

Media alert:

Adobe Creative Cloud Brings Creativity to Education Industry in Hong Kong

CFSS expands their curriculum in view of rapid development of creative industries

Hong Kong — 6 March 2015 — Adobe today announced that The Chinese Foundation Secondary School (CFSS), a Direct Subsidy Scheme school, has implemented a cross-curriculum learning program for its students using Adobe Creative Cloud, aiming to go beyond traditional teaching approaches to help students master critical creative skills they will need to adapt to today's global workplace.

Hong Kong's creative industries have grown at a faster rate than the overall economy in recent years. In the 2014 Policy Address, the Government injected another HK\$300 million¹ into the CreateSmart Initiative to sustain support for the development of creative industries last year. Schools in the city like CFSS are being encouraged to expand their curriculum and equip students with necessary skills for today's rapid changing business environment.

The new program will see the subjects of the Visual Arts, Information and Communication Technology (ICT) and Music Lessons integrated into a single cohesive whole utilizing the latest digital techniques. Adobe's Photoshop CC, Premiere Pro CC and InDesign CC, will feature heavily in the course structure along with new and creative technologies such as e-books and video production.

The innovative program is in keeping with CFSS' goal to provide a new course structure that will equip its students with the skills to stay ahead in a fast changing business world. The CFSS enjoys a high degree of autonomy in designing its curriculum under Hong Kong's Direct Subsidy Scheme.

"Rather than simply focusing on teaching computer knowledge, we put more emphasis on stimulating creativity. Adobe's creative tools have been helping us achieve the goal more effectively," said Jimmy Lam, head of the I.T. department at CFSS. Adobe Creative Cloud provides advanced features which allow students to know how to express ideas in innovative and engaging ways such as creating videos and e-books by using Photoshop CC, Premiere Pro and InDesign CC.

Cross-platform support between various Adobe tools enhances the implementation of cross-curriculum learning in the school. For example, students will use InDesign to apply design skills to posters and then further edit the graphics using Photoshop CC.

The students find the tools really easy and fun to use. "Photoshop CC is my favorite tool. I especially like the features of the magic wand tool that helps me choose the exact colour that I want. With Photoshop CC, I can create my own design efficiently," said Ming Lai Tin, a Form 3 student.

Mr. Lam said: "After mastering the skills of editing graphics and texts, higher grade students will learn how to use Premiere Pro to edit their own school videos shot by themselves. We play their finished videos via the school TV, like we do with English tutorial videos. Students gain great satisfaction through this and they are more motivated in lessons when they can apply design skills to different devices like tablets and PCs."

"Not only is Adobe Creative Cloud bringing benefits to students, it can also deliver higher administrative efficiency to the school," said Mr. Lam.

CFSS adopted Adobe's CS5 four years ago, and made the decision to update all its computers to Adobe Creative Cloud under the Education Enterprise Agreement (EEA).

"Selecting the Education Enterprise Agreement helps us save a lot of money, especially with our large number of computers to manage. There is no additional cost if we want to use the tools on Mac or Windows computers or in any languages or versions," said Mr. Lam.

¹ 2014 Policy Address <<http://www.policyaddress.gov.hk/2014/eng/p31.html>>

Managing the software upgrades, the school's IT technicians used to manually enter the serial numbers for over 100 computers. Now all updates can be done by the centralized management system, as Adobe Creative Cloud deploys updates to all computers. Now, they can finish all the updates within a few steps and this helps save up to 70 percent of the installation time.

Going beyond traditional teaching approaches, the school hopes students can master critical creative skills that needed to adapt to today's global workplace.

"The CFSS project demonstrates our commitment to the education industry in Hong Kong and around the globe. We look forward to contributing to the success of the school and students," said Raymond Fung, Adobe Hong Kong & Taiwan Country Manager.

CFSS's full case study is available [here](#).

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