Adobe's
CREATE IDAHO
Program OVERVIEW

Dear Parent,

Your child is a part of an innovative and groundbreaking program to provide students with access to Adobe Creative Cloud tools both in their classroom and at home. The Create Idaho program is the first of its kind and your child is among the only students in the world who have access to Creative Cloud tools at school and at home. This is all possible because your child is enrolled in a class with a teacher who has been hand selected by the Idaho State Department of Education and Adobe to be a part of the Create Idaho program. This project is being funded by the State Department of Education and supported by Adobe, BrainBuffet.com, and the teachers of each school. You can find more information about the tools your child has access to, how they get access, and why Adobe skills are important in this document and in the Create Idaho Program FAQ.

During the semester, your child will also have the opportunity to take an exam to become certified as an Adobe Certified Associate. This is also being provided, for free, by the State Department of Education and is a great benefit for the students and their future. We have included the information on the following page about the importance of certification.

WHAT IS ADOBE CREATIVE CLOUD?

www.adobe.com/creativecloud

*"Digital expression is the new **literacy**, creativity is the new **fluency**; learn the tools because **creativity** isn't an elective anymore, it's our **future**."*

WHY ADOBE?

Creativity can change the world.
In a recent survey, 85% of people agreed that creative thinking is critical for problem solving in their career. And with the challenges the world is facing today in our global economy, in our environment, and in social issues, the need for creative ideas has never been greater. This is why we believe creativity must be a priority in education.

Creativity is always on.
Today's students want to make a difference in the world. And they want to do it their way, using the tools of the connected world they've grown up in. Our opportunity is to provide an engaging learning environment that supports learning on any device, any time, from any location. And our imperative is to foster creative thinking, collaboration, and the development of digital skills.

Creativity has new tools.
We offer students and educators affordable access to industry-leading tools for expressing ideas and telling their own stories. We help students develop the skills to communicate in a variety of media and succeed in their professional careers. And we support educators with instructional resources and professional development programs.

WHY CERTIFICATION?

The world is driven by you, and by me, and by our creativity and passion. We live in a time when we, ourselves, are deciding and redefining what is possible every day. We are involved together on a global scale, connecting, sharing our ideas, driving innovation, and architecting a sustainable future. The way we work is always evolving. We no longer belong to a single discipline, but are all candidates for every discipline, building and creating, using any tool, and on any canvas.

Certiport, partnering with Adobe, offers the opportunity to gain, refine, and validate your knowledge of Adobe software through the Adobe Certified Associate certification program. But an ACA Certification isn't just proof that we understand how to use software—it's proof that we are called to be innovative, that we desire to do better, that we are working to unlock a career in creativity. We are forming a new generation, a creative generation, one not defined by age, status, or possessions, but by a shared goal of creating the change we want to see in the world. And with our fire, with Adobe's tools, with an ACA Certification, we are all candidates for success.

WHAT ARE THE BENEFITS OF BECOMING ACA CERTIFIED?

When someone becomes ACA certified, it validates their technical abilities and demonstrates proficiency. Adobe's ACA Certifications are based on research about digital communication skills required by industry, government, and education. The exam objectives reflect the expertise needed to be successful communicators in today's digital world. In educational settings, industry-recognized certification programs ensure students and teachers are acquiring the knowledge and abilities valued in today's workplace. For institutions seeking to keep curriculum vitalized and relevant, certification plays a critical role in bridging classroom learning to real world application.

Read about other Idaho students' success with certification:

- **Brenda Ely**—Coeur d'Alene
  http://aca.mycertiportstory.com/999/brenda-ely-2/

- **Michael Gribbin**—Post Falls
  http://aca.mycertiportstory.com/1097/michael-gribbin/

We hope that this letter has provided you with some information about the great opportunity your child has before them this school year. We are working hard to provide your students with the resources and test prep material they need to be successful. If you have any questions or concerns about this program, please let us know.