

Going further, achieving more.

Top university taps Adobe Creative Cloud to empower students with skills for success worldwide.



"Integrating Adobe Creative Cloud into Mapúa's curriculum has strengthened students' skills and given them the confidence to represent the school in global competitions and beyond."

Ambassador Alfonso T. Yuchengco, Chairman, Mapúa Institute of Technology, Philippines

SOLUTION

Adobe Creative Cloud for enterprise

RESULTS



Giving students a **COMPETITIVE** edge



AWARD-WINNING results for students and school



Supporting school's long-term **VISION**



EMPOWERED faculty and students in digital era



Mapúa Institute of Technology

Established in: 1925

Employees: 775, including 503 teaching and 272 non-teaching employees

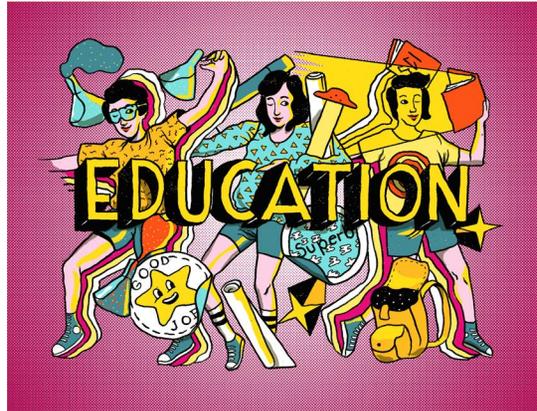
Students: 12,000

Manila, Philippines

www.mapua.edu.ph

CHALLENGES

- Train students for success in competitive industries
- Keep students' skills relevant and marketable
- Become a globally recognized institute



Cultivating creative leaders

Over the years, Mapúa Institute of Technology has been a leader in adopting and advancing technology innovation. Founded in 1925 by Tomas Mapúa, the first Philippine registered architect, the Mapúa Institute of Technology is currently one of the country's top 20 universities.

Now under the leadership of Ambassador Alfonso T. Yuchengco, Chairman, the institute has crafted a vision to become a global center of excellence for creative arts and design. In the last 15 years, the institute has been pushing for international accreditation and actively pioneering the adoption of outcome-based education. The institute currently has more than 12,000 full-time students enrolled in undergraduate and graduate programs.

A legacy of excellence

Mapúa strives to prepare its students to succeed in a global market where innovation is constant. The institute continues to strengthen its globally focused curricula, living up to its leadership role in engineering, architecture, and technology education.

Even as a traditional engineering institution, Mapúa invests significantly in students' creative and design skills. One school, the School of Multimedia and Visual Arts (SMVA), offers Bachelor's programs in Multimedia Arts and Sciences as well as Fine Arts in Digital Cinema. The institute's curricula are geared towards developing competencies and a greater understanding of art and its societal impact. Courses are designed to provide the best learning experience, combining traditional art and emerging multimedia technologies with outcomes-based teaching and learning systems to build skills required for professional careers.



“My study at Mapúa gave me and other students access to a range of tools, including Adobe Creative Cloud. This exposed me to a multitude of media and helped me conceptualize my artwork.”

Michael Medina, Student, Mapúa Institute of Technology

Mapúa takes pride in providing the best tools to simulate real-life working environments. The institute is always searching for the latest technologies to meet course outcomes and help students reach their full potential. The decision to shift to Adobe Creative Cloud in 2015 was based on a thorough assessment of the applications its students needed to be globally competitive in digital arts.

Today, the School of Multimedia and Visual Arts uses Adobe Creative Cloud in various digital arts, design, and video production courses. The new enhancements in Adobe Creative Cloud enable students to explore infinite possibilities of creativity, especially in concept and design development.

Creativity through collaboration

One feature in Adobe Creative Cloud that has gained significant traction with Mapúa's students is Adobe CreativeSync, which provides access to vast libraries and information that can be shared and managed by teams working on projects, ultimately improving collaboration and productivity. The ability to collaborate within and across teams has also boosted student creativity, allowing them to tap into the wisdom of the collective.

The enhanced creativity is exemplified by the work of Mapúa student John Lawrence Canto, whose portfolio was featured in Adobe Education collateral in 2015. The Adobe marketing team came across Canto's work in Behance and commissioned him, along with three other students worldwide, to create their interpretations of “education”.

Winning global acclaim

Mapúa's competitive edge is regularly demonstrated in both local and international competitions. Student Michael Medina was a Platinum award winner in the Power Mac Center's Pixelworx “Dare to Defy” first multimedia awards competition. “My study at Mapúa gave me and other students access to a range of tools including Adobe Creative Cloud. This exposed me to a multitude of media and helped me conceptualize my artwork,” says Medina. He was also part of last year's Amazing Thailand Film Challenge, where together with his partner Avrain Palma, was recognized for their outstanding presentation of Nakhon Si Thammarat, Thailand.

Embracing possibilities is how Mapúa Digital Cinema students Aleia Garcia and Hiyas Bagabaldo see themselves as filmmakers. Garcia's film, *Yanbu*, placed third in the Documentary category, and Bagabaldo's *Ambahan 246* earned him an honorable mention in the Experimental film category at the 27th Gawad CCP Independent Film and Video Festival in August last year – the longest running independent film competition of its kind in Asia. Mapúa's Digital Cinema students have continuously produced high-quality work and videos by using Adobe Premiere Pro CC.



SOLUTION AT A GLANCE

- Adobe Creative Cloud for enterprise.
Apps used include:
 - Adobe Photoshop CC
 - Adobe Illustrator CC
 - Adobe Photoshop Lightroom CC
 - Adobe InDesign CC
 - Adobe Dreamweaver CC
 - Adobe Premiere Pro CC
- Adobe Captivate

For more information

www.adobe.com/creativecloud.html



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
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www.adobe.com

“The students at Mapúa are creative and engaged individuals with a keen eye for visual design,” says Greg Sisk, Education Account Manager at Adobe. “Adobe Creative Cloud has empowered students with the resources, workflow, and understanding to creating outstanding work. The awards they have won across multiple, globally recognized festivals and competitions demonstrate that.”

Training students for success

Mapúa’s rigorous academic training, coupled with the use of the best hardware and software, including Adobe Creative Cloud, has given graduates rapid entry into a highly competitive workforce. Many Mapúa graduates are hired as multimedia professionals in advertising and design studios both locally and abroad. Mapúa continues to remain true to its commitment to produce not just technically skilled graduates, but also creative, leadership-oriented, and competitive individuals.

In addition to its use of Adobe Creative Cloud, Mapúa intends to use Adobe Captivate as part of its Center for Teaching and Learning to develop micro-lectures of courses and programs. They will be integrated into the learning management system that will supplement ongoing teaching and learning.

“Integrating Adobe Creative Cloud into Mapúa’s curriculum has strengthened our students’ skills and given them the confidence to represent the school in global competitions and beyond. We are extremely proud to be on the world map for design excellence and are grateful for the Adobe partnership, which has empowered our students with world-class tools to further nurture their creative and design skills,” says Ambassador Alfonso T. Yuchengco, Chairman, Mapúa Institute of Technology.