

Adobe Spark Page, Spark Video, Spark Post

Learning Objectives:

1. Overview of all tools.
2. Active Learning option: Engage participants in the creative process of using rich media for projects.
3. Pedagogical focus: thesis, organization, style, research, scope, guidelines.
4. Assess: Reflect on the user experience and implementation of the creative tools.
5. Skills developed: Communication and Collaboration, Research and Information Fluency, Digital Citizenship, Creativity and Innovation, Technology Operations and Concepts, Critical Thinking Problem Solving and Decision Making.

Access Adobe Spark Website:

<https://spark.adobe.com/>

What is Adobe Spark? “Visual Storytelling”

Adobe Spark 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.

Three tools in Adobe Spark:

1. Spark Page: Responsive web stories - Text, Image, Video
2. Spark Video: Animated video - Text, Video, Voice, background Music (provided), tap to record in separate clips and Spark seams up for you amazingly.
3. Spark Post: Social graphics - Image, Text

Benefits

- Free to use
- Multiple login options
- No apps to download onto your desktop, web-based
- Projects are stored on the Adobe site, either for public or for private with shareable link to the projects.
- Cross-platforms and mobile-devices supported: Use Spark on Desktops PC, MAC and mobile devices like iPhone, iPad, and Android devices.

- **Templates-based (with Categories):** Low learning curve, low risk, stunning projects applicable for the expectations of this generation of students.

Adobe Page, Post and Video

Use **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.

Use **Post** to create images optimized for social media; you provide images and text and Spark Post helps with the design. Post even help you create the right shape and size image for each social media platform.

Use **Video** to create, text, a video. Spark Video gives you access to icons and images or use your own, add your voice and background music, and it turns your story into a video ready to share with the world. Templates in Video is more for storyboarding than design and formatting. Pick the one that's most appropriate for your project. You can narrate slide by slide. It is recommended that you keep your voice-over at 10 seconds or less. If you are uploading video, you must have the MP4 video ready on your local device. You cannot get it from the cloud. If you need to voice-over a video with sound, use the Mute options for videos with sound: mute, loud.

You can create individual Pages, Posts, and Videos, or you can use the formats together.

Examples from the Adobe Blog:

- [Adobe Spark Video Examples*](#)
- [Travel Journals \(Spark page\)](#)
- [Social Marketing \(Spark video\)](#)
- [Resume and ePortfolio \(Spark page\)](#)

USF Project Examples:

[Center for Asia Pacific Studies \(Adobe Spark Video\)](#)

[Rhetoric of Men's Fragrance \(Leigh Meredith, USF Faculty, Spark Video\)](#)

[How and Why do Lay's Ads use Rhetoric? \(Leigh Meredith, USF Faculty, Spark Video\)](#)

[Impact of Plastic on the Environment and Society \(Environmental course, student work, Spark Page\)](#)

[War and the Environment \(Environmental course, student work, Spark Page\)](#)

[Chinese Language Course \(Ying Hung Chiang, USF Faculty, Spark Page\)](#)

[Human Rights \(Marla Lowenthal, USF Faculty, Spark Page\)](#)

Think of What Projects You Can Use with Adobe Spark!

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

Adobe Spark Page

Embed Video in Spark Page

Videos in Spark 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 Spark Video. You will then copy the URL and paste it into your page.

Adobe Spark Video

[\(Source: Adobe Spark FAQs and Support\)](#)

There are a few more instructions when you use Adobe Spark Video. Pay attention to the followings:

Video Upload Format in Spark Video

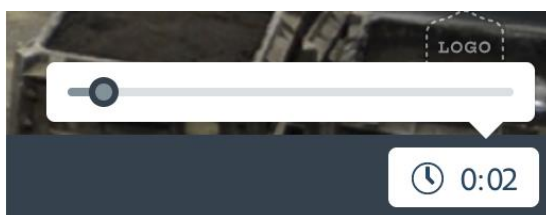
Spark Video supports video clips uploaded from your local file system, or from your camera roll on iOS. Use video files with names ending in **".mov", ".mp4", or ".m4v"**. If you have another type you want to use, you will need to convert it first using [Adobe Media Encoder](#).

Spark 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 open the Edit icon).



The default initially for a new slide/clip is 2 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 an image with voice-over, you can just leave it at 2 seconds default, but it can automatically record up to 30 seconds max.



Be mindful that Spark Video isn't a tool for making a feature length film, and your next video story should be short rather than 30 minutes. Also, the longer the video, the longer it takes for processing. Speed for rendering the video depends on the Adobe's site traffic.

Branding/logo on video

Branding with logo and colors is only available if you are paying for the Adobe Spark Premium account. To remove branding, click on the logo and on the sidebar, choose "**Hide Stamp**".

Collaboration Feature

At this time, this feature is only available on desktop or laptop, not mobile. (This might change over time.) The feature allows 2+ people to work on the same project. The person who started first 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.

There is a new Project Shared tab called "Shared with you". You will quickly access all shared projects when you click on this tab.

[Visit this page for additional information on Collaboration](#)

Share Links to Your Projects

What happens to the privacy when I share a link?

Please keep in mind that projects created with Spark are meant to be viewed and shared publicly. Always use your best judgment when creating content and consider that it will be viewable by anyone with the URL.

When publishing your Spark creation, 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 search engines. If you opt to Get Noticed your content will appear in search engines, and you are also giving the Spark team permission to potentially include it in our showcase galleries.

Until you click “Create Link” in the “Share” window, your projects are only viewable by you. When you click “**Create Link**” in the “Share” window, a unique URL is created. Anyone who has this URL may view your Spark project. You can deactivate this URL by clicking “**Unpublish**” in the options for your project on the “My Projects” page.

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.

Besides getting a custom link to share with your friends or to embed, you can also **download** your finished video onto your device.

Spark Branding Feature

Branding is only available for users who are paying for the premium version of Adobe Spark (\$9.99/month for a year subscription). This membership allows up to upload your own business logos and color scheme to use for all projects. The subscription also provides you with more fonts and templates to use.

Watch this YouTube Video on Branding How-to:

[Meet Adobe Spark with Premium Features](#)

HELP and Support!

[Adobe Spark FAQs and Support](#)

[Send a support ticket](#)

Online Learning Tutorials and Resources

Curated LinkedIn Online Video Collection (curated by ITT staff)

- [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](#) (Nikte Cuevas)

Others:

- [Search for “blogs” on the Adobe Spark Homepage](#)
- [Tips on Teaching Assignments using Spark Video](#), California Virtual Campus Online Network of Educators - Sample rubric, storyboard template, close captions
- [Make your Resume Stand Out](#)
- [30 Companies with Famous Brand Slogans and taglines](#)