Adobe Express for Social Media Design and Publishing Course

BE ICONIC

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By FourSquare Training

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Adobe Express Course for Social Media Design and Publishing – 2 day course

With our two-day Adobe Express course you will learn techniques for working with social media templates, multimedia, styles and branding as well as how to manage your campaigns with scheduling, asset management and plenty more.

The course is suitable for creative teams, marketers and content creators of all flavours who need to understand how to get the most out of Adobe Express's social media production and management capabilities.

We specialise in delivering flexible training programmes and the actual course content, topics and syllabus taught will vary depending upon your learning requirements.

DAY 1

1. **What is Adobe Express?**
   - o Introduction to Adobe Express for Social Media Design
   - o Working with Adobe Express Templates and Adobe Stock Media
   - o How Does Adobe Express Compare with Canva?

2. **Creating your First Social Media Design Project**
   - o Working with Existing Templates
   - o Considerations for posting to Instagram and Facebook
   - o Considerations for Creating Cards and Flyers

3. **Working with Adobe Express's Design Feature**
   - o Setting your Backgrounds
   - o Adding Icons and Images
   - o Applying Branding with one Click
   - o Creating Your own Express Social Media Template
   - o Re-sizing your Projects for different Social Media Outputs

4. **Web Design with Adobe Express**
   - o Creating Responsive Web Pages
   - o Adding Content for the Web
   - o Creating an Immersive Glideshow
   - o Organising your content with a Split Layout
   - o Working with Branding and In-house Styles
   - o Invite, Collaborate and Share
   - o Publishing and Linking

5. **Branding for Adobe Express**
   - o Applying your own Brand
   - o Adding Branded Assets
   - o Working with In-house Corporate Colours and Colour Palettes

- o Working with In-house Font Styles
- o Creating Themes for your Brand
- o Applying your Brand Styles and Themes across Multiple Projects

- o Working with Icons and Images
- o Adding Narration to your Video
- o Incorporating Music and Audio
- o Considerations for Exporting your Video

6. **Working with Quick Actions in Adobe Express**
   - o Introducing Contextual Quick Actions
   - o Working with Quick Actions?
   - o Quick Actions for Backgrounds
   - o Quick Actions for Converting Images to GIF
   - o Quick Actions for Video (uploading, resizing, naming, merging, converting, speed, motion)
   - o Quick Actions for Image Resizing

7. **Working with Type, Fonts and Layouts in Adobe Express**
   - o Adding Text to your Adobe Express Project
   - o Editing Text and Font Styles
   - o Masking Text with Shapes
   - o Working with Layout Grids, Curved and Magic Text Alignment
   - o Handling Headings, Paragraphs and Phrases

   DAY 2

8. **Adobe Express Video Editing**
   - o Getting Started with Video Editing
   - o Trimming, Merging and Resizing Videos
   - o Animating Text

9. **The Adobe Express Content Scheduling and Publishing**
   - o Working with the Content Scheduler
   - o Adding Posts to your Schedule
   - o Adding Media Content to your Schedule
   - o Setting Dates and Times
   - o Publishing your Social Media Posts

10. **The Adobe Express Discover Panel**
    - o What is the Discover Panel?
    - o Searching for Social Media Design Assets and Resources
    - o Asset Types: Fonts, Shapes, Grids, Templates, Photos etc.
    - o Discover Trending Assets

11. **Working with Images and Photography in Adobe Express**
    - o Uploading Images /Photoshop
    - o Working with Drives and the Cloud: Google Drive, Drop Box

- o Working with Image and Media Repositories: Adobe Stock, Google Stock
- o Manipulating and Resizing Images
- o Image Editing Techniques
- o Working with Image Filters
- o Image Types and Converting Image Types (e.g. JPG to PNG etc.)

12. Cinematic Photo Animation
- o Introduction to Photo Animation
- o Setting Photo Animations
- o Manipulating Photo Animations (Zoom, Pan, Greyscale, Blurring and Fading)

13. Working with Adobe Express Colour Palettes
- o Introduction to Colour Palettes
- o Setting and Applying Branded Colours in Adobe Express
- o Customising your Colour Palette

14. Working with PDFs in Adobe Express
- o Understanding PDF Conversions
- o Changing and editing PDF text from within Express
- o Re-size and Rotate PDF Images from within Express
- o Re-ordering Pages, Inserting Pages and Combining Documents

Scan the QR Code for more course information:

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