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Adobe Express Course Outline

Duration: 1 Day

Prerequisites:

Basic computer skills

Course Objectives

At the end of this course the learner will be able to create impactful social media graphics, flyers, web pages and short videos.

Post: Social Graphics

- Setting up a your brand (Premium only)
- Choose social media design or template
- Add text, logo, icon or photo
- Resizing graphics
- Changing layout
- Adding shapes & borders
- Adding effects
- Choose the colour palette
- Style options
- Publish or download the graphics.

Page: Web Pages

- Adding a headline
- Adding a sub headline
- Adding cover picture (allowing you to set a focal point, if you want).
- Adding text, Images, video, glide show, split layout & photo grid
- Header & footer
- Google analytic tracking ID
- Enable cookie banner on my Page
- Links or apply different themes.
- Sharing

Video: Short Videos

- Pick a story template or start from scratch
- Add video, text, icons & images
- Choose music to go along with the video
- Layouts
- Themes
- Resize
- Sharing