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### Adobe K-12 Education: April Launch FAQ

Updated: April 6, 2018

This document addresses the release of Adobe Creative Cloud named user offerings for K-12 schools and districts to provide to their students, teachers, and staff.

Named user licenses allow students to log in and access Adobe's apps and services from anywhere and on any device. Schools can setup single sign-on so that students log in using their existing school-provided ID, and they can deploy in a manner that is consistent with COPPA and other data privacy laws.

#### Launch overview

##### What is Adobe announcing on April 9, 2018?

Adobe is committed to helping foster the teaching of creative problem solving and improving accessibility for education institutions to its creative tools and services. We are pleased to share that:

- **Adobe Spark for education**, which includes premium features regularly valued at US \$120.00/year, is now available to all schools and universities for free. You do not need to be a paying customer of Adobe in order to obtain and deploy Spark to all of your students, faculty and staff.

##### What is Adobe announcing on April 16, 2018?

- **Creative Cloud All Apps for K-12 named user license** will be available for purchase in mid May 2018 in select countries. This license allows students to use Creative Cloud apps like Adobe Photoshop CC, Lightroom CC, Premiere Pro CC, Illustrator CC, Experience Design CC and more wherever they are and on any device. They no longer need to be in a computer lab to work on their creations. The suggested price to a school is US \$5.00 per user per year, with a minimum purchase quantity of 500 for a school site, or 2,500 for a district. Minimum quantities vary by region.

*Note: Pricing is under NDA until announce to customers on April 16, 2018.*

#### Creative Cloud All Apps for K-12 named user license

##### Why is Adobe introducing named user licenses for K-12 institutions?

The most common request we hear from teachers is to allow students to have access to Creative Cloud outside of the computer lab to work on their projects. We also find teachers and students want to have their own IDs to log into apps and services that require a user ID like Adobe Spark, mobile apps, Adobe XD, and more. That is why we are introducing named user licensing, which for the first time can be deployed to students of any age in a manner consistent with COPPA, FERPA and other legislation.

### **Is the Creative Cloud All Apps for K-12 named user license meant to replace the Creative Cloud Desktop App device license?**

If every student, faculty and staff member who is going to use Creative Cloud on a lab computer is provided with a Creative Cloud All Apps for K-12 named user license, then the school does not need to also purchase a device license for that machine. Every user would simply log in with their school ID, just as they do at home, and it will allow them to use (and download) whatever apps they need. In this case, named user replaces device licenses.

If students, faculty or staff who do not have their own Creative Cloud All Apps for K-12 named user license will need to use Creative Cloud desktop apps on a machine, then the machine would need to have a device license installed on it. If that is the case, we recommend that all users who access apps on that machine use the installed device license, and do not log in with their school ID.

### **How does Creative Cloud All Apps for K-12 differ from Creative Cloud Desktop Apps?**

Creative Cloud All Apps for K-12 named user license offers a broad range of apps and services not available with Creative Cloud Desktop Apps including new cloud-based apps such as Lightroom CC and Adobe XD, file sharing and syncing, 2GB of storage, all the latest mobile apps, Behance and access to advanced 24/7 tech support and product experts to get you up and running fast.

### **Are there any security protections for this younger audience?**

Yes. We have taken precautions to protect younger audiences from inappropriate content and interactions. We have removed the public sharing option in Behance to ensure that work cannot be discoverable. And we have also blocked certain images from search functionality in both Creative Cloud and Adobe Spark.

### **When will the Creative Cloud All Apps for K-12 named user license be available?**

The named user license option will be available for customers to purchase in mid May 2018 in North America, United Kingdom, Europe, and Japan. Unpublished SKUs will also be available in Australia, New Zealand, and India. Contact your channel account manager for more details.

### **How will the named user license be sold?**

Creative Cloud All Apps for K-12 named user licenses will be available for school site and district licenses. Minimum quantities apply and vary by region.

	School Site License	District License
License type	Creative Cloud All Apps for K-12 named user license	Creative Cloud All Apps for K-12 named user license
Minimum order quantity <i>(for North America)</i>	500	2,500
MSRP cost per license	U.S. \$5.00	U.S. \$5.00
Minimum order total	U.S. \$2,500.00	U.S. \$12,500.00

**Note: Pricing is under NDA until announce to customers on April 16, 2018.**

### **Will we be able to add licenses mid-term?**

Yes, an add-on pack is available once the minimum quantity purchase has been met. This offer varies by region. Please contact your channel account manager for details.

### **Will the purchase authorization process apply to this new offer?**

No. You will need to add new licenses in minimum quantities rather than one or two at a time.

### **Will Creative Cloud device licenses remain available?**

Creative Cloud device licenses will remain available and there is no plan to phase them out.

**Can Creative Cloud device and named user licenses co-exist on the same machine?**

At this time, we recommend that if a machine has a Creative Cloud device license, every user on that machine uses the device license and named users do not log in with their personal ID.

**Can named user licenses be re-assigned to a new student when students graduate or leave?**

Yes, a license can be re-assigned in the Admin Console to a new student when the former student no longer needs the license.

**Can device licenses be “traded-in” when named user licenses become available?**

No. The return policy and term for VIP purchases remains in effect.

**Can device licenses be converted to named user licenses, or named user licenses converted to device licenses during the term of an institution’s subscription?**

No. They are separate offerings and licenses. You can transition to named user licenses upon renewal or by creating a new VIP agreement.

**Can you have named user licenses and device licenses on the same VIP agreement?**

Yes. Creative Cloud All Apps for K-12 named user and Creative Cloud Desktop Apps device licenses can co-exist on the same VIP and can be managed in the same Adobe Admin Console. When purchasing, however, the minimum quantities for each product offering must be met independently.

**What are the minimum order quantities for named user and device licenses?**

	School Site License Minimum Order Quantity	District License Minimum Order Quantity
Named user license	500	2,500
Device license	100	500
Add-on packs	10	50

*\*For North America. Minimums to vary by region.*

**Will the term for Creative Cloud All Apps for K-12 named user licenses be one year or will a shorter-term option be available?**

There is no change to the one-year term for either the named user or device license offering.

**Will this same named user offering be available to higher education institutions?**

The Creative Cloud All Apps for K-12 named user license is not available for higher education institutions. Higher education customers purchase Creative Cloud for education named user licenses through VIP.

**How does my district or school manage the Creative Cloud licenses?**

Creative Cloud licenses are managed in the Adobe Admin Console. Users are identified by their first and last name and by their email address. You can remove licenses from users or groups of users one at a time, by uploading a spreadsheet of users to remove/add, or by setting up sync to a database where you keep your student roster.

**How are the licenses deployed? Can I restrict access only to specific products?**

The licenses are deployed through the Adobe Admin Console. The Creative Cloud All Apps for K-12 offering includes all desktop apps; there is no single app offering. If the user owns the machine, they may download and install any application. However, if the school or district owns and manages the machine, you can install specific apps and not grant admin rights to students, which would prevent them from downloading and installing additional applications on your machine.

There are additional deployment settings you may wish to leverage depending on your environment. For more information, see here <https://helpx.adobe.com/enterprise/using/create-packages.html>.

## Adobe Spark with premium features

### What is Adobe Spark with premium features?

In classrooms of every subject, we see students creating more digital content than ever before. Teachers are building creative problem-solving skills in subjects like English, Science, and History by introducing open-ended projects that result in a presentation, video, graphic or other shareable content. They need a tool that is easy to use so that students get excited about learning, rather than distracted by the tool itself. Spark is the perfect tool for these classrooms. That is why we decided to make a premium version of Spark free to all K-12 schools and districts, also consistent with COPPA, FERPA and other legislation.

The addition of new premium features, available on April 9, 2018, enables schools and universities to add their own logos, colors, and other brand elements to make anything students, faculty or staff create unique to their institution.

### How will education customers get Spark entitlements, and will they need a VIP membership?

Spark is obtained and deployed within the Adobe Admin Console. To get an Admin Console, a school needs to have an existing VIP (Value Incentive Plan) or ETLA (Enterprise Term License Agreement). If a school only wants the free Spark for K-12 offering and does not have either a VIP or ETLA, they must call Adobe and request an invite to the VIP program, noting that it is an Educational institution. Reseller partners can also send a VIP invite to their customers. Minimum order quantities do not apply to Spark as no purchase is necessary.

### Will Spark be entitled from the Adobe Admin Console?

Yes, this is the same Admin Console for all Creative Cloud offerings.

### What is the process for deploying Spark?

The set-up process is managed through the Adobe Admin Console. School admins will need to log into the Admin Console and select the Spark for K-12 offer. Follow the same steps as for Creative Cloud All Apps for K-12, starting with Setup Identity. Education institutions will have the option to set up a single sign-on that allows students to log in using their school ID, which alleviates the need to remember and manage additional passwords.

*Note: This offer must be deployed using the right ID type. "Adobe IDs" do not have data privacy consistent with COPPA and other legislation. Claiming your domain allows you to provide "Enterprise IDs" (or "Federated IDs" if you setup SSO), which are owned by the school and let you deploy to students consistent with COPPA.*

## More resources

- For information on how Adobe complies with U.S. laws and regulations visit <https://www.adobe.com/privacy/student-policy.html>.
- Creative Cloud for enterprise deployment help can be found at <https://helpx.adobe.com/enterprise/creative-cloud-enterprise.html>.
- For Spark visit <https://spark.adobe.com/edu/>



**Adobe Systems Incorporated**  
345 Park Avenue  
San Jose, CA 95110-2704 USA  
[www.adobe.com](http://www.adobe.com)

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