Areas of Education Initiatives where Adobe can play an Important Role

HIGHER EDUCATION

1. **Digital skills for Core Areas:** It has been concluded through extensive research that technology literacy, **creativity, communications**, critical thinking and **collaboration skills** are becoming critical for every young person preparing for their future careers.

    What workforce skills are required:
    a. They need to know more than just how to use technology (e.g. how to use a computer or digital camera), but to be able to harness technology to effectively gather knowledge, communicate, collaborate and compete in performing their jobs.
    b. They need to demonstrate originality and inventiveness in work; champion and communicate new ideas, and integrate knowledge across disciplines. It is their creativity that will lead to innovation and propel their professional success
    c. They need to be effective communicators, to be able to understand, manage and create effective oral, written and multimedia communication in a variety of forms and contexts.
    d. They need to be able to think critically and have sound problem solving skills, to not just memorize, but to frame and analyze data, and synthesize information. They need to exercise sound reasoning and analytical thinking; and use knowledge, facts, and data to solve workplace problems.
    e. The need to be flexible so the can adapt to changing environments and responsibilities. And in an increasingly global economy they need to be able to effectively collaborate with diverse multi-cultural teams, to build relationships, negotiate and manage conflict with colleagues and customers.

    Adobe's tool can be made part of every one of the Traditional Courses of Non IT Engineering, Sciences, Business Studies (and Humanities) to build the Cross-Curricular Skill Set mentioned above. Our ISTE certified curriculums can be adopted by any college (in varying degrees and lengths) to help start imparting these skills to the Students.

2. **Creating New Areas of Employability:** In a country like India where we have a graduate passing out every 15 seconds (3 million graduates in a year)!!! There is an increasing need to give the most employable skills to every student who studies to earn a living.

    Short term courses on Adobe Technology can provide employment to the students in these growing areas like Animation, interactive Design, Broadcast, Rich

internet Applications, E-learning, print & publishing, E-publishing, Multimedia, Gaming, Fashion Technology, Product design, Content Development etc.

3. **Computer Science and Engineering courses** at the graduate level can be enhanced and the quality of these courses can be brought at par with the education system of the developed nations.

   Any IT course can be enhanced by adding focus to help students prepare for careers in web design, graphic design, or multimedia and video production. **Adobe** has unique programmes for the Higher Education institutions which ISTE certified curriculum and teacher resources as part of the package.

   Secondly, within the **programming and computer engineering** streams are many courses where Flex and AIR would comfortably fit. These include:
   a. Programming Languages,
   b. Internet Application Development,
   c. Web 2.0 and eCommerce,
   d. Client Server Programming,
   e. Multimedia Applications,
   f. HCI modeling and,
   g. Cross-platform authoring.

      Adobe Technology expertise will give the students an edge for better career growth. The starting salary for a Flex developer is Rs15000 to Rs20,000 per month.

4. **Visual Media Studies**: There is an increasing need for the industries and corporates create and deliver experiences that fulfill the expectations for engagement of their customers and audiences. To cater to this growing need of ideas, industry requires skilled professionals to deliver them.

   Indian Professional Education needs to add the stream of Visual Media Studies as an important Core Stream just like Engineering and Business Studies. Flex and AIR has the potential to mesh very well with such courses as:
   a. Digital Visual Arts,
   b. New Media Studies,
   c. Communication Design,
   d. Integrated Media,
   e. User Interaction Design,
   f. Web 2.0,
   g. Convergence Media and
   h. User Interface Design.