC

Chatham High School teachers also use Adobe Creative Cloud extensively for everything from art classes to video production. In graphic design teacher Kiera Spadaro's classes, students take on real-world assignments, such as posters for theater productions, t-shirt designs for charity events, and the school agenda cover. Using Adobe Illustrator CC and Photoshop CC, they learn to complete designs that meet actual client demands, which may include size and design orientation or limited colors to control print costs.

"We're excited to teach students on professional-standard software that can benefit them in college classes or beyond," adds Chatham High School art teacher Kiera Spadaro. "Working with Adobe Creative Cloud, we get new updates frequently so there's always something new to learn."

"Adobe Creative Cloud has strong community support, so we can encourage students to pursue answers on their own by looking up some of the tutorials available online," says Chatham High School art teacher Eric Hreha. "Students absorb the lessons much more by driving their own learning."

In the Chatham High School video production class, students work under teacher supervision to edit concerts, fashion shows, and other events using Adobe Premiere Pro CC and add visual effects to videos using Adobe After Effects CC. These events are sold as DVDs or even digital downloads as a part of fundraising efforts for the school. Using Adobe Creative Cloud, students learn to produce professional-grade results to encourage greater fundraising support.

"Adobe Creative Cloud has everything: professional software, easy manageability, and a price point of \$25 per student," says O'Connor. "We're teaching students skills that will benefit them throughout their future academic studies and careers."

For more information

www.adobe.com/education/k12.html



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