



# Adobe Creative Cloud site license

Flexible licensing options for primary and secondary schools and districts

Bring Adobe Creative Cloud to your school or district with affordable, easy-to-manage site licensing options available through the Adobe Value Incentive Plan (VIP). You'll enhance teaching and learning while helping students develop essential digital skills for college and career success.

Site license benefits:

- **Universal access**—Give your students, teachers and staff access to the latest industry-leading creative software so they can design, share and publish compelling communications across all media and devices.
- **Budget predictability**—A low-cost, flat-fee, single-license purchase with one annual or multiyear contract for school-owned or leased computers, with the ability to cover more at the time of purchase.
- **Flexible deployment and management**—Designed for an individual school or district, a site license offers a web-based Admin Console that makes it easy to centrally manage and deploy licenses.
- **Classroom and home use**—Schools have the flexibility to use licenses for in-classroom deployment, including BYOD environments, or at home on teacher-owned machines.
- **Free instructional resources**—Your educators can access the Adobe Education Exchange for free professional development, teaching resources and peer-to-peer collaboration to help them get up to speed on Creative Cloud apps and ignite creativity in the classroom.



*Reference the Adobe Creative Cloud for education K–12 Site License FAQ and VIP Program Guide for additional information.*

Licensing for your entire school or district:

## Creative Cloud for education

### Site license

- Device licenses for each computer, rather than each user, with rights to install on one computer per license
- Complete set of Creative Cloud desktop applications (services not included)
- Scalable software deployment for a single school site
- Minimum purchase of 100 licenses
- Flexible site license terms from 1–4 years
- Option to add new licenses annually through the Value Incentive Plan

### Licensing for your entire school district

- Device licenses for each computer, rather than each user, with rights to install on one computer per license
- Complete set of Creative Cloud desktop applications (services not included)
- Scalable software deployment for a single school site or an entire district
- Minimum purchase of 100 licenses for a single school
- Minimum purchase of 500 licenses for a district
- Flexible site license terms from 1–4 years
- Option to add new licenses annually through the Value Incentive Plan

# Creative Cloud for education<sup>†</sup>

Always have access to the latest Adobe creative desktop apps.

			Creative Cloud for education, device license
		What it's used for	
Design tools	Adobe Photoshop CC	Edit and composite images, use 3D tools, edit video and perform advanced image analysis	•
	Adobe Illustrator CC	Create vector-based graphics for print, web, video and mobile	•
	Adobe InDesign CC	Design professional layouts for print and digital publishing	•
	Adobe Bridge CC	Browse, organize and search your photos and design files in one central place	•
	Adobe InCopy CC	Collaborate in editorial workflows with this solution that tightly integrates with InDesign	•
	Adobe Acrobat Pro DC	Create, protect, sign, collaborate on and print PDF documents	•
	Adobe Photoshop Lightroom CC	Organize, edit and publish digital photographs	•
Web tools	Adobe Dreamweaver CC	Design, develop and maintain standards-based websites and applications	•
	Adobe Animate CC	Create rich interactive content across varied platforms and devices	•
	Adobe Flash Builder Premium	Build exceptional applications for iOS, Android and BlackBerry devices using a single codebase	•
	Adobe Fireworks	Rapidly prototype websites and applications, and optimize web graphics	•
	Adobe Muse CC	Design and publish HTML websites without writing code	•
Video and audio tools	Adobe Premiere Pro CC	Edit video with high-performance, industry-leading tools	•
	Adobe After Effects CC	Create industry-standard motion graphics and visual effects	•
	Adobe Audition CC	Create, edit and enhance audio for broadcast, video and film	•
	Adobe SpeedGrade CC	Manipulate light and color in video footage	•
	Adobe Prelude CC	Streamline the import and logging of video, from virtually any video format	•
	Adobe Prelude Live Logger	Jump-start the production process by logging video on your iPad while shooting footage	•
	Adobe Encore	Author DVDs, Blu-ray discs and web DVDs	•
	Adobe Media Encoder CC	Automate the process of encoding video and audio to virtually any video or device format	•
Support	Adobe Expert Services	Get deployment, workflow and how-to assistance through prescheduled sessions	Optional for an additional fee
	Adobe Support	Get 24x7 download, installation and deployment assistance	•



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<sup>†</sup> Internet connection required. Syncing functionality requires a separate download and agreement to additional terms. Adobe online services, including Adobe Creative Cloud, are available only to users 13 and older and require agreement to additional terms and the Adobe Privacy Policy. The applications are not available in all countries or languages, may require user registration and may be subject to change or discontinuation without notice. Additional fees or membership charges may apply.

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## Adobe Creative Cloud for education K-12 License for Schools and Districts Customer FAQ

### What is the Adobe Creative Cloud K-12 License offering?

Adobe is offering Creative Cloud for education device licenses through two options, the Adobe K-12 School Site License, and now, the Adobe K-12 District License. Both offerings are available worldwide for primary and secondary (K-12) schools and districts only and purchased through the Value Incentive Plan (VIP).

### When is the new K-12 District License offering available?

The K-12 District License offering is available for purchase June 4, 2016.

### What is a device license?

The Creative Cloud for education device license is a license for each computer, rather than each individual user, and is ideal for classroom, lab and student 'bring your own device' (BYOD) environments. Creative Cloud for education device licenses may be installed on school-owned or school-leased computers. Work at home usage is available for eligible faculty and staff as well as allowing student deployment on personal devices (BYOD).

### Who is eligible to purchase a K-12 License offering?

The **K-12 School Site License** is available to a qualifying accredited primary and secondary or K-12 public and nonpublic school or a school district office located at a single address.

The **K-12 District License** is available to qualifying accredited primary and secondary or K-12 school legal entities\* (i.e. school districts). A legal entity may purchase and use District licenses across qualified primary and secondary school sites within the legal entity/school district and for use in administrative offices and/or a fully-owned educational training center used to educate active faculty and staff and/or enrolled primary and secondary school students.

\* Legal entity refers to an organization that has responsibility for the procurement and contract management of multiple individual primary and/or secondary schools, for example, a district, county, state, or government agency.

For eligibility requirements visit <https://helpx.adobe.com/buying-programs/primary-and-secondary-institution-eligibility-guidelines.html>.

### Can a higher-education institution (college or university) or non-profit organization purchase one of the K-12 License offerings?

No, the K-12 School Site License and K-12 District License are available only to qualified primary and secondary (K-12) schools and legal entities\*.

### What are the top reasons to purchase a K-12 License offering?

- **License Management**
  - K-12 license entitlements and other VIP products all in the same administrative console
  - License control with centralized ability to de-activate and redeploy entitlements
  - WAH usage managed centrally to ensure compliance

- **Term flexibility**
  - Flexible anniversary date so renewal can match budget
  - Multi-year procurement to accommodate budget needs
- **Communication**
  - Automatic notifications for license renewal
  - Operational notifications
- **Product**—Immediate access to product enhancements
- **Deployment**—Ability to procure as many licenses as needed
- **Future enhancements**—Immediate access to any future program or procurement improvements

**Is the K-12 License a license subscription?**

Yes, all of Adobe's Creative Cloud offerings are subscriptions. Licenses can be procured for one year terms or prepaid for up to four years.

**How do we purchase the K-12 License offerings?**

The K-12 School Site License and K-12 District License offerings are purchased through the Value Incentive Plan (VIP).

K-12 School Site Licenses are sold based on each individual school site that will be using the software with a 100 license minimum per purchase for each site. K-12 School Site licenses may only be used by the purchasing school site (cannot be shared with other schools) or for use in district administrative offices and/or a fully-owned educational training center. It is best that each school site have a separate VIP agreement so that each school has its own license allocation and administration capability. Multiple purchases for different schools under a single VIP agreement run the risk that a license could be accidentally deployed to a computer not controlled by the licensed school. Schools can link VIP contracts so that all participating schools get any additional available benefits from their combined larger purchases. For more information on Adobe licensing programs visit <http://www.adobe.com/volume-licensing.edu.html>.

K-12 District Licenses are sold based on each school district that will be using the software with a 500 license minimum per purchase for each district. Each District must have its own VIP agreement for purchases and specific management of its own license allocation and administration capability. Districts can link their VIP agreement with separate school site's VIP agreements in their district to get any additional available benefits from larger purchases. For more information contact your Adobe Authorized Education Reseller.

**How is the K-12 License offering priced?**

As stated above, the K-12 License offerings are based on a minimum license purchase and additional licenses, over the minimum, may be adobe at the time of purchase for \$25 USD per license. The K-12 School Site License starts at \$2,500 USD for 100 licenses. The K-12 District License starts at \$12,500 USD for 500 licenses.

**Is there an additional discount for more licenses purchased?**

Each K-12 license offering is priced the same across all VIP discount levels. It is best to purchase quantities that support your current needs and any expected license growth needs over the remainder of your school term. Again the licenses can be deployed in labs, for work at home as well as student BYOD.

**Can our district purchase a K-12 School Site License and distribute licenses to multiple schools?**

No, the K-12 School Site License must only be used at the school site that purchased the licenses. However, we have simplified this process by introducing the K-12 District License, which allows deployment across multiple school sites by the district and may eliminate the need to purchase the K-12 School Site License offering for each school, depending on your district and/or school situation.

The district or schools also have the option to purchase individual device and/or named-user product licenses through VIP from an Adobe Authorized Education Reseller.

Larger school districts interested in covering many or all of their schools may want to evaluate Adobe's Enterprise Term License (ETLA) agreement, which can offer licensing flexibility and access to non-Creative Cloud products such as Adobe Captivate, Adobe Presenter, Adobe Photoshop and Premiere Elements, esignatures and many other offerings.

**What if we need more than 100 licenses for our school or 500 licenses for our district?**

At the time of purchase, you can add as many licenses over the purchase minimum (for an additional fee) that each school site or district requires. This must be done either at the time of the initial purchase or at the time of the license renewal.

**Can we add licenses during the term of the VIP agreement?**

Licenses can only be added mid-term if another 100 minimum licenses per school site or 500 minimum licenses per district are purchased.

**As an existing K-12 VIP Member, can we purchase a K-12 License offering under our current agreement?**

Yes. You can add this program onto an existing VIP agreement and the term will be pro-rated to the end of the subscription term. Schools must commit to a minimum 100 license purchase. Districts must commit to a minimum 500 license purchase. At the time of renewal, a full year of service would need to be purchased to keep the software enabled.

**Do the K-12 License offerings allow teacher home use?**

Yes, each K-12 License allows for teacher home usage for eligible teaching staff. A license may be deployed in a classroom, lab or at home as long as the school or district has procured enough licenses to meet their deployment needs. Each deployment including a license deployed at a teacher's home counts as one license used.

If the teacher uses their own computer, they must either bring it to the school to get the required software deployment package installed or you will need to supply them with the software deployment package via protected internet access. The teacher may have to access the school or district servers (login required) to download the required software package. Licenses must be immediately deactivated/revoked from teacher computers when they are no longer employed by the school or district.

**Can we install K-12 License software on student computers not owned by the school?**

K-12 License software may also be installed on student-owned computers in 'bring your own device' (BYOD) environments for students enrolled at the school. Each deployment on a student-owned device counts as one license used. Schools must authorize student use of the license, take full responsibility for all student use of the software and your school retains all license use rights under your VIP membership (license use rights may not be transferred to the student).

If a student uses their own computer, they must either bring it to the school to get the required software deployment package installed or your school will need to supply them access to the software deployment package via protected internet access. Students may have to access your school servers (login required) to download the required software package. Schools and districts are responsible for ensuring deployment access only to eligible students and licenses deployed to student-owned computers must be deactivated/revoked once the student is no longer enrolled at the school.

**Do we need to purchase separate site licenses for Mac OS and Windows applications?**

No, Creative Cloud can be installed on either operating system and doesn't require a special operating system specific purchase.

**What are the system requirements for each K–12 License?**

For up-to-date information on system requirements for Adobe Creative Cloud, visit <https://helpx.adobe.com/creative-cloud/system-requirements.html>.

**Can Creative Cloud be broken up and individual components installed on multiple computers?**

No, only one Creative Cloud for education device license can be installed/used per computer regardless if the installation is for all the Creative Cloud applications or only a single application.

**Is our school required to install all of the products in Creative Cloud or can we install just a subset of the products?**

You are not required to install all the products and can install only the applications needed on a machine but partial installations still count as a fully deployed license. The Creative Cloud Packager offers an easy way to help customize application deployments.

**Can licenses be redeployed?**

Yes, if you have a lab machine that is decommissioned, a faculty member leaves, a student is no longer enrolled at the school or any other event that requires a license to be deactivated or revoked, that license can be deactivated using the VIP Admin Console and reallocated to another machine as long as it is still tied to the site for which it was procured.

**Where can I find additional information about the K–12 License offerings?**

For more information visit <http://www.adobe.com/creativecloud/buy/education.html>.



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