ADOBE CREATIVITY GRANTS

A program managed by TakingITGlobal
in partnership with Adobe

Adobe

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INSPIRE INFORM INVOLVE

2020

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I. THE ADOBE CREATIVITY GRANTS

With our ever changing workforce, it is becoming universally recognized that creativity is an important skill to have in our repertoire. However, access to creative education is not always equitable. Community based, creative youth organizations are providing advanced training to build creative skills and empowering young voices through various forms of media. They are also providing opportunities for creative career development by paving the way for a more diverse and inclusive creative industry.

BAYCAT

The Adobe Creativity Grants supported over 225 creative youth organizations from 41 countries with software donations and monetary grants to build upon their creative programming. In 2020 these organizations have directly impacted 49,104 young creatives. These creative youth organizations give young people spaces and opportunities to develop and grow their creative, technical, and cognitive skills for success in school, work, and life. Additionally, they provide young people with resources to learn how to creatively showcase their ideas about their interests, lives, and community to the rest of the world.

Given the health and safety guidelines in response to the COVID 19 pandemic, these organizations were not discouraged from continuing to deliver their programming. Instead, they had found innovative ways to continue to connect and inspire their young creatives. From Instagram challenges to virtual workshops, these organizations are delivering programs that teach their young creatives new ways to create various types of

NYC Salt Inc.

media pieces using the limited technical resources available at home. These programs also provided a sense of stability and community during these unprecedented times, as creativity can be a powerful tool and source of expression.

In this document you will be provided with a detailed summary of how these creative youth organizations are creating safer spaces for equity seeking young people to explore and develop their interests, creativity and use art as a tool for positive social impact.

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II. THANK YOUS

A special thank you to our TakingITGlobal team members for their leadership and guidance in creating a global community of creative youth organizations. We would also like to thank the program guests and mentors for inspiring a global network of young creatives as they continue on their creative journey.

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Ron Leach	Ryan Rizzo
Shanik Tanna	

TakingITGlobal would also like to thank Adobe for their partnership in supporting this global creative youth network through the Adobe Creativity Grants program. And last but not least, we would like to thank all of the 240 of organizations who are paving the pathway in creating a more accessible and equitable creative industry.

COUNTRIES REACHED IN 2020
BY THE ADOBE CREATIVITY GRANTS

II. CREATIVE CLOUD DONATION PROGRAM

228
ORGANIZATIONS
REACHED

139 New Organizations

89 Alumni Organizations

COUNTRIES REACHED
41

7,826
LICENSES DISTRIBUTED

YOUNG CREATIVES REACHED
49,104

The Adobe Creative Cloud Donation program supported creative youth organizations through the donation of the Adobe Creative Cloud Shared Device licenses software. Non-for-profit organizations that facilitate digital media programming for equity-seeking young people from their local communities, were eligible to receive upto 50 Adobe Creative Cloud Shared Device licenses.

DreamYard Project

The Adobe Creative Cloud Shared Device licenses allowed the young participants to have full access to all Adobe Creative Cloud softwares, such as Photoshop, InDesign, Illustrator, Premiere, etc. The nature of these shared device licences provided organizations the opportunity to create an in-house digital media lab, with organizations customizing the licenses to their programming needs, where participants then accessed their projects through their personal Adobe account. As a result, the organizations were able to directly reach a larger number of young creatives through this software donation program.

However, the COVID 19 pandemic altered how these donated licenses were being used by the creative youth organizations. Due to health and physical distancing guidelines being put into place, the in-house digital lab model was no longer a feasible method of using these licenses. TIG's Technical Support team worked closely with organization leads to come up with various solutions and plans to best utilize these licenses in the current circumstances. Many organizations created a Device-Loaning program that involved installing Adobe software onto devices, such as laptops for both staff, mentors, and participants, for the continuation of using these licenses. These Device-Loaning programs allowed young creatives without access to devices, to access Adobe software at home in order to successfully participate in the program.

Cognitive, Social & Technical Skills Learned

Snow City Arts

Audio Mixing

Problem Solving

Film/Photo Editing

Cross-cultural Collaboration

Animation

Commitment

Storytelling

Leadership

Time Management

Confidence

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Samuel Centre for Social Connectedness

In 2020, the Adobe Creative Cloud Donation Program reached 228 creative youth organizations from 41 countries, out of which 139 were new organizations that became a part of this growing global network of creative youth organizations. As a result, a total of 7,826 shared device licenses were distributed. These organizations found innovative ways to continue to deliver their program during the COVID 19 pandemic. Through their virtual programming models, 49,104 young creatives took part in digital media programs that taught them technical skills on how they can use Adobe softwares to create media pieces. To learn more about how creative youth organizations implemented the use of the Adobe Creative Cloud Shared Device Licenses during the COVID 19 pandemic please see Appendix 1.

Primary Apps Used

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III. ADOBE PROJECT GRANT

JAYU

In 2020, 25 creative youth organizations were awarded with the $10,000 Adobe Project Grant. This grant supported them in implementing a new project idea, a collaborative project, or expand upon current programming. The goal of the Adobe Project Grant was to provide creative youth organizations with monetary funds to grow their creative programming for equity seeking young people in their local community.

The global COVID 19 pandemic did not discourage these organizations from implementing their projects, as they pivoted to deliver them in a virtual setting. The organizations demonstrated their strength, resilience and adaptability to continue to deliver inspiring and innovative projects for their young creatives. A total of 2,200 young creatives from 12 countries were engaged through the projects that were implemented utilizing this grant.


Free Spirit Media

The TIG team worked closely with each of the organizations to understand what was required to implement and deliver virtual programming during this global pandemic. Over 550 one-on-one check in calls were conducted to understand the organizational needs, the needs of their young creatives, and the resources needed to successfully deliver programming through a virtual model. The primary goal for all of the 25 grant recipients was to continue to connect with their young creatives and provide a space for creative expression during these unknown times. These regular virtual programming sessions became a source of inspiration and consistency for many young creatives, providing a sense of community even virtually.

Shilpa Sayura Foundation
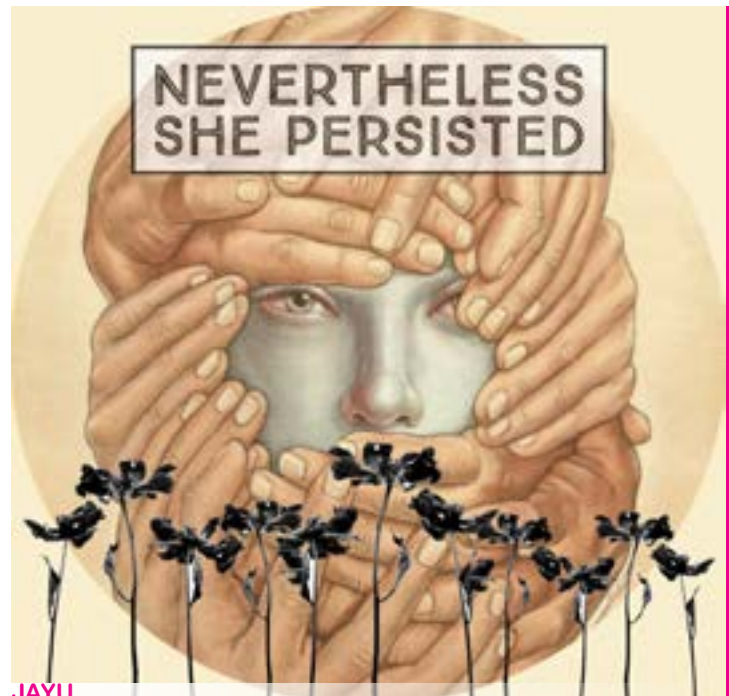
NEVERTHELESS SHE PERSISTED
JAYU

The following section outlines how the TIG team collaborated with each grant recipient to support the successful delivery of their projects:

Addressing the Digital Divide

The digital divide in our communities became more prominent during this global pandemic. Many young creatives reached by these organizations do not have access to personal devices and/or the internet to continue to participate in virtual programs from home. To address these issues, the TIG team increased the amount up to a maximum of 50% ($5,000) of the grant funds for organizations to use to purchase hardware and Internet connectivity for their young creatives. Many organizations have been utilizing this new amount to buy hardware to start Device-Loaning Programs and subsidize the data and internet bills for their young creatives.

Technical Support

To support with setting up the Device-Loaning Programs, TIG's Technical Support team worked closely with organizations to determine the best hardware devices to purchase and developed a distribution plan for the Creative Cloud Shared Device licenses. The technical support team also worked closely with the organizations to install the Creative Cloud Shared Device licenses on devices of organizations' staff members, teaching artists, and new devices purchased for the Device-Loaning Programs.
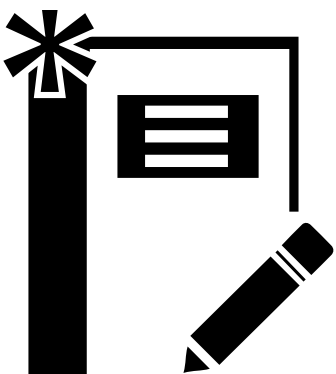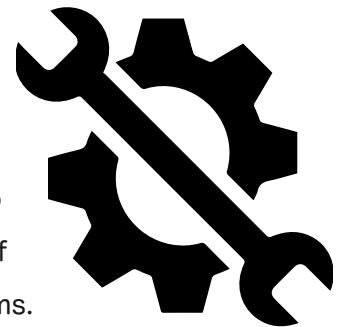
Curriculum Revamp

TIG's Grant Program Management team had one-on-one check-ins with all 25 Project grantees. During these calls, the organization's program coordinators were given guidance on how to best revamp their curriculum to reach and inspire young creatives through virtual program models. Additionally, organizations received feedback on their engagement plans, technical tools to use for virtual engagement, and overall curriculum to continue to engage and inspire their young creatives.

Virtual Programming Resources

The topics, ideas, suggestions, and tools that were shared by organizations during the one-on-one check-ins were converted into resources that were shared with the entire Adobe Creativity Grants network. The **_Best Practices in Virtual Program Delivery_** and **_Virtual Programming Peer Recommendations_** are two resources that were curated and shared with all the organizational leads. These resources provided insights on virtual engagement tools, virtual platforms, and other recommendations from other creative youth organizations for transitioning in-person programming models to virtual programming models.
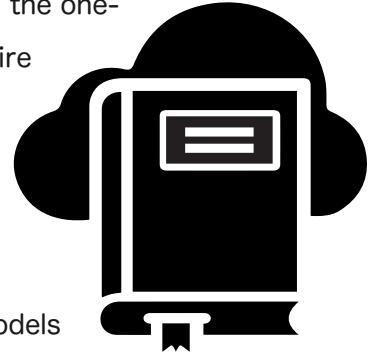
Furthermore, the TIG team compiled **_short instructional videos_** for organizations to share with their young creatives. These instructional videos are less than 10 minutes long and provide step-by-step instructions on how to use tools and resources for continuing to create media pieces while sheltering at home due to the COVID 19 pandemic.

- **_Embracing Virtual Learning: Toolkit for Developing Engaging & Innovative Digital Media Virtual Programs_**
- **_Create to Learn App_**
- **_Adobe COVID 19 Resources_**

JAYU

To learn more about the projects implemented by the Adobe Project Grant and it's impact, please see Appendix 2.

IV. PARTNERSHIP MANAGEMENT & VIRTUAL ONLINE COMMUNITY ENGAGEMENT

To support and build upon organizational partnerships and to form a sense of global community, the TIG team: hosted webinars, facilitated peer-to-peer learning opportunities for organizational leaders, provided support calls, developed resources, and hosted online events for young creatives to connect with one another throughout the Adobe Creativity Grants program. This section outlines the following webinars and events that was facilitated by the TIG team:

Partnership Engagement Webinars

The Partnership Engagement Webinars were facilitated every six weeks with each of the three Project Grant cohorts to form a sense of community and peer support amongst organizational leaders. These webinars created space where organizational leaders were able to exchange ideologies, brainstorm ideas on how to revamp their programs for virtual program delivery, and how they can continue to engage and inspire their young creatives. In 2020, because of the COVID 19 pandemic, these check-ins also became a place for peer-to-peer learning as each organization navigated the best approaches to virtually engage their young creatives.
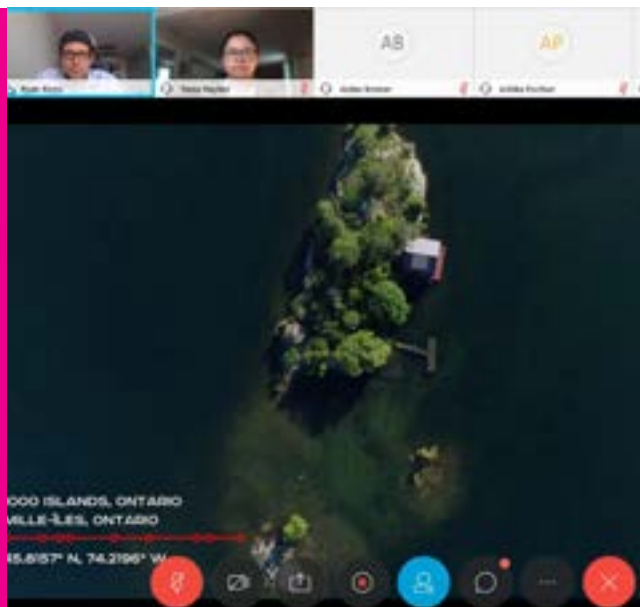
Community Films and Exploring Creativity: A Virtual Summit

To continue to create new innovative virtual spaces for young creatives to connect and converse with one another during the COVID 19 pandemic, TIG hosted Community Films and Exploring Creativity: A Virtual Summit. Over three days, this virtual summit brought together 35 young filmmakers from Canada, Sri Lanka, the UK, and the USA to connect, collaborate, and learn from film industry leaders. The summit also featured 6 original short films that were submitted by the participants. To learn more about this summit please see Appendix 3.

What Does Well-Being Look Like to You?

With the global pandemic, the term well-being has been redefined due to new health guidelines, physical distancing measures, and stay at home orders that have been placed on our communities. To facilitate the conversation of well-being during this unknown time, TIG hosted the "What Does Well-Being Look Like to You?" Global Gallery contest. 65 young creatives from 7 different countries submitted their interpretation of what well-being looks like to them. From listening to music to spending time sitting outside in the sun, these young creatives have visually displayed their meaning of the term well-being.

Creativity During Quarantine

The organizations from the Adobe Creativity Grant network provided support, resources, and spaces for young creatives to continue to be creative during the COVID 19 pandemic as we continue to follow the stay at home orders. To provide spaces and opportunities to amplify the work of young creatives, TIG is currently hosting the "Creativity during Quarantine?" Global Gallery contest. This contest is open to young creatives from around the globe to share their stories and inspire one another during this unprecedented time.

The United Nations 26th Youth Assembly

Media pieces from the Adobe Creativity Grants network were showcased at the 26th Youth Assembly's Virtual Cultural Exchange at Home conference. The media pieces were on issues that are important to the young creatives, such as inequalities, well-being, gender equality, etc. and are connected to the 17 Sustainable Development Goals set forth by the United Nations.

Black Lives Matter Transatlantic Conversations 🌐

Fully Focused, a 2019 Adobe Creative Catalyst Award winner, led a series of virtual conversations around social issues that are important to young Black people. Young people from 6 different organizations and 3 different countries joined these LIVE conversations to share stories of their experiences as young Black people and the role organizations play in creating safer spaces for BIPOC youth.

To learn more about this initiative please see Appendix 4.

APPENDIX 1: ADOBE CREATIVE CLOUD DONATION PROGRAM IMPACT STORIES

This section highlights a few examples of the different ways the Creative Cloud Shared Device Licenses were utilized in delivering creative programming during the COVID 19 pandemic. This donation program allowed organizations to provide virtual spaces for creative expression for young creatives as they navigated the unknowns during this unique time.

Exile Room

PROGRAMMING

Creative Cloud was used in the first workshop of our main educational program Planet G(reece). In this first workshop, focused on cinematography and still photography, we were able to use Premiere to help the teenage participants understand how to select shots in order to build a narrative and the different ways you can transform these shots within the Premiere framework. We will continue to use the donated software when programming resumes in September.
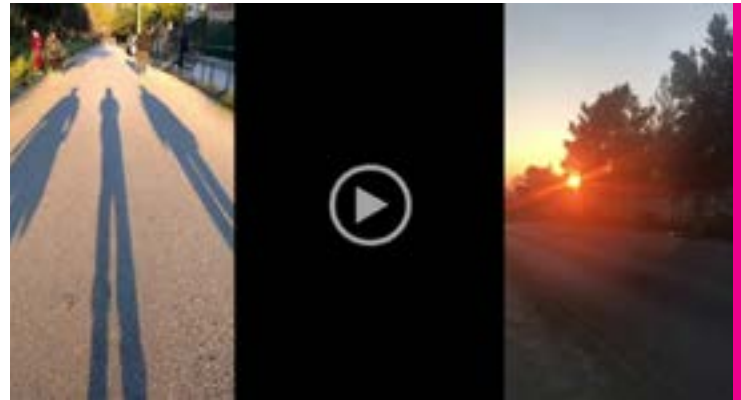
IMPACT

Besides using them in our scheduled education programs, we have been able to offer individual sessions to kids who have shown special interest, as well as develop programming during self-isolation, which has inspired us to design a remote workshop series for next year.

Bayview Hunters Point Center for Arts & Technology (BAYCAT)

PROGRAMMING

BAYCAT leverages Adobe software in all aspects of our free digital media arts education programming, and the donated licenses help us to ensure that we can continue offering our services at no cost to those who need it most. Having access to the entire Adobe Cloud Creative Suite through the shared licenses supports BAYCAT's mission of tackling racism and sexism by empowering young people who face extraordinary challenges to become the next generation of diverse storytellers. BAYCAT's training allows young people to gain critical skills in remote production, editing, project coordination, and concept development, focusing on a strong foundation in Adobe Premiere and other post-production tools. These skills position our young people well for roles involving editing that are more viable career paths in this moment because so much of production is remote. The knowledge of and experience with Adobe software is essential for budding young artists to access creative and technology careers.

IMPACT

These licenses are particularly important in this unique moment in time. Our target populations—who were already contending with systemic barriers to success like gentrification and a lack of access to resources—face compounded challenges due to COVID-19. Free Adobe software accessible on BAYCAT laptops that we lend to our young people enables them to learn key skills remotely from the safety of their homes. Adobe supports our mission as we navigate through these uncharted waters by helping us to prepare the next generation of storytellers and propel them towards employment as the job market becomes more competitive.

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NYC Salt

PROGRAMMING

Our organization currently teaches three classes: an intensive Residency for high schoolers in our studio in Chelsea, NYC, a basic photography workshop in the LAB School campus, and a fellowship for our emerging artists in the 18-24 year old range who are in the beginning stages of their careers and/or college. Each individual uses our shared Creative Cloud Suite both in our computer lab and in their homes.

IMPACT

The Licenses function in our organization as the heart which pumps blood to all that we do, as they allow our students to have access to a universal software. We use the software exclusively for editing and it is an integral part of the teaching process, as without the software it's impossible to teach our classes. Currently we have been extremely grateful to have access to these licenses as since mid-March, we have gone completely virtual. We have been able to assign each student a license to use on their computer at home so they could continue our classes, making the transition from a physical course to fully virtual seamless.

Reel Stories

PROGRAMMING

Our current programs that are using the Adobe licenses include our Documentary Lab, Summer Lab, Narrative Lab and Fellows Lab that focus on filmmaking from pre to post production. Through these programs, high school students are learning to use Adobe Apps such as Premiere Pro to develop video editing skills to create narratives of stories about their lives and community, while developing their portfolios for college and/or careers in the film industry.

IMPACT

Since COVID-19 hit, we were able to install the donated licenses on laptops that were then provided to students who don't have access to the software at home. Students were able to continue to make films and finish editing their film projects as a result of these shared device licenses. Through virtual instruction of the Adobe apps, students learned technical skills such as organizing their footage into bins, importing media files, labeling their sequences and making notes on their interview footage, how to implement b-roll and music into their timeline, and basic color correction.

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Wide Angle Youth Media

PROGRAMMING

The Adobe Creative Suite is essential to our work and our workflow. Students in every long-term program classroom (25+ contact hours), and many short-term programs, gain hands-on, real-world experience with Adobe programs. We use them daily, which has allowed youth to gain important media productions exposure.

IMPACT

The in-kind donation of licenses has played a critical role in our virtual programming during the Covid-19 pandemic, allowing us to allocate our resources to remain nimble and loan out laptops with the Adobe suite installed to high school and apprentices, so they can continue their work and media campaigns without interruption and develop new projects and partnerships. Thanks to Adobe's in-kind licenses, we had the resources for youth to plan a Virtual Prom (attended by almost 200 youth and community members). In addition, Design students were able to partner with Baltimore City's Joint Information Center to create a public health campaign directed at youth to encourage social distancing.
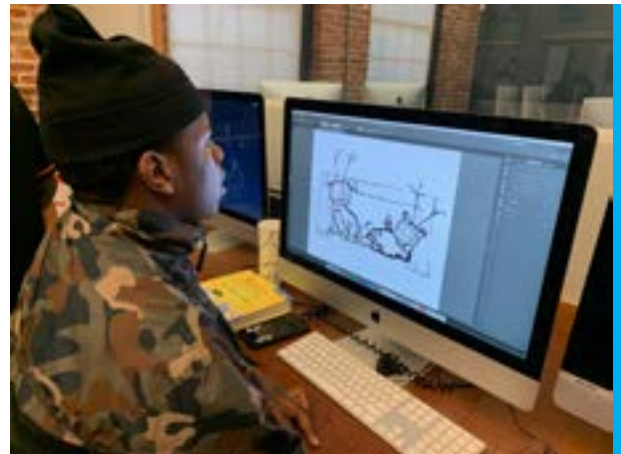
To learn more about the impact of the Creative Cloud Donation program, please visit our Medium publication, Creativity Grants.

APPENDIX 2: ADOBE PROJECT GRANT RECIPIENTS

The 2020 Adobe Project Grant recipients have found innovative ways to continue to connect and inspire their young creatives throughout the global pandemic. 25 organizations revamped their in person programming to actively engage and create virtual spaces for creativity. These programs became outlets for expression and creativity, and helped form a sense of "normalcy" and community in the midst of all the uncertainties during the COVID 19 pandemic.

This section is laid out by the following types of programming:

Collaborative

Community

Skill Development

Mentoring

Summer Intensive

COLLABORATIVE

GlobalGirl Media Greece (Athens, Greece)

Initially in response to the COVID 19 pandemic, Global Girl Media Greece decided to pause their regular in-person programming and collaborate with their global chapters for a video series titled CORONA #IRL. 16 young females from 8 different countries took part in this global, collaborative program to produce short, journalistic videos that showcase their life and experiences in their community during the early days of the COVID 19 pandemic.

In addition to this, over the summer months, Global Girl Media Greece delivered an intensive summer program in Athens, Greece where 16 local, refugee, and migrant young women collaborated to create a mini video series, Another Athens. This video series showcases the neighborhoods, stories, individuals and events in Athens that inspire these young women. The curation of this mini video series aims to fight refugee and migrant stereotypes found in the media.

Coming Home
a digital story by Triniti G.

StoryCenter (Fort Lauderdale, Florida, USA)

The Perspective Youth Media Project collaboration between StoryCenter and HANDY incorporated two components to amplify the voices of young creatives: a PhotoVoice project, and Digital Storytelling. These two streams provided opportunities for the young creatives to take the lead in determining how they wanted to share their unique experiences and insights into the Children's System of Care. In response to the COVID 19 pandemic, both of these programs were redesigned to be delivered virtually with different cohorts of participants. 28 young creatives received technical and ethical creative photography and videography training, and took part in online digital storytelling workshops. At the culmination of the project, the young creatives developed and implemented a social media and advocacy campaign to educate the public on and advocate for foster youth.

Yunuén de la Mora Academia de Teatro Musical (Mexico City, Mexico)

The COVID 19 pandemic required the staff members of Yunuén de la Mora Academia de Teatro Musical to not only alter their regular programming for virtual delivery but also to add new sessions to the roster of classes that focused on supporting their young creatives with mental and physical well-being. During and after this unique time, the primary goal of the Academy was and is to continue to be a creative outlet and source of well-being and inspiration for all of their young creatives amidst uncertainties.

80 young creatives from the Academy participated in creating a collaborative audiobook that looks at the importance of inclusivity within communities. They had the option to choose the workshops and sessions they wanted to be a part of, allowing them to choose their own creative path and to contribute to the project in a way that was most meaningful to them. During the production of this collaborative audio book, youths from other local community organizations, Sagrado Corazon de Jesus and Fundación Familiar Infantil, worked with the Academy young creatives through ideation of the storyline and sketches of characters.

COMMUNITY

Boys & Girls Club of Green Bay (Green Bay, Wisconsin, USA)

In response to the COVID 19 pandemic, the Boys & Girls Club of Green Bay team supported their Creative Crew members in dictating the direction of the program's summer curriculum. The Creative Crew team consisted of 5 members, who decided to focus on producing a collaborative media piece for their community in the form of a travelling mural. The idea for their #LeanOnMe mural project came to life through online ideation and discussion, and collaborative design sessions that reflected a prominent ongoing movement within their community and across the globe. Once the mural was completed, this piece traveled throughout the Green Bay community, highlighting how art and creativity can be used as a form of uncovering the veil of anti-Blackness racism and the quest for equity for all, while continuing the dialogue and action of the #BlackLivesMatter movement.

Espaço Cultural A Era do Rádio (Rio de Janeiro, Brazil)

The strict restrictions set by the local government did not stop the young creatives from Espaço Cultural A Era do Rádio's Girls Occupy Project to continue to virtually connect and contribute to their local community during the COVID 19 pandemic. 190 young creatives connected virtually to develop specific digital media skills such as mobile photography, graphic design, digital collaging, etc. and to learn how to use technology and digital media as tools to address important social issues for girls and women in their community.

During this program the young creatives had the opportunity to connect with local, female creative industry leaders in the digital arts to further their understanding of creative careers. As the project progressed, the participants evaluated the needs of the community and decided to create a mural of and for their community, highlighting the local community female leaders from the past and present. For the culmination of the project, the young creatives produced a booklet of digital collage art to share information about the rights of young girls and women in their local community.

Littleglobe (Santa Fe, New Mexico, USA)

In response to the COVID 19 pandemic, the Littleglobe team designed a new online TV-style program for their young creatives to continue engaging and developing their creative expression, while connecting to the larger community during this unique time. 16 young creatives participated in Littleglobe TV which provided the young creatives with a purpose to continue to create by curating a platform to share uplifting stories about the Sante Fe community during the ongoing pandemic, in addition to opportunities to develop their digital media skills.

For this new virtual program, the Littleglobe team partnered with other local communities to reach and better support these young creatives to connect and collaborate on episodes. These Littleglobe TV episodes consist of mini-stories, songs, interviews, jokes, and other elements that share the day-to-day stories of people from Santa Fe during this pandemic to celebrate their community's creativity, resilience and humor in the face of uncertain times.

Salt Lake City Prayasam (Kolkata, India)

Salt Lake City Prayasam's ongoing project PERIOD was redesigned to be delivered virtually during the COVID 19 pandemic. The main purpose of this project is to use media as a tool to address the topic of menstruation amongst the community at large, changing attitudes and outlooks on the subject. Given the digital divide and lack of access to internet and data, the Salt Lake City Prayasam team set up five wifi zones in their community to support young creatives with accessing the resources required to complete this project. 375 young creatives participated in this project. They created short films, podcasts and photo stories to foster dialogue and understanding to create an environment where menstruation isn't a taboo. The media pieces created were showcased in a virtual film festival and online exhibition.

SAY Sí (San Antonio, Texas)

The SAY Sí team used the COVID 19 pandemic as inspiration for their project Quaranteen Time Capsule. The aim of this project was to create a space for their young creatives to capture their experiences of all the elements of their daily lives during this unique time in history through media pieces of their choice. This project allowed the SAY Sí team to continue engaging with their wider community in a new virtual setting, while young creatives continued to develop their media making skills. 98 young creatives submitted artwork for the time capsule. These artworks consisted of: visual arts pieces utilizing a variety of techniques, comics, photography, digital art, pixel art, sketching, podcasts series, films, interactive fiction, machinima and performing art productions.

Venice Arts (Venice, California, USA)

The young creatives from Venice Arts wanted their project to focus on youth experiencing homeless in their community. However, due to the health and physical distancing guidelines in place in response to the COVID 19 pandemic, the Venice Arts team reimagined their original plan for a multimedia docu-series to be produced through virtual collaboration. The new virtual curriculum consisted of a wide range of skill development and peer collaboration opportunities. 10 participants connected virtually and produced short-films using archival footage and interviews conducted through web conferencing video calls to bring a different perspective on youth experiencing homelessness in their community.

SKILL DEVELOPMENT

Free Spirit Media (Chicago, Illinois, USA)

Free Spirit Media's summer Industry Pathways Cohort Training Program was revamped to be delivered virtually in response to the COVID 19 pandemic. This program aims to support emerging filmmakers with access to opportunities, resources and professionals who can help young creatives further their goals in developing successful, fulfilling careers in the film and media industries. The summer 2020 program consisted of two cohort streams, Interns and Fellows. 33 young filmmakers were part of the summer 2020 program. Both cohorts worked closely with teaching artists for technical professional development lessons such as learning editing techniques for short films, with Fellows additionally completing a virtual placement. At the culmination of this program, all participants created and produced a short film to help build upon their creative portfolios for future employment or education opportunities.

Haiti Ocean Project (Petite Riviere de Nippes, Haiti)

In response to the COVID 19 pandemic, 200 young creatives used a combination of archival footage and current photos provided by local youth to produce a mini-documentary on marine conservation and protection of Haiti's endangered marine species. This mini-documentary was a collaborative effort with participants combining their ocean experience and knowledge with delegating leadership roles to use digital media and technology for social change. Throughout this project, young creatives developed and grew their filmmaking

skills from designing and utilizing storyboarding to editing footage to learning how to conduct voiceovers for a final collaborative product. This documentary was shared with their local community and beyond to show the value of Haiti's ocean and marine life, and the importance of marine conservation around the globe.

Media Arts Center San Diego (San Diego, California, USA)

Media Arts Center San Diego shortened their usual four hour, in-person digital media sessions to 90 minutes each for online delivery of their Teen Producers summer program in response to the COVID 19 pandemic. The team assessed participants' accessibility to technology to create a digital lending library and to help redesign their curriculum into online bootcamps which focused more on independent learning of a topic or a technical skill. Each week's bootcamp covered a different topic such as: directing the actor, audio editing, colour correction, etc. These bootcamps were designed and delivered to introduce the participant to a skill, followed by allowing participants to engage in different exercises to put theory into practice. 34 young creatives participated in the Teen Producers summer program. These young creatives produced short films about how the COVID 19 pandemic has impacted their communities ranging in topics from sports to local youth theatres to classroom set ups in schools which are hosted on their YouTube channel.

Organization for Youth Empowerment (El Progreso, Honduras)

To best serve their young creatives during the COVID 19 padamic, the Organization for Youth Empowerment evaluated the digital media skills level and access to technology for each participant. With this assessment in mind, the team designed various programs and cohorts of participants to best support everyone in their creative learning journey. 60 young creatives were divided into groups based on their level of digital media literacy skills. The offered sessions focused on incorporating the technological tools that the participants are already familiar with, such as mobile devices, to eliminate the learning curve of using new tools, thus helping participants to focus on skill development. One of the sources of inspiration for creating media pieces was quarantine itself, where participants took photos with their mobile phones to capture what life in quarantine looks like to them to curate an exhibit called "Quarantine Through My Eyes".

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Shilpa Sayura Foundation (Kandy, Sri Lanka)

Shilpa Sayura Foundation revamped the curriculum for their multimedia programming on Digital Photography, Graphic Design, Animation and Video Production in response to the COVID 19 pandemic. To best support 185 of young creatives with virtual learning, the participants were divided into the groups based on their age, digital skill level, and subject interests. The goal of this virtual program was to support young creatives with resources

and digital media skills that allowed them to create media pieces about social issues that are personally important to them. To continue to build pathways to careers in the creative fields, participants connected with industry professionals through workshops on digital media skills. By the end of this project, the young creatives had created short-films using their mobile devices, photographs capturing quarantine in their communities, and stop motion films.

Squeaky Wheel Film & Media Art Center (Buffalo, New York, USA)

The Squeaky Wheel team redesigned the delivery of their Saturday Cafe program for virtual program delivery for 10 young creatives from around the United States. This virtual Saturday Cafe program incorporated Mozilla's VR apps Hubs and Spoke for virtual program delivery. The young creatives connected virtually where they learned how they can create and utilize VR environments as a tool for learning and for self- expression, developing skills and confidence with new media technology. To empower youth voice and foster leadership opportunities, all project ideation processes included input and feedback from the young creatives. To provide a well rounded learning environment, professional working artists were invited to be a part of the sessions for exposure to different art-making processes and allowed the young creatives the opportunity to speak directly and network with working professionals for a deeper understanding of creative industries.

Youth Art Exchange (San Francisco, California, USA)

The Youth Art Exchange team had to find innovative ways to continue their block printing programming in a virtual setting in response to the COVID 19 pandemic. The physical distancing guidelines made it difficult to provide this program which required being in-person to learn the skills associated with block printing. To provide an interactive and engaging block printing curriculum in a virtual setting, the Youth Art Exchange team redesigned their curriculum and mailed personal block printing materials to 60 participants. The new curriculum taught young creatives to create their own block prints at home but also had new components such as drawing classes and graphic design to produce a colouring book to expand on their repertoire of skills. The new virtual workshop sessions allowed participants to work individually on their prints at home but also collaborate with peers to produce a product for engaging with their community.

Zeal Hamilton (Hamilton, New Zealand)

Zeal Hamilton launched a new pilot program that aimed to teach young creatives how they can utilize film to address and document social issues in their community. This pilot program engaged 10 young people through a project-based learning curriculum which created a space for the participants to identify leadership roles they would like to embody for the delivery of this project. To support all the participants with their role in the project, the Zeal Hamilton team used instant messaging to keep in touch and share important information such as equipment pick-up dates and times, filming timelines, etc. By the end of the project, the participants created a mini-documentary on "What young people want and need in times like these" in response to the COVID 19 pandemic.

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Heaps Decent (Sydney, Australia)

Heaps Decent launched a new pilot program to teach young creatives how they can develop an interactive Virtual Reality (VR) experience to engage the community on important social issues. This program virtually engaged and provided 56 young creatives with the resources to create a VR platform that showcases young voices' concerns of the impact that climate change has on Australia. To develop this VR platform and learn new digital media skills, the young creatives connected on a weekly basis for activities led by teaching artists that specialize in filmmaking, sound design and multimedia. In this VR platform, the young creatives utilized photography, filmmaking, digital art, special effects, and music production to share their voice and calls to action regarding what communities can do in response to the climate change crisis.

MENTORING

Las Fotos Project (Los Angeles, California, USA)

The Las Fotos team evaluated and revamped their Community Arts Programming to continue to engage 100 young creatives in a virtual setting in response to the COVID 19 pandemic. This program consists of three pathways of learning: Está Soy Yo (ESY), Digital Promotoras, and CEO (Creative Entrepreneurship Opportunities). The three pathways supported young creatives with their self-empowerment journey as artists, enhancing youth agency in the community, and teaching workforce skills. They developed their digital media skills in photography and learned how to utilize storytelling as a tool to identify and address community issues that are important to them. Additionally the young creatives created multimedia presentations and social media campaigns to showcase and advocate for their community stories. Lastly, the young creatives in the CEO program worked with mentors to improve gender equity in professional photography and explored future employment opportunities within the photography industry.

SUMMER INTENSIVE

First Exposures (San Francisco, California, USA)

First Exposures revamped their Summer Intensive Residency program to be delivered virtually for 29 mentees in response to the COVID 19 pandemic. These mentees worked closely with mentors to take their photography and editing skills to a new level. Through virtual sessions, mentors used a project-based curriculum to teach new skills that allowed the mentees to work confidently towards a tangible project goal to produce media pieces while in quarantine. These sessions included activities that required students to get up and do a lesson exercise, and utilized breakout rooms for peer-feedback. The content and delivery structure style of these sessions was evaluated weekly and revamped accordingly to the needs and the learning styles of the young artists. The culmination of this project resulted in three online exhibitions of their work.

DreamYard (Bronx, New York, USA)

The DreamYard team reimagined their paid summer Work-Based Learning (WBL) internship program for a digital space in response to the COVID 19 pandemic. Through this internship, 388 young creatives were divided into two cohorts to best support with resources to complete their internships and create digital media portfolios in their respective creative fields using a project-based learning structure. Internships focused on: Human and Community Centered Design, Music Production, and Journalism and Gaming, where each young creative was paired with an employer within the creative industry to produce multiple media pieces. In addition, each young creative was provided with a mentor who is currently studying in the same creative field to give guidance and feedback on their portfolios. The aim of this internship is to provide young creatives with workplace experience and digital media portfolios to utilize for future employment opportunities and secondary education.

JAYU (Toronto, ON, Canada)

In response to the COVID 19 pandemic, JAYU developed and delivered their iAM programs virtually which brought together 145 young creatives from diverse backgrounds to connect in deep meaningful ways. Through these various summer programs, the young creatives learned skills that taught them to use digital media as a tool for positive social change. Additionally, to address technological access during this time, the JAYU team facilitated online workshops to provide resources and guidance on how young creatives can use their mobile devices to shoot photography and films and create digital collages. These sessions primarily focused on guiding these young creatives to explore and determine their personal style as an artist.

Mile End Community Project (London, UK)

Mile End Community Project's FAME (Film and Media Empowerment) was initially designed in response to how young creatives can utilize their mobile devices to create content through tools they already have access to. In response to the COVID 19 pandemic, the 25 young creatives who virtually participated in this program learned how they can utilize their mobile devices to shoot and share their spoken word poems and create media pieces that can be added to their creative portfolio for future career opportunities. To best support each participant's

learning style, the Mile End team had one-on-one on-boarding calls with participants to learn about their interests, other commitments outside of this program, and how they best learn. Additionally, the Mile End team reached out to prominent community leaders to be a part of the program as guest speakers and teaching mentors to inspire the young creatives with their media pieces. This project culminated in a virtual showcase for the spoken word poems that was produced through the FAME project.

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URGENT, Inc. (Miami, Florida, USA)

Urgent, Inc. created and implemented their first ever, fully virtual work placement internship during the summer of 2020 in response to the COVID 19 pandemic. Over the course of seven weeks, 26 participants connected five days a week to learn new skills and work with their employers to complete assigned projects. This virtual internship used a combination of a project-based approach and collaborative workspaces which allowed participants to delve into digital media, communications and entrepreneurship. The participants were divided into three remote cohorts, with each cohort focusing on a different dimension of learning within the creative content industry – covering all aspects and phases of a producing a media project – Development, Pre-production, Production, Post Production, Exhibition and Distribution.

Women's Voices Now

The typical in-person filmmaking summer camp, Girls Voices Now, was redesigned to be delivered using online engagement tools in response to the COVID 19 pandemic. For three weeks, 19 young girls connected virtually five days a week to learn skills that allowed them to shoot short-films using their mobile devices, hear from industry leaders, collaborate with their peers, and receive one-on-one feedback from their mentors. To acknowledge the lack of physical social interaction and to support combating video conferencing fatigue, health and mental well-being sessions were incorporated as a part of the curriculum. These sessions and workshops provided a space for everyone to pritozie their health and mental well-being and helped with forming close friendships and bonds among participants and instructors, which resulted in everyone feeling less isolated. The Girls Voices Now 2020 summer camp culminated with their first ever virtual film screening showcasing the short-films produced by the participants.

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APPENDIX 3: COMMUNITY FILMS AND EXPLORING CREATIVITY: A VIRTUAL SUMMIT

The TIG team was initially planning an in-person gathering for young filmmakers from selected organizations in the Adobe Creativity Grants network. However, due to the COVID-19 pandemic, the TIG team reimagined this event to be delivered virtually in order to create further opportunities for young creatives to connect and learn from one another.

The new virtual nature of the summit allowed the TIG team to open the invitation to all the organizations from the network, bringing together many young people and community leaders in ways that may not have been seen as possible before. Each organization had the opportunity to nominate young filmmakers to be a part of the very first Community Films and Exploring Creativity: A Virtual Summit. The young filmmakers then had the option to submit a short-film to be featured as a part of this virtual summit, in addition to sharing which topics they wanted industry leaders to focus on during the professional development sessions.

11 short-films were submitted and 6 original short films were featured at the virtual summit. These short films explored social issues such as: identity, immigration, and environment and how it impacts them personally and their local communities. These young filmmakers from selected films also took part in LIVE Q&A sessions sharing their creative process in producing their short-films and their ongoing journey within the film world.

Throughout the three days of this virtual film summit, 35 young filmmakers from Canada, Sri Lanka, the UK, and the USA connected, collaborated, and learned from industry leaders in the following professional development sessions:


Using Mobile Devices for Photography & Film: Without current access to professional level equipment and hardware, many of the young filmmakers wanted to learn how to use their mobile devices for photography and producing films. Facilitators Maliha and Shanik, from JAYU, dove deeper into the tools that are available for mobile devices, tricks they can use to capture their shots, and resources to help the young filmmakers on their next creative project.

Digital Storytelling: This session was led by international award-winning filmmaker, director, and casting director Ron Leach. Ron shared about his many roles within the film industry and how storytelling should be at the heart of each media piece created. He provided some tips and tricks he has learnt throughout the years and resources that he uses today to support his ongoing creative journey, from books to having a mentor. Lastly, he encouraged all the young creatives to push the boundaries and explore new topics through their storytelling.

Indigenous Filmmaker: The young filmmakers wanted the opportunity to converse with an Indigenous filmmaker to learn more about how they too can find inspiration in their community and culture. Patrick Shannon shared about his creative journey and how he became a filmmaker. He mentioned the importance of young filmmakers incorporating more about their community and culture at every chance they get into their work. By doing so, these young filmmakers will give their work a unique perspective into topics that are important to them and their community.
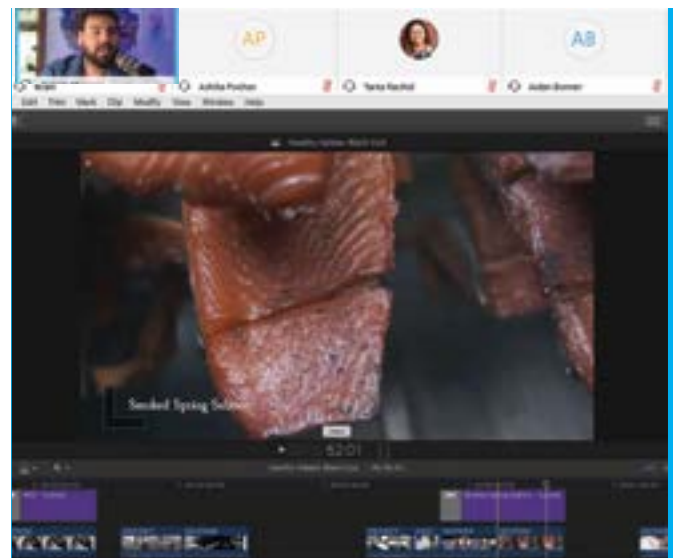
Drones: Ryan Rizzo, the founder of Terresky, led a Drones 101 session. During this session, he covered the different ways in which drones can be used for storytelling, such as providing different viewpoints to data collection. He reviewed the rules and regulations around the use of this ever advancing technology, and highlighted the different styles of drones available. Furthermore, the young creatives were able to view a few different videos that captured the many uses of drones and the potential career opportunities that exist within this field. Lastly, all participants were given the opportunity to enroll in a course designed by TIG and Ryan Rizzo that would allow them to apply for their drone operating license.

Careers in Filmmaking: The virtual summit ended with a panel on Careers in Filmmaking. Industry experts, Jamie Whitecrow (Filmmaker), Jimmy Blais (Actor), Melissa Jim (Production & Clearance Coordinator), and Michael Lobel (Actor, Editor, Multi-instrumentalist, and Producer) talked about their career journeys in the film industry, sharing insights, resources and advice from their experiences. This session provided the young filmmakers with the opportunity to see the multiple paths they can take as they explore their own creative and career journeys in film.

With the culmination of the event, each participant was sent a certification of recognition for their completion of the professional development sessions. Additionally, all participants received the resources: The Artists' Way by Julia Cameron and Journey of a Social Innovator: A Guided Journal by Jennifer Corriero to support their learning journey as a creative. Lastly, two lucky participants' names were picked randomly from a draw, and won an iPad Pro and Apple Pencil and a GoPro HERO 5 bundle.

APPENDIX 4: BLACK LIVES MATTER TRANSATLANTIC CONVERSATION INITIATIVE

Young Black Voices - Live Stream | MYM

Fully Focused, a 2019 Adobe Creative Catalyst Award winner, led a series of conversations among young people from Canada, the USA, and the UK, where they were welcomed to share: their experiences as a young Black person in their communities, their experience with racism, and how community leaders and organizations can support their healing process, and create safer spaces to catalyze change. All young people from the Adobe Creativity Grants network were invited to participate: as active participants during the live conversation, contributing to the live conversation by emailing conversation points beforehand, and/or taking part in the live conversation by using chat features only. Participants were also encouraged to join the conversation to learn how to be a better ally to their peers who are Black, Indigenous, and other people of colour.

To support the young people in preparation for the _live, three hour session_, Fully Focused facilitated 13 preparation sessions with organization leads and their young people. For these sessions, the Fully Focused team facilitated conversations to determine the structure and the goal of the live conversation. The participants collaborated to decide that the live session will focus on the following four themes: youth voice & empowerment,

Young Black Voices - Live Stream | MYM

knowledge & education, community empowerment, and opportunity & growth, with the overall arching theme to encompass an approach that centers love at it's core when exploring these themes. Participants who chose not to participate by speaking during the live conversation contributed their points to each theme through a working Google document. Young people from Artists for Humanity (USA), Better Youth (USA), Boys & Girls Club of Green Bay (USA), Destiny Arts (USA), Fully Focused (UK), Reel Youth (Canada), and RYSE (USA) contributed to this document and the structure of the live conversation.

Each theme covered the following points during the live conversation:

Youth Voices & Empowerment
· *Value and teach the young as they are future*
· *Project Black youth in all spaces by calling out white supremacy and racism*

Knowledge & Education
· *Diversity, equality, and inclusion*
· *Self love and building a community*

Community Empowerment
· *Holistic and comprehensive support in our education careers*
· *Identify what communities need to improve*
· *Global knowledge of who and how to contract to apply mass pressure to make people accountable*
To create a world where everyone is entitled to basic human rights and dignity
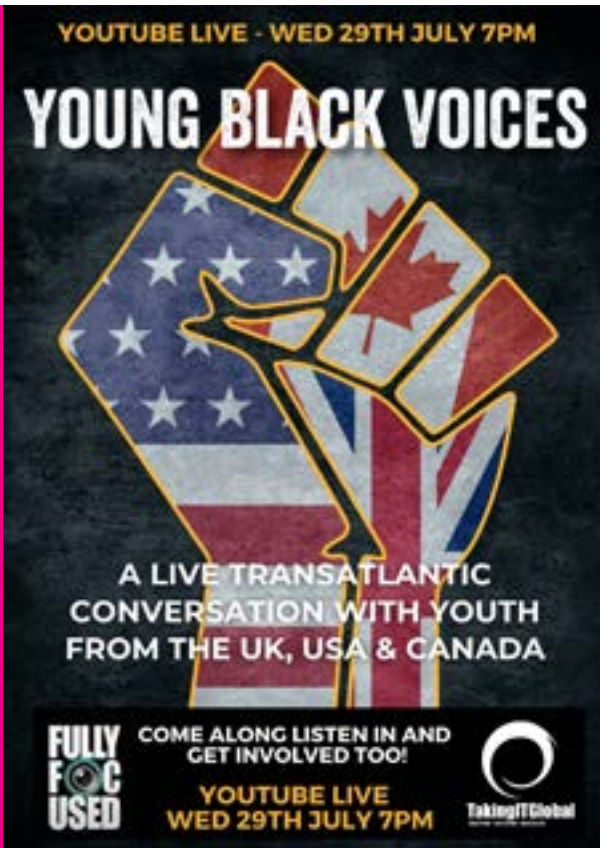
Opportunity & Growth
· *Proactive and support for Black talents*
· *Find ways to influence bringing Black communities together*

Move with Love
· *Challenge ourselves, ideas, and goals with love*
· *Listen to understand rather than listen to respond, i.e. ask questions, seek knowledge, and understand to respond fully*

YOUTUBE LIVE - WED 29TH JULY 7PM

YOUNG BLACK VOICES

A LIVE TRANSATLANTIC CONVERSATION WITH YOUTH FROM THE UK, USA & CANADA

COME ALONG LISTEN IN AND GET INVOLVED TOO!
YOUTUBE LIVE WED 29TH JULY 7PM

The live conversation was hosted on the Fully Focused YouTube channel: **_Million Youth Media_**. 10 young people from Better Youth (USA), Fully Focused (UK), Reel Youth (Canada), RYSE (USA), and Urgent Inc. (USA) conversed in the 3 hours long live conversation in addition to live polling and interaction from audience matters. 54 viewers viewed the live conversation and 3,106 have viewed the recording. As a result of this initiative, these participants have decided to collectively develop a toolkit that organizations can use to reflect on how they are creating safer spaces for young Black people to voice their opinions, amplify their work, and be a catalyst for change.

Young Black Voices - Live Stream | MYM