

Beginners' Adobe Express for Publicity

Part of our Digital
Foundations 60
minute training series



Made
with
Adobe
Express



superhighways
harnessing **technology** for **community** benefit

Digital Foundations programme

There are many ways we can help small community organisations make sound choices about the digital tools and technology they use.



Communications made easy

Raise your profile using digital tools to engage supporters and fund your future

[Read more »](#)



Digital basics

Work and collaborate online using free and affordable digital tools and technology

[Read more »](#)



Websites for communities

Put your website at the heart of your charity or community organisation's story

[Read more »](#)

[Find out more about the Digital Foundations programme](#)



What we will cover today

1. Logging in and moving around
2. Creating a publicity project
3. Basic editing functions
4. Sharing and download options
5. Other features e.g. templates



What we won't cover

1. Every option!
2. Premium features



Demo and Do

You'll watch me first. Then create or edit afterwards.

3-5 minutes for each activity

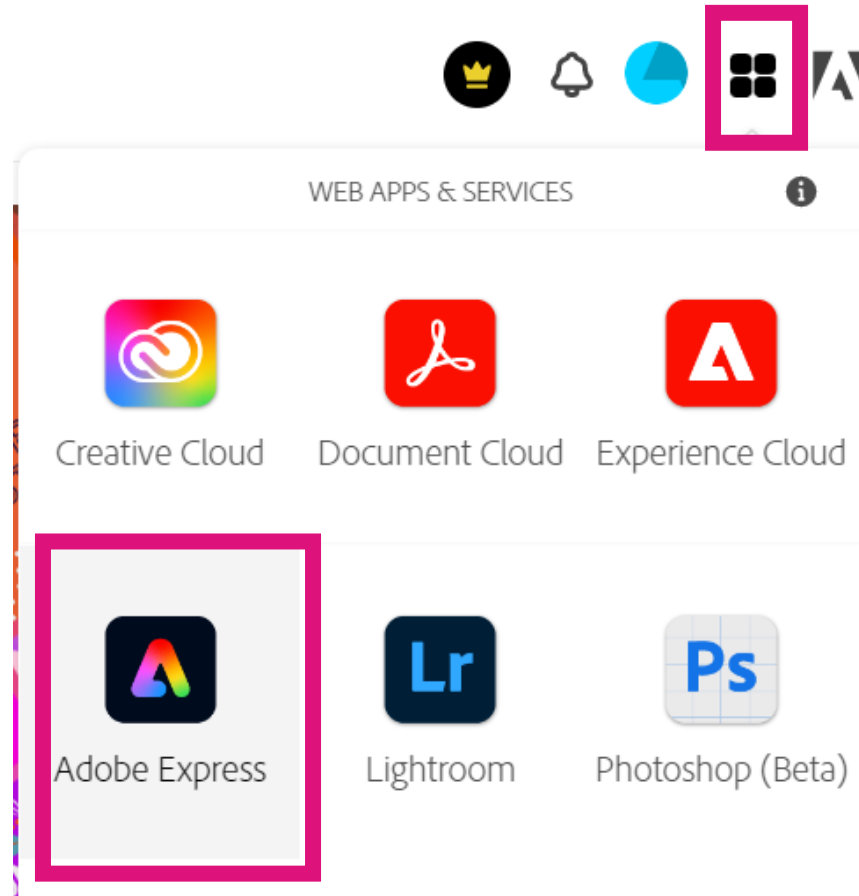


Logging in

1. [Go to Adobe Express](#)
2. Sign in



If you haven't already done so, Sign up



When signed in you can go to the 4 square icon top right of screen then Adobe Express



So that you are in your dashboard

It's
quickest
to click
on +
and
search
for what
you
want

The screenshot shows the Adobe Express dashboard. At the top left is the Adobe Express logo. To its right is a search bar with the text "Search all templates". On the far right of the top bar are icons for a crown, a bell, a blue circle, a grid, and a flag. A vertical sidebar on the left contains a purple circle with a white plus sign, followed by icons for Home, Projects, Brands, Libraries, and Schedule. The main content area features a large red banner with the text "Build your brand on social" and a "Get started" button. Below this is a section titled "Create a new project" with a "From your photo" button and a "View" button. At the bottom, there is a "Recent" section with several project thumbnails, including one with the text "Does my font exist here?" and another with "Child poverty highlights childhoods." A "View all >" link is located to the right of the recent projects.



All templates

All templates

Jump to category

- Flyers (5,688)
- Seasonal highlights (1,875)
- Instagram posts (19,326)
- Instagram stories (10,513)
- Logos (4,314)
- YouTube thumbnails (3,055)
- Collages (3,037)
- Facebook posts (3,575)
- Facebook Covers (1,953)**
- Cards (6,413)
- Invitations (4,409)
- Business cards (140)

Flyers

5,688



Start from scratch

View all >

You can start with a template or if you simply want the right size with a blank canvas, first choose the category (e.g. Facebook covers), then start from scratch.



Let's go Live!







Create new

[View all](#)

Most popular


 Custom size graphic

 From your photo

NEW


 Logo

 Flyer

 Collage

 Instagram post

 Instagram story

 Facebook post

 Card

 Web page

Select a size

SOCIAL POST

PRINT

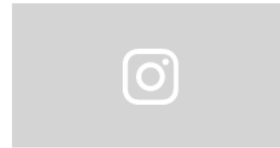
SOCIAL PROFILE

STANDARD

CUSTOM



gram
trait



Instagram
landscape



Facebook



Pinterest



YouTube
thumbnail



LinkedIn blog post

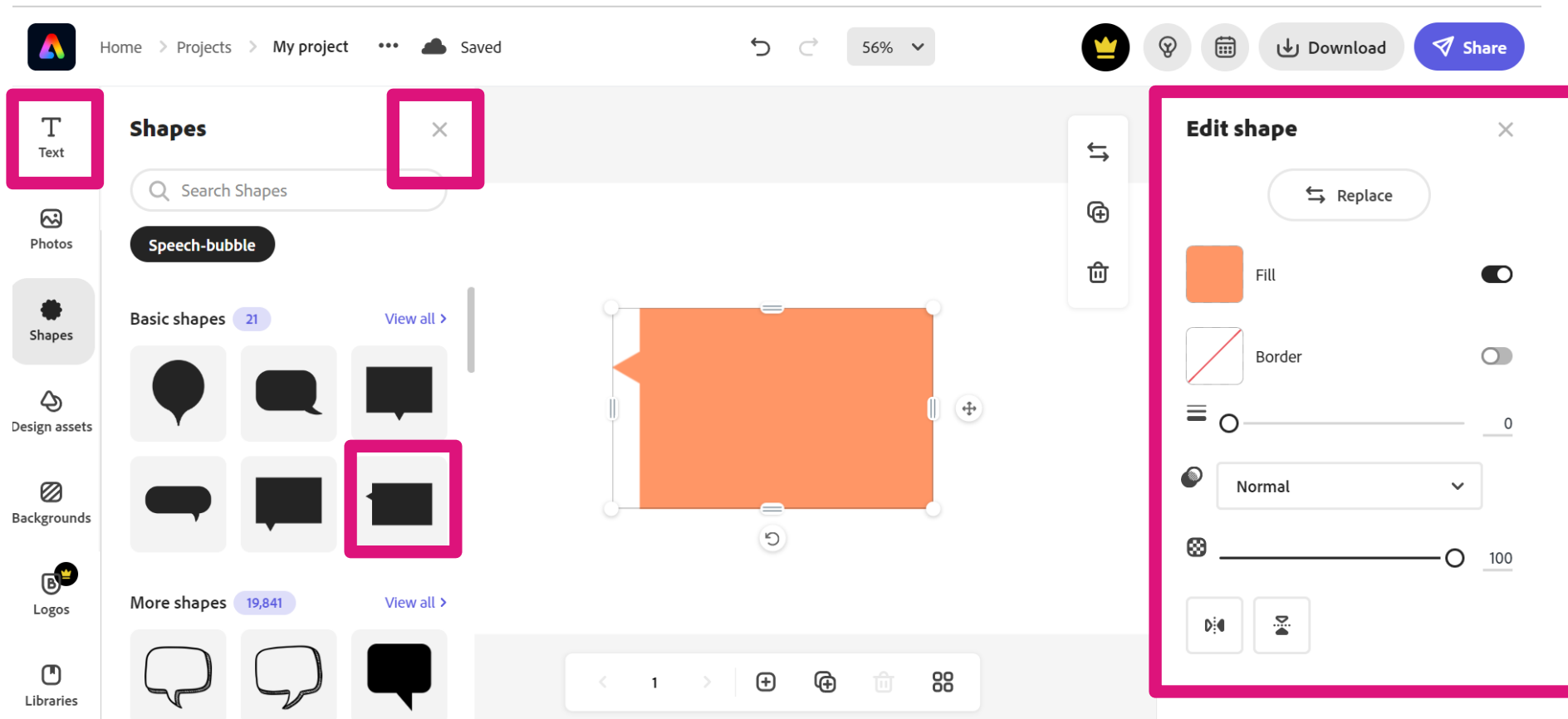
Next

Or click the plus sign, choose Custom size graphic or an alternative sizes



Your options will pop out. **Click on the x once you have finished** your selection if you need less distraction

If you want to **insert** a shape, text or photos to your canvas, click on your **left toolbar options**



Toolbars

Edit an object using its **own right hand toolbar**

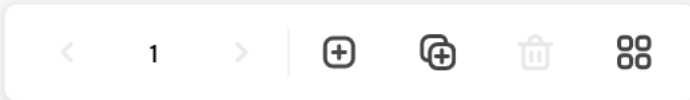


There is also a **right hand toolbar**. This helps you edit the overall layout and size of your design.

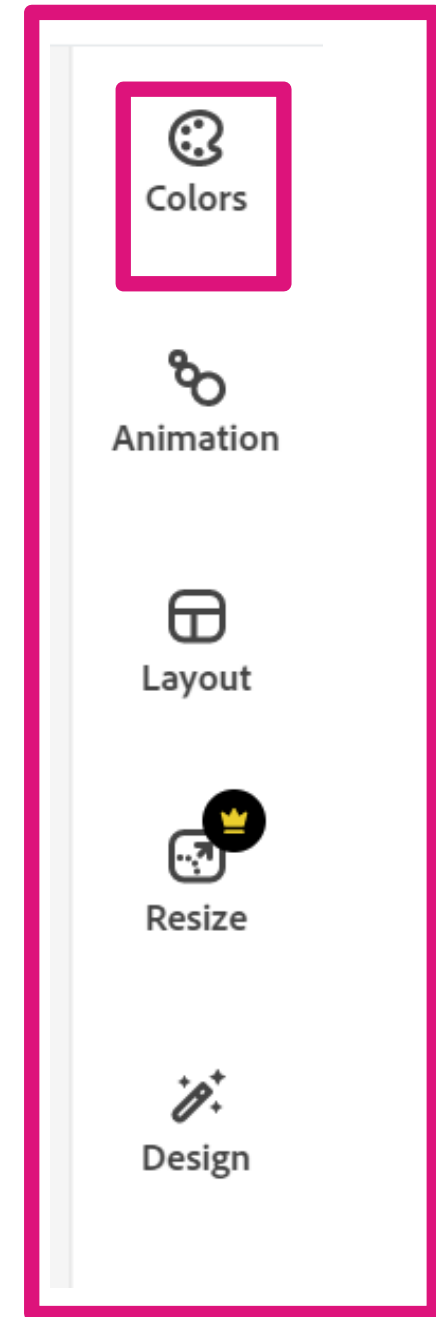
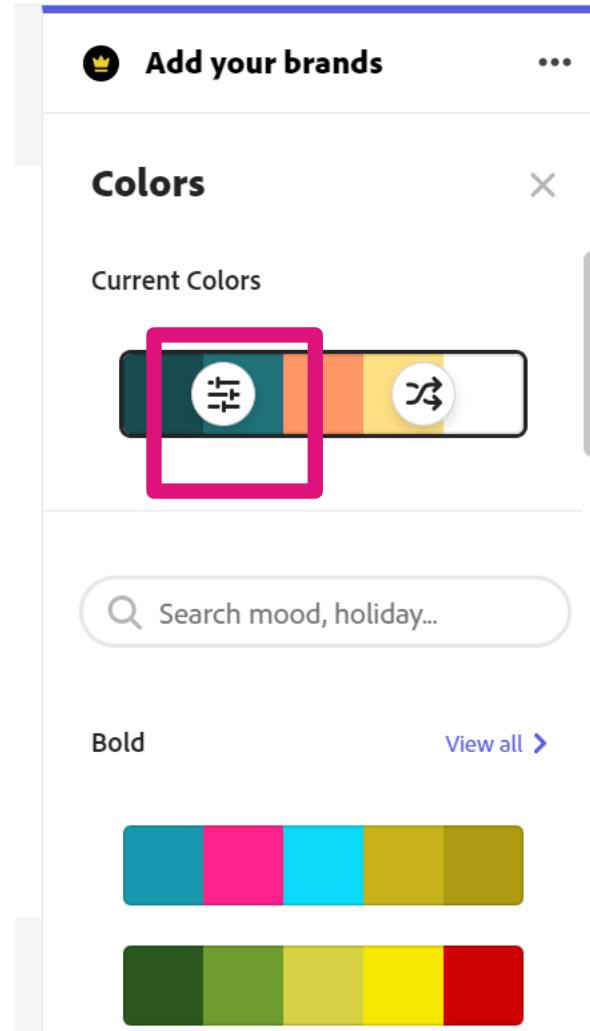
You can't add your brand and save colours across designs in the free version.

However, you can **change individual colours** before you start adding shapes and text to your design.

Add and duplicate pages using the **bottom toolbar**



Toolbars



Book on training

Adobe learning and resources

- [Easy social](#): Content planning, creating and scheduling with Adobe Express
- [Adobe Express Tutorials](#) quick videos to learn the basics
- ✓ [Adobe for nonprofits](#) (1 year free subscription for registered non-profits)

Superhighways training

Our full training programme will re-run in the Autumn.

[Full training programme](#)



Get the help you need



Book some time with us or [sign up for our regular e-news](#) to find out about new opportunities and training.



What does Superhighways do?

Superhighways helps small charities and community groups gain essential digital and data skills backed by the right tech to achieve their goals.



Thanks for listening



superhighways
harnessing **technology** for **community** benefit

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