FAQ: Higher education AI-first plans

See what's new with plans for Adobe Creative Cloud, Adobe Acrobat, and Adobe Firefly for higher education institutions.

Why is Adobe introducing this new lineup for higher education?

Artificial intelligence (AI) is accelerating tidal shifts in higher education from how students engage and persist, to how institutions demonstrate their value and prepare learners for competitive careers. Adobe's new AI-first lineup is designed to help institutions meet this moment with powerful, flexible tools for teaching, learning, and administration.

This modular set of offerings ensures the right tool for the right user: whether it's a faculty member streamlining their workload, a design student building a portfolio, or an English major exploring creative expression. Institutions can adopt only what they need, without forced upgrades or complexity.

With Adobe solutions, institutions can modernize at their own pace driving outcomes, equity, and institutional distinction.

You can:

- **Empower your institution with the essential, combined skill set of creative and AI fluency.**
  With core creative applications and AI-powered document tools, students and educators gain hands-on experience with industry-relevant workflows.

- **Foster equity by starting with access.**
  By bringing modern creative and AI tools to every educator and learner—not just a select few— you can close digital equity gaps and boost engagement across diverse student populations.

- **Lead the transformation.**
  These solutions enable you to modernize teaching, learning, and administration with scalable, secure, and enterprise-grade technologies that reflect today's demands.

Curious about the difference between premium and standard AI features?
Check out this guide >

FAQ *(continued)*

What are the new AI-forward offerings?

- **Adobe Creative Cloud Pro Plus for Education:** Leverage powerful generative AI workflows to help students build industry-ready creative skills. Creative Cloud Pro Plus delivers professional creative apps, the latest Adobe Firefly AI technology, and Adobe Acrobat in one set of 20 + apps—the ultimate toolkit for sharing research and ideas in images, graphics, presentations, videos, websites, animations, podcasts, and more.

- **Adobe Acrobat Studio for Education:** Give faculty, staff, and students tools to cut through document overload, generate trusted insights, and creatively communicate their ideas. With Acrobat Studio, they can create, edit, sign, and manage PDFs across devices to keep work moving forward. Institutions can use AI Assistant to quickly and securely extract insights (with citations) across multiple documents, formats, and devices to make time for what matters. They can use Adobe Express Premium to create standout content with easy design tools and professional templates.

- **Adobe Firefly 2,000/7,000/50,000 credits:** Give students and faculty the tools and skills to ideate and create with AI technology that's responsibly developed and commercially safe. They can quickly generate images, graphics, and videos to visualize their ideas, and they can translate audio and video as well.

How do the new offerings support faculty and staff?

The new plans are designed to help faculty and staff save time, work more efficiently, and elevate their output quality.

- **Adobe Acrobat AI Assistant:** Speeds up research, teaching prep, and administrative tasks giving educators more time to focus on impact.

- **Adobe Acrobat Studio:** Boosts productivity with advanced tools for creating, editing, organizing, and securing PDFs streamlining academic and administrative workflows.

- **Advanced AI tools:** Unlock new levels of productivity and creativity in industry-standard workflows across imaging, video, and design.

How do the new offerings support students?

These AI-forward offerings empower students with tools for career readiness, academic outcomes, and confident, creative expression. Key benefits include:

- **Career preparation:** Access to a spectrum of visual communication, creativity, and document tools—from light and approachable Adobe Express to powerful industry-standard apps like Adobe Photoshop and Adobe Illustrator—to empower students with future-facing skills to succeed in a competitive job market.

- **Enhanced learning:** AI-powered tools help students study smarter and creatively convey their ideas to any audience. With Adobe Firefly for Education, they can use responsibly developed, commercially safe AI technology to ask their documents questions and generate summaries; quickly produce images, graphics, and videos to visualize their ideas; and translate audio and video.

- **Creative and confident expression:** According to research, access to creative tools and generative AI can increase student confidence and expression, ultimately empowering them and preventing burnout.

What makes Adobe's AI tools unique?

Adobe's AI tools are:

- **Responsibly trained:** Using only licensed training content, sourced from Adobe Stock and public domain.

- **Commercially safe:** Designed for enterprise security and compliance and compatible with the AI policies of higher education institutions focused on academic integrity and proper attribution of work.

- **Future-facing:** Aligning with industry standards to prepare students for competitive careers from standing out in a job search to demonstrating that they have the skills to be effective on day one.

Will there be additional costs for premium generative AI features?

Premium generative AI features are included in the new plans, but there are no automatic upgrades to these offerings or added charges to existing offerings for current users. Institutions have full control over whether to adopt these enhanced capabilities. This ensures that customers only pay for what they need, keeping budgets aligned with actual use and priorities.

How does education pricing compare to commercial?

Education plans are heavily discounted compared to their commercial counterparts. This helps ensure equitable access for higher education institutions and supports long-term planning and budgeting.

Adobe