# Create future innovators.

Discover how Adobe supports student success in the age of AI.

AI tools continue redefining the education landscape, offering leaders and faculty unprecedented opportunities for positive change across the system.

A software application that uses algorithms to perform specific tasks and solve problems.

Sidney Fels, Kyoungwon Seo, Joice Tang, Ido Roll, and Dongwook Yoon: "The impact of artificial intelligence on learner–instructor interaction in online learning", October 26, 2021.

Ileana Najarro: "Here's How Many Hours a Week Teachers Work", *Education Week*, April 14, 2022.

Engaging with the fast-paced world of technology can be both exhilarating and daunting for universities. AI tools are writing cogent essays, solving science and math problems, and universities are witnessing the transformative power firsthand. The current consensus is that knowledge workers won't necessarily be replaced by AI, but these workers will be replaced by those who understand how to use tools such as AI to create, produce, and shape ideas productively and ethically. Studies show that most students express keen interest in AI-integrated courses and learning experiences, which illustrates the growing impact of AI-powered solutions in higher education.

## ▌ Balancing caution and innovation: the imperative for universities in embracing AI.

A lecturer typically works around 54 hours a week, while only half of that time is usually devoted to directly teaching students. Many say that if they could spend less time on administrative work, they'd have more time to connect with, empathize with, and mentor individual students. Educators can use automated systems to help reduce the repetitive aspects of grading papers, generating lesson plans, creating early drafts of reports and letters, and providing basic feedback. Like their students who are entering the digitally transformed workforce, the educators of the near future won't be replaced by AI, but those who learn how to use these technologies productively and ethically will lead the way.

## ▌ Create more time for human connection and authentic assessment.

Human connection is irreplaceable in any learning process. The role of the educator extends beyond the transmission of knowledge; it involves fostering curiosity, critical thinking, and emotional well-being. As such, educators

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always need to strike a balance between technology and human interaction. It's therefore essential to involve college faculty in the integration of AI tools, ensuring that these technologies align with their needs and empower them to create engaging and inclusive learning environments.

Adobe's campus partners around the globe are increasingly interested in authentic assessment as a forward-thinking and future-facing approach to the integration of AI technologies across the curriculum. The term authentic assessment is sometimes also called 'experiential learning', 'active learning', 'project-based learning' — and what these approaches have in common is the principle that students learn best when they're asked to produce and share their own ideas, rather than merely consume other people's content.

Adobe tools enable authentic assessments for every student everywhere along the learning curve, from novice to expert. Authentic ways to assess students include asking them to create a video, a podcast, an infographic, or a website to circulate their knowledge. Educators have been discussing the need to change the way they assess students for a long time, but the advent of AI in higher education will ideally accelerate authentic assessment as a best practice.

> " **In a world brimming with new products, technologies, and evolving work practices, students are embracing digital literacy and creativity as vital assets to thrive and succeed amidst constant change.**

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CAI is a group of creators, technologists, journalists, and activists leading the global effort to address digital misinformation and content authenticity.

Adobe has implemented credential measures through the Content Authenticity Initiative, allowing students to attach information such as names, dates, and tools used to their content. These credentials travel with the content, ensuring that faculty and everyone else can review and understand the origin and history. The initiative collaborates with over 900 members to make this solution accessible for all.

## Building creative and digital confidence.

While it's essential to acknowledge the challenges and ethical considerations surrounding AI, it's equally crucial to explore the myriad advantages it offers in enhancing student learning experiences. To prepare students for the digital world they'll enter upon graduation, universities should embrace the latest advancements, equipping students with the necessary skills and fostering their creativity.

## A trusted solution.

Generative AI is a type of artificial intelligence that can translate text prompts into imagery, text, audio, and synthetic data.

In the pursuit of accessible and efficient creative processes, Adobe developed Adobe Sensei. This AI technology, integrated into Adobe apps since 2017, has emerged as a trusted solution. By powering features like automated video captions in Adobe Premiere Pro, accurate sketch tracing in Adobe Illustrator, neural filters in Adobe Photoshop, Content-Aware tools, and AI-powered body and emotion tracking in Adobe Animate, Adobe Sensei takes care of complex and time-consuming tasks. This way, students can focus more on creative expression, ideation, and outcomes. Adobe Firefly, a new family of generative AI models, is designed to jump-start creativity and accelerate workflows in Adobe tools like Photoshop and Adobe Express.

Adobe Firefly stands as an ethically safe AI tool for higher education. To address generative AI-related copyright concerns, Firefly's initial model is carefully trained on Adobe Stock images, openly licensed content, and public domain materials.

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# AI has the capacity to support the democratization of creativity, inspiring students to engage more deeply and develop essential skills for future success.

When students have an easier time creating images, graphics, videos, and websites, they build communication skills and explore new ways to share their thinking. They also develop critical analysis skills as they reflect on their choices and process.

### ▌ Creativity made easier and more accessible.

Adobe's AI technologies can help students initiate the creative process with inspirational starting points that reduce the anxiety of staring at a blank page. AI-powered tools also streamline the creative process, supporting more efficient and productive ideation and iteration. When they have an easier time creating images, graphics, videos, and websites, students build their holistic communication skills as they explore new ways to share their thinking. All the while, they build critical analysis skills as they reflect on their choices and process, especially when integrating data, evidence, and research into their work.

### ▌ Navigating the AI landscape together.

Given that over 47% of learning management tools will be powered by AI in the next three years, it's clear that we need to talk about AI. By carefully evaluating its advantages and potential challenges, we can harness its power to unlock the full potential of universities, fostering a generation of lifelong learners who are prepared for the demands of our digital-first world.

Nikita Verma, "How Effective is AI in Education? 10 Case Studies and Examples," February 8, 2023.

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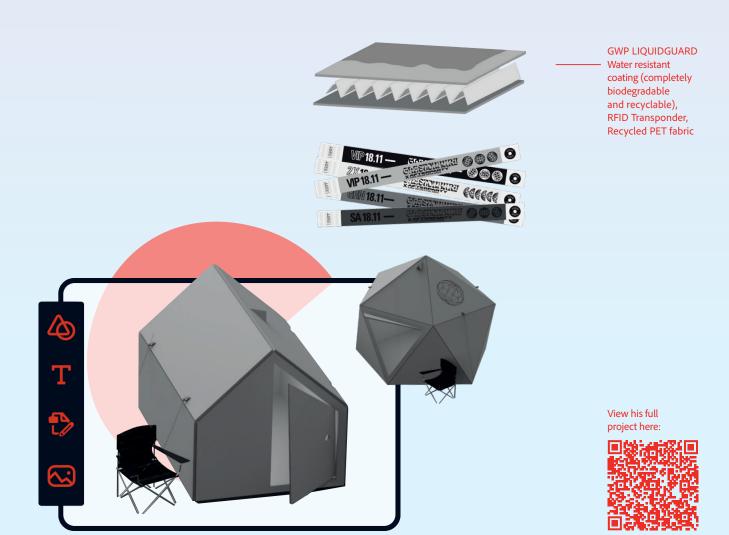
" **Cool ideas aren't enough. To make them travel further, you need the ability to explain your ideas to non-technical audiences.**

— Kiran S., winner of the Adobe Digital Edge Awards 2022

## ▌ Building hands-on digital skills.

Visual communication plays a pivotal role in any field, particularly when people need to convey complex technical concepts to a non-technical audience. For their Design Engineering degree, Imperial College London student Kiran S. and his team developed a sustainable solution for the events industry — the Afterparty Global Festival Service. By using different Adobe apps, the team skillfully created a presentation that demonstrated their ideas visually and clearly.

GWP LIQUIDGUARD Water resistant coating (completely biodegradable and recyclable), RFID Transponder, Recycled PET fabric

View his full project here:

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By fostering a culture of innovation, higher education institutions can strengthen students' creativity and encourage them to be forward-thinking.

Let's start a conversation about your institution's opportunities and needs so we can explore solutions tailored to your vision.

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