

Adobe Creative Cloud Express

Learning Goals:

1. Overview of the tools.
2. Active Learning: Engage participants in the creative process of using rich media for projects.
3. Pedagogical focus: Thesis, organization, style, research, scope, guidelines.
4. Assessment: Reflect on the user experience and implementation of the creative tools.
5. Skills: Communication and collaboration; research and Information fluency; digital citizenship; creativity and innovation; technology operations and concepts; critical thinking; creative problem solving and decision making.

How to Access Adobe Express:

1. You can access CC Express through <https://www.adobe.com/express/> and then click the **Sign In** link on the top right.
2. Choose an option on the left column to create an account. **Do not use your @dons.usfca.edu or @usfca.edu email account. (USF does not have an institution license!)**
3. You can disregard the right column for Teachers and Students login.
4. **Note: There's no need to download any application to your desktop/laptop computer or pay for anything.**

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.

Why Do We Use This Tool?

- Free to use
- Quick to learn
- 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; produce professional-looking projects.

Three Free Tools:

1. **Web Page:** Create responsive web stories with text, images, and video
2. **Short Video:** Create your video with text, images, video, voice-over, and music
3. **Social Post:** Create social graphics with images and text

Video Project Examples:

- [Center for Asia Pacific Studies](#)
- [How and Why do Lay's Ads use Rhetoric? \(Rhetoric course, student work\)](#)
- [Choice Expedition](#)
- [Chocolate Cupcakes commercial](#)

Web Page Project Examples:

- [Travel Journals \(Adobe blogs\)](#)
- [Impact of Plastic on the Environment and Society \(Environmental Science, student work\)](#)
- [War and the Environment \(Environmental Science, student work\)](#)
- [An Exploration of Diary of Madman \(Chinese, student work\)](#)
- [Sealed Off \(Chinese, student work\)](#)
- [Resume and ePortfolio](#)
- [Chinese Language Course \(Chinese, USF Faculty\)](#)

Projects you can Create in Different Areas:

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

Use **Express Web 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.

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

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*.

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 on the **Edit** icon on the slide to see more options*).



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

Express allows a group of people to work on the same project. The person who started the project 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.

To access the shared projects, click on the *Shared with you tab* under *Projects*.

[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 project, 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 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. Videos will be downloaded as .mp4, and posts will be in .jpg format.

Other Paid Features

Other paid features for premium members include [Branding](#), Libraries, and Scheduling.

For \$9.99/month on a year subscription, the premium membership allows you to customize your logos, color scheme and libraries, and provides you with additional fonts and templates.

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](#) (Nicté 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