

Adobe Creative Cloud Express (formerly Adobe Spark)

Learning Goals:

1. Overview of tools.
2. Active Learning: Engage participants in the creative process of using rich media for projects.
Pedagogical focus: thesis, organization, style, research, scope, guidelines.
3. Assess: Reflect on the user experience and implementation of the creative tools.
4. Skills developed: Communication and Collaboration, Research and Information Fluency, Digital Citizenship, Creativity and Innovation, Technology Operations and Concepts, Critical Thinking, Creative Problem Solving and Decision Making.

Access Creative Cloud Express Website:

<https://www.adobe.com/express/>

Adobe Creative Cloud Express is all about “Visual Storytelling”

Access Creative Cloud Express is a free online and mobile app, transforming words and pictures into incredible visual stories and animated videos that you can create and share right from your mobile devices or desktops.

Tools in Access Creative Cloud Express:

1. **Web Page:** Responsive web stories - Text, Image, Video
2. **Video:** Animated video - Text, Video, Voice, background Music (provided), tap to record in separate clips and Spark seams up for you amazingly.
3. **Post:** Social graphics - Image, Text

Why Do We Pick this Tool?

- Free to use
- Multiple login options
- No apps to download onto your desktop, web-based
- Cross-platforms and mobile-devices supported: Use on desktops PC, MAC and mobile devices like iPhone, iPad, and Android devices.

- Projects are stored on the Adobe site, either for public or for private with unique shareable link.
- Templates-based (with Categories): Low learning curve, low risk, professional-looking projects.

Captivating Page, Post and Video

Use **Page** to create a story using text, images, and video. When you're done, you can present your story as a responsive web page that can be viewed on your iPhone, iPad and the web.

Use **Post** to create images optimized for social media; you provide images and text and Post helps with the design. Post even help you create the right shape and size image for each social media platform.

Use **Video** to create short video with images, text, video footage. Video gives you access to tons of icons and images; or you can upload your own assets, add your voice-over and background music, and Adobe turns your story into a video ready to share with the world. Templates in Video helps you with design and formatting. Pick the one that's most appropriate for your project. It is recommended that you keep your voice-over at 10 seconds or less. If you are uploading video, you must have the original MP4 video ready on your local device. If you need to voice-over a video with sound, use the Mute options for videos with sound: *mute, soft, loud*.

Examples from the Adobe Blog:

- [Adobe Spark Video Examples](#)
- [Travel Journals \(Spark page\)](#)
- [Resume and ePortfolio \(Spark page\)](#)

USF Project Examples:

- [Center for Asia Pacific Studies \(Video\)](#)
- [Rhetoric of Men's Fragrance \(Leigh Meredith, USF Faculty, Video\)](#)
- [How and Why do Lay's Ads use Rhetoric? \(Leigh Meredith, USF Faculty, Video\)](#)
- [Impact of Plastic on the Environment and Society \(Environmental course, student work, Page\)](#)
- [War and the Environment \(Environmental course, student work, Page\)](#)
- [Chinese Language Course \(Ying Hung Chiang, USF Faculty, Page\)](#)
- [Human Rights \(Marla Lowenthal, USF Faculty, Page\)](#)

Think of What Projects You Can Create!

Business

- Marketing videos
- Business pitches
- Social media videos

- Crowdfunding videos
- Product demos
- Reports
- Testimonials

Languages and Sociology

- Journals
- Reflections
- Photo stories

Nursing

- Field documentations
- How-to Tutorials
- Reflections

Web Page

You can embed video on your web page. Videos in Page cannot be added directly from your computer or device. Rather, they must first be uploaded to a video hosting service such as YouTube, Vimeo, and Adobe Creative Cloud. You will then copy the URL and paste it into your page.

Video

Video Upload Format

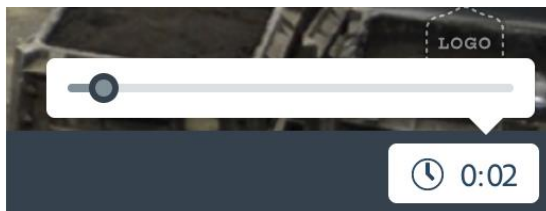
Video supports video clips uploaded from your local file system or from your camera roll on iOS. Use video files with names ending in **".mov"**, **".mp4"**, or **".m4v"**. If your video is not any of these formats, you will need to first convert it by using the [Adobe Media Encoder](#).

Video Duration

Each Spark Video slides containing video or voice narration can be up to 30 seconds long. If you'd like to use a video clip longer than 30 seconds, please use the ***Continue clip*** feature to create subsequent slides (*click open the Edit icon on the slide*).



The default timing for a slide is 4 seconds. There is a little button below the screen box, and that's where you can adjust if you want a static image slide stay longer before it transits. For voice-over on a slide, it will automatically record up to 30 seconds max.



Be mindful that Video isn't a tool for making a lengthy film. Keep it short. The longer the video, the longer it takes for processing. Speed for rendering the video depends on the Adobe's site traffic at the time of processing.

Branding/logo on video

Branding with logo and colors is only available if you are paying for the Adobe CC Express Premium account. To remove branding, click on the logo and on the sidebar, choose **Hide Stamp**.

Collaboration Feature

The feature allows 2+ people to work on the same project. The person who started first is the owner of the project, and he/she can invite others to collaborate.

Note: Only the owner can publish and update the project link. No two people can edit the same project at the same time.

Check with the collaborator(s) of the preferred email address to use for invitation. They will be sent an invitation email to start editing.

There is a *Shared with you tab under Projects*. You will quickly access all shared projects when you click on this tab.

[Visit this page for additional information on Collaboration](#)

Share Links to Your Projects

Privacy

Always use your best judgment when creating content and consider that it will be viewable by anyone with the URL. When publishing your Spark creation, you have the option to **Get Noticed** or not. If you turn Get Noticed off, your content will only be available to those with whom you share the link, and will not be discoverable on the web.

When you click **Create Link** in the Share window, a unique URL is created. Anyone who has this URL may view your Spark project. You can deactivate this URL by clicking **Unpublish** in the options for your project on the My Projects page.

Note: When sharing a link to social media, to peers, or by embedding the project in another website, anyone with the URL to your project will be able to see your project. Furthermore, those third-party social media and other websites could potentially be listed in various search engines, so in these cases, your project could then become publicly discoverable. So, if your project contains sensitive information, please consider where you are sharing the link to your project.

For videos and posts, besides getting a custom link to share with others, you can also **download** a copy of your project onto your device.

Spark Branding Feature

Branding is only available for users who are paying for the premium version of Adobe CC Express (\$9.99/month for a year subscription). The premium membership allows you to customize your logos, color scheme and libraries, and provides you with additional fonts and templates.

Watch this YouTube Video on Branding How-to:

[Meet Adobe Spark with Premium Features](#)

HELP and Support

[Creative Cloud Express FAQs and Support](#)

Online Learning Tutorials and Resources

LinkedIn Online Video

- [Learning Adobe Spark](#) (Sandee Cohen)
- [Telling a Story with Adobe Spark](#) (Richard Harrington)
- [Storytelling for Social Media using Adobe Spark Video](#) (Ashley Kennedy)
- [Learning Adobe Spark Post](#) (Nikte Cuevas)

Others:

- [Adobe Tutorials](#)
- [Make your Resume Stand Out](#)
- [Tips on Teaching Assignments using Spark Video](#), California Virtual Campus Online Network of Educators - Sample rubric, storyboard template, close captions