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FOR IMMEDIATE RELEASE

Adobe and ITE Launch Third Phase of Partnership to Boost Student Digital Literacy and Creativity

SINGAPORE – 4 September, 2012 – Adobe and ITE have announced the third phase of their partnership to enhance student digital literacy and creativity skills, through the signing of a Memorandum of Understanding (MOU) today. This collaboration will see Adobe and ITE continue to drive their goal of incorporating multimedia technology into ITE’s core curriculum through integrated, project-based learning.

“Digital literacy is the cornerstone of preparing students for success,” said Vicky Skipp, Managing Director, Southeast Asia, Adobe Systems. “Adobe plays a crucial role in this by working closely with education institutions including ITE to nurture creativity and innovation through digital media in the classroom. Students and faculty members equipped with cutting-edge tools and curriculum can benefit from enhanced teaching as well as learning experiences.”

“Adobe is working closely with education institutions including ITE to transform higher education through digital experiences. With an unparalleled portfolio of industry-leading technologies, expertise, and support, Adobe empowers higher education institutions to enhance collaboration, communication, and creativity throughout their campus communities. Adobe software and technologies help faculty, students, and staff deliver digital experiences that enable excellence in education.”

“At ITE College West, there is a huge focus on setting up our students for success in their careers. The use of tools and technology which nurtures creative expression is a very crucial aspect of preparing our students for success and drives excellence in imparting knowledge by our teachers,” said Dr Yek Tiew Ming, Principal, ITE College West. “We are pleased with the partnership with Adobe as it equips our students with the right tools and knowledge, further solidifying our goal of instilling digital literacy amongst them.”

Creativity in Education: Findings from Adobe Poll

In the lead up to this announcement, a poll was conducted by Adobe among educators from higher education institutions across ASEAN including Singapore. Findings reveal that 97 per cent of educators locally believe that the ability for students to express themselves creatively is more important to their success today than ever before. The same sentiment was echoed among other educators across other countries in the region, including Thailand, Indonesia, Malaysia and the Philippines.

The MOU will see Adobe provide relevant resources to ITE, including reference books and reading materials, to aid both the faculty and students in teaching and learning. ITE will also be licensed to leverage on Adobe’s curriculum and incorporate it within their courses for students, where it will be used as part of the academic requirements leading to ITE’s *Nitec* and *Higher Nitec* certifications. For educators, Adobe will focus on enhancing their skill-set in multimedia technology through provision of training

courses, keeping them updated on the latest software and equipping them with the expertise to excite and engage their students.

The three-year duration of the MOU will see Adobe's continued support for the ITE-Adobe Resource Centre which first broke ground in 2009. Since its establishment, ITE has witnessed the centre's success in facilitating their students' learning process in multimedia technology. With new computer labs, post-production rooms and other state-of-the-art equipment within the centre, students have been empowered to create works such as mobile applications, multi-touch applications, Flash games as well as partnership projects with organisations like the Institute of Mental Health.

With this tie-up, students will also continue to obtain the Adobe Certified Associates (ACA) certification through their coursework. This helps validate students' achievement of entry-level skills for the workplace, such as planning, designing, building and maintaining effective communications through the use of different forms of digital media. To date, 320 students and teachers have been certified.

"I recently completed an industry-based project where I designed and developed a website for a private company. Using the skills that I've learnt, I designed and laid out the website using Adobe® Photoshop®, made an animation clip using Adobe Flash® technology and compiled all this content on the website using Adobe Dreamweaver®," said Aaron Luke, a final year student of *Nitec* in Multimedia Technology who benefitted from the partnership. "It has helped to prepare me well for future opportunities in the digital and multimedia field and made me more marketable to employers."

About Adobe Systems Incorporated

Adobe is changing the world through digital experiences. For more information, visit www.adobe.com. The Adobe Southeast Asia community can connect with the Adobe team and other creative professionals and enthusiasts directly on Facebook for local news, updates and promotions at <http://www.facebook.com/AdobeSEA>.

Institute of Technical Institution (ITE)

The Institute of Technical Education (ITE), Singapore, was established as a post-secondary education institution in 1992 under the Ministry of Education. ITE is a principal provider of career and technical education and key developer of national occupational skills certification and standards to enhance Singapore's workforce competitiveness. Under its "**One ITE System, Three Colleges**" Model of Education and Governance, ITE has three Colleges, comprising **ITE College Central, ITE College East and ITE College West**. For more information, visit: www.ite.edu.sg.

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