



## Collaboration profile

### DIVA Overview

The Digital media and ICT Vendor Alliance (DIVA) Project is an initiative by SQA to update and expand its range of Information and Communication Technology (ICT) and digital media qualifications working with industry partners.

The objectives of the project are to source and incorporate high-quality support materials from industry into SQA's qualifications and to link those qualifications effectively to the world of work. The project will also create new professional development opportunities for teachers and lecturers to be able to offer the resulting industry-enriched curriculum and awards to their students.

SQA is following a rigorous process in assessing and selecting industry partners for the DIVA Project. A framework for engaging with suppliers has been developed to ensure a consistent approach and forward momentum. In each case, SQA is seeking to involve a consortium of education and training providers to develop, pilot and champion new curriculum and awards.

### Adobe in DIVA

In October 2005, SQA and Adobe (formerly Macromedia) initiated a first phase of collaboration to introduce the Macromedia Digital Design Course into the Scottish curriculum. This collaboration builds on the strength of usage of Adobe and Macromedia tools and resources in education and training provision across Scotland. Initial activities include:

- Facilitation of 'train-the-trainer' events for school and college practitioners in the Digital Design Course.
- Review of the potential to develop a Digital Design Staff Development Guide for Scottish educators.
- Discussions regarding the potential incorporation of the Digital Design course work into the Scottish curriculum.
- Ongoing dialogue on the inclusion of Adobe support materials in SQA units.

In December 2005, Adobe Systems Inc acquired Macromedia Inc. The Macromedia product and professional development portfolio continues under the Adobe brand, including the Digital Design course.

For the initial pilot training sessions on Digital Design, SQA and Adobe worked with Scotsys to raise awareness and now Adam Smith College is leading on unit development

### Key Points

- SQA and Adobe are collaborating on activities around the Digital Design Course.
- Initial activities are focused on 'train-the-trainer' with input from Adobe's USA-based training experts.
- The aim is to review the potential for inclusion of Adobe's Digital Design Curriculum in SQA's awards relating to digital communications.

### Benefits

- Globally-recognised industry strength qualifications for students in Scotland.
- High quality curriculum and awards relevant to employers.
- Innovative curriculum and professional development opportunities for teachers and lecturers.

*'Adobe is proud to be participating in this important programme for enriching the digital media curriculum in Scotland.'*

Pauline Yau  
Education Sales Manager  
Adobe

## **DIVA**

In the 21<sup>st</sup> Century knowledge economy, Digital Media and ICT skills will provide an essential contribution to the development of individual chances for life, work and continuing education. SQA therefore considers it a priority to work with world leaders in Digital Media and ICT to provide the best opportunities for the Scottish workforce and wider population.

To this end, SQA has formed a series of collaboration agreements with global industry vendors including Adobe to work together on a publicly shared action plan to the benefit of Scottish learners, education professionals, employers and citizens.

## **SQA**

The Scottish Qualifications Authority (SQA) is the statutory body in Scotland with responsibility for the development, awarding, and accreditation of Scotland's national qualifications, excluding university degrees. Over 50% of Scotland's population of 5 million hold a certificate from SQA or its predecessor bodies.

[www.sqa.org.uk](http://www.sqa.org.uk)

## **Adobe**

Adobe Systems Inc. (Nasdaq: ADBE) is a world leader in digital communication technologies and tools. Adobe software is used by millions of businesses, developers and designers to create and deliver digital communications on the Internet, on fixed media, on wireless and on digital devices. Adobe has well established education programs offering discounted products and services for educational organisations. The Adobe Education Leaders program recognizes education technology innovators who have demonstrated exemplary uses of Adobe technology to enhance student achievement, effective teaching, learning practices, and infrastructure for education.

[www.adobe.com/uk/education/](http://www.adobe.com/uk/education/)

## **SQA and Adobe**

Schools, colleges, universities and community learning organisations across Scotland currently use Adobe tools and resources as part of their teaching and learning facilities. The DIVA partnership will develop linkages with SQA's activities and awards. An early focus of activity will be to explore linkages in the area of Digital Design focusing on Adobe's latest curriculum for educators.