Introducing Adobe Express

Learning Goals:
1. Overview of the features.
2. Active Learning: Engage participants in the creative process of using rich media for projects.
3. Class Projects: Thesis statement, organization, style, research scope, project guidelines.
4. Assessment: Reflect on the user experience and implementation of the creative tools.
5. Developed 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 Adobe Express through https://www.adobe.com/express.
2. **Choose an option to create an account. **Do not use your @dons.usfca.edu or @usfca.edu email account. (USF does not have an institution license!)**
3. 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 "
Adobe Express is a free online and mobile application, that transforms 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 one-page web project with text, images, buttons, or video.
2. **Short Video:** Create your short 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 (USF)](#)
- [How and Why do Lay's Ads use Rhetoric? (Rhetoric, student work)](#)
- [Choice Expedition (ad for cause)](#)
- [Chocolate Cupcakes (commercial ad)](#)

Web Page Project Examples:
- [Fruits and Vegetables (Kinesiology, student work)](#)
- [Resistance Physical Activity (Kinesology, student work)](#)
- [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 (Language, student work)](#)
- [Chinese/Chinese American Wealth Divide (Film, student work)](#)
- [Representation of Food in Film (Film, student work)](#)
- [Resume and ePortfolio](#)
- [Chinese Language Course (Language, Professor Yinghung Chiang)](#)

How You Can Use This Tool:

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

Express 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.

Express Short 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", ".avi", 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

For Adobe Express Video, **there is no imposed limit on video length for either a free or premium account.** However, there are practical limits where the app becomes slower, and operations may fail as the video being created becomes larger and longer. 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.

The maximum file size for **video upload is 2GB and 1 hour in duration**.

Collaboration Features

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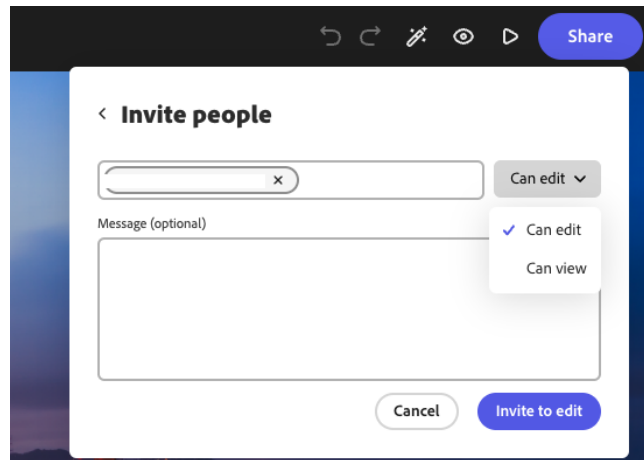
Note: Only the owner can publish and update the project link. No two people can edit the same project at the same time.

Check with the collaborator(s) of the preferred email address to use for invitation. They will be sent an invitation email to start editing. Collaborators will need to create an Adobe account to log in.
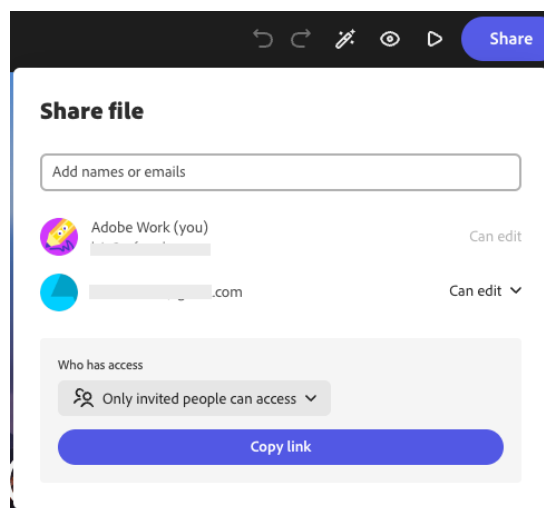
Collaborators can click on the *Shared with you tab under Projects* to view the shared projects.
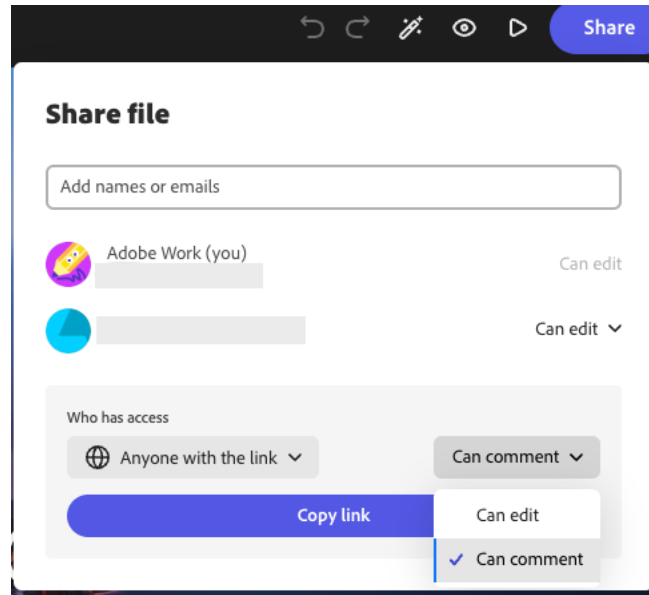
Share Files

1. If you would like to add a collaborator to work on your project, select the **Share** button**.**
2. Choose **Invite Collaborators**.
3. Under **Share file**, add names or emails.
4. Choose from the dropdown menu to set the editing permission to **Can edit or Can view** as you Invite people.
5. Then click the **Invite to edit** button. The collaborator will receive an email and must have an Express account to access.

6. Under **Who has Access**, choose "Only invited people can access", or "Anyone with the link" option can comment or edit the file.

7. Click **Copy link** button to share your file link.

Comment and Pin a comment (Adobe Video)

In your Adobe video projects, click open the **Comment** icon to create or view comments. Comments are showing up as soon as they are submitted. The collaborators can see the changes a team member is making in real-time.

1. Open a file in the editor and select the **Comment** icon from the header.
2. To pin a comment to the page, hover over your comment and select the **Place a pin** icon. Then click on the page where you want to drop the pin.
3. The pin turns yellow once the comment has been placed.
4. The pin turns blue when you hover over the corresponding comment in the comments panel.
5. Add your comment in the dialogue box and select **Submit**.
6. When you comment, type an @ sign followed by the person's name or email address. When you start typing, available names will appear in a drop-down list.
7. Select the name of the person you want to tag.

(Source: Visit this page for additional information on Collaboration)

Show Version History Feature (Adobe video)

Now you will be able to make a copy of an old version and edit from that point again. All you need to do is to choose the **three dots option menu** from the top right and choose **Show Version History.**

Publish Projects To the Web

Privacy and permissions ([source: Adobe Express website](#))

Your project is defaulted to only be viewable by you until you share it.

When you click **Share** and choose **Publish to Web. Under the Publish** option**,** choose **Create Link** and a unique URL is created. Anyone who has this URL may view your project without creating an Express account.

You can choose to **Unpublish** the link if you do not want to share your project anymore.

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.**

Free and Paid Plans Features [(compare plans)](#)

Free Plans:
Free plan users for Adobe Express and Firefly: **Monthly generative credits 25**

Images: Some of them have a little crown icon—those are licensed under the Limited License. However, it is important to note that **you cannot download, export, or share the asset outside of the Creative Cloud Express app**, nor can you use it as a stand-alone file. Additionally, you are not permitted to use the asset for merchandise or continue using it after your membership expires.

Audio tracks: First up, no stand-alone use is allowed; make sure to synchronize the audio with some form of visual content or narration. Second, leave the creativity for other parts of your project because remixing or altering these tracks is off-limits.

Paid Plans:
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 schemes, and libraries and provides you with additional fonts and templates.

HELP and Support
[Creative Cloud Express FAQs and Support](#)

Online Learning Tutorials and Resources
[ETS One-Stop Page](#)

Other Resources
[What is a Storyboard?](#)
[What is a Mood Board and how to create one?](#)