

West Texas—Region 14 Education Service Center

"I frequently promote Total Training™ for Adobe® Photoshop® in my classes because I have been so impressed by the product. It's perfect for educators, who are always looking for ways to save time and improve finished projects."
– Brit Pursley, Educational Technology Consultant at Region 14 Education Service Center



Business Profile

Region 14 Service Center is a state agency that offers hands-on technology training to teachers and administrators in West Texas, a region with over 45,000 students.

Industry

Education

Products Used

*Total Training for
Adobe Photoshop 7*

Benefits

- Set your own pace to learn the basics of Adobe Photoshop, as well as advanced techniques.
- Take advantage of visually stimulating learning techniques that are both entertaining and educational.
- Use as a quick reference for a range of tasks — from retouching and enhancing images, to photo compositing and creating elaborate text and shadows.



Challenge

Brit Pursley is an Educational Technology Consultant in West Texas' Region 14 school district, the largest school district in West Texas. One of his responsibilities is training educators on how to use Adobe Photoshop to add pizzazz to their Web and print publications, sports programs, yearbook layouts, student awards, and class projects.

"In order to keep my training sessions creative and fresh, I have to stay on top of new product features and enhancements. I used to read training manuals and look up tutorials online, but the process was frustrating. There was no correlation between the amount of time that I invested and what I could apply in the classroom."

Solution

Pursley turned to *Total Training for Adobe Photoshop 7* to bridge the gap that other Adobe Photoshop resources had left unfulfilled. The 26 hours of training, which included eight DVDs and a CD-ROM of projects and files, enabled Pursley to guide his students along the path of Adobe Photoshop success.

"Total Training for Adobe Photoshop 7 taught me 10 times more than other product training materials and has had a dramatic impact on the three course levels that I teach. The quality of work that I am putting out now and the time that it takes me to do it, has greatly improved. If I ever need to refresh my memory, it is no longer a daunting task to locate the right information and get up to speed quickly."

Results

The training package draws on the expert skills of presenter, Deke McClelland, a top-selling author of books about computer graphics, digital imaging, and electronic design. In Pursley's opinion, Deke's knowledge and experience with Adobe Photoshop helped deliver the most comprehensive learning results for his students.

"I have changed the structure of my training sessions to match the theme of Deke McClelland's informative and entertaining presentations. In fact, I often show a clip from the DVDs before I start a tutorial. The overall effect has been very positive — class sizes have doubled. Typically, within three days of the schedule being sent out, the sessions are full. I regularly hear that people have to wait weeks or even months to get into my classes."