



TEAM

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Audience



Research

72% of Americans acknowledged a desire for increased involvement in creative pursuits

- *Good News Network*

BUT

I
I need it for work/my portfolio

I've always wanted to know how to use the adobe programs since I was younger. Then when I saw the adobe student plan that's offered here I knew that it was a good deal and I couldn't pass it up! I feel like having the versatility to use adobe even if I am not in the creative field would be a huge benefit in the job market.

I feel like this is going to take me forever
It's photoshop, illustrator affects... it's a lot to learn
It's hard to learn from YouTube it's easier to ask people/ friends

Kevin Tavan

Good question! I got it for personal creation/projects first and now I'm using it for my adv 339 class that teaches you adobe(so now for school more so) my consideration was that I'll need it in the future for career so might as well start now

KT

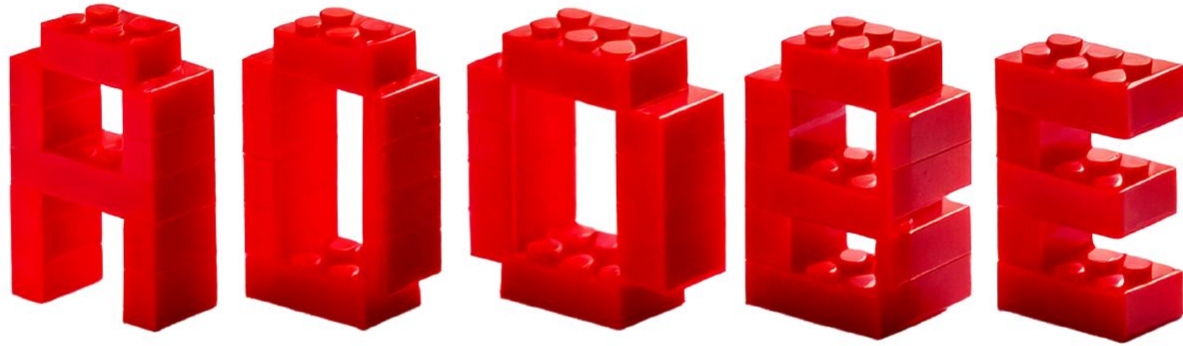
Strategy

Adobe isn't just for experts. Its tools can be used by anyone at their own pace and threshold.

Insight

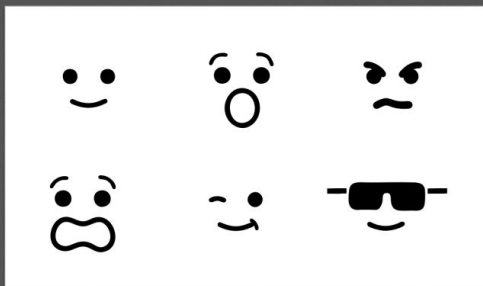
Creativity lives in everyone at any level.

In the world of LEGO®, imagination is limitless. It's the same with Adobe.



WORK IN PROGRESS

Adobe Academy Feat. LEGO



Properties Lay: Libr Tra: Alig Patl

no selection

Document

Units: Pixels

Artboard: 1

Edit Artboards

Ruler & Grids

Guides

Snap Options

Preferences

Keyboard Increment: 1 px

☐ Use Preview Bounds

☐ Scale Corners

☒ Scale Strokes & Effects

Quick Actions

Document Setup

Preferences

Generate Vectors (Beta)



Claire Hartemink
Photoshop Certification

Course completed Aug 12, 2025



WIP

Chloe's Creation

Join the Adobe Academy Feat. LEGO



WORK IN PROGRESS

Adam's creation

Join the Adobe academy



WORK IN PROGRESS

Build, Edit, Repeat.



LegoMe_TheOG ✓

452K subscribers

Subscribe



KPIs *(5 months flight/multiple billboards)*

Awareness
34B

Conversions
3.4M

Billboard Locations:

Atlanta, GA

Miami, FL

Portland, OR

New York City, NY

Los Angeles, CA

So Adobe, LEGO.