Supercharged Teaching & Learning

How inclusivity (or equity) of access to tools unlocks success

Practical example of innovation

- **Adding direct links to tools and tutorials within each module.**

- **Embedding Adobe digital skills (and supporting on demand tutorials) into shared / multidisciplinary / interdisciplinary Connected Curricula** – Meaning that all students will get an equitable starting point.

Obvious but not always common place:
Include links to Adobe tools and tips direct within modules and learning materials in VLE / Blackboard.

Supercharge!

📄 **Module Guide**
The Module Guide contains everything you need to know about how this module is run.

📄 **Staff Contacts and Accessing Support**
Who to contact for help and support with this module.

📄 **Teaching Schedule**

📁 **Library Resources**
The University Library has created a number of resources specific to this module and course.

🔗 **Academic Misconduct - Please read before submitting assessments**
Please make sure you have read this before submitting work for assessment.

🔗 **Adobe Creative Cloud**
Access information about Adobe Software.

🔗 **Adobe Creative Cloud Bite Size Skills**
Access short lessons to help you develop skills such as presentation, career skills, podcasting, and ma modules or in your own time.

🔗 **Link to module Teams site**
Use this area to share thoughts, ideas and content, and also to ask questions.

Micro-credentials, Bite-size learning, New digital skills. Supercharge!

Designed for Students and Career Seekers

Take a short, self-paced course on how to make the most of Adobe Express and Creative Cloud. Gain insights from Adobe experts and complete course activities along the way. Receive your digital badge upon completion and share it on LinkedIn, Behance, or your resume.

Intro to generative AI
8 lessons . 1 assignment

Job application essentials
9 lessons . 1 assignment   In progress

Social media content creation
12 lessons . 1 assignment

Podcasting essentials
9 lessons . 1 assignment   In progress

Presentation design
9 lessons . 1 assignment   In progress

Health and science communication
12 lessons . 1 assignment

Data storytelling
8 lessons . 1 assignment

Product pitch with generative AI
8 lessons . 1 assignment

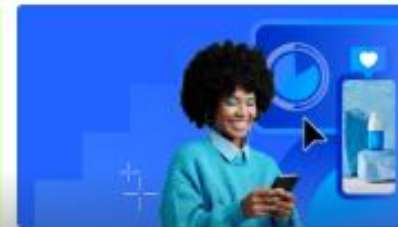**Storytelling through short-form video**
8 lessons . 1 assignment   In progress

Sports media and marketing design
8 lessons . 1 assignment

Small business social marketing
12 lessons . 1 assignment

Community event marketing
11 lessons . 1 assignment   In progress

Aston's future plans: **Inclusive, Entrepreneurial and Transformational**

- 1st ACC in Midlands, Birmingham – **UK's 2nd largest city (after London).**

- **Embedding Adobe into Power Skills modules** – Interdisciplinary modules - all students will get an Adobe starting point

- **Pilot modules with Adobe submissions as part of assessment strategy: PhD & Placements**

- On campus Adobe Hub: **"Aston University and Adobe will establish a student innovation hub on our Birmingham campus."** Aleks Subic

- **Collaborate with Business via Design Factory Birmingham**

Supercharged
Quick Wins
#AdobeHacks

Staff: **Using Adobe Creative Skills Series as time-efficient learning materials**

Reducing prep from hours to minutes

Students: **Using Adobe Creative Skills Series as faster ways to complete assignments**

Reducing study time by hours+ Digital Skills + communicating ideas more powerfully + Side Hustle + more...