



Everyone Can Create Overview

November 2018

Why

Technology has a major role to play in learning and in preparing students for the world and careers they'll be responsible for in the future. It gives teachers the ability to reach students in different ways, engage them more deeply, and let them take ownership of their learning by being creators, not just consumers. Apple believes that every learner is a creator, and that their ideas can make the world a better place.

Apple was founded on the idea that technology has the ability to unleash every individual's creativity. For 40 years, they've delivered hardware and powerful apps like GarageBand, iMovie, Keynote and, more recently, Clips and Swift Playgrounds to do just that. As a technology company deeply invested in education, we know that creativity is at the heart of culture and innovation. According to the World Economic Forum, creativity will be one of the most important and in-demand skills for employees by 2020.*

Creativity needs champions, and nowhere is this more important than in the classroom. Children are born inherently creative and it's up to us to nurture that creativity. With the emphasis on standardised testing, budget cuts, removal of arts programmes and increased class sizes, teachers are given a challenging task to teach core literacies, reach each of their students individually, and prepare them for a future where 65 per cent of jobs they'll take don't even exist today.*

What

While technology can play a major role in helping every learner be a creator, Apple wanted to do more to help teachers unleash the creative potential in every student with technology. Two years ago, they launched the [Everyone Can Code](#) programme because they believe that every student should learn to read and write code to be successful in today's world. And now they're going even further with a new programme that introduces students to the skills they need to express themselves through drawing, music, video and photography. It offers educators ways to bring these skills and techniques into every subject, so they can get more out of the powerful tools they have access to every day. Everyone Can Create supports:

- **The creative process:** Ideating, making and communicating
- **Engagement:** Deeper learning and better outcomes
- **The arts:** It's not *just* about the arts; it's about allowing teachers and schools to bring the arts back into learning — without additional costs

Everyone Can Create gives anyone the tools to develop and communicate their ideas. It gives teachers projects to bring creativity to every subject with iPad. And it gives parents new ways to engage with their children and nurture skills for learning and beyond. It's about igniting and championing creativity — because creativity is at the heart of what moves our world forwards.

How

The collection of [Everyone Can Create project guides](#) are a versatile set of learning materials designed by educators, parents, artists, musicians and photographers to teach skills and techniques needed to create and communicate ideas with iPad. Each guide provides a range of projects for students to learn vocabulary and techniques in a specific medium. The activities in the project guides range from simple to complex, providing a progression that guides students through each medium. In the process, they'll develop vital communication skills, such as how to attend to their audience and apply basic principles of design. The Teacher Guide offers 300 ideas on how teachers can integrate the projects in five curricular areas — maths, literacy and literature, history and social studies, science, and coding. Assessment rubrics are included.

The lesson ideas are designed to emphasise elements we know deepen student learning:

- **Real-world engagement:** Students create projects that have meaning to them, their school or community.
- **Communication and creation:** Students use a creative process to design projects that share what they know, think or feel, and apply design principles that will help them connect with their audience.
- **Teamwork:** Activities are designed to be flexible so students can complete them in small groups.
- **Critical thinking:** Students analyse, interpret, synthesise, evaluate and create products to complete activities.
- **Personalised learning:** The materials are designed to be flexible, maximise student choice and address various skill levels.

Today at Apple Sessions

Apple Stores around the world offer sessions based on the Everyone Can Create project guides, with special educator sessions. Teacher Tuesdays are designed from ideas in the Everyone Can Create Teacher Guide. [Find sessions for teachers >](#)

#EveryoneCanCreate

Teachers everywhere are already igniting creativity using the Everyone Can Create project guides and Teacher Guide. Apple Distinguished Educators are leading the charge with incredible projects, ideas and showcases of what their students are creating on iPad. Follow these champions of creativity with [#EveryoneCanCreate](#) and [@AppleEdu](#).

*World Economic Forum, "The Future of Jobs: Employment, Skills and Workforce Strategy for the Fourth Industrial Revolution," January 2016. www3.weforum.org/docs/WEF_Future_of_Jobs.pdf

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