

SASKATOON BUSINESS COLLEGE

ADOBE CERTIFIED ASSOCIATE PROGRAM



CERTIFIED
ASSOCIATE



For Todd Devonshire, teaching Adobe applications at Saskatoon Business College has been a thoroughly rewarding experience. He has watched many of his students master relevant and in demand technology skills and subsequently go on to launch lifelong careers. Since implementing the Adobe Certified Associate program in the fall of 2009, Todd has seen how offering this program has garnered students' attention and managed to keep them engaged throughout the year. "This is how this generation communicates – through technology and by using images and videos. It is wonderful to be teaching applications such as Flash, Dreamweaver and Photoshop that I believe in and enjoy and that are enjoyed by the students, as well."

Demand from the business community prompted Saskatoon Business College to begin offering the Adobe program. Todd initiated the implementation of the program and saw a need in the market for Adobe skills that wasn't being met. Business owners were looking for students who had the skills necessary to excel in graphic design and couldn't seem to find qualified individuals. "It is easy to see that there is a high demand for these types of skills," says Todd.

Certified students are now entering the workforce and going on to graphic design positions in the city of Saskatoon. "The certification shows employers that our students have an understanding of the Adobe software. Many times an employer will ask a potential employee if they know Photoshop and the certification proves their knowledge and skills. It looks impressive."

"I can see where technology is going and these are the types of skills that will result in jobs for today's students," says Todd. "Our students are leaving with a sense of accomplishment and the Adobe certification gives them that edge in the job market."

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*~ Todd Devonshire, Instructor
Saskatoon Business College*



CCI Learning Solutions Inc.

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As technology evolves, so too does the younger generation. More and more, students are using visually rich communication to express their creativity in an innovative way; Todd argues that "it is up to us, as educators, to ensure that these students have access to the tools to help them succeed at something that they are passionate about."

In addition to allowing students to learn about technologies that they are passionate about in school, Adobe Certification also helps them to achieve their goals after they've graduated. "We look for employees who have the skills to succeed and also, the credentials to back them up. Adobe Certification is invaluable to students looking to secure employment in a design field once they've graduated," says Malcolm Knox, President, CCI Learning Solutions. "Programs such as this are effectively preparing students for successful post-secondary careers and we commend Todd Devonshire and Saskatoon Business College for their student-centric and technology-based model of learning."

As Saskatoon Business College continues to grow, enrollment in this program is at an all-time high. This coincides with the astronomical growth of design studios in the Saskatoon area. Todd Devonshire points out that "businesses are realizing that there is no need to contract out design work anymore and that there are qualified individuals right here in Saskatoon who have the skills needed to get the job done. There are over 60 graphic design studios in the city alone, proving that graduates of this program are supplying the demand for employees with proven graphic design abilities."

Todd hopes to ultimately turn the program into a full-fledged certificate program at Saskatoon Business College. He says that the school is "consistently seeing more and more students landing jobs based on the certifications". It is evident that his passion for teaching combined with the Adobe Certified Associate program has benefitted the students of Saskatoon Business College and enabled them to make their dreams a reality.

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ABOUT CCI

CCI Learning Solutions offers complete solutions for teaching and validating essential skills needed in today's workplace. As an industry leader, its extensive services and products include pre-assessment software, approved courseware for instructor led classes, e-learning courses and blended training solutions. In addition, CCI is a Microsoft Office Specialist, Internet Computing Core Certification (IC³), Adobe Certified Associate and CompTIA Strata IT Fundamentals Authorized Exam Distributor. For more information, please visit www.ccilearning.com or follow CCI on Twitter at <http://www.twitter.com/ccilearning>