Adobe Spark Page, Spark Post, Spark Video

Learning Objectives:

1. Introduction: Overview of all tools
2. Active Learning: Engage participants in the creative process of using rich media for projects
3. Assess: Reflect on the user experience and implementation of the creative tools

Access Adobe Spark:

https://spark.adobe.com/


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.

A bundle of 3 tools to create your contents:

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

Requirements:

**Free** – Need to create Adobe ID. Nothing to download, click on the webpage and create new projects. Projects are stored on the Adobe site, either for public or private. Share link to the project.

Cross-platforms: Use Adobe Spark on desktops, PC, MAC, iPhone, iPad, Android phones, tablets.
Templates-based – low learning curve, minimal time investment, low risk factors, create professional-looking projects with stunning visuals.

What is this all about? VISUAL STORYTELLING

Use Page to create a story using text, images, and video. When you're done, you will 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 helps with the design. Spark even helps you create the right shape and size image for each social media platform.

Use Video to create, text, a video. Sparks gives you access to icons and images or use your own, add your voice and background music, and it will turn your story into a video ready to share with the world.

You can create individual Pages, Posts, and Videos, or you can use the formats together (including a Post image in a Video, or a Video in a Page.)

Visited examples in the Inspiration Gallery:  https://spark.adobe.com/gallery/
  • Photo Journey (page example)
  • Jessica Clay (video with music example)
  • Better 2017 (static images video example)

Applications of 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
Faculty Project Example:
Human Rights Spark Page (Marla Lowenthal, USF Faculty)

New Feature: Collaborations

This is a newer feature with Spark in 2019. At this time, this feature is only available on desktop or laptop, not mobile.

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 which email address to use for invitation. They will be sent an invitation email to start editing.

Visit this page for additional information

Share Links to Your Projects:

(Source: Adobe Spark FAQs)

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 projects, 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.
Notes on Spark Video:

(Source: Adobe Spark FAQs)

Embed Video in Spark Page and Spark Video

You can insert videos into your Spark Page. However, videos 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.

Spark Video Duration:

Spark Video slides containing video or voice narration can be up to 30 seconds long. Only slides containing just images or text (with no video or audio) is capped at 10 seconds long transitioning from one slide to another.

The default initially for a new slide/clip is 2 sec. There is a little button below the screen box, and that’s where you adjust if you want a static image slide stay longer (up to 10 sec. max.) before it transits. For an image with voice-over, you can just leave it at 2 sec default, but it can automatically record up to 30 sec max.

This isn’t a tool for making a feature length film, and your next video story should probably be 30, 60 or 90 seconds rather than 5 or 10 minutes.

Spark Branding Feature:

Video on Branding How-to:
Meet Adobe Spark with Premium Features (YouTube)

Remove Branding/logo on video:

Select a slide, click on the logo and on the sidebar, choose “Hide Stamp”

Online Learning Tutorials:

Curated LinkedIn Collection (curated by ITT staff)

Spark Page (YouTube):
J Kost video for creating a page for beginners
Spark Video (YouTube):
Terry White video for creating video for beginners
Tips on Teaching Assignments using Spark Video (and close captioning)