At the AI crossroads

Empowering higher education institutions
with AI-driven Adobe solutions.



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At the AI crossroads

There are big disparities in adoption, usage, and institutional preparedness in higher education.

Students regularly using AI

90% of students already use generative AI, with 54% using it weekly at scale … regardless of guidance or policy.

Acrobat AI and the Future of Learning and Studying in Higher Ed report and Harvard Graduate School of Education

Lack of central planning

11% of CTOs have AI strategies;
80% of faculty say AI rollout lacks clarity.

IHE April 2025

Lagging faculty preparedness

61% of faculty are hesitant about adopting AI tools; 86% need rubrics or guidelines to assist in grading AI-assisted creative work.

Creativity with AI in US Higher Ed report

Industry valuing AI skills

71% of business leaders globally prefer hiring a less experienced candidate with AI skills over a more experienced one lacking them.

Forbes, November 2024

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Adobe helps solve these challenges

Streamline learning, raise the bar on productivity and creativity, and help everyone stand out.

For **students**



- Study and exam prep
- Accessibility and inclusive learning
- Multimedia creation
- Creative thinking and communication

For **faculty**



- Efficient grading and AI-assisted rubrics
- Document management
- Curriculum enrichment
- Professional development

For **administrators**



- Automate repetitive tasks
- Work seamlessly across devices
- Improve communication
- Share output and insights across departments

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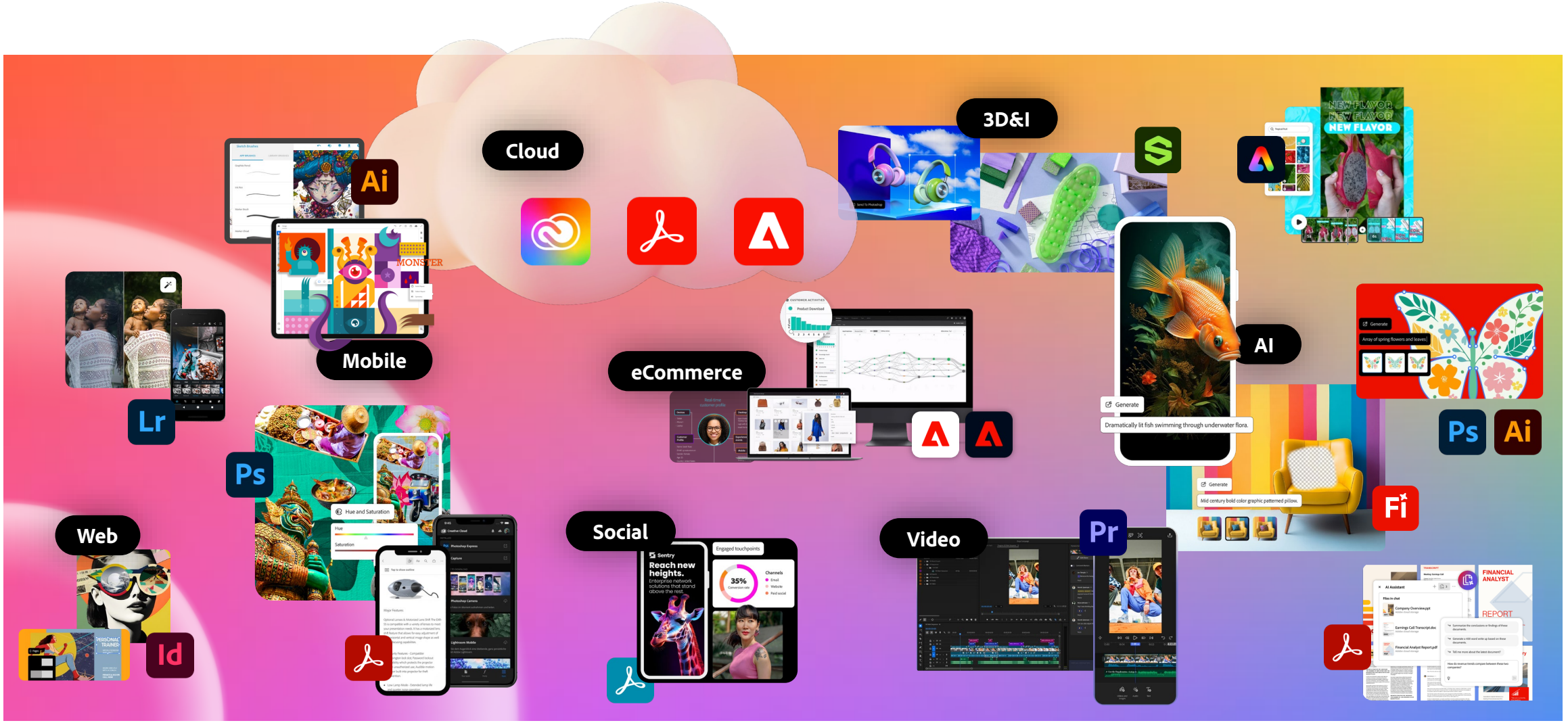
Adobe's innovation shapes every era



Internet era | Mobile era | Social era | AI era

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Adobe's unique value for higher education institutions

Driving **equity and access for all.**

All students, faculty and staff

AI Assistant

Stand out with AI-powered, quick and easy creativity and productivity apps. Turn documents into insights, communicate ideas visually, and work more efficiently.

Current and future creatives pros

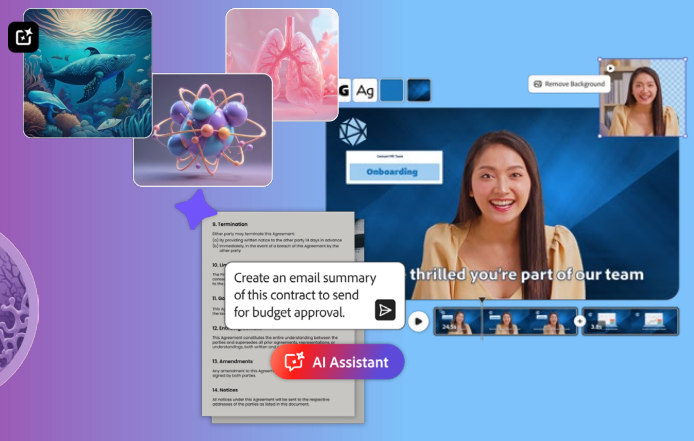
AI Assistant

Get the power and precision to bring creative visions to life across media and platforms with professional creative apps and generative AI.

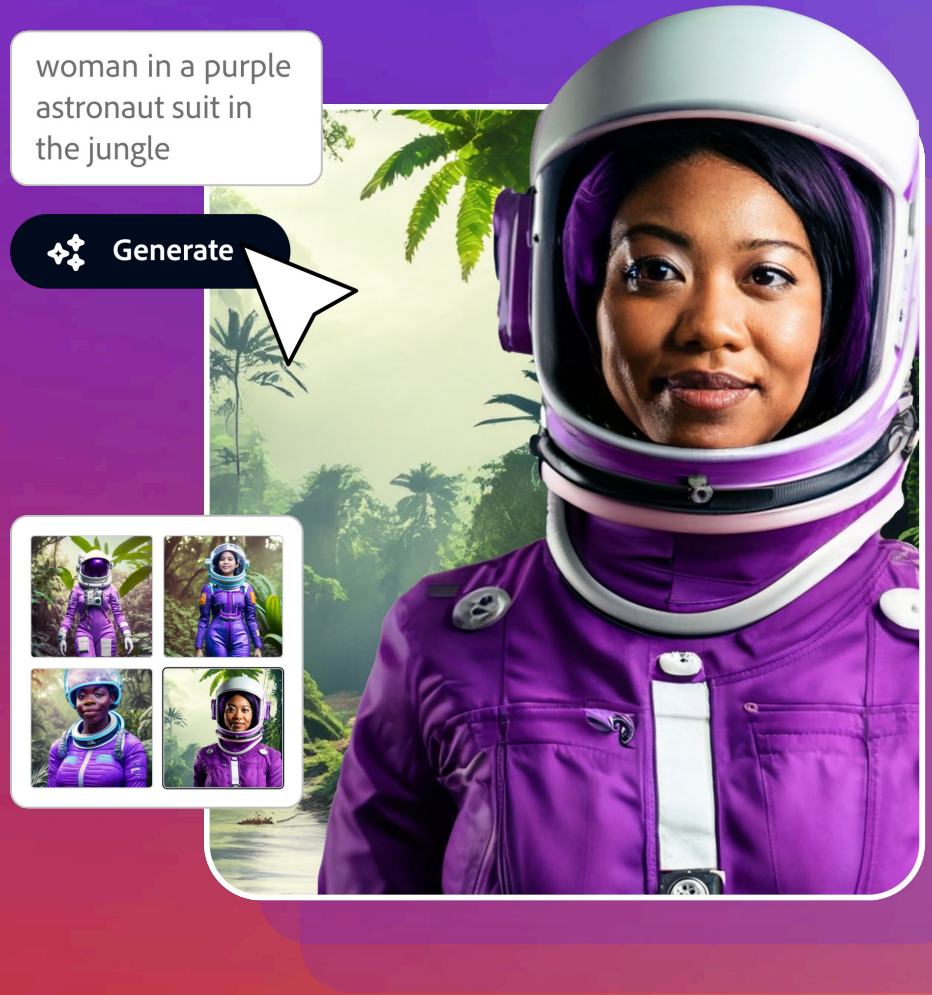
Adobe's AI platform — integrated into every offering.







Empowering your institution with AI-driven productivity and creativity solutions for all.



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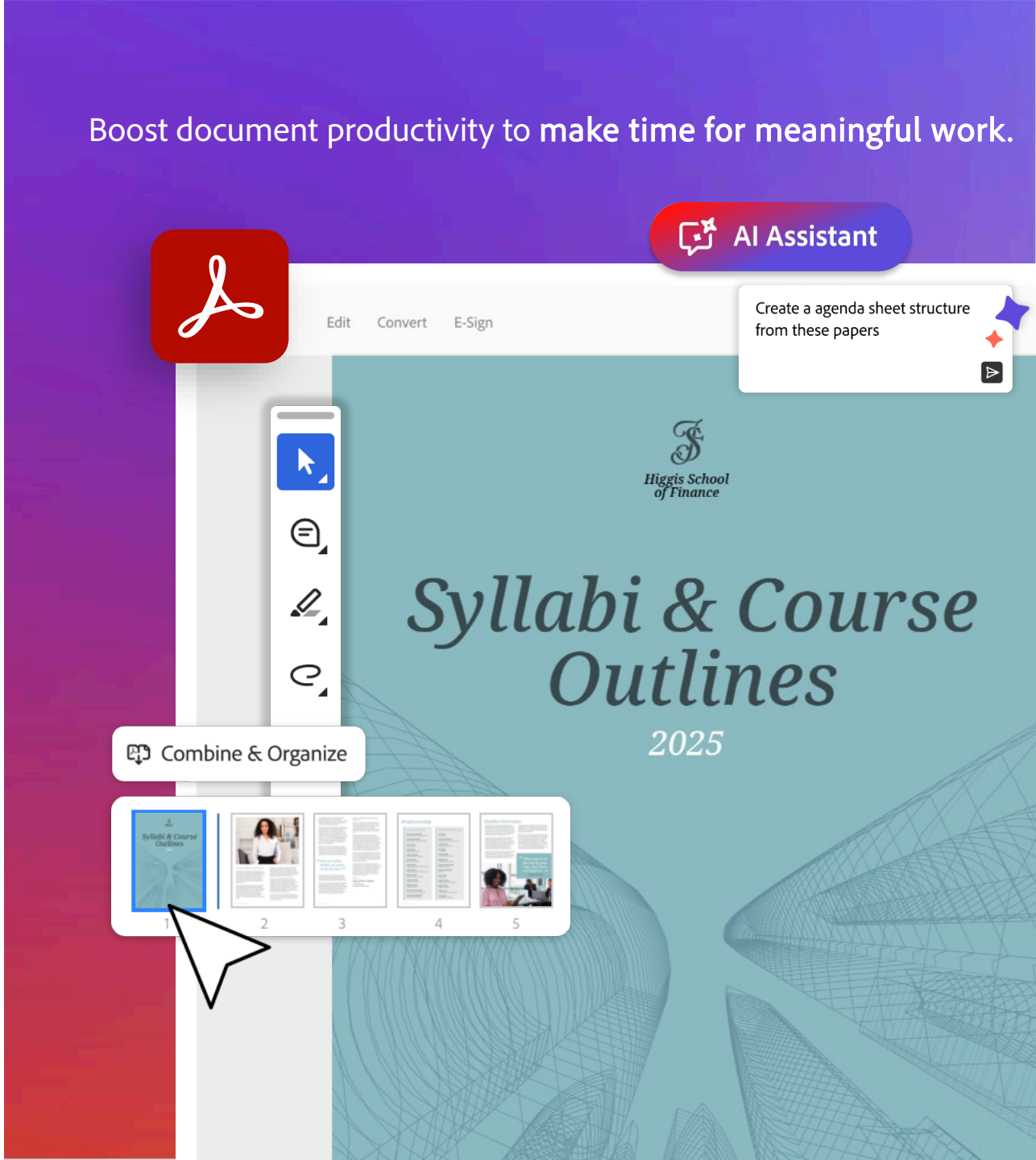
Safe, secure and efficient with Acrobat Studio

Verifiable outputs
Double check insights with clickable citations linked to your documents, keeping you in control.

Trust and integrity
Adobe's responsible AI policy will never train on your data. Competitors don't do as well here.

Campus friendly
Workflows for everyone on campus, integrated into a tool most are already using every day.

Career readiness
Workplace-ready AI skills take unstructured documents to actionable insights and visual communication.



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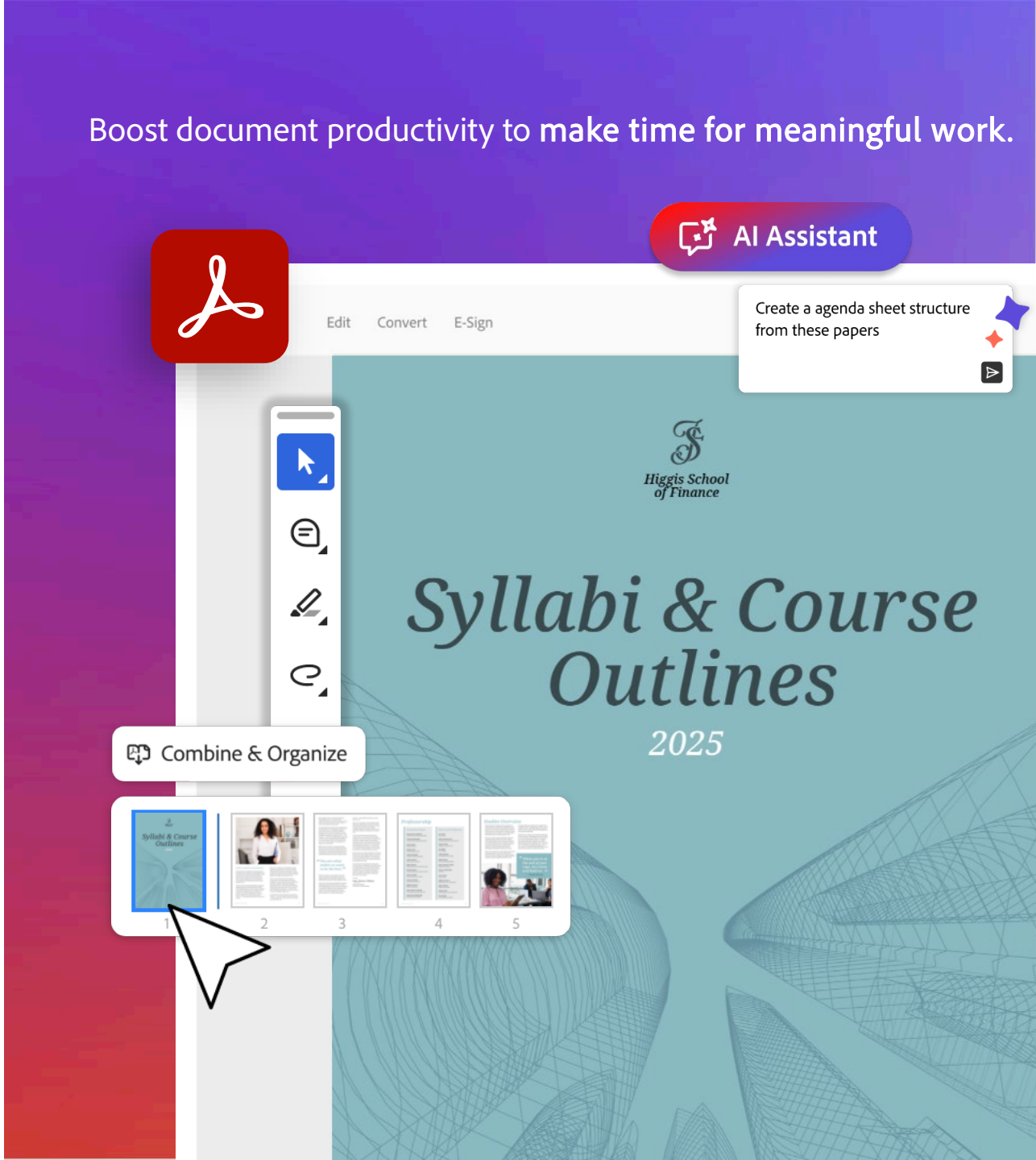
Boost productivity with Acrobat AI Assistant

With **Acrobat AI Assistant**:

- Ask questions and get answers with linked citations
- Generate one-click summaries of complex information
- Use integrated Adobe Express Premium to turn AI insights into standout content

Benefits for everyone on campus:

- **Students** can study smarter and build career-ready AI skills
- **Faculty** can accelerate and deepen their research
- **Staff** can streamline processes to focus on strategic work



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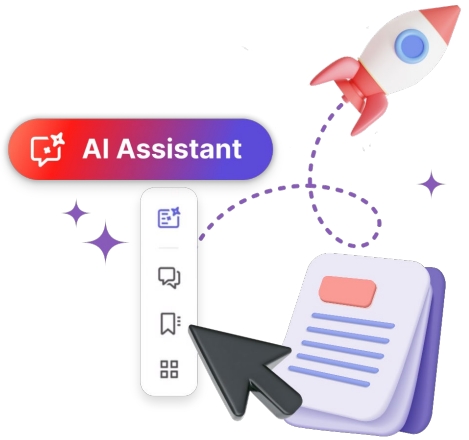
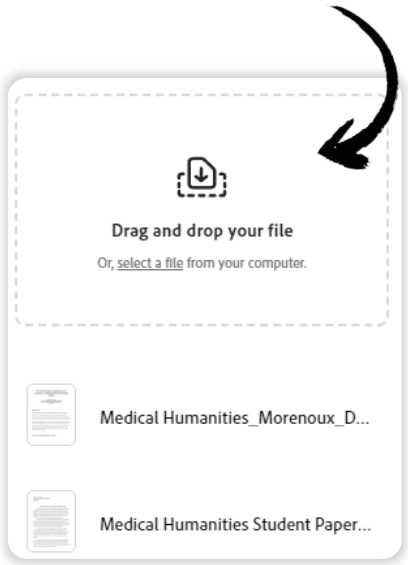
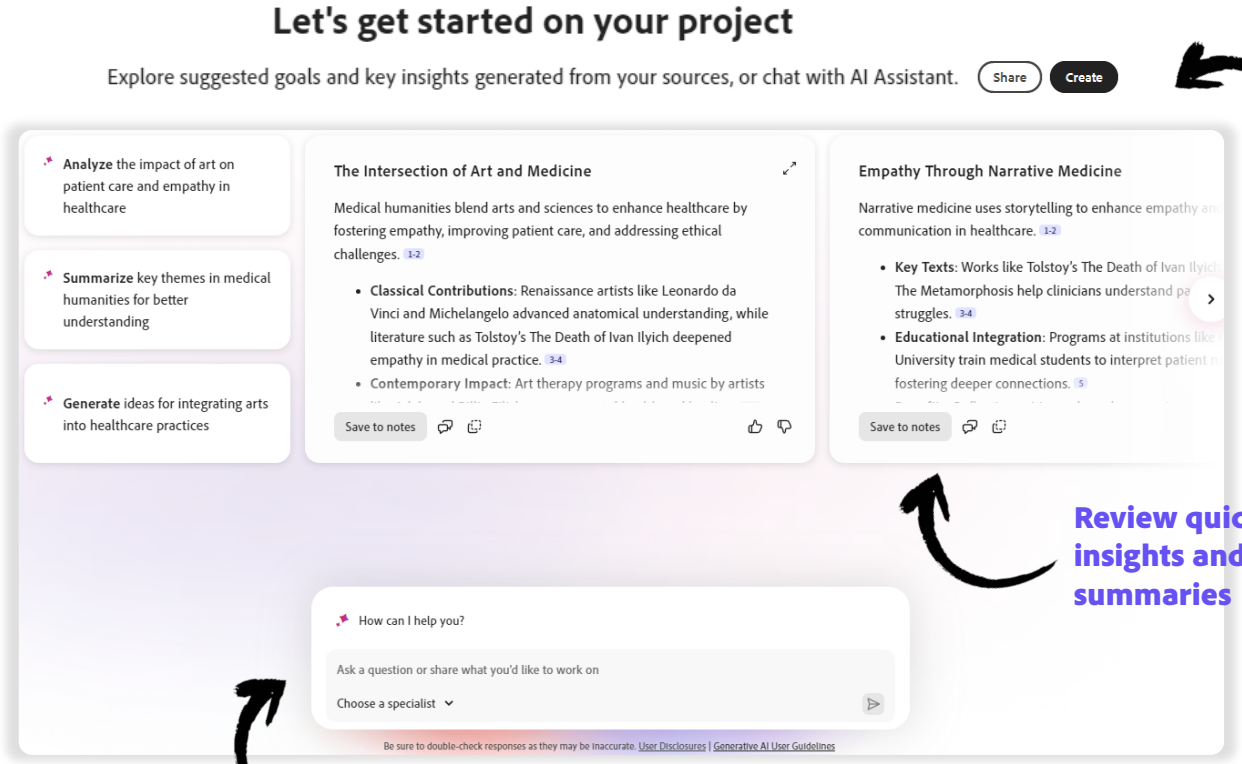
Information to insights

Transform documents and collaborate with **PDF Spaces**, specialized AI assistants, and easy content creation.



Add up to 100 multi-format sources





Collaborate with peers

Review quick insights and summaries

Chat with all uploaded sources as you analyze, review, and generate content

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Student Spaces in Acrobat: A smarter way to study

Turn notes into podcasts, use AI Assistant, and learn with your study group.

Studying made simple

- Add files to Student Spaces for instant insights into any subject. Test knowledge with flashcards, quizzes, and more.

Built in tutor

- Make subjects easier to understand with Acrobat AI Assistant as your tutor. Ask questions. Check for accuracy with citations from your sources.

Your class as a podcast

- Turn notes into audio and study on the go. Just upload your files to create a podcast from quick highlights to deep dives.



The Next Era of Acrobat

Elevating School Assignments

Adobe Acrobat

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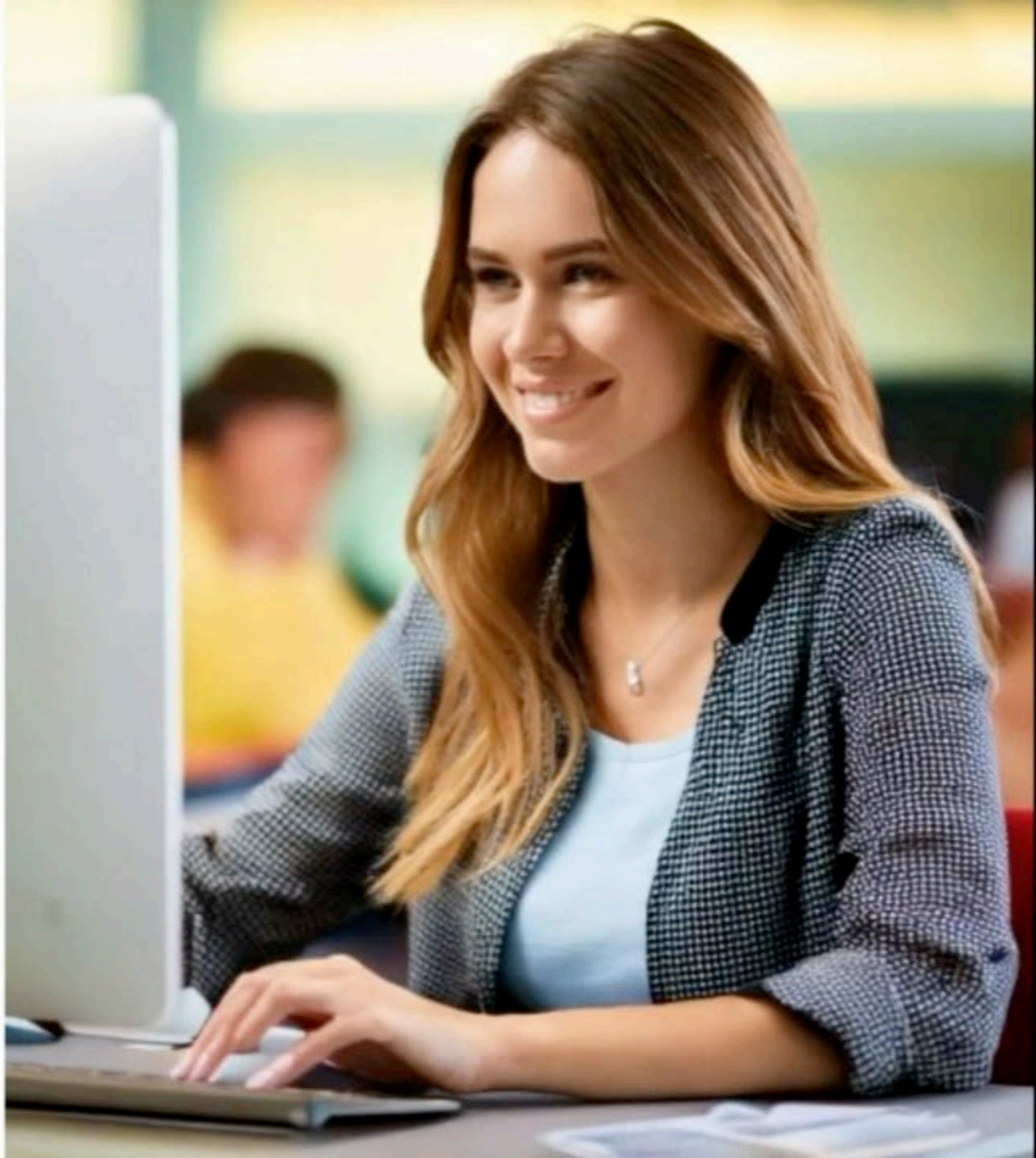


Enhance creativity and productivity

Across the campus with Adobe Firefly generative AI.

With **Adobe Firefly**:

- Generate images, templates, and videos using simple text prompts
- Quickly translate audio and video
- Ideate and collaborate with AI-powered moodboards
- Extend video and audio clips by adding new frames or audio

Benefits for everyone on campus:

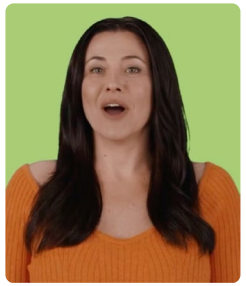
- Give students career-ready creative and AI skills
- Empower everyone to communicate their ideas creatively — no design experience needed
- Get peace of mind with ethically developed and commercially safe AI



Text to Image

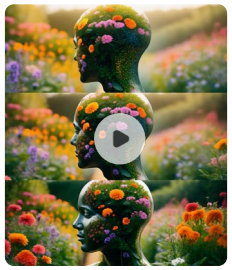


Text to Vector Graphics



Text to Avatar

Coming soon



Text to Video

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Explore new ways to create

Video | Describe the video you want to generate | Generate

Featured | Image | Video | Audio | Vector



Text to video

Generate video clips from a detailed description.



Image to video

Start with an image and generate a video.



Translate video

Upload video to translate into a new language.

Plans designed for everyone on campus

Three plans that ensure equity and access for all.

Design faculty & staff + future creative professional students

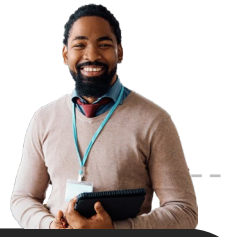


Adobe Creative Cloud Pro Plus for Education

Stand out with the essential creative skills employers need.
Equip students and faculty with professional creative tools powered by generative AI to accelerate skill development, enhance creativity, and produce career-ready graduates with portfolios that set them apart.

AI Assistant

Faculty & staff and students



Adobe Acrobat Studio for Education

Turn documents into insights. Communicate visually.
Faculty, staff, and students can cut through document overload, generate trusted insights, and creatively communicate ideas to any audience.

AI Assistant

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The plan for faculty & future creative professionals

Adobe Creative Cloud Pro Plus for Education

Stand out with the essential creative skills employers need.



Creative Cloud apps + Adobe Stock



Firefly premium generative AI

AI Assistant

Acrobat AI Assistant
PDF Spaces
Student Spaces

Why now?

Empower design students and faculty to:



Use the same creative apps and Adobe Stock assets professionals use in every industry for imaging, design, video production, web and social content, and more with Creative Cloud Pro Plus.



Ideate, generate visuals and videos, and translate video and audio with responsibly designed, commercially safe Firefly premium generative AI.



Free up time for research, critical thinking, and actual creative work with Acrobat AI Assistant.

The plan for faculty/staff and students

Adobe Acrobat Studio for Education

Turn documents into insights. Communicate visually.



Acrobat Pro



Adobe Express Premium

AI Assistant

Acrobat AI Assistant
PDF Spaces
Student Spaces

Why now?

Make time for meaningful work and impactful communication with Acrobat Studio



Work faster with the trusted solution for creating, editing, signing, and sharing, PDFs and contracts.



Streamline research by extracting insights from documents and then clicking once to explore citations for deeper context and exploration.



Accelerate creation of course content like projects, review materials, syllabi, and assessments.



Simplify reviews of grant proposals, policy documents, contracts, and more.



Empower users to turn insights and information into compelling visual communications with Adobe Express Premium.

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Thank you!

Let’s shape the AI-enabled university together.



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