

Program-level Embedding of Graduate Attributes

Formative Learning

UWE
Bristol

Pre-assessment student activity to apply branding theory and enrich group assessment

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What: Every student in the School of Business and Law (~1000) will have the Personal Professional Development (PPD) pathway, with Adobe Express activities integrated into their experience L4 onwards.

Why: Increase focus on employability, self-managed learning, and team-based skills. Linking learning to skills and evidencing them in relevant ways.

Who: Program and Digital Learning leadership set high-level goals and work plan. 20 lecturers consulted on design, and Digital Learning designed learning activities and support scaffolding for staff and students.

How:

- Streamlined approach matched three Adobe Express activities with three learning outcomes, to be applied in a flexible way.
- Consolidated support material was developed for faculty and students.
- Strong network across the school builds additional opportunities to embed more deeply.

In this strategic project with clear academic goals, academic and digital learning staff collaborated to embed Adobe Express activities and graduate attributes into the curriculum for all L4 students across the program. Top-down implementation was supported by consultation and the creation of case studies drawing on previous success with Adobe Express.

Adobe Express integration:

Incorporated into three learning activities through L4, where students create artifacts with Adobe Express to develop specific learning goals:

- **Planning and goal-setting:** Set and reflect on personal goals with the Jisc Capabilities Framework in an Adobe Express web template.
- **Verbal communication task:** Demonstrate presentation or verbal skills through the medium of a podcast or a video.
- **Skills development:** Develop a final artifact (e.g., poster, video, or web page) — to showcase progress.

Institutional Adobe Express support resources:

Program-wide streamlining of activities enabled an integrated support campaign for staff and students, including:

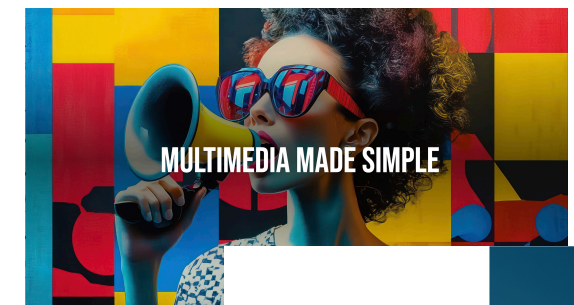
- In-person confidence-building workshops and support hub for staff
- Short Adobe Express case studies for credibility and pedagogical inspiration
- Student guides to podcasts, videos, posters, and web pages

Insights:

- **Start small and celebrate success.** This scaled program built on the success and credibility of smaller projects.
- **Strategic alignment supports scalable support.** Clear academic leadership shaped a streamlined curriculum, which provided a clear focus for the Digital Learning team.
- **A viral effect.** Awareness and scaled support create the conditions for further growth. Future developments include the incorporation of an Adobe Express artefact into a compulsory Business and Management module for 300 level 4 students.



Built on the success of previous projects such as Student Lawyer Project — case study



Faculty and Student Resource hub (created in Adobe Express)

5 essential principles for creative work

