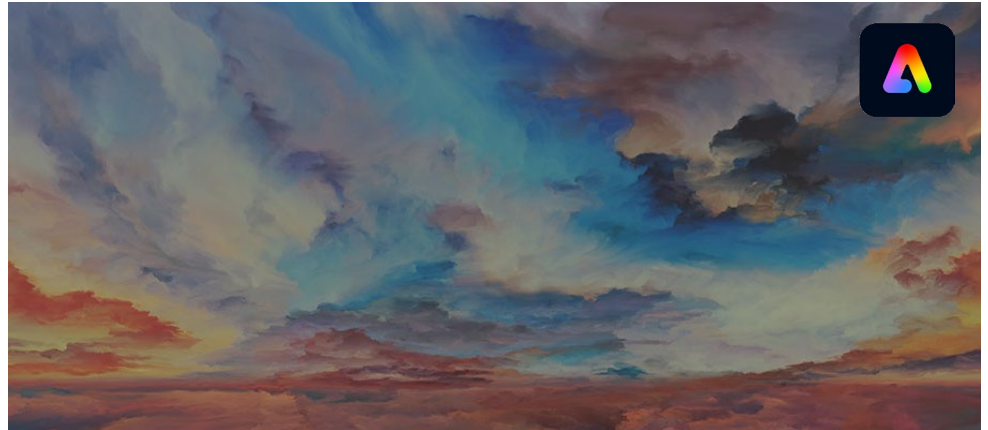


Adobe Express

Training course outline

Adobe Express is an all-in-one design, photo and video editing tool.

This short course provides a thorough grounding, teaching techniques for creating effective content for your social media channels.



Course summary

Teaches how to use Adobe Express to create:

- Professional-standard graphic designs for your social media channels.
- Marketing materials such as logos, flyers and banners.
- Responsive web pages to showcase your photos or portfolios.
- Videos incorporating animated text, icons and pictures, narration and background music.

Duration

One day.

Who should attend?

This course is ideal for newcomers to Adobe Express who want to make social graphics, web pages and animated videos quickly and easily.

In-class or live online

You can attend this course in-person at any of our centres, or participate online from your place of work or home.

To read about our approach to online training, see armada.co.uk/onlinetraining.

General information

Courses are hosted by highly experienced instructors with vast experience of using the application professionally.

Whilst attending training at our centres, you'll have the use of a computer running licensed software to practice the techniques taught.

Refreshments and lunch are provided.

Course fees can be paid by card or bank transfer. We accept purchase orders from UK-registered companies and public sector organisations.

Course materials and certificate

You'll receive:

- A comprehensive training guide and practice files.
- An e-certificate (PDF) confirming successful course completion.

Method of delivery

Training is designed for the busy professional, being short and intensive and combining lecture and demonstration. Practical exercises carried out under guidance help you learn the techniques taught.

You have ample opportunity to discuss specific requirements with the trainer.

After course support

Following training, you're entitled to 30 days' email support from your trainer.

Further information

See armada.co.uk/course/adobeexpress.

Course syllabus

See over.



Course syllabus

Topics	Sub-topics
Getting Started	Introduction to Adobe Express How to access Adobe Express Account Types: Free vs Premium (paid) Touring the interface The Adobe Express Post mobile app The Adobe Express blog and online tutorials
Creating a post	Selecting a template Using the Design feature Setting your background Adding photos and icons Resizing and manipulating photos Using the Layout tool Using colour palettes Using fonts and typography effectively Adobe Fonts Enhancing your photos

Topics	Sub-topics
Creating a post <i>continued</i>	Using filters Adjusting themes Adjusting transparency Customise your design with Adobe's Artificial Intelligence, Adobe Sensei Export your social media graphic as a jpeg, png or PDF Inviting others to collaborate Duplicating and resizing your posts for other social media channels Setting up your brand Saving time with templates
Creating a responsive web page	Sharing your web page and creating a sharable link
Creating a video	Adding animated text Moving icons and pictures Adding narration and background music Exporting your video