Kennesaw State University's Adobe Creative Jam

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IN THE NEWS

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March 2, 2022, marked the Kickoff Event for Kennesaw State University's second annual Adobe Creative Jam. In partnership with the Norman J. Radow College of Humanities and Social Sciences, the Kennesaw State University Library System hosted more than 330 students, faculty, and staff at both campus libraries and online for the largest Adobe Creative Jam in the nation to date.

Kennesaw State University is Georgia's only Adobe Creative Campus, meaning all students, faculty, and staff have access to all products within the Adobe Creative Cloud. To raise awareness of this offering, Adobe Creative Jams create a friendly yet competitive opportunity for students to learn how to use Adobe software and implement their new skills to create and submit a graphic, video, or image with the Adobe software of the year for a chance to win coveted prizes and recognition for their hard work!

This year, participants learned the ins and outs of Adobe Premiere Rush, a digital storytelling software. During the Kickoff Event on March 2, participants were taught by Adobe experts on best practices and techniques with Adobe Premiere Rush. The Kickoff Event ended with the unveiling of the theme for this year's competition. The participants then had two weeks to use their new digital storytelling skills to create a video based on this prompt. As an added incentive, participants who submitted a video for judging this year also received a Digital Storytelling Micro-credential, a digital skills badge they can display on their LinkedIn profiles and on their résumés.

The theme for the 2022 Adobe Creative Jam was familiar to Kennesaw State's students, faculty, and staff as it was based on one of the mottos of Kennesaw State: Find Your Wings™. However, for this competition the theme was "Find Your _____." This gave participants the opportunity to express what their motto is for life and their academic journey. Whether it be "Find Your" passion, inspiration, major, or future, participants were inspired by this prompt that correlated with the heart of the university. Students were excited to share their own take on this motto and exhibit their own thought processes and voices.

During the three weeks between the Kickoff Event and the Adobe Creative Jam Finale, students used their new skills to find their strength, their courage, and their way. Adobe experts on site included Sarah Johnson, who is the KSU Adobe Creative Jam coordinator as well as a senior lecturer of communication and a graphic design and digital training coordinator at Kennesaw State University. These experts offered one-on-one drop-in sessions throughout those three weeks to better help participants achieve their digital storytelling goals. Eager students utilized these sessions to strengthen their work and hone their skills. Seventy-five students submitted their Adobe Premiere Rush videos by the due date and were judged using the following criteria: how well the submitted video solved the prompt; how clear the message and point of view were throughout the video; how well the overall idea and concept of the video worked with the use of different digital storytelling elements including visual effects, sound effects, and music; and how well the production of the video matched the video concept. With these criteria in mind, the Adobe Jam Judges were tasked with a difficult decision.

On March 23rd, participants and excited spectators gathered again at the Horace W. Sturgis Library, the Lawrence V. Johnson Library, and online to celebrate the finalists and honorable mentions! Out of the 335 student, faculty, and staff that registered for the event, there were 50 different majors and specializations present, and nine of Kennesaw State's 11 colleges were represented in this year's Jam. Also, 80% of participants had never used Adobe Premiere Rush before, meaning this was more than 265 participants' first encounter with this software. Students, faculty, and staff participants came away from this experience more aware of Adobe Creative Cloud's offerings and services provided through the university and excited to use Adobe products in their future careers.

The KSU Library System is incredibly proud of the outcome of this record-breaking university event and looks forward to partnering with the Norman J. Radow College of Humanities and Social Sciences again for next year's Adobe Creative Jam!

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