



SEMOS EDUCATION

LOCATION:

Skopje, Macedonia

SCHOOL ENROLLMENT:

- 2,300 students

PROGRAM ENROLLMENT:

- Seven students in Inclusive Design Project

SUCCESS METRICS:

- Accommodated hearing and speech impaired
- Validated graphic design skills for resumes
- Industry-recognized certification builds confidence

Earn your Adobe Certified Associate credential.



Success Story ●●●

Semos Macedonian Computer Education Center Helps Hearing and Speech Impaired Students Validate Design Skills.

Disabled Students Earn Adobe Certified Associate Certification Through Inclusive Design Project.

CHALLENGE

As the largest computer education center in Macedonia, Semos Education focuses on equipping their students with internationally recognized technology certifications. Semos has trained more than 45,000 students and offers courses in information technology, management, business education, graphic and web design.

In 2010 Semos launched the College for Graphic and Web Design with a practice-based program that teaches the latest in graphic design and multimedia skills. Then, in 2011 Semos became a Certiport Authorized Testing Center and began to offer several certification programs from Microsoft, Adobe, and others.

Students from the College for Graphic and Web Design were very successful in Adobe programs, even winning poster design awards in several international graphic design contests.

In 2012 the school partnered with the British Council to implement a project to promote inclusive design and digital art as a means to support social entrepreneurship. In order to train people with hearing and speech disabilities in graphic design skills, Semos needed a certification that could accommodate seven students with hearing disabilities from Skopje, Macedonia.

"As an educational institution, we knew the inclusive design project would be a great challenge, but we are committed



Self-confidence is crucial – now these students can apply for a job, they are confident in their knowledge, and employers know they are ready to enter the industry.”

Valentina Taseva
CEO of Semos Education

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to helping people with disabilities,” said Valentina Taseva, CEO of Semos Education. “We knew the biggest reward would be seeing these students actively involved in society and business with an equal playing field due to the skills they obtained at Semos.”

SOLUTION

The Semos College for Graphic and Web Design determined that the Adobe Certified Associate program would be a good fit for the inclusive design project, since it could accommodate the disabled students, specifically with the Adobe Photoshop exam. The College implemented an 8-week graphic design training for seven people with impaired hearing and speech.

The inclusive design project for graphic design was tailored to the participants needs for a total of 150 hours and consisted of four parts:

- Computer training to acquire basic skills in computer applications using Adobe Photoshop and Adobe Illustrator
- Creative training for typography and fonts, digital manipulation of photography, and graphic design
- Mentoring help from current students at the College
- Validation with the Adobe Certified Associate Certification Exam: Visual Communication using Adobe Photoshop

Angelina Kancevska, Head of the Semos College for Graphic and Web Design, said the courses were a challenge for the seven students at first. “It was very difficult – they didn’t know the programs at all. We helped them adapt their learning skills and used creative trainings to keep them engaged in graphic design projects. At the end of the process they were eagerly waiting for Adobe Certified Associate certification. For them, it was the best way to check their knowledge and it helped us to see if we had done a good job training them.”

RESULTS

The College began by testing the best student, so he could pass his experience to the other students. Next the remaining six students began the certification process. They took the Adobe Photoshop CS4 exam, and the results were outstanding. The average score for the entire group exceeded the required passing score by more than 200 points and every student passed the exam.

“Not only did they pass the exam, but they achieved almost equal results to students who have much more experience with Adobe programs,” said Kancevska. “Now they are sure in their knowledge, they can put the Adobe Certified Associate logo on their resumes, and they can be more confident while searching for a job.”

The students gained skills to make jobs easier regardless of their disabilities, especially now that they have proof of their knowledge. One student, Ibrahim Hakki, said, “The program was interesting and I am pleased to have learned something new. I started to walk alone and now plan to be a successful design master.”

Acquiring the internationally recognized Adobe Certified Associate exam in Photoshop will help the students have self-confidence, independence, and the opportunity to easily integrate into the workforce.

“Self-confidence is crucial – now these students can apply for a job, they are confident in their knowledge, and employers know they are ready to enter the industry,” said Taseva. “It’s not just what they claim to know, but what Adobe says they can do!”