The Clemson-Adobe Partnership
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Good afternoon, everyone. Today I’m just going to show you a very short film as a way to introduce to you what’s ahead for the faculty, students, and staff at Clemson now that our partnership with Adobe has blossomed. You’ll hear much more about this partnership in the weeks and months ahead.

I am certain of one thing: a year from now, a transformation will have taken place, and I’ll be back to report to you what has happened.

A terrific team of Clemson people presented to the top people at Adobe headquarters in late February. Adobe’s President and nearly all of his top vice presidents were on hand. By their account, it was a resounding success. Here are a few quotations (from memory, but I’m not exaggerating, I promise).

“That was the best client presentation we’ve ever witnessed.”
“We’re so excited because it’s clear that at Clemson you know how to collaborate effectively.”

Adobe is behind this 100 percent. We are the first and so far only university to have garnered this level of commitment, and Adobe will now be bragging about Clemson. Having the global leader in digital media and digital marketing solutions brag about what you’re doing will be something to witness. I have already imagined Vice President of Adobe North and South America, Monte Wilson, chatting with James Cameron as he makes the sequel to Avatar with Adobe software about “those talented Clemson people.” Mr. Wilson will do it.

Jim Bottum, Jan Holmevik, and I have each said that these past nine months—during which we hosted Adobe representatives on campus met with our colleagues (including Dean Wall and her team, Jim’s team, and Betsy Mudge from the Development Office), developed a plan for ubiquitous digital literacy, and spoke with students and faculty—have given us the best experience of our careers. That’s exciting if you’ve been around as long as I have.

The value of a Clemson education has gone up almost immediately. New students and their parents will learn in the fall that they’ll receive Adobe’s suite of software for free. More than 1,000 Clemson students in the past have been required to purchase the software, which can cost anywhere from $400 to $2,000. Not anymore. In fact, Adobe has given me these access cards that I’ll be pleased to distribute to
members of the Board today, and anyone else with an @clemson account. The value of our alliance with Clemson has just gone up, too.

All of our students will be better prepared for careers as the next-generation talent at the top of their class, sought out by industry and academia because our students are the creative class. This has already started to happen.

Says Clemson student Hayley Zertuche: “Access to this software is as much a question about personal growth and creativity as it is academic and professional success.”

So, here’s a preview of what’s in store for us.

Featuring the work of almost 100 different artists, designers and photographers, Adobe Creative Class reminds us of a simple thing: Imagination matters. It’s not just decoration, it’s revolution!

We Are the Creative Class
http://vimeo.com/66415995