



Technology Tuesdays

Creativity in the Classroom

ADOBE CREATIVE CLOUD EXPRESS

Karen L. Smith Faculty Center for Teaching and Learning
University of Central Florida

Matt Dombrowski M.F.A. and Chrissy Cruz M.Ed., Ed.S.



Chrissy Cruz M.Ed., Ed.S.

Instructional Specialist
Faculty Center for Teaching and Learning
Leadership Studies Instructor
LEAD Scholars Academy



Instructional Design Background:

- Certified Adobe Creative Educator
- ID at UF School of Teaching and Learning
- Quality Matters Course Design Certified
- Designed Professional Development Programs/Curriculum at Global UCF
- Creative Technologies in UCF courses
- Design & Develop new FCTL T&L programs

Academic Research:

- UF College of Arts Research Team
- UF Arts in Medicine Certification

Visual Artist:

- Drawing (Graphite and Charcoal)
- Oil and Watercolor Painting
- Mixed-Media
- Graphic Design
- Photography

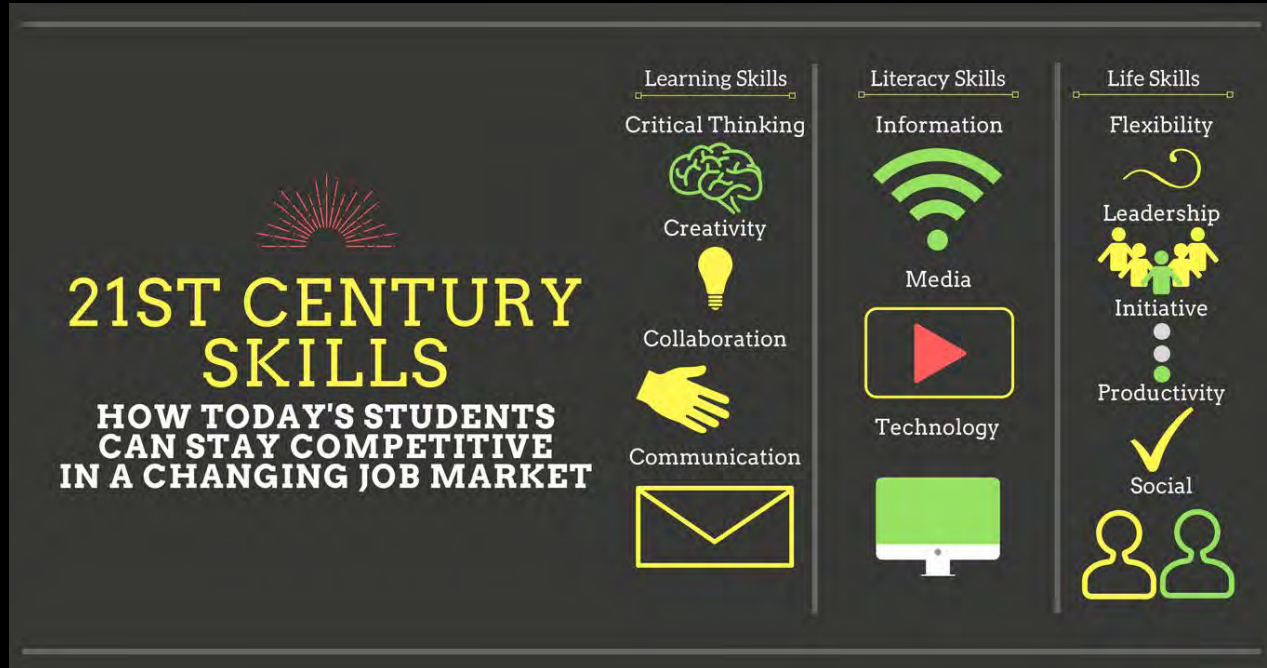
Matt Dombrowski, MFA

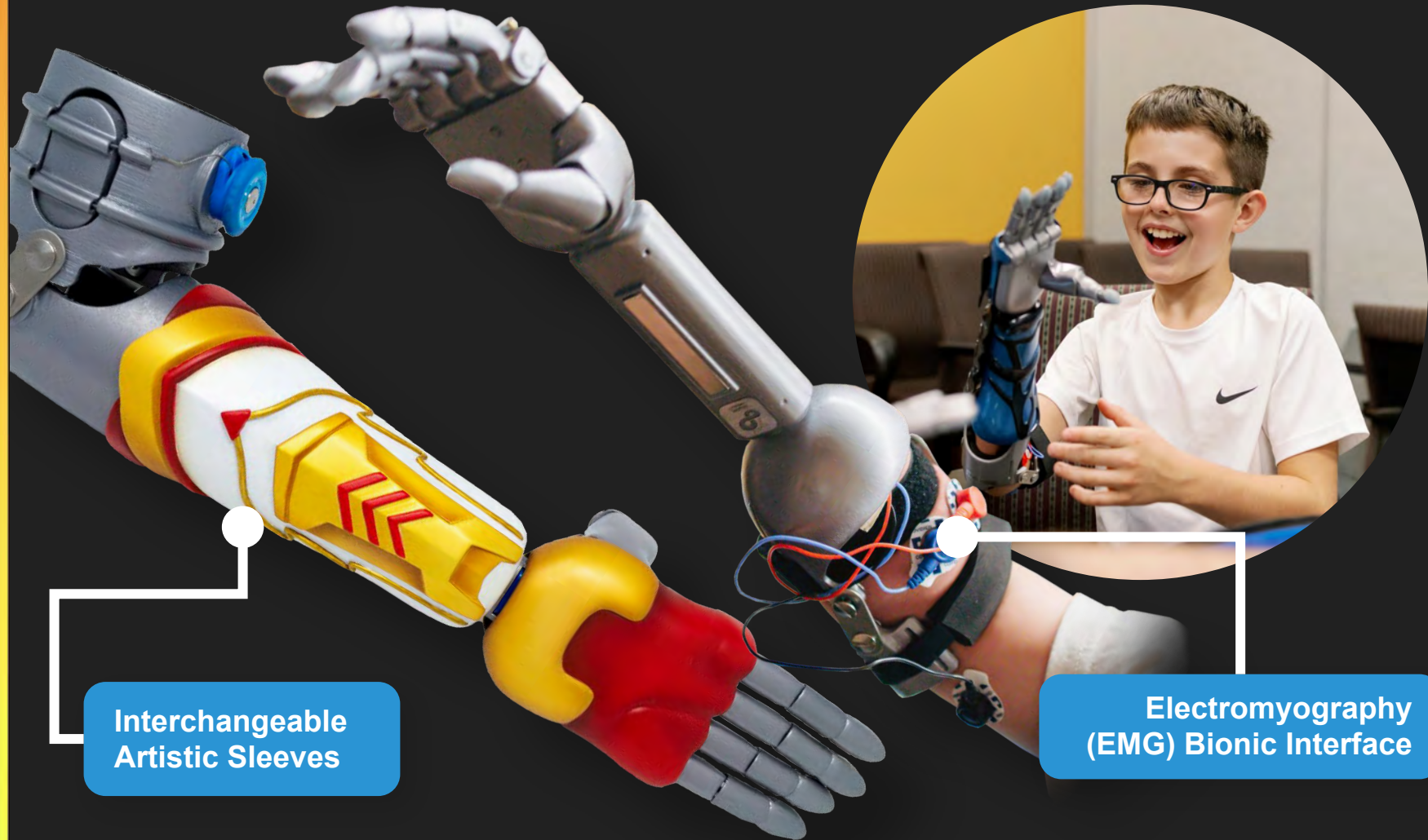
Twitter: [@dombrowskiUCF](https://twitter.com/dombrowskiUCF)

- Associate Professor of Emerging Media (Animation & Graphic Design) at the University of Central Florida (UCF) School of Visual Arts & Design (SVAD)
- Creative Director Limbitless Solutions (@limbitless3d)
- 2019 UCF Undergraduate Teaching Excellence Winner (University Level)
- 2018 UCF Chuck D. Dziuban Award for Excellence in Online Teaching Award Winner (University Level)
- TedX Speaker
- Adobe Education Leader & Adobe Partner by Design



Teacher Goal = Bringing Teaching into the 21st Century





**Interchangeable
Artistic Sleeves**

**Electromyography
(EMG) Bionic Interface**



Today's Agenda

- Pedagogical Foundations of Creativity
- Introduction to Adobe Creative Cloud Express
- The Power of Visual Storytelling
- Amplifying Student Voices
- Creative Cloud Express Demonstration
- Creative Identity Challenge
- Creating a UCF Creative Community of Educators
- Educational Technology Professional Development Resources
- Q&A and Wrap-up



- Increase student engagement
- Develop students' curiosity and excitement to learn
- Connect learning to the real world
- Learn technology skills that are highly regarded in the workforce



The Value of Creativity in Learning

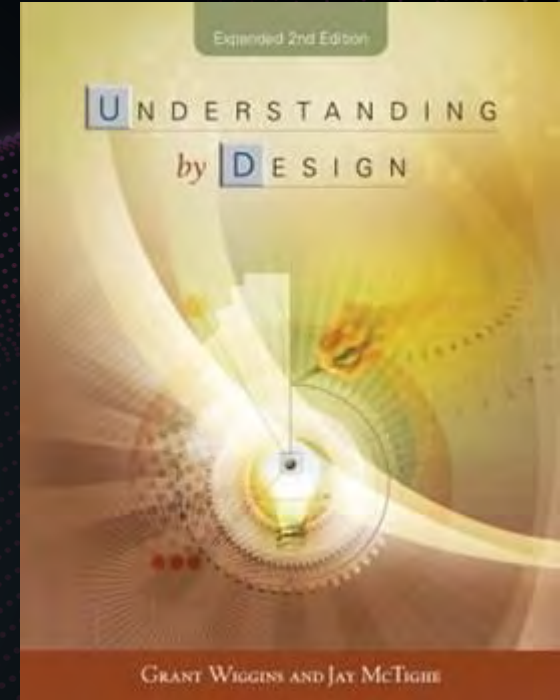
Career-Readiness

Creativity and Employment

- Employers are looking for creativity in potential hires- Use of imagination or original ideas
- Competitive advantage
- Students can market their creative projects over various platforms (personal website, E-Portfolio, blog, social media)

Creativity and Pedagogy

- **Understanding by Design** is a book written by Grant Wiggins and Jay McTighe that offers a framework for designing courses.
- Instructors typically approach course design in a “forward design” manner, meaning they consider the learning activities (how to teach the content), develop assessments around their learning activities, then attempt to draw connections to the learning goals of the course.
- In contrast, the backward design approach has instructors consider the learning goals of the course first.
- Once the learning goals have been established, the second stage involves consideration of assessment.
- The backward design framework suggests that instructors should consider these overarching learning goals and how students will be assessed prior to consideration of how to teach the content.
- For this reason, backward design is considered a much more intentional approach to course design than traditional methods of design.



Backward Design Resources



Instructional design and creativity video:
How to infuse creativity in your course and assignment design



**Course and Curriculum
Redesign**



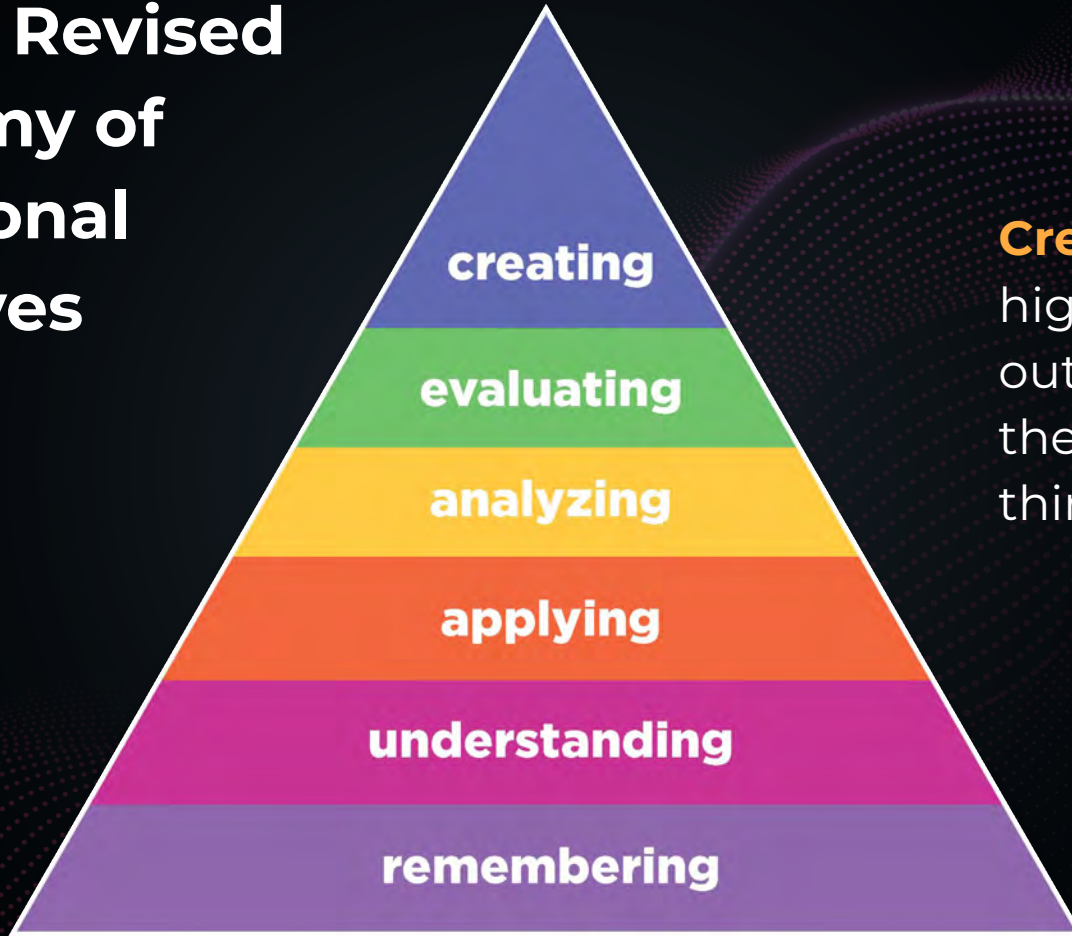
**Backwards Design
Process of Instructional
Design**



[FCTL Backward Design Video](#)

**[Vanderbilt University
Backward Design Template](#)**

Bloom's Revised Taxonomy of Educational Objectives



Creativity is the highest cognitive outcome within the higher-order thinking skills




LDR 3950 Capstone Course Assignment Example

- **Design** a Leadership Vision Board utilizing Adobe Creative Cloud Express Collage Maker.
- Write a **reflection paper** about the creation of their vision board and the process of implementing creative technologies.
- **Create and present** a 5-10-minute oral presentation about their leadership vision board.
- [Link to Assignment](#)

Leadership Vision Board with Adobe Creative Cloud Express

Students create a digital leadership vision board. Projects will include 6-10 images and text that exemplify their leadership philosophy and vision for the future. Students use Adobe Creative Cloud Express to engage in digital storytelling.

 Chrissy Cruz
Last Updated April 5, 2022

Project

Subjects

Education Design

Education Level


Higher Education

Student Time

3-5 hours estimated class time

Description & Learning Objectives

- Watch the "Creative Cloud Express video" and learn how to use the Adobe Creative Cloud Express templates, collages, and animations
- Read "How To Create a Graphic with Adobe Creative Cloud Express"
- Learn how to create captivating photo collages with Adobe Creative Cloud Express Picture Collage Maker
- Design a Leadership Vision Board utilizing Adobe Creative Cloud Express Collage Maker
- Write a reflection paper about the creation of their vision board and the process of implementing creative technologies
- Submit your project to the course portfolio



View all 1 pieces included

Related resources

- > Adobe Express "About Me" Video
In this video, you will be introduced to Adobe Express, a new way to create digital content. You will learn about the different features and how to use them to create your own "About Me" video.
- > Express your feelings through the Adobe Spark poster
Express your feelings through the Adobe Spark poster. This is a great way to express your feelings and create a beautiful poster.
- > Adobe Presenter Video Express
Adobe Presenter Video Express is a powerful tool for creating interactive video presentations. It allows you to create professional-looking videos that can be used in a variety of ways.



Free Adobe Express Teaching Resources

Teach with Adobe Creative Cloud Express



Selected by the Adobe for Education team

Keep students engaged with free, flexible, creative activities for all ages and subjects.

Design stunning posters, flyers, and graphics

Engage students by easily creating meaningful representations of information.

[View all](#)



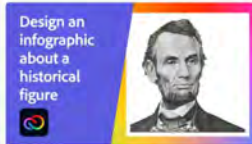
Adobe for Education

Illustrate a concept from modern art with a poster

Students use Adobe Creative Cloud Express and objects from their surroundings to bring art to life.

Primary | Art & Architecture

[Project](#)



Adobe for Education

Design an infographic about a historical figure

Students use Adobe Creative Cloud Express to create infographics presenting biographical information about historical figures.

Secondary | History

[Lesson Plan](#)



Adobe for Education

Design a social media post illustrating a STEM concept

Students use Adobe Creative Cloud Express to create social media posts that show the importance of a STEM concept.

Higher Education | Science & Engineering

[Project](#)

- Free remixable Adobe Express templates of great classroom projects in the [Adobe Education Exchange](#).
- Interdisciplinary teaching resources to help educators ignite creativity in the classroom.

Curricular Integrations

**Writing Creative
Learning Outcomes**



**Creating Our Learning
Activities**



Individual Projects



**Identifying
Assessment**



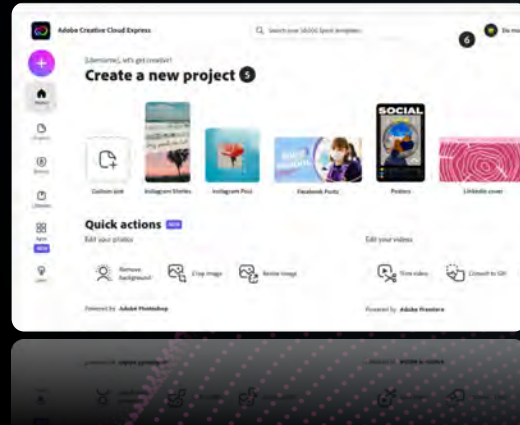
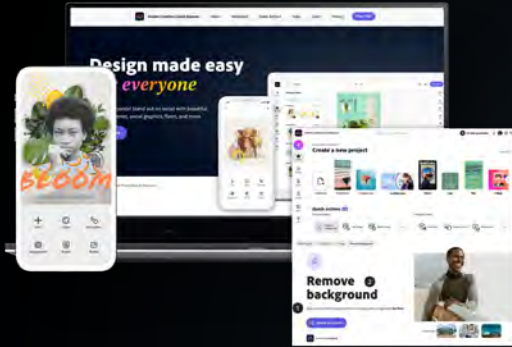
Group Projects





WHAT IS
ADOBE CREATIVE CLOUD EXPRESS?

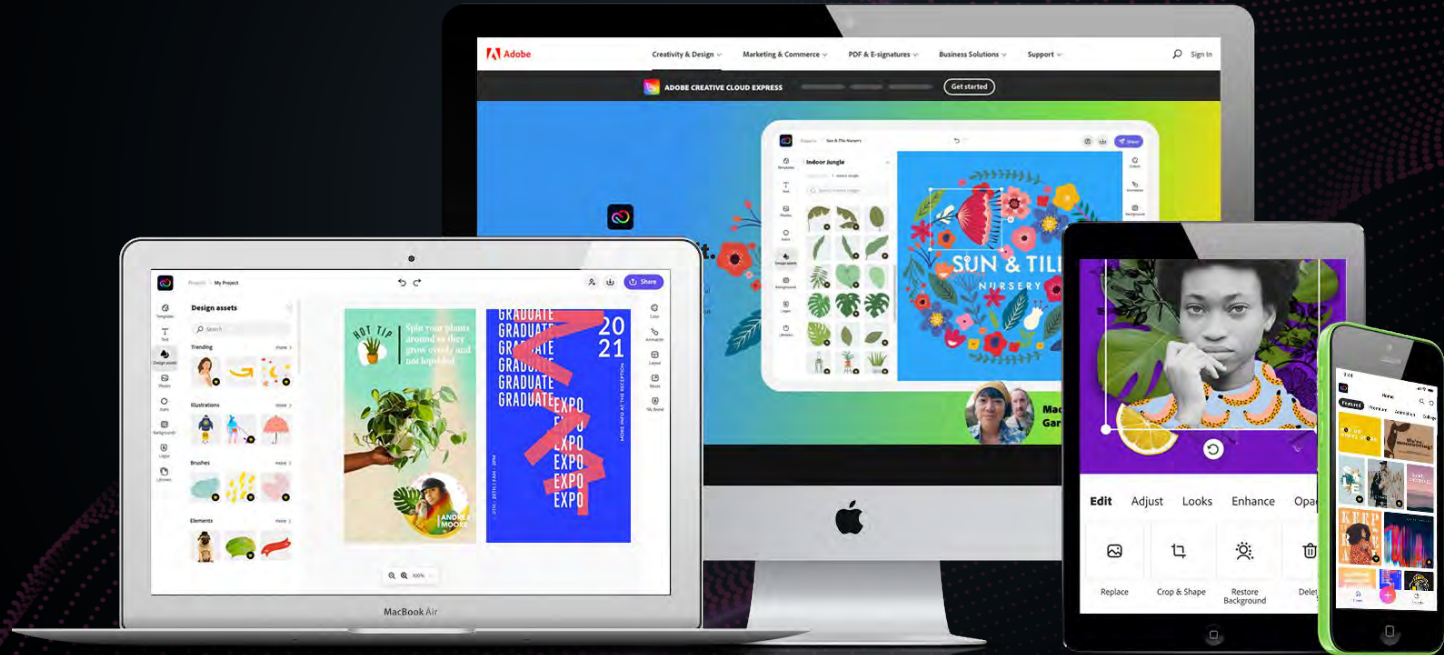
Creative Design Platform



- Free and user-friendly
- Students can create graphics, web pages and video
- Faculty can easily redesign and enhance course assignments and curriculum
- Foster digital literacy, creativity, and visual communication skills

Intuitive Technology

Adobe Creative Cloud Express is designed to work across devices





WHY CREATE VISUAL STORIES?

Visual Storytelling is **EVERYTHING**

Image by: Mónica Rosales Ascencio

DATA



SORTED



ARRANGED



PRESENTED
VISUALLY



EXPLAINED
WITH A STORY



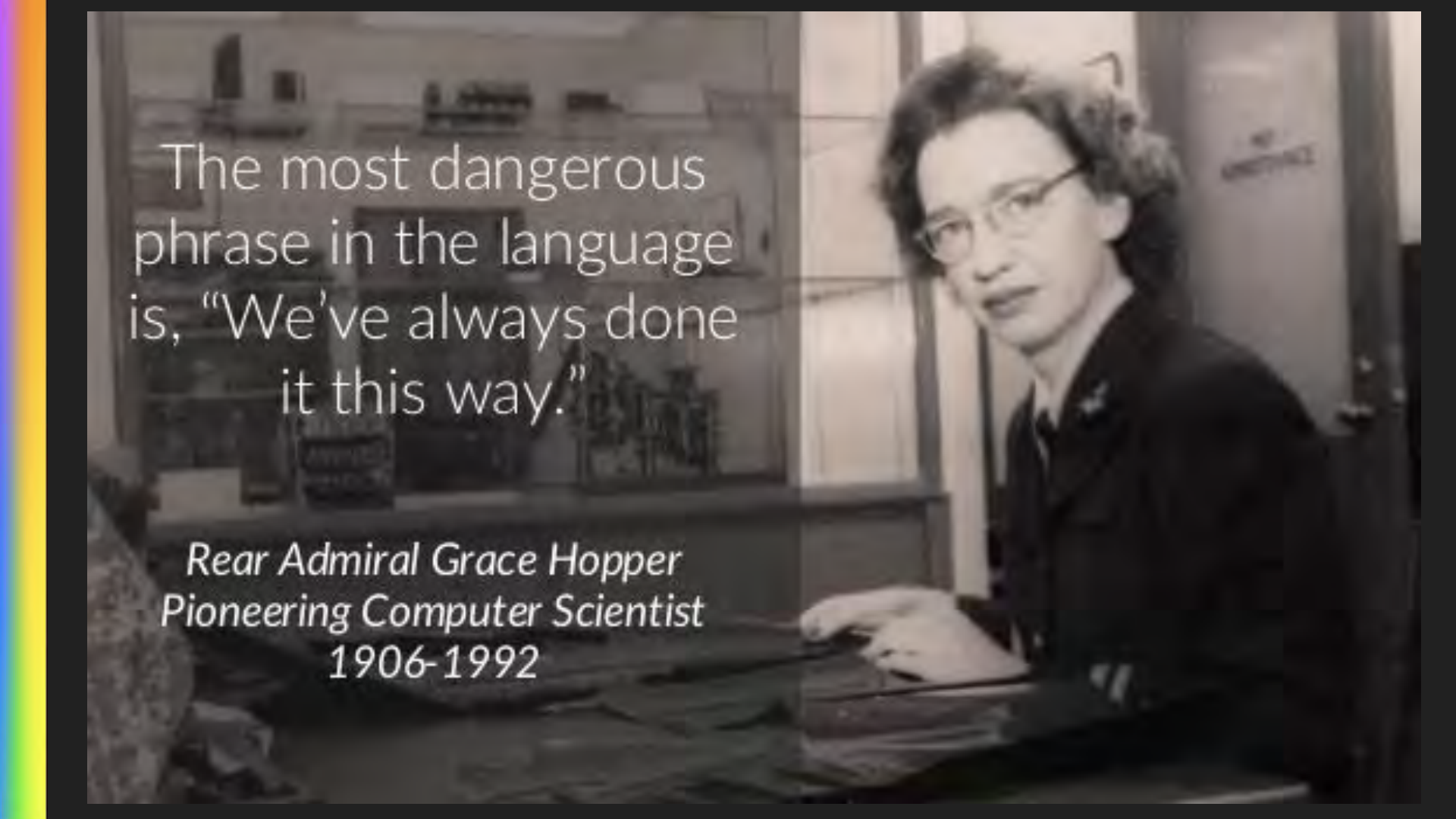
Tops Reasons “I Don’t Use Multimedia in the Classroom”

- I’m not creative
- I’m not tech savvy
- I wouldn’t be able to help them
- Will Admin support me?
- Student’s won’t understand it
- The Digital Divide
- It was not how I was taught
- It’s not my job/not trained
- What would my colleagues think?
- How do I grade it?
- It’s too time consuming
- What will my students think?

Using Multi-Media is Not

- Replacing tried and true learning methods
- Downplaying writing, research papers, etc.
- Creating more work for you as Faculty
- Forcing Faculty to use multi-media tools
- Requiring Faculty to have hours more of training.

**Start Small...Creativity Grow
Over Time**



The most dangerous
phrase in the language
is, "We've always done
it this way."

Rear Admiral Grace Hopper
Pioneering Computer Scientist
1906-1992

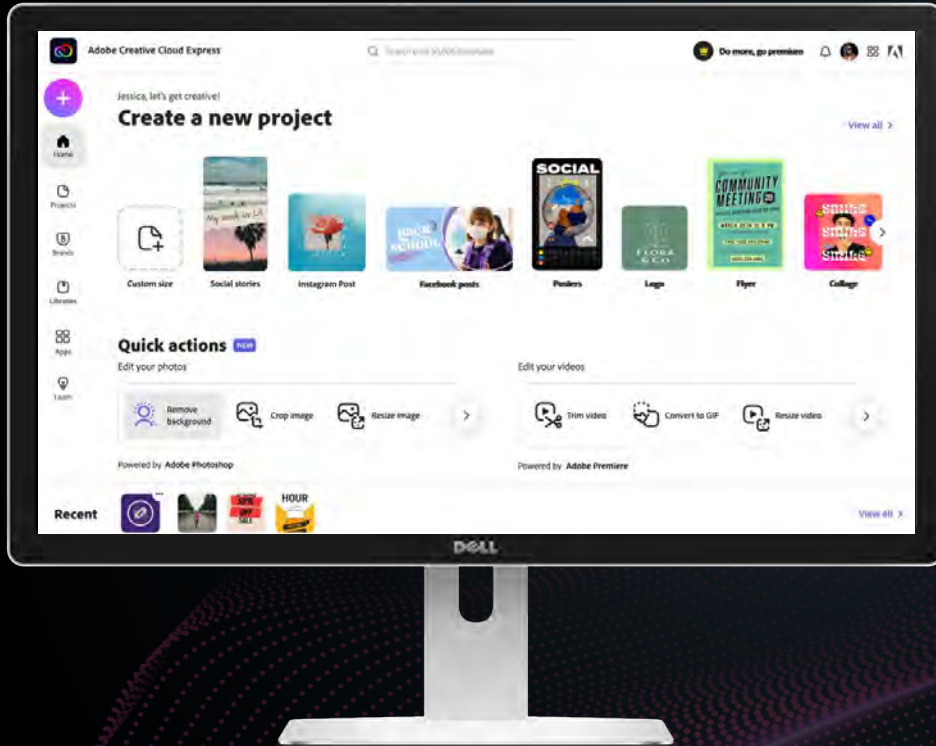
Be the **Microphone**, not the Voice

- Amplifying the Student Voice Through Creativity
- Setup a space for authentic and diverse learning modalities.
- Create opportunities for Academic Ownership
- Authentic imagery = creative empowerment.



Breaking Down Silos



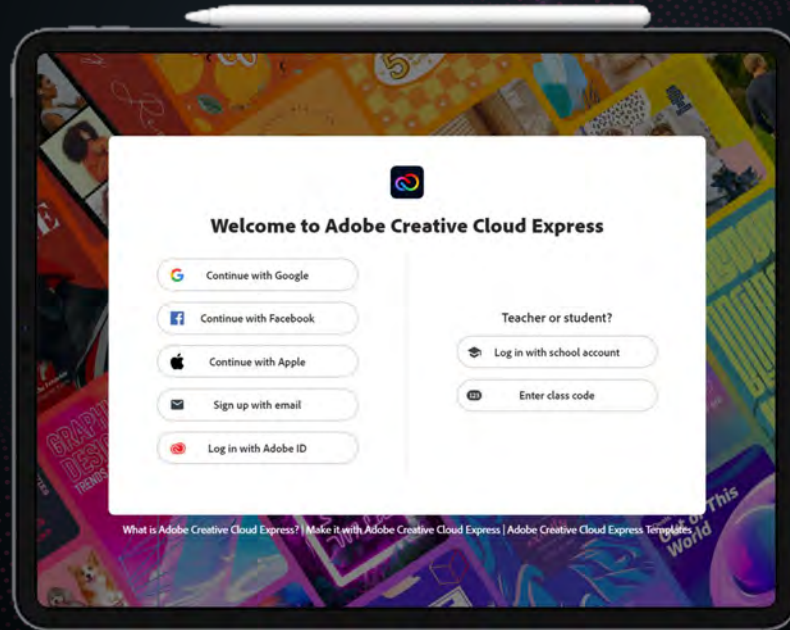


Now...
LET'S CREATE!

CREATIVE IDENTITY CHALLENGE
Getting Started Handout



First, Log in to Adobe Creative Cloud Express



Use our template for your “Creative Identity” Project!





CREATIVITY LOADING...

Representation Matters



Diverse Educational Resources



Disability Images (Paid)



Gender Spectrum



AI Generated Photos



Black Illustrations (Paid)

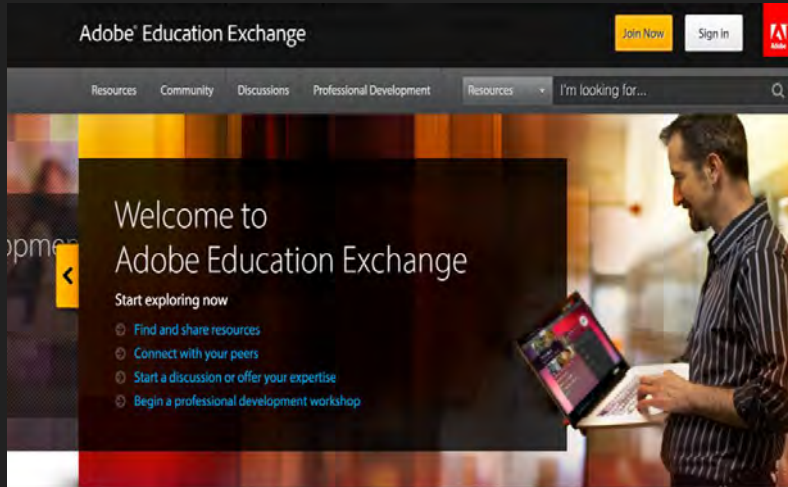
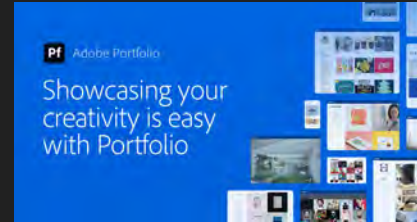


Creative Commons



Disabled and Here

Celebrating Top Edtech Tools

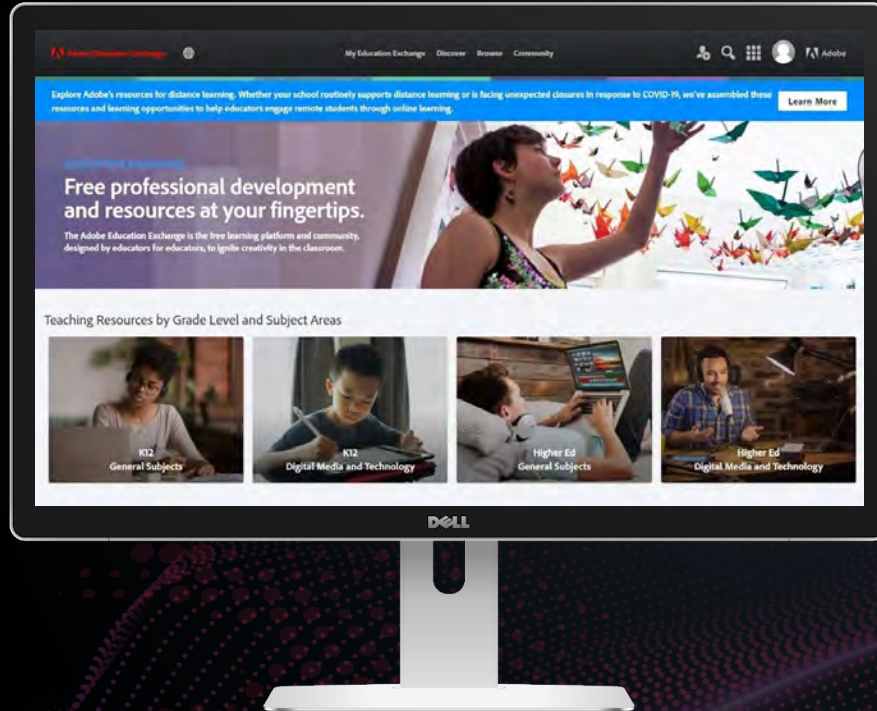


Adobe Creative Cloud Express

Adobe Education Exchange



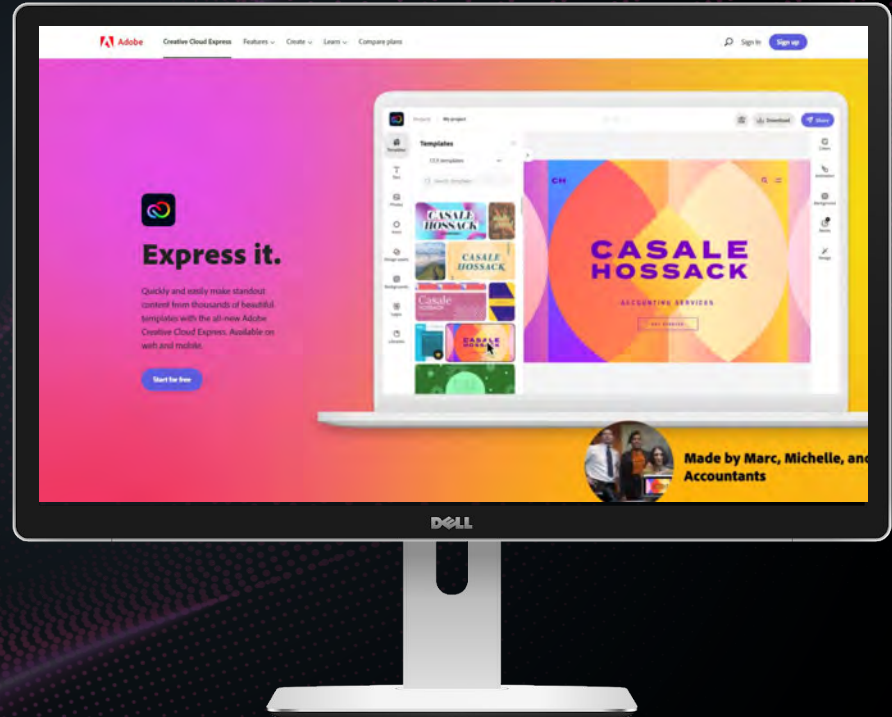
Professional Development Resources




- View more examples of teaching resources and interdisciplinary classroom projects in the [Adobe Education Exchange](#).
- Free [Adobe self-paced courses](#) as well as teaching and learning resources.

Adobe Express Tutorials

- Review [great tutorials and the official Adobe Creative Cloud Express getting started guide](#)






100% Profile Completeness





Chrissy Cruz

UCF Teaching and Learning Faculty | Faculty Instructional Specialist, UCF Faculty Center for Teaching and Learning
University of Central Florida

 Contributor 908 Points

UCF Faculty Instructional Specialist and Leadership Studies Instructor with ten years of university teaching experience.

Orlando, Florida, United States

Experience

[Cancel](#) [Update Experience](#)

[Add Experience](#)

September 2021 - Present (0 Years 8 Months)

Faculty Instructional Specialist, Faculty Center for Teaching and Learning
University of Central Florida
Curriculum/PD Staff | Higher Education
Orlando, Florida, United States


Lead faculty Teaching and Learning programs on effective teaching strategies, curriculum and course design, inclusive techniques, teaching with technology, and facilitating faculty interdisciplinary learning communities. Develop and implement training programs for graduate teaching assistants and associates. Serve as part of the leadership team of the Faculty Center by collaborating to plan events and activities in line with the Faculty Center and university missions.

August 2020 - Present (1 Years 8 Months)


Leadership Studies Instructor
University of Central Florida
Teacher/Instructor/Professor | Higher Education
Orlando, Florida, United States

[Edit](#)

Interests







Associate Professor UCF & Limbitless Solutions
UNIVERSITY OF CENTRAL FLORIDA

 Contributor 1,061 Points

I focus on the melding of digital technologies and practices to utilize digital art in the development of interactive experiences beyond entertainment.

Orlando, Florida, United States

Experience

May 2010 - July 2014 (4 Years 2 Months)

Instructor
UNIVERSITY OF CENTRAL FLORIDA
Teacher/Instructor/Professor | Higher Education
Orlando, Florida, United States

August 2016 - Present (5 Years 8 Months)

Art Director
Limbitless Solutions
Administrator | Higher Education
Orlando, Florida, United States

I works with partners in engineering, healthcare, and beyond to create experiences that better serve humanitarian needs. These partnerships build hybrid multidisciplinary interactive experiences that deliver both arts and cultural impact. At Limbitless, I help create 3D prosthetic arms for children as well as accessibility forward video games and controllers.

August 2014 - June 2020 (5 Years 11 Months)

Assistant Professor of Emerging Media
UNIVERSITY OF CENTRAL FLORIDA

Join the
Community
of Creative
Educators
like you!

Creative Community of Educators

Download it.

Share it.

#AdobeEduCreative

#UCFcreativeEdu



“It’s kind of fun to do the impossible.”

~Walt Disney

Questions?



Adobe Creative Cloud **Express** for Education

Let's Connect



@DombrowskiUCF

@Limbitless3d



@ChrissyCruz111

@ChrissyCcreative