Boosting digital skills: how can UWE Bristol's Adobe Creative Campus partnership enhance your teaching?

In an increasingly online world, it is essential that students are equipped with the digital skills needed to succeed. As job markets adapt to evolving technologies like generative AI, digital literacy is more crucial than ever before.

Every student should have the chance to develop their digital skills whilst at UWE Bristol, to maximise their employability and help them prepare for the demands of the workplace.

UWE Bristol's status as an Adobe Creative Campus partner enables staff to facilitate this, by providing invaluable access to software, resources and training opportunities.

<u>Adobe Express</u>

Students across all programmes can be empowered to build their skills by creating digital content as part of learning exercises and assessments.

As part of the Creative Campus partnership, students and staff have access to [Adobe Express](). Packed full of templates, stock graphics and fonts, Express can be used to create multimedia content with ease. Students could use the app to produce visual alternatives to traditional written assignments, such as infographics, posters or even simple animations.

Many UWE staff are already using Adobe software in their teaching. Dr Tom Bowden-Green, senior lecturer in Digital Marketing, encourages students to use the software to produce industry-standard marketing materials for their assignments. Paul Atkins, Media Production Programme Leader, shared how he has been using Express to create effective lesson resources:

"In education, time is really of the essence – sometimes you need to create content very quickly in response to student needs. I have found Express really useful for creating infographics and short videos to explain systems and processes in an easy to understand, visual way." Paul said.

Adobe Education Exchange

All UWE Bristol staff also have access to the [Adobe Creative Cloud suite](#), which offers a range of powerful applications for digital content creation, with built-in tutorials and generative features. Staff can use [self-paced courses and sign up for live webinars](#) on the Adobe Education Exchange to brush up on their technical skills, and to learn how to teach the software in the context of their courses.

The Education Exchange also offers [downloadable resources](#), including lesson plans, editable templates and creative prompt challenges. Access to these premade assets could be particularly valuable in courses that may not otherwise incorporate digital activities into their teaching; history modules could follow a [video lesson plan](#) as an alternative to a written exercise.

Many of the Education Exchange resources are oriented towards developing core professional skills, including presentation and personal branding. Staff can supplement these by encouraging students to take the [Adobe Creative Skills courses](#), and earn digital badges to display on their LinkedIn profiles.

Creative Campus connections

UWE Bristol's status as an Adobe Creative Campus provides a unique opportunity for staff to connect and share best practices with other Creative Campuses across the UK and internationally. For more information on how UWE Bristol is making the most of being a Creative Campus partner, you can subscribe to the monthly newsletter [here](#).

How to get involved:

The [Digital Learning Service (DLS)](#) is committed to supporting staff to implement tailored opportunities for digital development into their teaching.

If you would like to learn more, please get in touch with the Digital Learning Service at: digitallearning@uwe.ac.uk