Adobe Express

Unleash creativity and digital fluency across your institution.

Nurture digital fluency with Adobe Express, the all-in-one platform for leveling up digital capabilities, experimenting with generative AI in an ethical way, and enabling pedagogical innovation at scale.

Introducing Adobe Express.

Inspire creative confidence and efficiency, build digital fluency, and enable high-impact communication on campus. Provide access to easy-to-use AI-powered tools that enable multi-modal and authentic pedagogies and facilitate collaboration across subjects.

Adobe Express for higher education.

Adobe Express is the cloud-based platform that enables powerful digital storytelling.

Students, faculty, and staff can effortlessly craft visually stunning narratives — from infographics and web pages to videos and documents to presentations and podcasts — sparking their creativity and enhancing their learning. It offers a friendly, all-in-one editor for documents, images, and videos plus access to education-focused templates.

Adobe Express provides access to Adobe Stock content with 35 million images, videos, music tracks, and design assets that students can use in their work. These include features powered by Adobe Firefly, which are safe for commercial use.

Adobe Express seamlessly integrates into your existing technology APIs and integrates with the other enterprise platforms you use — making it easy to deploy and manage.
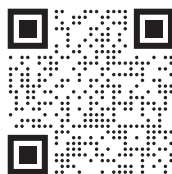
Foster digital fluency with generative AI.

Navigating the fast-paced world of technology can be both exhilarating and daunting for universities. AI has tremendous potential to streamline administrative tasks while enhancing the student experience and helping students build future-ready skills. In Adobe Express, generative AI features powered by Firefly and access to Adobe Stock content speed up various tasks while increasing the quality of the output.

Set the standard for responsibility.

Adobe has taken a thoughtful approach to developing the Firefly generative AI features in Adobe Express. Trained on Adobe Stock images, openly licensed content, and public domain content, generative AI features in Adobe Express are designed to be safe for commercial use. By giving your students generative AI tools that balance innovation and ethics, you can teach them to be both skilled and responsible media creators in school and in the workforce.

Moreover, Adobe has spearheaded the Content Authenticity Initiative (CAI). This community of media and tech companies, NGOs, academics, and other organizations is working to fight misinformation and promote trust in media by adopting an open industry standard for content authenticity and provenance. Through efforts like the CAI and the Coalition for Content Provenance and Authenticity, we're standing up for accountability, responsibility, and transparency in generative AI.

Content Authenticity Initiative (CAI)

Create efficiently with generative AI.

With Adobe Express features powered by Firefly, students in any discipline can quickly articulate their ideas and showcase their knowledge.
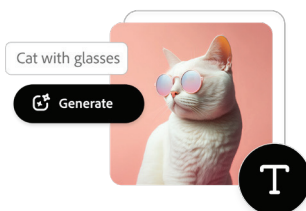

Text to Image

Students can generate images that match their vision by typing detailed prompts.

Generative Fill

Students can easily insert, remove, or replace content in images using text prompts.

Text Effects

Students can easily embellish basic text with expressive graphics by typing descriptions of styles, themes, or textures.

Text to Template

Students can generate fully editable templates using simple text descriptions.

Adobe Express enables you to nurture digital fluency across your institution.

It's your institutional solution for unleashing creativity, digital fluency, and ethical generative AI in an accessible and equitable way across your entire institution.

- **Systematically level up colleagues' and students' digital capabilities.**
  Adobe Express is a central, streamlined platform that enables everyone to create a variety of digital media with help from generative AI and over 350 million Adobe Stock assets.

- **Enable pedagogical innovation and collaboration across subjects.**
  Use Adobe Express to create greater consistency across departments, build capacity for innovation through efficiencies, and support innovative and authentic cross-departmental curriculum design and assessment. Institution-wide templates and workflows drive efficiency and raise the quality of digital resources.

- **Provide a consistent student experience.**
  By enabling them to use the same tools inside and outside the university and from all devices, Adobe Express allows every student to develop, refine, and scaffold skills seamlessly from module to module, enhancing their overall learning journey.

- **Empower collaborative workflows.**
  Adobe Express facilitates collaborative editing as well as streamlined feedback and review processes, fostering a culture of teamwork and continuous improvement within the institution. It integrates with Adobe Creative Cloud Libraries to enable easy asset sharing and further enrich the creative experience.

- **Easily provide Adobe Express to everyone.**
  It works smoothly with your current technology and platforms, so you can quickly give students access and reduce the burden on IT. Safe and responsible AI integration helps ensure ethical use. Straightforward license assignment and administration eliminate unnecessary complexities. And with no need for deployment and a quick-access URL via SSO, implementation is hassle-free.

Why Adobe for higher education?

Adobe is committed to partnering with educational institutions to drive student success. Our industry-leading creative and generative AI technologies empower everyone, everywhere to imagine, create, and bring any digital experience to life.

We founded the Content Authenticity Initiative and developed Content Credentials to restore trust online and promote transparency in the content creation process. And our Adobe Creative Campus program fosters digital literacy, access, and equity for students while bringing recognition to innovative institutions.

To learn more, contact your Adobe Authorized Reseller or
Adobe Authorized Education Elite Distributor

Adobe