

Adobe Firefly Credits for Education

Unlock the power of generative AI to enhance creativity and productivity campus wide.

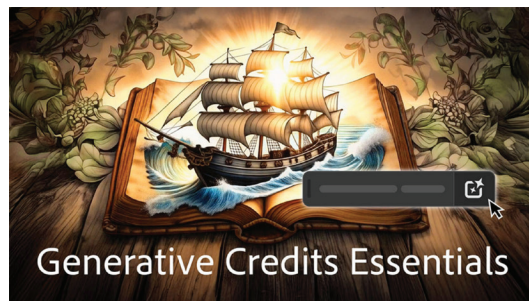
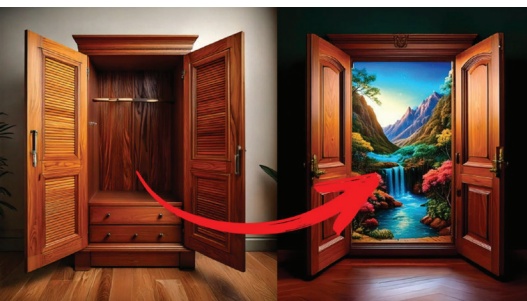
Many of our most popular creativity applications, like Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, and Adobe Express, include features powered by Adobe Firefly generative AI. These features enable anyone to produce high-quality images, vector graphics, videos, and audio files by typing simple text prompts.

Given that Firefly features require significant computing resources, Adobe provides access to them via generative credits. The credits act like tokens that you redeem to use the features, and they help to ensure smooth and consistent performance for Adobe's applications to all customers.

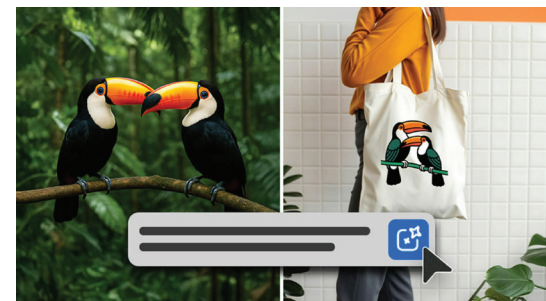
Understanding standard vs. premium generative AI features.

Generative AI features are categorized as standard and premium:

- **Standard features**, depending on your plan, might require the use of generative credits or they might be accessible without the need for credits. Standard features enable creation and editing of images and vector graphics. For example, Generative Fill in Photoshop uses 1 credit per generation.
- **Premium generative AI features** always require the use of credits, regardless of your plan. Premium features enable creation and editing of videos and audio files. The number of credits used will depend on the length of the output. For example, generating 5 seconds of video will use fewer credits than translating 10 minutes of video.



Generative Credits Essentials



Boost video generation power for art, design, and film majors with Firefly Credits for Education.

Firefly add-on packs provide additional monthly credits for higher education users who exceed their plans' allocated credits. For students and faculty in creative and design majors and staff with heavy video production needs, these packs extend the power of generative AI. The credits are available in three tiers to accommodate varying levels of usage for both standard and premium generative AI features.

Credit tiers	Generative AI use cases
2,000 monthly generative credits for education	Generate up to 20 five-second videos or translate up to 6 minutes of audio or video
7,000 monthly generative credits for education	Generate up to 70 five-second videos or translate up to 23 minutes of audio or video
50,000 monthly generative credits for education	Get unlimited access to Generate Video powered by the Firefly Video Model across Firefly apps

Key details about Firefly Credits for Education:

- Firefly add-on packs are available for use with Adobe Creative Cloud Pro Plus Named-user Licenses purchased via an Adobe Enterprise Term License Agreement (ETLA) or Adobe Value Incentive Plan (VIP).
- Standalone packs are available for individual users under VIP, requiring separate purchases for each user exceeding their limit.
- Credits refresh monthly on the anniversary date of your contract. Unused credits expire monthly, even if unassigned, and cannot be banked for future use. Costs are prorated based on the remaining contract period.

To learn more, check out the [generative credits FAQ](#) in the Adobe Help Center.



To learn more contact your Adobe Authorized Reseller or [Adobe Authorized Education Elite Distributor](#).

