



# 5 Benefits of Digital Literacy

When you foster creativity and teach digital skills to all your students in every major, your students learn how to think critically, creatively solve problems, and express their ideas in compelling ways. With these skills, students succeed both in school and in their careers.

Here are five things you need to know about digital literacy and the benefits it brings to both your students and your school:



*76% of students and 75% of teachers wish there were more of a focus on creativity in the classroom.*

**ADOBE GEN Z CREATIVITY STUDY**

## **1. Digital literacy boosts student engagement.**

When students use powerful content-creation tools like Adobe Creative Cloud for their assignments and projects, they engage more deeply with the content, which helps them better understand information and communicate their knowledge in visually and digitally compelling ways. At the same time, faculty with digital skills can also make their course materials more interesting, which helps with student engagement as well.

*"[Digital literacy] initiatives have the potential to generate more excitement around learning for students, especially as their growing fluency enables deeper connections with others and equips them with a new lens to critically evaluate the world around them."*

**NEW MEDIA CONSORTIUM  
STUDY**

78% of students and 77% of teachers believe that Generation Z learns best by creating and hands-on experiences.

#### ADOBE GEN Z CREATIVITY STUDY

## 2. Digital literacy improves academic performance.

According to Bloom's Digital Taxonomy, the act of creating requires a higher order of thinking than other activities like remembering, understanding, and applying. When students use Creative Cloud tools to create presentations, infographics, animations, videos, or ePortfolios for their assignments, they understand it more deeply and retain it longer. This enables them to communicate their ideas, discoveries, and arguments in more innovative ways—often exceeding expectations in classes across all disciplines.

*"Digitally literate students know how, why, and when to use digital tools. They can spot opportunities to take advantage of them when adding a new level of creative expression to a project."*

**NEW MEDIA CONSORTIUM STUDY**

## 3. Digital literacy helps students stand out from their competition in the job market.

Students who are proficient with digital tools like Creative Cloud can more easily differentiate themselves during the job application process. They can create media-rich resumes and showcase their personal brands with ePortfolios of their student work. They can walk into interviews prepared to show examples of the digital communication skills companies expect, and they can demonstrate their ability to learn and apply new technology skills. Perhaps most importantly, they can prove that they've developed the creative mindset employers crave.

*Skills like complex problem-solving, critical thinking, and creativity are rapidly moving up the list in importance for employers.*

**WORLD ECONOMIC FORUM**



University of North Carolina at Chapel Hill business student Brent Comstock shares his Creative Cloud know-how to promote creativity and entrepreneurship on campus.

[See story >](#)



Washington State University communications major, Jake Sirianni, used his Adobe Premiere Pro CC skills to help land an internship on the Jimmy Fallon show.

[See story >](#)

85% of high school seniors say that the degree to which a school embraces innovation is an important factor in their choice of college.

#### ACCENTURE CONSULTING

## 4. Digital literacy makes your school more competitive.

Today's digital natives are content creators, not just content consumers. By providing Creative Cloud to all your students—not just the art and design majors—you can differentiate your institution, ensure all students are digitally literate, and recruit new students more successfully. For example, innovative schools like University of North Carolina at Chapel Hill, University of Arizona, Clemson University, and many others are making digital literacy and student access and equity a priority.

*"Students today need digital literacy skills for academic success and their career. Communicating ideas in visually engaging ways is important for all students, not just in traditionally creative areas, which made Adobe Creative Cloud attractive for us."*

**PETER ARMSTRONG,**  
business support manager in Corporate Information and Computing Services (CICS) for the University of Sheffield

*"To spark my own creativity and support our teaching, I rely on several resources. The Adobe Education Exchange is a great tool...and we also work with credentialed Adobe Experts who teach Adobe certification courses in our Digital Lounge."*

**COURTNEY MILLER**

director of digital learning initiatives, USC Annenberg School for Communication and Journalism

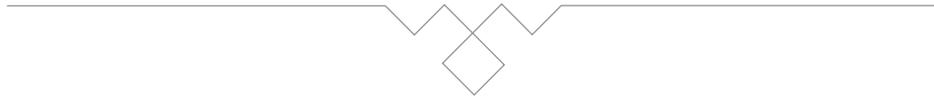
## 5. Driving digital literacy is easier than you think.

Adobe makes it easy for faculty in any discipline to incorporate Creative Cloud into their curricula. Faculty can find everything from simple learning modules to full professional development workshops on the Adobe Education Exchange. They can get inspired by the work and ideas of their peers. And they can set up free Expert Services sessions to learn new app features and creative workflows from Adobe specialists.

Plus, Adobe offers many resources designed to help students develop digital literacy, including a rich library of Creative Cloud Tutorials as well as Adobe certification programs.

*More than two-thirds of students who are Adobe Certified Associates (ACAs) say that earning the certification gave them confidence in their digital media skills and helped them stand out from the competition.*

**ADOBE CERTIFIED ASSOCIATES SURVEY**



## Resources

1. "Accenture 2014 Global Value of Higher Education Survey," Accenture Consulting, 2014, <https://www.accenture.com/us-en/insight-higher-education-will-never-be-same>.
2. "Adobe Certified Associates Survey," Adobe, 2016.
3. Andrew Churches, "Bloom's Digital Taxonomy Verbs," 2007, <http://www.teachthought.com/critical-thinking/blooms-taxonomy/blooms-digital-taxonomy-verbs-21st-century-students/>.
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5. "Gen Z in the Classroom: Creating the Future," Adobe, October 2016, <http://adobeeducate.com/genz/>.
6. "New Vision for Education: Unlocking the Potential of Technology," World Economic Forum, 2015, [http://www3.weforum.org/docs/WEFUSA\\_NewVisionforEducation\\_Report2015.pdf](http://www3.weforum.org/docs/WEFUSA_NewVisionforEducation_Report2015.pdf)



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