

# Make your voice heard: creative communicator challenge

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## Overview

When we communicate creatively, we find new, innovative, and exciting ways to tell our story, share important ideas, and make our unique and diverse voices heard. In this way, creativity and communication are two of the most important and powerful skills we can teach students and learners.

Your ISTE + Adobe challenge is to design a creative project, lesson, or professional learning opportunity that showcases ISTE student and teacher standards, while making use of Adobe's innovative classroom tools for creativity and communication.

We encourage all [ISTE Certified Educators](#) to participate, across every subject and grade level. We're excited to see elementary, middle, and high school teachers, coaches, and administrators across math, science, ELA, social studies, art and technology, learning from and inspiring each other.

The challenge will start on January 10, 2020 and final submissions must be received by February 21, 2020. For full details, visit the [ISTE Certified Educator Community](#).

### ***How do I become an ISTE Certified Educator?***

ISTE is focused on pedagogy, not tools. It's not about edtech per se, it's about what you do with the tech to transform learning and improve student outcomes.

Through the ISTE Certification process, teachers will participate in professional learning based on the ISTE Standards and transformative pedagogy. After completing the training, participants have six months to apply their learning and compile artifacts and reflections into a competency-based portfolio to earn ISTE Certification. Visit <https://www.iste.org/learn/iste-certification> for more information.

# Requirements

To be eligible for the competition, you must be an existing ISTE Certified Educator, and your lesson or project must meet the following requirements (specific details for each requirement are detailed below).

1. [Accept the Challenge by Feb 21, 2020, and submit by February 28, 2020](#)
2. [Align to \*at least one\* of the ISTE “Creative Communicator” Student Standards](#)
3. [Align to \*at least one\* of the ISTE “Collaborator” or “Designer” Educator Standards](#)
4. [Incorporate Spark or Rush into your learning activity](#)
5. [Upload your submission to the Adobe Education Exchange \(“EdEx”\) and complete the final requirements on the ISTE challenge page](#)

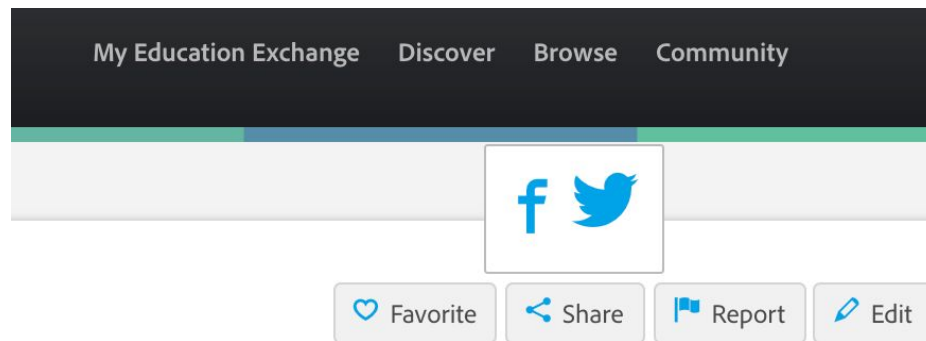
# Instructions

## Requirement 1: Accept the Challenge by Feb 21, 2020, and submit by Feb 28, 2020

1. Accept the challenge by February 21, 2020. When you click “accept” you opt-in to special emails and opportunities specifically for challenge participants, such as invitations to office hours and inspiration from our team. The sooner you officially “accept” the challenge, the sooner you’ll have access to special updates, materials, information for live and recorded office hours, and opportunities created exclusively for challenge participants.
2. Once published on Adobe’s Education Exchange, copy the URL of your submission. For example:

 [edex.adobe.com/en/resource/082804c756](https://edex.adobe.com/en/resource/082804c756)

3. Visit the ISTE Certified Educator Community to complete the final steps, for this Challenge, and to be awarded participation points for this activity.
4. (Suggested) Share the link with fellow educators via email or on social channels with your link. Within Adobe’s Education Exchange, you can share directly to Facebook or Twitter.



Use [@AdobeforEdu](#), [#CreateEdu](#), [#ISTECert](#) and [#ISTE](#) to connect to other challenge participants and to allow Adobe and ISTE to share and showcase your great work!

## Requirement 2: Align to *at least one* of the ISTE “Creative Communicator” Student Standards

In the lesson or project you submit, please indicate which of the following “Creative Communicator” student standards you have chosen to align to (you must select at least one). Part of the challenge contest evaluation will include how well your project or lesson is aligned to the standard you have chosen.

### Creative Communicator

- 6a. Students choose the appropriate platforms and tools for meeting the desired objectives of their creation or communication.
- 6b. Students create original works or responsibly repurpose or remix digital resources into new creations.
- 6c. Students communicate complex ideas clearly and effectively by creating or using a variety of digital objects such as visualizations, models or simulations.
- 6d. Students publish or present content that customizes the message and medium for their intended audiences.

## Requirement 3: Align to *at least one* of the ISTE “Collaborator” or “Designer” Educator Standards

In the lesson or project you submit, please indicate which of the following “Collaborator” or “Designer” educator standards you have chosen to align to (you must select at least one). Part of the challenge contest evaluation will include how well your project or lesson is aligned to the standard you have chosen.

### Collaborator

- 4a. Dedicate planning time to collaborate with colleagues to create authentic learning experiences that leverage technology.
- 4b. Collaborate and co-learn with students to discover and use new digital resources and diagnose and troubleshoot technology issues.

4c. Use collaborative tools to expand students' authentic, real-world learning experiences by engaging virtually with experts, teams and students, locally and globally.

4d. Demonstrate cultural competency when communicating with students, parents and colleagues and interact with them as co-collaborators in student learning

### Designer

5a. Use technology to create, adapt and personalize learning experiences that foster independent learning and accommodate learner differences and needs.

5b. Design authentic learning activities that align with content area standards and use digital tools and resources to maximize active, deep learning.

5c. Explore and apply instructional design principles to create innovative digital learning environments that engage and support learning.

## Requirement 4: Incorporate Spark or Rush into your learning activity

For this challenge, you need to design a learning experience or project that asks your students or professional learners to use of the four creativity and communication tools below. The goal is to provide your learners the opportunity to explore how these tools can help them be better creative communicators.

- 1) **Spark Post** (available on both mobile and web)
- 2) **Spark Page** (available on both mobile and web)
- 3) **Spark Video** (available on both mobile and web)
- 4) **Rush** (available on both mobile and web)

## Requirement 5: Upload your submission to the Adobe Education Exchange (“EdEx”) and complete the requirements on the ISTE challenge page.

Your submission will **require at least two objects**:

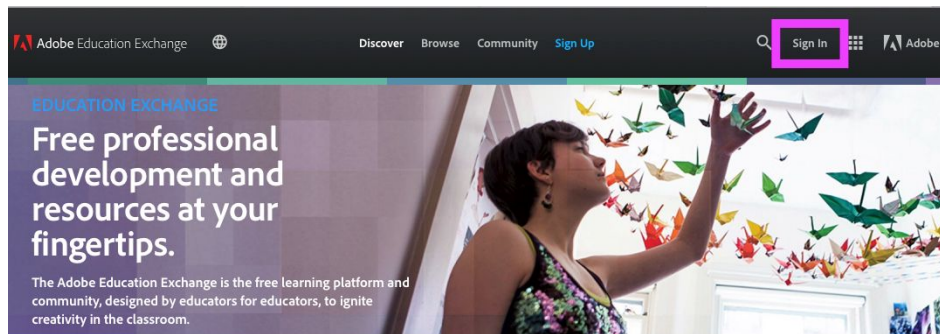
- 1) An uploaded lesson, project, or professional learning session (formatting templates below)
- 2) An example of a completed student or professional learner activity or project made using Spark or Rush, based on what they are asked to do in your lesson, project, or professional learning session. See more details on formats and how to upload in the “Submission Steps” section below.

**FORMAT.** If you’d like an example to get started, ISTE and Adobe have created some open-source templates for you to use and adapt to best suit your needs and style.

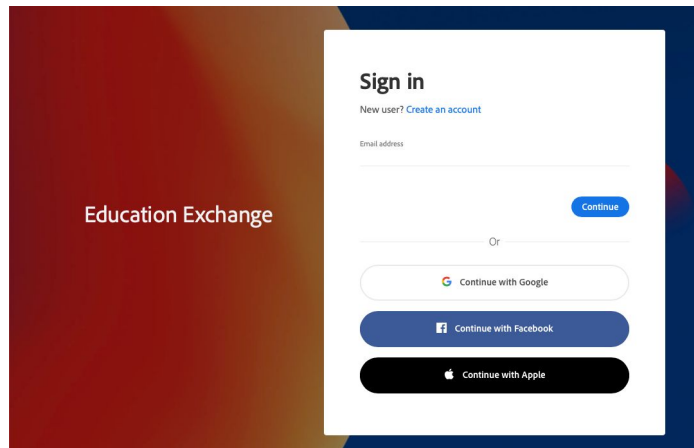
|  |   |   |
|--|---|---|
| <p>Created by: [Teacher name]</p> <p>[Lesson Title]</p> <p><b>Learning Objective</b></p> <p>The big idea behind this lesson is ...</p> <p>Students will better understand ...</p> <p><b>What I'm Looking For (Success Criteria)</b></p> <p>By the end of this lesson, students will know and be able to ...</p> <ul style="list-style-type: none"> <li>• Example one</li> <li>• Example two</li> <li>• Example three</li> </ul> <p><b>ISTE Student Standards</b></p> <p><b>ISTE Teacher Standards</b></p> <p><b>Collaborator:</b> (teachers: before submitting, remove from the list below any that are not relevant)</p> <ul style="list-style-type: none"> <li>• 4a. Dedicate planning time to collaborate with colleagues to create authentic learning experiences that leverage technology.</li> <li>• 4b. Collaborate and co-learn with students to discover and use new digital resources and diagnose and troubleshoot technology issues.</li> <li>• 4c. Use collaborative tools to expand students' authentic, real-world learning experiences by engaging virtually with experts, teams and students, locally and globally.</li> <li>• 4d. Demonstrate cultural competency when communicating with students, parents and colleagues and interact with them as co-collaborators in student learning.</li> </ul> <p><b>Designer:</b> (teachers: before submitting, remove from the list below any that are not relevant)</p> <ul style="list-style-type: none"> <li>• 5a. Use technology to create, adapt and personalize learning experiences that foster independent learning and accommodate learner differences and needs.</li> <li>• 5b. Design authentic learning activities that align with content area standards and use digital tools and resources to maximize active, deep learning.</li> <li>• 5c. Explore and apply instructional design principles to create innovative digital learning environments that engage and support learning.</li> </ul> | <p>Created by: [Teacher name]</p> <p>[Project Title]</p> <p><b>Learning Objective</b></p> <p>The big idea behind this project is ...</p> <p>Students will better understand ...</p> <p><b>What I'm Looking For (Success Criteria)</b></p> <p>By the end of this project, students will know and be able to ...</p> <ul style="list-style-type: none"> <li>• Example one</li> <li>• Example two</li> <li>• Example three</li> </ul> <p><b>ISTE Student Standards</b></p> <p><b>ISTE Teacher Standards</b></p> <p><b>Collaborator:</b> (teachers: before submitting, remove from the list below any that are not relevant)</p> <ul style="list-style-type: none"> <li>• 4a. Dedicate planning time to collaborate with colleagues to create authentic learning experiences that leverage technology.</li> <li>• 4b. 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Explore and apply instructional design principles to create innovative digital learning environments that engage and support learning.</li> </ul> | <p>Created by: [Facilitator name]</p> <p>[Professional Learning Session Title]</p> <p><b>Learning Objective</b></p> <p>The big idea behind this learning session is ...</p> <p>Participants will better understand ...</p> <p><b>What I'm Looking For (Success Criteria)</b></p> <p>By the end of this session, participants will know and be able to ...</p> <ul style="list-style-type: none"> <li>• Example one</li> <li>• Example two</li> <li>• Example three</li> </ul> <p><b>ISTE Standards (for learners in this session)</b></p> <p><b>ISTE Teacher Standards (for the facilitator of this session)</b></p> <p><b>Collaborator:</b> (facilitators: before submitting, remove from the list below any that are not relevant)</p> <ul style="list-style-type: none"> <li>• 4a. Dedicate planning time to collaborate with colleagues to create authentic learning experiences that leverage technology.</li> <li>• 4b. Collaborate and co-learn with learners to discover and use new digital resources and diagnose and troubleshoot technology issues.</li> <li>• 4c. Use collaborative tools to expand learners' authentic, real-world learning experiences by engaging virtually with experts, teams and learners, locally and globally.</li> <li>• 4d. Demonstrate cultural competency when communicating with learners, parents and colleagues and interact with them as co-collaborators in learner learning.</li> </ul> <p><b>Designer:</b> (facilitators: before submitting, remove from the list below any that are not relevant)</p> <ul style="list-style-type: none"> <li>• 5a. Use technology to create, adapt and personalize learning experiences that foster independent learning and accommodate learner differences and needs.</li> <li>• 5b. Design authentic learning activities that align with content area standards and use digital tools and resources to maximize active, deep learning.</li> <li>• 5c. Explore and apply instructional design principles to create innovative digital learning environments that engage and support learning.</li> </ul> |
| <p><a href="#">Click here for the Lesson template</a></p>  | <p><a href="#">Click here for the Project template</a></p>  | <p><a href="#">Click here for the Professional Learning template</a></p>  |

## SUBMISSION STEPS

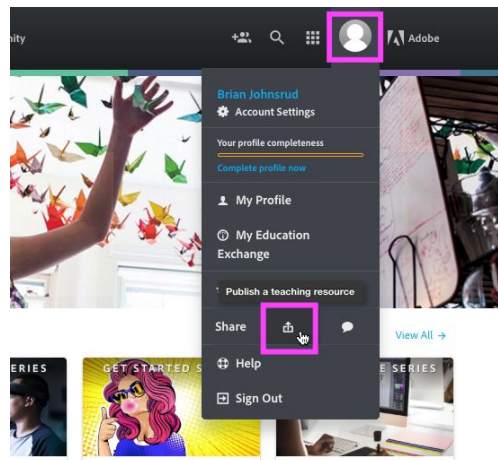
1. Log in to your Adobe Education Exchange account by clicking "sign in" at <https://edex.adobe.com>.



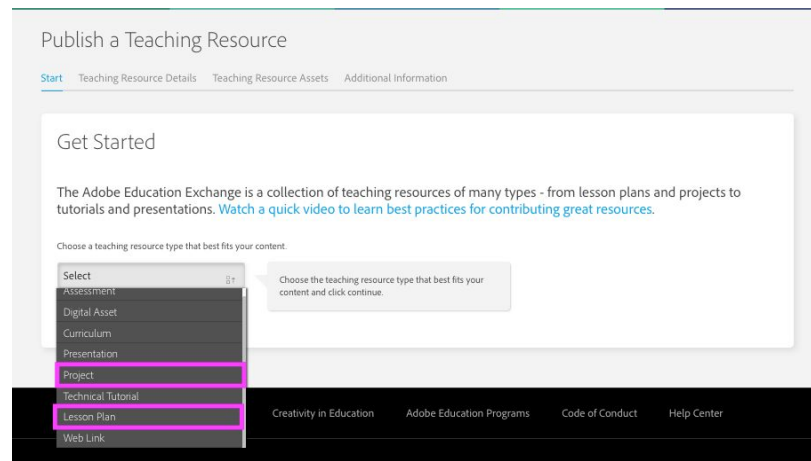
If you don't already have a free Adobe Education Exchange account, you can click "New user? Create and account" to create one.



2. Once you are logged in, click your profile icon in the top, right menu. Then, under “Share” in the pop-up menu, click the publish icon titled “Publish a teaching resource”.



3. Select either “Project” or “Lesson Plan,” which are the two kinds of resources eligible for this challenge.



4. Add the title of your project or lesson, and a short description. Descriptive titles and descriptions help other teachers find your resource on Adobe’s Education Exchange, get inspired, and potentially try it out in their classroom as well!

Teaching Resource Title \*

Description \*

Add a description with details about what you are sharing.

Rich text editor toolbar with icons for bold, italic, underline, text color, background color, link, unlink, list, and indent.

5. Select the applicable subjects and age levels. If your materials are appropriate for multiple subjects and grade levels, you may select more than one.

Subjects \*

Choose the subject(s) this teaching resource relates to.

- Graphic Design
- Photography
- Video & Audio
- Web
- Apps
- Game Design
- Arts
- Business
- Education
- English
- Humanities

Age Levels \*

Choose the age level(s) this teaching resource aligns to.

- Early Childhood
- 6-8
- 9-10
- 11-12
- 13-14
- 15-16
- 17-18
- Post-Secondary

6. Select the Adobe Products (eg. Spark or Premiere Rush) that are used in your lesson or project. You may also add keywords to help other teachers discover your lesson or project, such as as “cells,” “drama,” “constitution,” “poetry,” or “conceptual math”

Adobe Products \*

What Adobe products are used in this teaching resource? (Choose all that apply)

- Photoshop
- Illustrator
- InDesign
- Adobe Premiere Pro
- Adobe Spark
- Acrobat
- After Effects
- Adobe XD
- Premiere Rush
- Lightroom
- Adobe Aero

Keywords

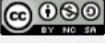
Search and add up to 10 keywords that will help members find your teaching resource easier.

Search input field with an 'Add' button.

7. Select your preferred Creative Commons License, then click “Save and Continue.”

Creative Commons License

Attribution Non-Commercial Share Alike ⌵



**Attribution Non-Commercial Share Alike**


This license lets others remix, tweak, and build upon your work non-commercially, as long as they credit you and license their new creations under the identical terms.

[View License Deed](#) | [View Legal Code](#)

[Save and Continue](#)

8. Add an image that you have permission to use as a cover image for your resource. This will be the featured image when other educators search for resources in Adobe’s Education Exchange

Upload Featured Image



JPG, GIF or PNG


Add an image that shows a final version or sample of the resource.

[Upload Now](#)

9. Add the file of your lesson plan or project. This can be a PDF or Word Doc, for example. You are also welcome to attach other associated files, such as a sample of a final product, tutorial videos, etc.


Additional Assets

Add up to 5 assets for this teaching resource. Choose the type of asset you would like to add




**Add a Video**

Insert video link from Adobe Spark, YouTube, or Vimeo.



**Add a Web Link**

Add a link to an external Web site related to this teaching resource.

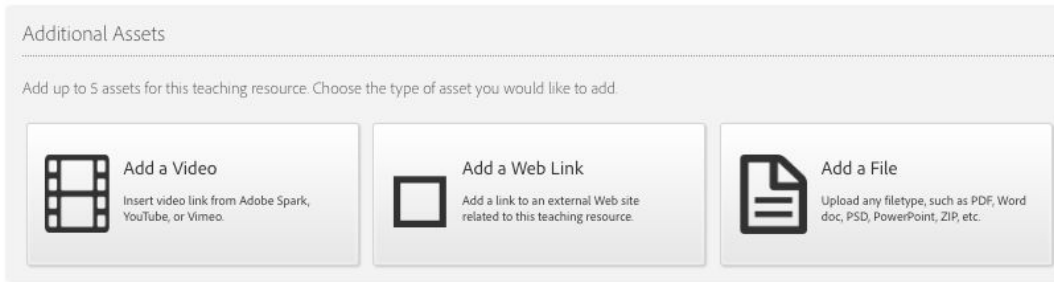


**Add a File**

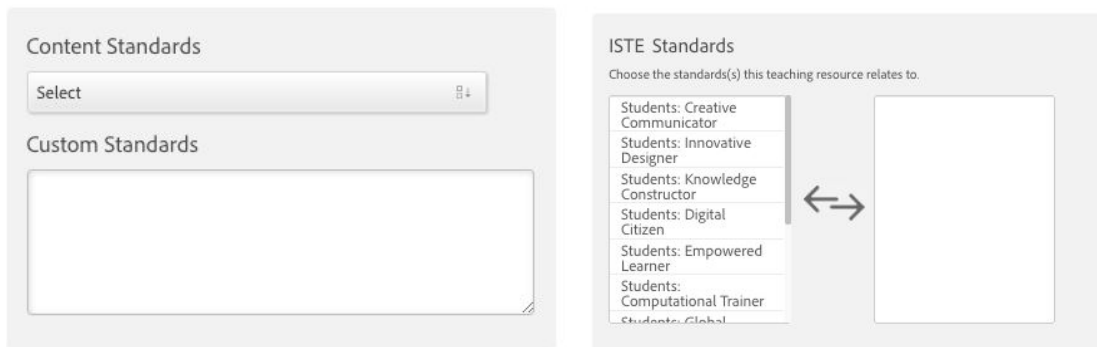
Upload any filetype, such as PDF, Word doc, PSD, PowerPoint, ZIP, etc.

10. Add the file of your sample learner project, which should be made with Spark or Rush. We suggest you can add the link to your published work (“Add a Web Link”,) or upload it as an image file (for Spark Post). If the final product is a video file, we suggest you share the link to where you chose to host it, e.g. Spark Video, Youtube, or Vimeo. You may upload the file, though it’s easier to access and view via link to a video hosted elsewhere. If you created a Spark Page, you will need to **publish it and add it as a web link**.

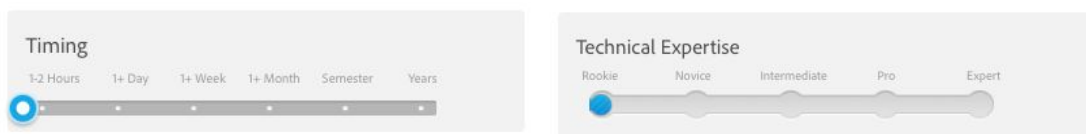




11. (Optional) You can select any relevant content or ISTE standards to which your materials align. *Note that the documents you upload should specifically name the ISTE standards you've aligned to. These optional tagging features are only to help other teachers find your materials more easily while searching on Education Exchange.*



12. (Optional) You can indicate the suggested length of time the lesson or project should take, as well as the expected level of technical expertise students will need to be successful.



13. (Optional) You can indicate any materials or equipment that may be needed, in case it is not already explicitly mentioned in your uploaded materials. Then, hit “Save and Publish”

Materials and Equipment

List all materials/equipment required for this teaching resource.

Rich text editor toolbar: Bold (B), Italic (I), Underline (U), Text color (A), Background color (A), Bulleted list (•), Numbered list (1), Indent (right), Outdent (left), Undo (↶), Redo (↷), Link (🔗), Unlink (🔗), Fullscreen (⌕), and a minus sign (—).

Empty text area for listing materials/equipment.

Email me when others post a Comment

## Awards

- **Best Social Share**
  - Measured by most liked or reshared social post that uses the sharing handles and hashtags listed in the submission requirements. ISTE and Adobe will evaluate the ISTE Certified Educator social posts for this award.
- **Best Lesson Plan**
  - Measured by a panel of Adobe and ISTE education teams, looking for 1) alignment to the standard, 2) effective alignment of stated goals with stated assessment, 3) engaging for students or professional learners, 4) appropriate application of technology for the stated learning outcomes
- **Best Project**
  - Measured by a panel of Adobe and ISTE education teams, looking for 1) alignment to the standard, 2) effective alignment of stated goals with stated assessment, 3) engaging for students or professional learners, 4) appropriate application of technology for the stated learning outcomes.
- **Best Professional Learning Session**
  - Measured by a panel of Adobe and ISTE education teams, looking for 1) alignment to the standard, 2) effective alignment of stated goals with stated assessment, 3) engaging for students or professional learners, 4) appropriate application of technology for the stated learning outcomes.
- **Community Favorite**
  - Measured by most “favorites” on EdEx and the ISTE Certified Educator Community by the end of the challenge. Share with your colleagues and encourage them to favorite!

## Timeline

Challenge launched for acceptance: January 10, 2020

Acceptance deadline : February 21, 2020

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### Accept ASAP

When you click “accept” you opt-in to special emails and opportunities specifically for challenge participants, such as invitations to office hours and inspiration from our team. The sooner you officially “accept” the challenge, the sooner you’ll have access to special updates, materials, information for live and recorded office hours, and opportunities created exclusively for challenge participants.

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Challenge end date (date to submit by): February 28, 2020

Community voting period: March 5-11, 2020

Adobe and ISTE evaluation period: March 9-18, 2020

Award winners announced: March 23, 2020

## FAQs

### ***How can I learn more about Spark and Premiere Rush?***

You can learn more about Spark at [spark.adobe.com](https://spark.adobe.com) and Premiere Rush at [.adobe.com/products/premiere-rush](https://adobe.com/products/premiere-rush).

We’ve selected Spark and Premiere Rush for this challenge because the tools are incredibly simple, intuitive, and fun for everyone, from elementary students to life-long learners!

### ***Where can I find more examples of lesson plans and projects that use Adobe products in the classroom?***

On Adobe’s Education Exchange ([edex.adobe.com](https://edex.adobe.com)), you can browse teacher resources created using Spark and Premiere Rush, as well as enroll in free self-paced or live courses.

## ***Who can I reach out to if I'm having technical challenges submitting my project or lesson plan on Adobe's Education Exchange?***

You can visit the Education Exchange Help Center for any technical questions related to the EdExchange [edex.adobe.com/help-center](https://edex.adobe.com/help-center)

## ***Who can I reach out to if I'm having technical challenges submitting the link to my project or lesson plan on ISTE's website?***

If you are having any issues submitting your challenge, please contact [istecertification@iste.org](mailto:istecertification@iste.org).

## ***How do I become an ISTE Certified Educator?***

ISTE is focused on pedagogy, not tools. It's not about edtech per se, it's about what you do with the tech to transform learning and improve student outcomes.

Through the ISTE Certification process, teachers will participate in professional learning based on the ISTE Standards and transformative pedagogy. After completing the training, participants have six months to apply their learning and compile artifacts and reflections into a competency-based portfolio to earn ISTE Certification. Visit <https://www.iste.org/learn/iste-certification> for more information.

## ***Do I need to be an ISTE Certified Educator to participate.***

To formally participate in the challenge, and to be able to complete all the required steps (such as submitting on ISTE's site), you will need to be an ISTE Certified Educator before the completion of the challenge.

However, everyone is welcome to use these instructions and templates as inspiration and add their work to Adobe's free Education Exchange at any time.

## ***What will I receive for completing the challenge?***

If you meet all of the challenge requirements by the submission date, you will receive 50 points toward your ISTE Certified Educator Renewal. Please visit the ISTE Certified Educator Community for more information, you can also contact [istecertification@iste.org](mailto:istecertification@iste.org).

## ***What will I receive if I win one of the awards?***

Award winners will receive a certificate and recognition from ISTE and Adobe when announcing the winners, which may include social media shares, newsletter or blog posts, etc. Winners will also be invited to be specially recognized and celebrated on the Adobe Education Exchange.

## ***Is this free?***

Yes! Participation in the challenge is free, and it is free to download/sign up and use Adobe Spark and Adobe Premiere Rush. There are some advanced, paid features for Adobe Spark and Adobe



Premiere Rush, but those do not need to be used to participate in this challenge or to be eligible for awards.