

Santa Rosa Junior College

**Leading junior college standardizes on award-winning
Adobe applications to develop students' creativity and design skills**

Adobe® Acrobat®
Adobe FrameMaker®
Adobe GoLive®
Adobe Illustrator®
Adobe InDesign®
Adobe PageMaker®
Adobe Photoshop®
Adobe Photoshop Elements

PROFILE

- A public, two-year junior college with a comprehensive curriculum of academic and vocational instruction
- Students: Approximately 70,000 annually
- Location: Santa Rosa, California
- <http://gracie.santarosa.edu/cis>

BENEFITS SUMMARY

- Adobe software is the standard in creative arts and print production, so students who learn the software can more easily enter careers in their chosen fields.
- The shared user interface and commands within Adobe software speed learning for students.
- Adobe software offers a large number of features for creative exploration.
- Students can learn Adobe software on both the Macintosh and PC platforms, increasing their marketability.
- Adobe provides the college with a wealth of information, support, and resources to ensure that students receive a first-rate education.
- Acrobat and Adobe PDF files are a convenient way to distribute classwork and information and are a cornerstone of the college's distance learning program.
- The high level of integration between Adobe programs and support for multiple output formats enable students to produce work for a variety of media.

The Computer and Information Sciences (CIS) department at Santa Rosa Junior College (SRJC) offers students a top-notch technology education in areas such as graphics, Web design, and productivity. To speed learning for the thousands of students who take the department's classes each year and give them access to industry-leading tools, CIS incorporates a full suite of Adobe software into its curriculum.

"We want to make students as successful as possible as they search for jobs in fields like graphic design," says Cyndi Reese, department chair of CIS. "That is why we emphasize how-to training in industry-standard software. From creative firms to corporations and print production houses, Adobe sets the standard."

Real-world preparation

CIS is an Adobe Certified Training Provider (ACTP) in Adobe Photoshop, Illustrator, and PageMaker software, and it also delivers coursework in Adobe GoLive, InDesign, FrameMaker, Photoshop Elements, and Acrobat software. Participation in the ACTP program provides the college with access to updated versions of Adobe software and additional technical information from Adobe, ensuring that CIS can teach students the latest features of each Adobe program. Fifteen CIS instructors have passed Adobe Certified Expert (ACE) exams, and CIS offers students several certificates that follow Adobe curriculum programs. CIS structures courses to prepare students to pass ACE exams and begin working immediately in their chosen fields.

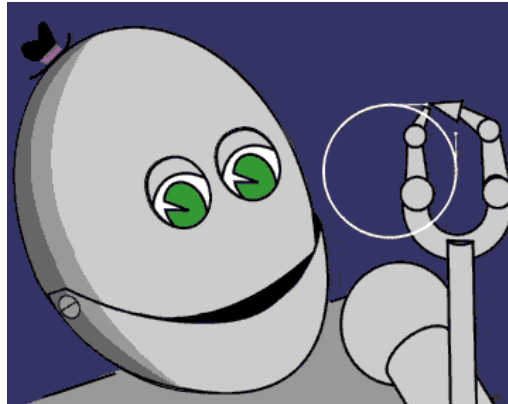
Further enhancing their skills, students at CIS learn Adobe software on both PCs and Macintosh computers. "Adobe software works similarly on both platforms, and transferring files between platforms is seamless," says Reese. "Adobe's strong commitment to cross-platform compatibility is vital to our ability to prepare students for working in today's mixed computing environments."

Faster learning, more creativity

The Adobe courses taught at CIS are taken by a wide range of students, including design professionals wanting to update their skills, people learning new skills for career changes, and retirees seeking enjoyment and personal enrichment. In successfully training students in a wide range of skill sets, CIS appreciates the fact that Adobe software helps shorten software learning time for students. Adobe tools have similar user interfaces and commands, allowing students to leverage their mastery of one software application to rapidly learn the next. And the high level of integration between programs and support for multiple output formats enable students to produce work that spans the media gamut—from print to the Web to video.

Adobe software also ignites students' creativity because it offers so many features for exploration and creative expression. "Adobe software lets students be as creative as they can be," says Reese. "Students are never constrained by the limitations of the programs."





The Adobe courses taught in Santa Rosa Junior College's CIS department are taken by a wide range of students, including design professionals wanting to update their skills, people learning new skills for career changes, and retirees seeking enjoyment and personal enrichment. The integration between Adobe's design tools enables students to leverage their mastery of one software application to rapidly learn the next. With Adobe Photoshop, Illustrator, InDesign, GoLive, and more, CIS students produce work that spans the media gamut—from print to the Web to video.

"We emphasize how-to training in industry-standard software. From creative firms to corporations and print production houses, Adobe sets the standard."

*Cyndi Reese
Department chair
Computer and Information Sciences
Santa Rosa Junior College*

Growing use of Acrobat and Adobe PDF

Courses in Adobe software are extremely popular at the college. In a single semester, more than 500 students register for classes in Photoshop. To increase convenience for students and expand access to popular Adobe classes, CIS has started a new online Photoshop program to augment traditional classroom settings. Adobe PDF plays an important role in both the online courses and classroom courses by enabling instructors to distribute assignments and other materials electronically in Adobe PDF. The Adobe PDF files preserve the formatting of the original materials and ensure that students can open files, regardless of their computers or software applications.

In addition to enriching the learning experience for students, SRJC uses Adobe software to streamline administrative and marketing functions. Departments at SRJC use either Adobe InDesign or Adobe PageMaker to develop promotional brochures and departmental newsletters. Administrative documents, class assignments, school newsletters, and student projects are often converted to Adobe PDF and distributed electronically throughout the school. According to Reese, the ease of using Acrobat and delivering and accessing Adobe PDF files is spurring more departments and students to use the technology every day.

A supportive relationship

As a college with widespread use of Adobe software in both learning and administrative environments, SRJC receives a wealth of information and support from Adobe. From extensive technical training information and suggested coursework to events aimed at educating instructors, Adobe keeps SRJC informed and on the cutting edge. Adobe also provides useful resources such as the Adobe in Education Web site, where students can obtain product tutorials and information on educational pricing. "Adobe is clearly committed to giving colleges the tools they need to offer a first-rate education to students," says Reese. "Our students, in turn, are excited to be a part of what we affectionately call the Adobe World."

TOOLBOX

- Adobe Acrobat
- Adobe FrameMaker
- Adobe GoLive
- Adobe Illustrator
- Adobe InDesign
- Adobe PageMaker
- Adobe Photoshop
- Adobe Photoshop Elements
- PCs
- Power Macintosh computers



Adobe Systems Incorporated • 345 Park Avenue, San Jose, CA 95110-2704 USA • www.adobe.com

Adobe, the Adobe logo, Acrobat, Clearly Adobe Imaging, the Clearly Adobe Imaging logo, FrameMaker, GoLive, Illustrator, InDesign, PageMaker, and Photoshop are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. Macintosh and Power Macintosh are trademarks of Apple Computer, Inc., registered in the United States and other countries. All other trademarks are the property of their respective owners.
© 2002 Adobe Systems Incorporated. All rights reserved. Printed in the USA.

95000577 4/02

