



ADOBE & Create Utah:
A Digital Literacy Initiative

Prepared by:

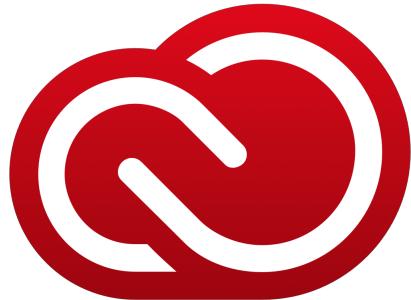
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Adobe Creative Cloud

Give educators new power to inspire. Give students new power to express themselves. Give staff new ways to collaborate. Get all the latest Adobe creative apps and services in Creative Cloud.

"The best applications in the world won't produce startling results. They need creative minds, adventurous spirits and developed imaginations to do that."

—Sir Ken Robinson,
leading creativity advocate

ADOBE IS CHANGING THE WORLD THROUGH DIGITAL EXPERIENCES

For more than 35 years, the company's award-winning software and technologies have redefined education, business, entertainment, and personal communications by setting new standards for producing and delivering content that engages people virtually anywhere at any time. From rich images in print, video, and film to dynamic digital content for a variety of media, the impact of Adobe solutions is felt by anyone who creates, views, and interacts with information.

WHY CREATIVITY MATTERS IN EDUCATION

Creative thinking deserves a much higher priority in education curriculums according to college-educated professionals surveyed in recent research commissioned by Adobe. Almost nine out of ten professionals agree that creativity is required for economic growth and is valuable to society and 85% agree that creative thinking is critical for problem solving in their career. With the challenges the world is facing today in our global economy, in our environment, and in social issues, the need for creative ideas has never been greater. Which is why we believe creativity must be a priority in education.

Creativity is for everyone. Educators have an opportunity and an obligation to foster creativity in their students, while also helping them develop digital skills. When students become creators of digital content, they can amplify their ideas and increase their impact in everything they do.

ACCESS TO CREATIVE TOOLS

These digital skills are vital to helping students become creative thinkers and problems solvers and ultimately improving their success in school and after graduation. In today's digital age, many companies are looking for graduates with the ability to effectively express ideas and communicate information using a full range of digital media and formats, from dynamic documents and images to animations, videos, mobile applications, and more.

Institutions are not only seeing that widespread access to leading technology helps keep students more engaged in learning, it can also make an institution more appealing to prospective students. At the same time, simplified and centralized software licensing programs positively impact institutional operations by reducing IT administration costs.

The Adobe ETLA offers students and educators affordable access to industry-leading creative apps and services and we support educators with a broad array of instructional resources and professional development programs. Adobe can help you ignite creativity at your institution.

WHY ADOBE?

Adobe provides the world's leading set of tools and services utilized in the industry to create professional content. 95% of the top 500 organizations around the globe are using Adobe technology to create, manage and measure their professional content and creative initiatives. There are no direct competitors to the Adobe Creative Cloud as no other company can provide the wide range of creative products, storage, services and professional development at the price value that Adobe is providing to Utah through this pioneering partnership.

As a stakeholder in the state of Utah, by having a large and expanding campus in the Silicon Slopes, Adobe has a vested interest of partnering with the state to empower the future workforce of Utah by enabling creative technology skills highly sought by the industry. Utah can provide an engaging learning environment that supports learning on any device, at any time, from any location, while fostering creative thinking, collaboration, and the development of in-industry digital communication skills.



Digital is not Optional!

Digital literate students have the power to think critically, communicate effectively, and solve complex problems in creative ways.

Adobe Creative Cloud offers more than 20 industry-standard apps for design, photography, video and web. As students develop in-demand digital skills with these tools, they also learn how to express their ideas in more visually compelling ways.

"If Utah has the most technologically capable workforce and the most technology-savvy schools in the country, we are confident the economic benefits will follow."

—UEN: Essential Elements for Technology Powered Learning

ENTERPRISE TERM LICENSING AGREEMENT (ETLA):

Adobe's Create Utah is a digital literacy partnership offered to the state of Utah to boldly harness the power of creative technology to drive economic impact in the future workforce to support and enhance the rapid high-technology growth in the state. This program aims to stimulate and enhance creative proficiencies by pioneering an all-inclusive Adobe creative bundle extensive to all faculty, all staff and 7 to 12 grade students under the Utah State Board of Education (USBE).

CREATE UTAH OFFERING	
LICENSING BENEFICIARIES	<ul style="list-style-type: none"> 42 Utah School Districts 108 Charter Schools 289,875 Students from 7 to 12 grades* 35,116 Faculty and Staff Personnel*
PRODUCT	<ul style="list-style-type: none"> Adobe Creative Cloud for Enterprise Complete with Services (CCE) 100 GB of Creative Cloud Storage Enterprise Admin Console (For SSO Deployment) Enterprise Premium Support
STRATEGIC COLLABORATION	<ul style="list-style-type: none"> Assigned Adobe Project Manager Assigned Premium On-boarding Team for deployment Adobe & Utah Governor's Office Press Release Utah Student Competition
FACULTY/STAFF LICENSING	<ul style="list-style-type: none"> Access to Adobe Creative Cloud for Enterprise Work at Home Professional Development with Adobe Education Leader Road Show. Access to Adobe Marketing Events (Adobe MAX) Teacher Committee for Professional Development
STUDENT LICENSING	<ul style="list-style-type: none"> Adobe Creative Cloud for enterprise (K12 student: No Behance, No Portfolio – for student privacy protection) Access to Adobe Worldwide Competitions and Events Access to Adobe Recruiting Community
FACULTY TRAINING	<ul style="list-style-type: none"> Brain Buffet: Adobe Digital Literacy Education Resources and Training. Access to curriculum, resources, templates and tutorials. Online Training: available through UEN Canvas Catalog Train-the-Trainer Onsite Workshop: Cross-curricular training.

* Estimated numbers provided by office of USBE.

PURCHASING DETAILS

Quantity	Product/Service	Unit Price	Total
289,875	Creative Cloud for enterprise with Services and 100 GB of Storage for 7 – 12 Grade Students.	\$5.00	\$1,449,377
35,116	Creative Cloud for enterprise with Services and 100 GB of Storage for Faculty and Staff (FTE formula below)	\$5.00	\$175,580
1	Brain Buffet Creative Curriculum for Adobe CC: System-wide License for up to 35,116 Seats	\$150,000	\$150,000
Annual Cost			\$1,774,957

*Full-Time Equivalent = Full-time Faculty + (Part-time Faculty/3) + Full-time Staff + (Part-time Staff/2)

*Include knowledge workers only (Maintenance staff, food service staff, drivers, etc. must not be included)



Adobe Spark

With Adobe Spark, students can quickly make animated videos, beautiful web pages, and sophisticated graphics – no design experience required. It's a whole new way to create presentations, essays, and more. Spark works with any browser, including Chromebooks.

Spark Post: Create stunning social graphics in seconds.

Spark Page: Turn words and images into beautiful web stories.

Spark Video: Create compelling videos and presentations.

RESOURCES FOR SUCCESSFUL IMPLEMENTATION

To help you ensure successful implementation and use, Adobe offers a number of marketing tools, online resources, and campus programs. The Adobe Education Exchange is your online hub to help ignite creativity in your classroom with instructional resources, free on- demand professional development, and peer-to-peer collaboration. While programs such as Adobe Education Leaders and Adobe Campus Leaders bring together a community of educators who foster creativity with Adobe solutions.

DISCLAIMER

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Where a description of anticipated future releases of features or functionality has been provided, any description thereof by Adobe is not in any way intended, nor shall it be construed, as a contractual offer to provide such features or functionality or a commitment to timing or delivery of any such features or functionality and is merely a good faith estimate in response to the request. Adobe does not attribute any value to such features or functionality, as Adobe is not making any commitment to deliver them at any time.

Until an Agreement is finalized and executed by both parties, nothing in this proposal shall be binding on either party. Neither party will be held responsible for the failure to reach agreement on the terms and conditions of the Agreement.

Adobe Creative Cloud for enterprise



Empower your students with the digital literacy skills they need to succeed.

Digital literacy is quickly becoming a required competency for employment in today's economy. By integrating Adobe Creative Cloud for enterprise apps and services into your curricula, you can help your students develop digital literacy skills like visual thinking and creative communication that will give them an edge in their careers. And now, take advantage of flexible licensing options to cover your broader campus community—students, faculty, and staff.



Creative desktop and mobile apps

Get ongoing access to industry-leading software. Creative Cloud for enterprise includes favorites like Adobe Photoshop CC, Adobe Illustrator CC, Adobe Premiere Pro CC, Adobe XD CC, and Adobe Acrobat Pro DC as well as all-new Adobe Premiere Rush CC and tools that offer new creative frontiers in 3D design, voice prototyping, and 360/VR video. Extend the power of your desktop apps with integrated mobile apps and cloud services. And learn fast with hundreds of tutorials for every experience level.



Connected assets and secure sharing

Creative Cloud Libraries streamline collaboration by letting you access and share files, fonts, colors, images, videos, prototypes, and other assets right inside your Creative Cloud apps. The Adobe Fonts service delivers thousands of free web fonts, and Creative Cloud Assets offers prebuilt templates to help jumpstart design projects.



Enhance digital storytelling with Adobe Stock

Find the right visual content to illustrate research or explain concepts with integrated Adobe Stock. Browse, preview, and license millions of high-quality, royalty-free creative assets—including images, graphics, videos, templates, and 3D—right within your Creative Cloud apps. And find the perfect asset quickly with search powered by Adobe Sensei AI technology.*



Simplified administration, support, and data protection

The Adobe Admin Console offers centralized license management options for individuals and computer stations, including Federated ID with Single Sign-On (SSO) authentication via SAML 2.0. Take advantage of the User Management SDK to synchronize with existing directory systems, automate user changes, and give your IT admins complete control of your accounts. Stay productive with onboarding assistance, 24x7 technical support for end-user troubleshooting, and consulting sessions with Adobe product experts. And protect your data with in-transit and at-rest encryption.

Creative Cloud for enterprise[‡]

Always have access to the latest Adobe creative apps, services, IT tools, and enterprise support.

	Apps, services, and features	What it's used for	Requires services
Design tools	Adobe Photoshop CC	Edit and composite images, use 3D tools, edit video, and perform advanced image analysis.	
	Adobe Illustrator CC	Create vector-based graphics and illustrations for print, web, video, and mobile.	
	Adobe InDesign CC	Design professional layouts for print and digital publishing.	
	Adobe Dimension CC	Easily create high-quality, photorealistic 3D images.	
	Adobe Bridge CC	Browse, organize, and search your photos and design files in one central place.	
	Adobe InCopy CC	Professional writing and editing solution that tightly integrates with Adobe InDesign.	
	Adobe Acrobat Pro DC	Create, protect, sign, collaborate on, and print PDF documents.	
Web tools	Adobe Photoshop Lightroom Classic CC	Organize, edit, and batch process all your digital photos with a desktop-focused app.	
	Adobe XD CC	Design and prototype user experiences for websites, mobile apps, and more.	
	Adobe Dreamweaver CC	Design, develop, and maintain standards-based websites and applications.	
	Adobe Animate CC	Create interactive animations with cutting-edge drawing tools for multiple platforms.	
	Adobe Flash Builder + 4.7 Premium [†]	Build exceptional applications for iOS, Android, Windows, and Mac OS using a single development environment.	
	Adobe Spark with premium features	Create stunning social media graphics, web pages, and animated video stories—in minutes.	
	Adobe Scout CC [†]	Profile Flash games on web and devices.	
Video and audio tools	Adobe Premiere Pro CC	Edit video with high-performance, industry-leading software.	
	Adobe After Effects CC	Create industry-standard motion graphics and visual effects.	
	Adobe Audition CC	Record, mix, and restore audio for broadcast, video, and film.	
	Adobe Premiere Rush CC	Create, edit, and share online videos anywhere.	
	Adobe Prelude CC	Streamline the import and logging of video, from any video format.	
	Adobe Media Encoder CC	Quickly output video files for virtually any screen.	
	Adobe Capture CC	Capture inspiration around you and transform it into production-ready assets that you can bring into your creative process across desktop and mobile devices.	
Mobile apps	Photography apps: Adobe Photoshop Lightroom CC, Adobe Photoshop Mix, and Adobe Photoshop Fix	Bring the power of Adobe digital imaging to your mobile devices, with full Photoshop and Lightroom compatibility.	
	Design apps: Adobe Illustrator Draw, Adobe Photoshop Sketch, and Adobe Comp CC	Create layouts and draw expressively on your mobile devices, and preview mobile designs on iOS devices.	
	Video apps: Adobe Premiere Rush CC and Adobe Prelude Live Logger	Craft visual stories and animated videos, and edit with the power of Premiere Pro on mobile.	
	Named-user licensing	Assign licenses to individual users based on Federated ID (SSO support via SAML 2.0), Enterprise ID, or Adobe ID, simplifying license management and software deployment tasks.	
	Adobe Admin Console	A centralized, web-based console that allows IT administrators to establish and manage users, groups, and entitlements, as well as access deployment tools and enterprise-level customer support.	
	Content logs	Get reports that show how users are interacting with institution-owned assets stored in Creative Cloud.	
	Packaging and deployment tools	Build custom packages for anonymous deployment of the apps and services, providing full control over product version, licensing type, and update policy, via Creative Cloud Packager, an intuitive packaging tool.	
IT tools and support	Enterprise-level support	Access specialized support personnel 24x7, 365 days per year, in multiple languages to get help with deployment planning, license management, and more.	
	Expert Services	Get 30-minute phone sessions with Adobe experts. Available at no charge.	
	Product training	Provide users with access to hundreds of hours of free online training with Creative Cloud Learn.	
	User Management SDK	Automate user management and directory synchronization.	
	Apps and services available only with All Apps plan		
	Creative Cloud Libraries	Makes your favorite assets available to you and your group anywhere.	●
	Adobe Photoshop Lightroom for mobile	Edit, organize, and share images anywhere, anytime; a powerful companion app to Lightroom for desktop.	●
Add-on services	Creative Cloud Assets	Work-in-progress cloud storage lets you store, synchronize, iterate, collaborate, and reuse your files and creative assets to keep you connected to your creativity with convenient access from desktop, mobile, and web.	●
	Collaboration	Collaborate with colleagues inside or outside your organization; keep files private or share at will.	●
	Adobe CreativeSync	Automatically sync your files, fonts, photos, design assets, settings, metadata, Adobe Stock assets, and more.	●
	Adobe Typekit	Font service that brings thousands of fonts from foundry partners into one library for quick browsing, easy use on the web or on your desktop, and endless typographic inspiration.	●
	Adobe Stock	Jump-start your creative projects with millions of high-quality, curated photos, graphics, and videos.*	●
	Adobe Portfolio	Find inspiration, showcase work, and receive feedback, plus build and manage your personal portfolio site.	●
	Adobe Sign	Send, sign, track, and manage signed documents with enterprise administration and integrations.	●
Stock for enterprise	Stock for enterprise	Add Adobe Stock for enterprise to your Creative Cloud membership to access over 60 million images, graphics, templates, 3D models, videos, and premium content right within CC apps.	●

* Adobe Stock is available as a separate purchase.

† Available for download but no longer developed or updated by Adobe.

‡ All Apps plan also includes Adobe ExtendScript Toolkit.

Adobe Creative Cloud services require an Internet connection and are available only to users 13 and older. Use of services and applications requires agreement to additional terms and the Adobe Privacy Policy (see www.adobe.com/privacy.html). Applications and services may not be available in all countries or languages and may be subject to change or discontinuation without notice.

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