



TEXAS A&M UNIVERSITY

COMMERCE

An Adobe Creative Campus



ADOBE DAYS

AGENDA

Come find out what Adobe Creative Campus can do for you!

Join us April 2-3, 2024 in RSC Traditions for two days of informational sessions on Adobe and the Creative Campus initiative.

Learn more about how to use Adobe Creative Cloud from our Adobe representatives and A&M-Commerce faculty, staff, and Student Ambassadors.

DAY 1

Tuesday,
April 2, 2024

Join us for a round of Adobe Creative Cloud informational sessions from A&M-Commerce faculty and staff.

10:45 AM

Welcome

11:00 AM

Introduction to Video Editing in Adobe

Join Taylor Mefford, Manager of Videography at the Office of Marketing and Communications, for an introduction to Adobe Premiere Pro, including importing, organizing, and exporting your projects, nonlinear editing, and more.

12:00 PM

Lunch Break

1:00 PM

Adobe Student Assignment Showcase

Join Dr. Sharon Kowalsky, Department Head of History and Director of Gender Studies, for a showcase of students' learning from creative assignments utilizing Adobe Creative Cloud. This presentation is ideal for faculty who want to learn what students can do with Adobe, and for anyone curious how faculty across campus are incorporating Adobe into their assignments and projects.

2:00 PM

15-Minute Break

2:15 PM

Promoting Your Student Organization with Adobe Express

If you're part of a student organization looking to get more people interested in your events or projects, this is the presentation for you. Adobe Trainers from Waters Library will give an overview of Adobe Express and explain how you can use it to create materials for marketing your student organization on flyers, posters, and social media.

DAY 2

Wednesday,
April 3, 2024

Learn more about Adobe and the Adobe Creative Campus initiative from our Adobe representatives and A&M-Commerce faculty, staff, and students.

9:00 AM

What is a Creative Campus and What are the Possibilities?

Adobe Creative Campus institutions have made a commitment to digital literacy and have empowered students in all disciplines with the opportunity to learn essential digital skills to succeed in the classroom and beyond.

9:15 AM

Creativity and Adobe AI

Generative AI frees us to create, explore, and push boundaries like never before, saving time for what's most meaningful. Learn more about the next steps in Adobe Sensei's decade of development.

10:00 AM

Create Your Video with No Previous Video Editing Experience

Whether you have never integrated video into your class or you have strong video editing skills, Express Video cloud-based editor can help you incorporate video into your curriculum. No experience with video editing required.

10:45 AM

15-Minute Break

11:00 AM

Marketing Assets and Adobe Express: Create Consistent Branded Content Quickly and Easily in Adobe Express

Set up your brand in Adobe Express, including fonts, colors, and logos, so you can easily apply brand assets to any design.

11:45 AM

Easy Ways to Increase Productivity with Your Document Workflows using Adobe Acrobat

Document processes and the exchange of data and information play an increasing role in everyone's job responsibilities. In this presentation you'll see how Acrobat Pro can help you optimize your workflows.

12:15 PM

Lunch Break

1:00 PM

Student Branding for Career Success

Career branding is how you present yourself to the world to communicate your purpose and mission. In this presentation, you'll learn how to build your career brand.

2:00 PM

30-Minute Break

2:30 PM

Using Adobe InDesign

Join Lee Hackett, Director of Visual Communication, to discover how to use Adobe InDesign.



LEARN MORE

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