

Living CV with Business Students

Preparing students for employment success by transitioning from Microsoft Word-based templates to an Adobe web page for digital storytelling and showcasing professional skills.

Institution Lead: David Yarwood, Senior Lecturer in Business Education, Manchester Metropolitan University

What:

Introducing a multimodal assessment instead of a traditional written assignment for 420 students. An Adobe Express page captures the student journey and reflections using visual storytelling in place of an essay.

Why:

Triggered by the launch of new programs. A focus on student reflection and narrative, driven by the institution's DELTA (i.e., Digitally Enhanced Learning, Teaching, and Assessment) strategy for authentic, engaging assessment. Generates a career-relevant, student-led digital output to share with employers.

Who: Initiated and implemented by a module leader with Adobe Express experience.

How:

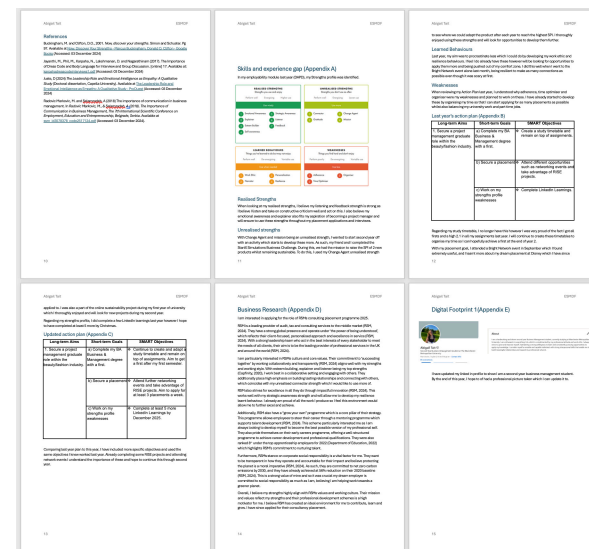
- Process piloted and co-created with students AY24.
- L&T team consultation for submission compliance.
- Rollout AY25 across business program.

Adobe Express integration:

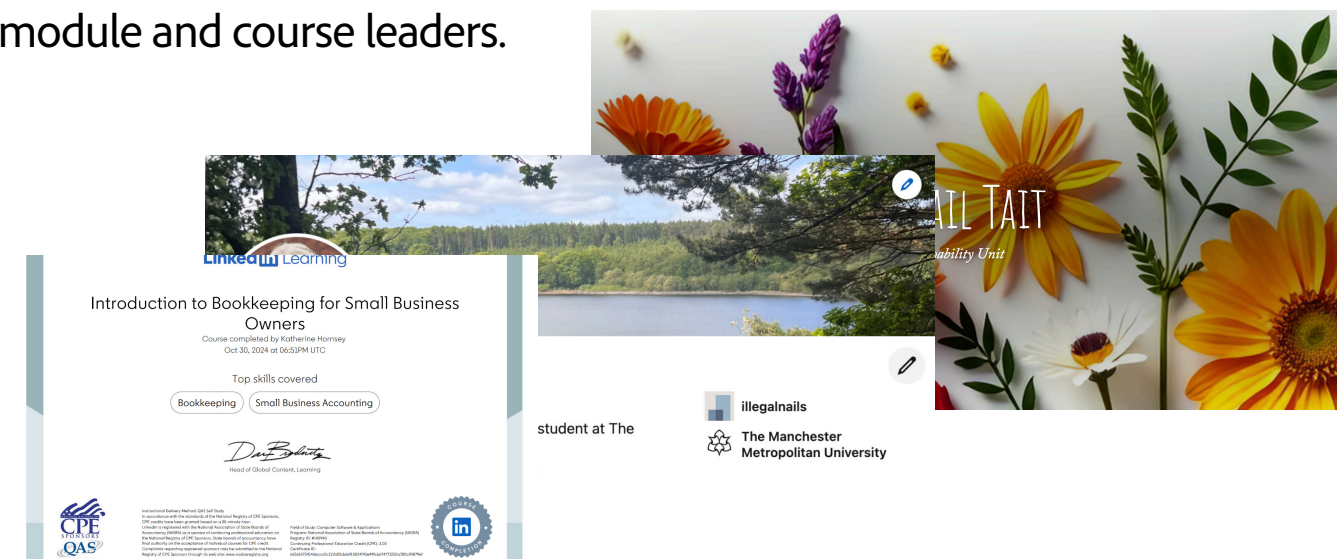
- The module team utilized the Adobe Living CV framework as a basis for piloting the living CV model with two students.
- This created student exemplars and feedback that enabled David to personalize the module for historical context.

The revised activity emphasized optionality, personalization, and professional portfolio production as well as building additional digital skills. Student feedback suggests improved engagement and ownership.

David has since presented the initiative at the Learning Enhancement and Educational Development Conference, generating interest from other module and course leaders.



Before: Original Word-based assessment

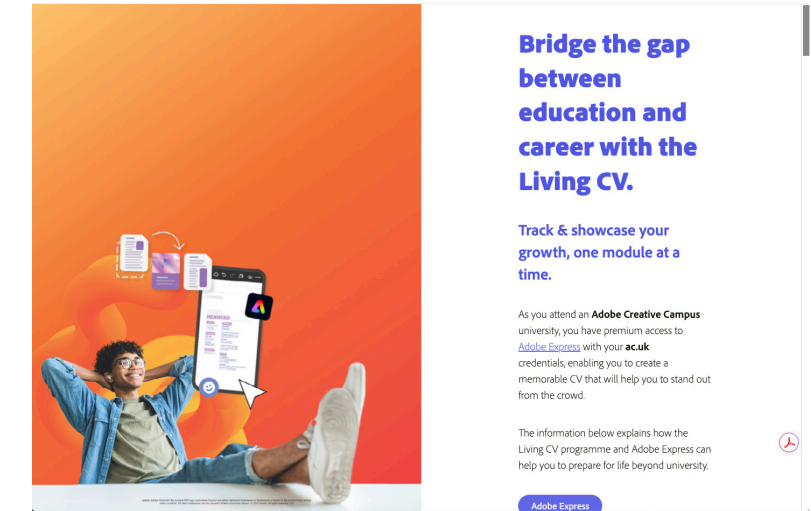


Adobe Express page, revamped LinkedIn profile and micro-credentials

Re-imagined Assessment



Manchester Met



Adobe Living CV framework

Insights:

- **New courses and curriculum refresh open the opportunity.** The MMU DELTA strategy provided the opportunity to align activities with current strategic goals.
- **Sharing initiatives builds credibility and interest.** Presenting the initiative at the Learning Enhancement and Educational Development Conference generated interest from other module and course leaders.