

Embedding Adobe Express Portfolios in New Module Development

Presenters

David Yarwood – Lecturer in Business Education

Becky Hartnup – Strategically Creative, Adobe Business School Innovation Panel

Katherine Hornsey & Abigail Tait – Business and Management Students



Programme Development Context

- Launch of 3 new Business & Management programmes
- Focus on embedding employability and aligning with DELTA (*Biggs' Constructive Alignment*)
- Previous assessment: static, Word-based reports
- Issues: scale, no dedicated ePortfolio, marking challenges
- No consistent vehicle for digital storytelling or skills showcase

Looking for a New Way

- Desire to create assessments that were:
 - More authentic (*Ashford-Rowe et al., 2014*)
 - Better aligned to graduate attributes
 - Engaging for students
 - Scalable and easy to administer



Why Adobe Express?

- Industry-standard tool
- Supports visual storytelling
- Flexible, accessible, and easy to use
- Builds digital skills
- Enables personalised, reflective outputs students can be proud of



What We Did

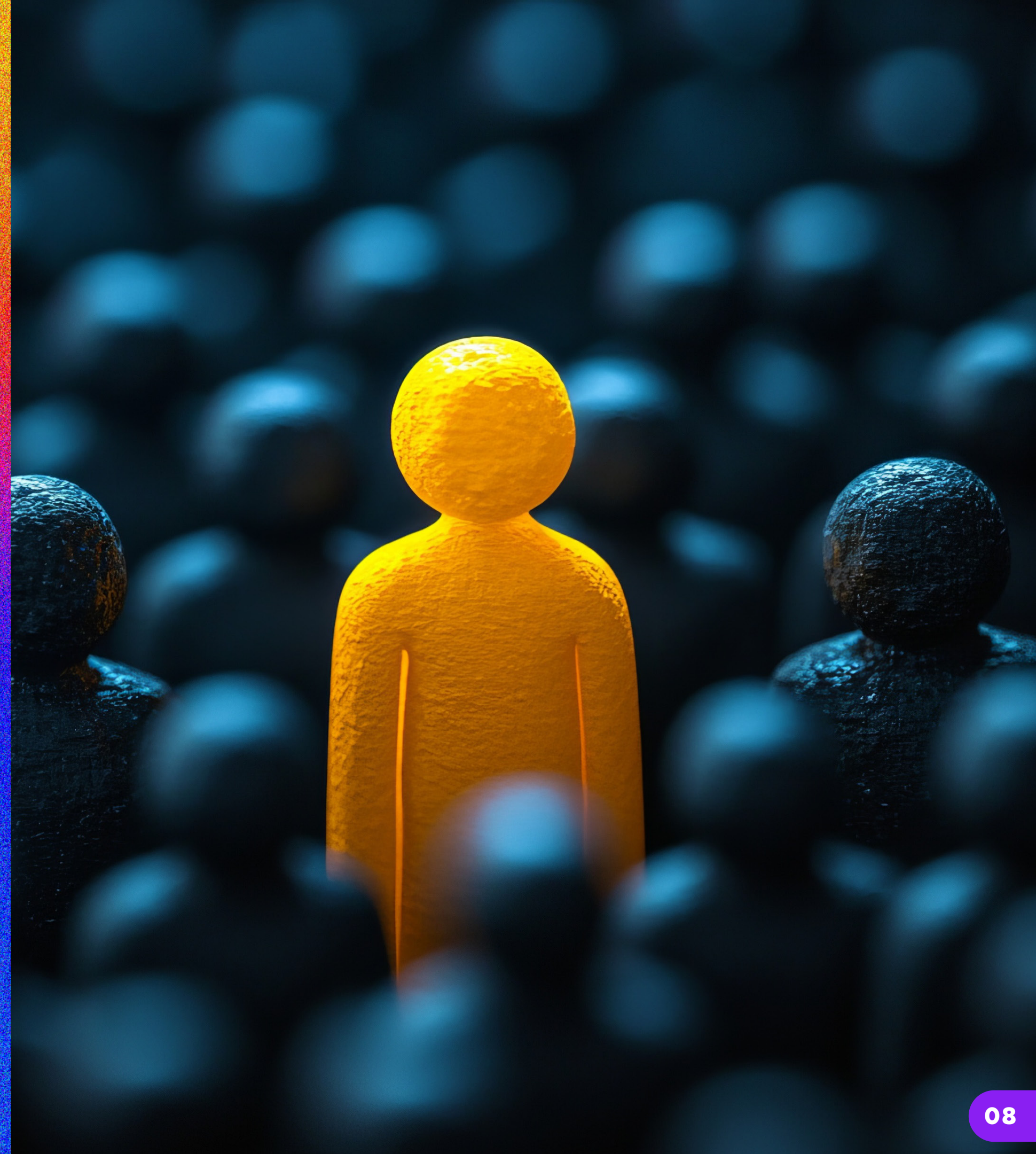
- Katherine and Abigail co-created an example portfolio
- Moved away from a rigid template to something creative and student-led
- Emphasised optionality, reflection, and relevance to personal career aspirations



Student Voices

- Students appreciated:
 - Freedom to express themselves visually
 - Seeing peers' work in a public showcase
 - How the task related to their professional identity
 - Belonging and Identity

Early feedback suggests improved engagement and ownership



Showcase - Abigail

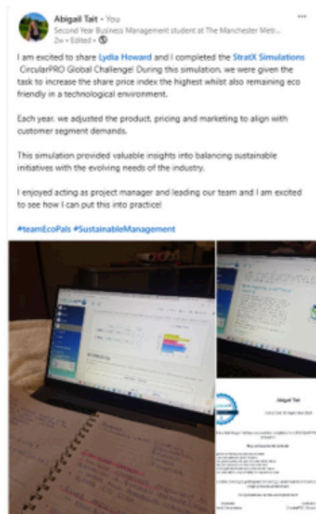


Here are the LinkedIn learnings I have completed over the past 6 weeks. I have thoroughly enjoyed these, learning insights into project management and key characteristics needed. I also enjoyed learning more about video interviews and top tips. I hope to do further learnings on organiser as this is a weakness which I wish to develop and continuous learning on consulting and project management. This has helped me achieve my SMART objective of completing 5 LinkedIn learnings by December.



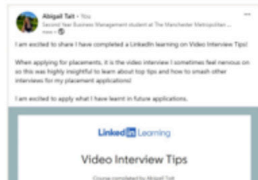
Digital Footprint 2

Week 1



During my first week of second year, my flat mate and I completed the global business challenge. I thoroughly enjoyed this as I used my strategic awareness and explainer strength as I was project manager. Additionally, I also worked on my organiser weakness as we had to organise the product differently each year to optimise sales

Week 2



REALISED STRENGTHS Strengths you use and enjoy	UNREALISED STRENGTHS Strengths you don't use as often
Perform well Emerging Higher use	Perform well Emerging Lower use
Use wisely	Use more
1 Emotional Awareness 2 Explainer 3 Extrem Builder 4 Self-awareness	1 Connector 2 Gratitude 3 Strategic Awareness 4 Listener 5 Feedback 6 Change Agent 7 Mission
LEARNED BEHAVIOURS Things you've learned to do but may not enjoy	WEAKNESSES Things you find hard and don't enjoy
Perform well De-emerging Variable use	Perform poorly De-emerging Variable use
Use when needed	Use less
1 Work Ethic 2 Narrator 3 Personalisation 4 Resilience	1 Adherence 2 Time Optimiser 3 Organiser

In my employability module last year (DAPD), my Strengths profile was identified.

REALISED STRENGTHS

When looking at my realised strengths, I believe my listening and feedback strength is strong as I believe I listen and take on constructive criticism well and act on this. I also believe my emotional awareness and explainer also fits my aspiration of becoming a project manager and will ensure to use these strengths throughout my placement applications and interviews.

UNREALISED STRENGTHS

With Change Agent and mission being an unrealised strength, I wanted to start second year off with an activity which starts to develop these more. As such, my friend and I completed the StarX Simulations Business Challenge. During this, we had the mission to raise the SPI of 2 new products whilst remaining sustainable. To do this, I used my Change Agent unrealised strength to see where

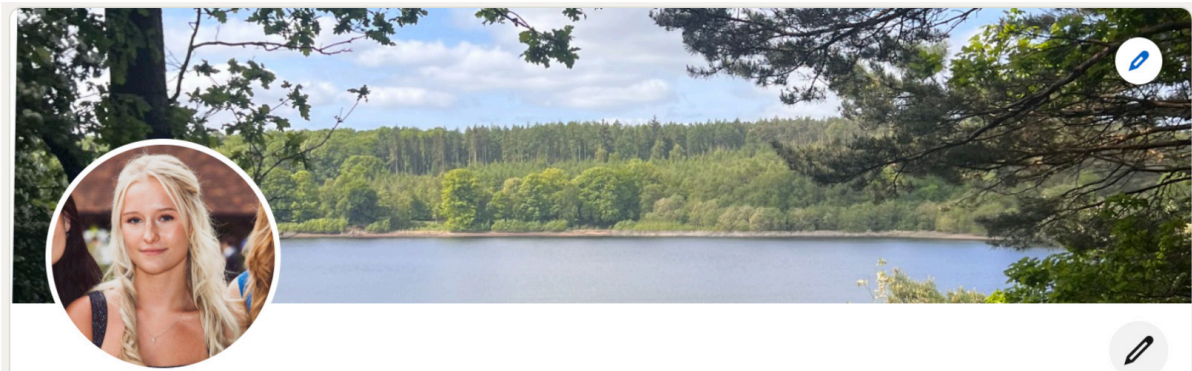
Showcase - Katherine



ESMDF PORTFOLIO

BY KATHERINE HORNSEY 22501781

Digital Footprint Update 1



Katherine Hornsey 
BA (Hons) Second Year Business Management student at The Manchester Metropolitan University
Manchester, England, United Kingdom · [Contact info](#)
[60 connections](#)



CURRICULUM VITAE

KATHERINE HORNSEY

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PROFILE

I am a creative and entrepreneurial Business Management Student with experience in social media marketing for small businesses, communicating my work through photography. I have an interest in media and have worked on several successful projects developing skills in Adobe express, Canva, and Microsoft office packages including Word and Excel. I am a Team player with A levels in both science and the arts. My strengths of Judgment, Persistence and Strategic awareness have been key in achieving all my educational accomplishments and qualifications. Particularly my strengths in strategic awareness and persistence have been crucial in getting my small business off the ground.

WORK EXPERIENCE

IllegalNails Small Business

October 2023 - Present

- Health and safety skills, required to have extensive knowlege on proper sanitisation to ensure no cross contamination of infection and disease
- Communication and customer service skills, working closely with clients in order to provide the best possible service and do so in a profession and understanding manner, while also educating on common risks.
- Money handling and business managment responsibilities as being self employed requires me to track expenses and income accurately.
- Social media and marketing skills, required to gain a steady client base and advertise my businesses services to the identified target audience.

Salisbury Supermarkets

EDUCATION

Manchester Metropolitan University | Sep 2022 to 2026

Bachelor`s degree (BA) Hons Business Management with foundation year
Grade N/A

Didcot Sixth Form College (A Levels) | Sep 2020 to Jun 2022

Fine Art (B) Biology (C) Chemistry (E)

Didcot Girls School (GCSEs) | Sep 2015 to Mar 2020

Welcome back,
Katherine Hornsey

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↺ RETAKE

📄 PDF

WORK PERSONALITY QUESTIONNAIRE REPORT

Thank you for completing the **WPQ**. Please find below your personality feedback that has been compiled using expert system reporting. The questionnaire looked at 5 major areas of personality. The Chart below shows your profile based on the responses that you gave to the **WPQ**.

	MOST PEOPLE SIT HERE										
Position	A	B	C	D	E	E	D	C	B	A	Position
Introversion Introvert, calm, reserved style, takes considered approach, comfortable in own company, may feel uncomfortable in new social settings						+					Extraversion Outgoing, Sociable, comfortable meeting new people and being centre of attention, confident, outspoken
Easy-going Flexible, adaptable to change, spontaneous, disorganised, may be seen as untidy						+					Conscientiousness Organised, prefer planning, enjoy high attention to detail, may be resistant to change

Katherine Hornsey

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SPATIAL REASONING TEST REPORT

Well done for completing **SRT1**. This report provides you with valuable feedback on your performance.

How well did you do?

Although organisations may use many descriptors for looking at your score (e.g. T score, sten, stanine), the majority tend to look at percentiles. Percentiles tell you how well you have done in comparison to others in similar positions. For example, a graduate will be compared against a graduate group of individuals.

Your score was compared against a group of similar graduates, who took this test. You scored at the 96th percentile which means that you did better than 96% of this comparison group.

96

PERCENTILE

A – Excellent GRADE

RIGHT ANSWERS
11 / 14

TIME REMAINING
7 mins 53 secs

LinkedIn Learning

Introduction to Bookkeeping for Small Business Owners

Course completed by Katherine Hornsey
Oct 30, 2024 at 06:51PM UTC

Top skills covered

Bookkeeping

Small Business Accounting

Head of Global Content, Learning

QUALITY ASSURANCE SERVICE

Instructional Delivery Method: QAS Self Study
In accordance with the standards of the National Registry of CPE Sponsors, CPE credits have been granted based on a 55-minute hour.
LinkedIn is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its web site: www.nasbaregistry.org

Field of Study: Computer Software & Applications
Program: National Association of State Boards of Accountancy (NASBA)
Registry ID: #142042
Continuing Professional Education Credit (CPE): 3.00
Certificate ID: 665680734546acacdc31319015d9f918024f45e49fcd64772250a762c39879af

LinkedIn Learning

Writing with Impact

The Adobe Playbook

Common goals

- Existing subject specific creative activities: posters, presentations, pitches,
- Space for students to build their digital superpowers: personal brand, digital fluency, employability etc
- Opportunities for students to create knowledge, ideate, work collaboratively etc

Easy entry routes

- Low stakes activities and ice breakers
- Enhancing existing learning activities and authentic assessments : remixable templates
- Optionality and reflection



Next Steps

- Expand the use of Adobe Express across all three new programmes
- Offer training for staff on how to embed it effectively
- Continue collecting student feedback and developing a showcase hub
- Get in touch: d.yarwood@mmu.ac.uk