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## Adobe and ITE sign MOU

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Partnership designed to enhance digital literacy skills of ITE graduates and equip them with skill sets necessary for the new creative 21<sup>st</sup> century workforce

SINGAPORE – 17 December, 2009 –ITE students would have the chance to obtain the Adobe Certified Associates (ACA) Certification, apart from their *Nitec* or *Higher Nitec* certifications - with the Memorandum of Understanding (MOU) inked between ITE and Adobe today.

ACA is a certification program by Adobe that validates entry-level skills needed to plan, design, build, and maintain effective communications by using different forms of digital media. The ACA certification will help ITE graduates gain a competitive advantage as the certification is recognized industry-wide as a leading benchmark of an individual's proficiency in digital media communication.

The MOU also entails the setting up of a dedicated ITE-Adobe Multimedia Resource Center in ITE College West and ITE-Adobe Advertising Agency Concept Center in ITE College Central for curriculum resources certification support and other joint initiatives. The two-year collaboration is designed to provide ITE students with the opportunity to learn and be equipped with the right communication and digital media skills when entering the 21<sup>st</sup> century workforce.

"Adobe and ITE have a long standing relationship and it is only natural that we further enhance this relationship." said Ashley Wearne, Managing Director for Adobe Southeast Asia. "Technology literacy, creativity, communications, critical thinking and collaboration skills are becoming critical for every young person preparing for their future careers. This is where we at Adobe can help to contribute by working with education institutions to create and implement digital media curriculum and other programs that will help to increase digital media literacy amongst the younger generation."

Adobe trainers would be conducting training sessions on new technology and products for ITE lecturers. ITE will also integrate the teaching of Adobe software such as Flash, Photoshop, and After Effects into the modules of ITE's School of Design and Media as well as its School of Electronics and Information Technology courses. This allows ITE to leverage on Adobe's expertise in software development and digital media

curriculum to enhance their teachers and students digital literacy skills in areas such as creative communication skills, video and IT professional skills.

“Today’s MOU Signing marks our renewed partnership with Adobe Systems. Together, we aim to groom talents for Singapore and the region. I see this collaboration as an important element in developing staff capability and subsequently, students’ total capabilities,” said Dr Yek Tiew Ming, Principal/ITE College West.

### **Set-Up of Two Dedicated Facilities and Other Activities**

The **ITE-Adobe Multimedia Resource Center** will serve as a dedicated facility where ITE lecturers and students can research new technologies, learn industry-standard Adobe creative and collaboration tools, as well as have the opportunity to work on new projects. The second facility, **ITE-Adobe Advertising Agency Concept**, will simulate a real-life advertising agency environment where ITE students will get to experience what it is like to work in an advertising agency.

Other activities planned include: student creative competitions to encourage students to benchmark their creative skills against each other, student internships and facilitating of visits to other vocational institutions in the region.

### **About Adobe Systems Incorporated**

Adobe revolutionizes how the world engages with ideas and information - anytime, anywhere and through any medium. For more information, visit [www.adobe.com](http://www.adobe.com).

### **Institute of Technical Education (ITE)**

The **Institute of Technical Education (ITE)**, Singapore, was established as a post-secondary education institution in 1992 under the Ministry of Education. ITE is a principal provider of career and technical education and key developer of national occupational skills certification and standards to enhance Singapore's workforce competitiveness. Under its “**One ITE System, Three Colleges**” Model of Education and Governance, ITE has three Colleges, comprising ITE College Central, ITE College East and ITE College West. For more information, visit [www.ite.edu.sg](http://www.ite.edu.sg)

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