Beginners' Adobe Express for Publicity

Part of our Digital Foundations 60 minute training series

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

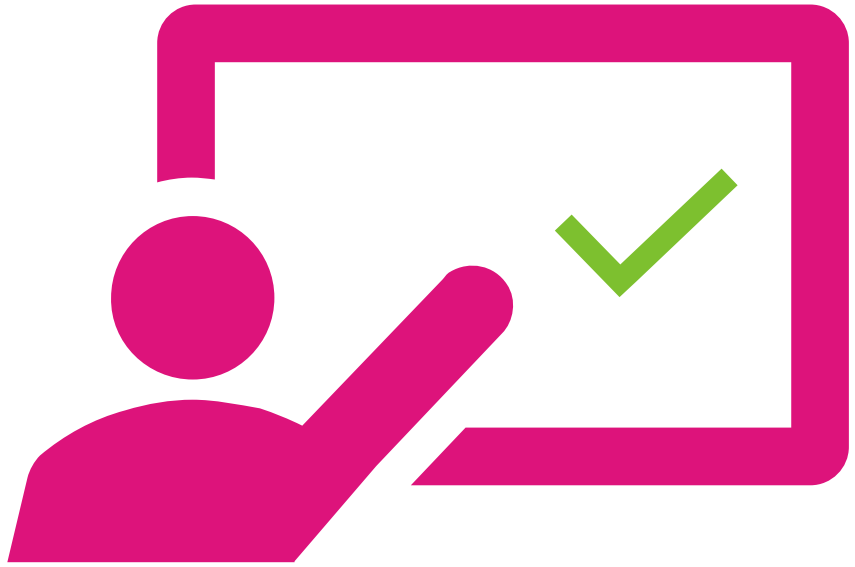
What we won't cover

1. Every option!
2. Premium features

Demo and Do

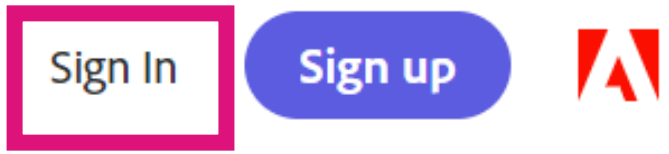
You'll watch me first. Then create or edit afterwards.

3-5 minutes for each activity

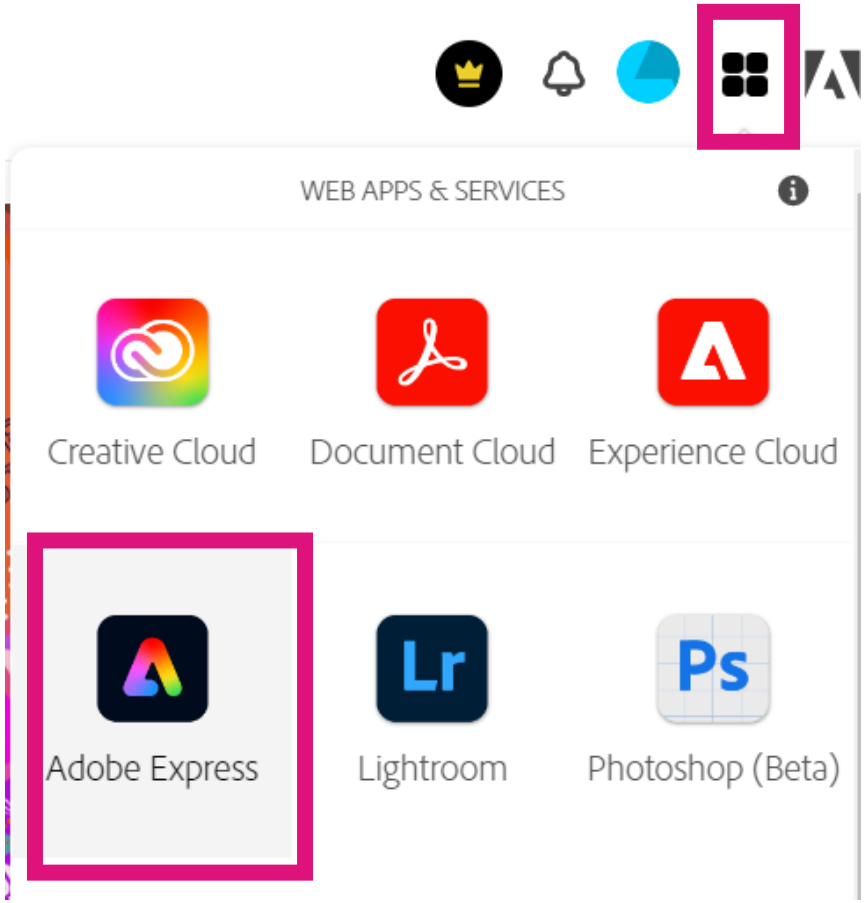


Logging in

1. Go to Adobe Express
2. Sign in



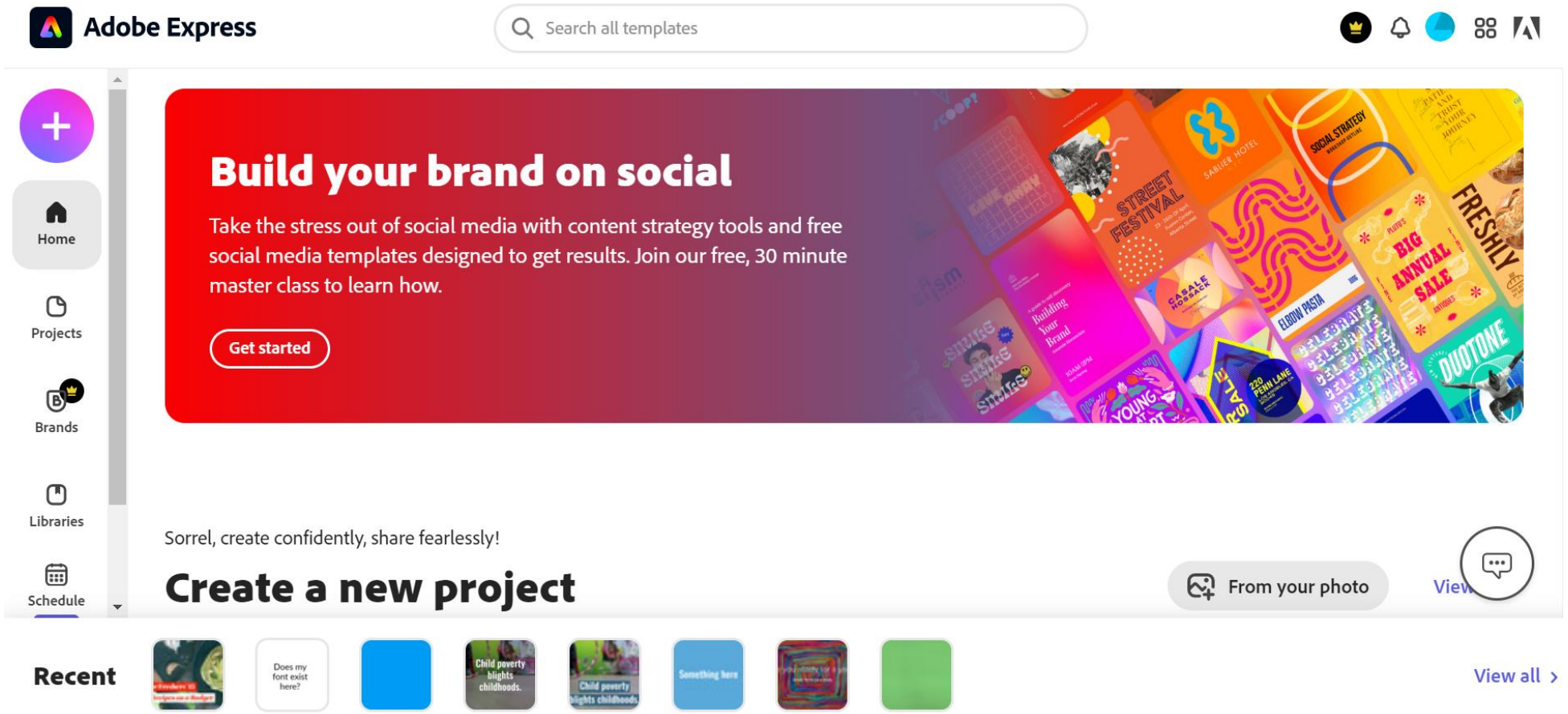
If you haven't already done so, Sign up

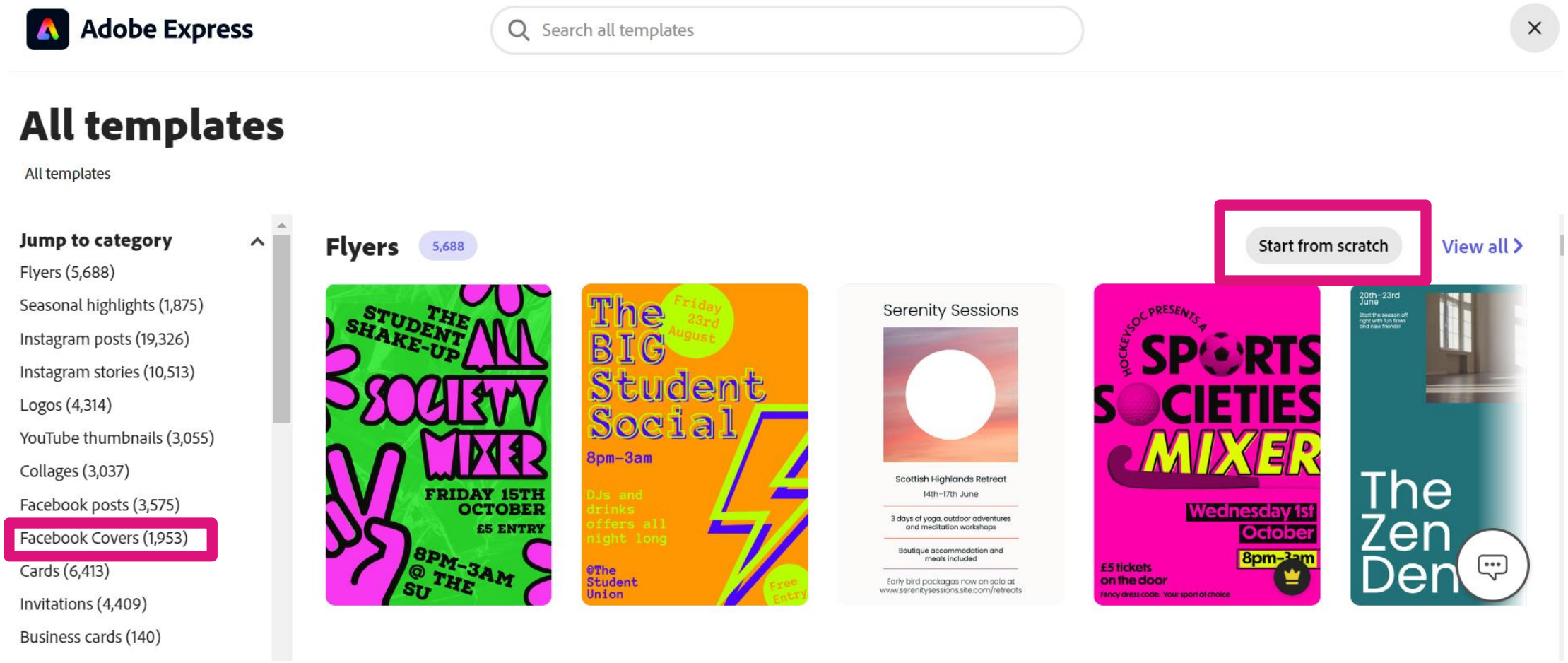


When signed in you can go to the 4 square icon top right of screen then Adobe Express

So that you are in your dashboard

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

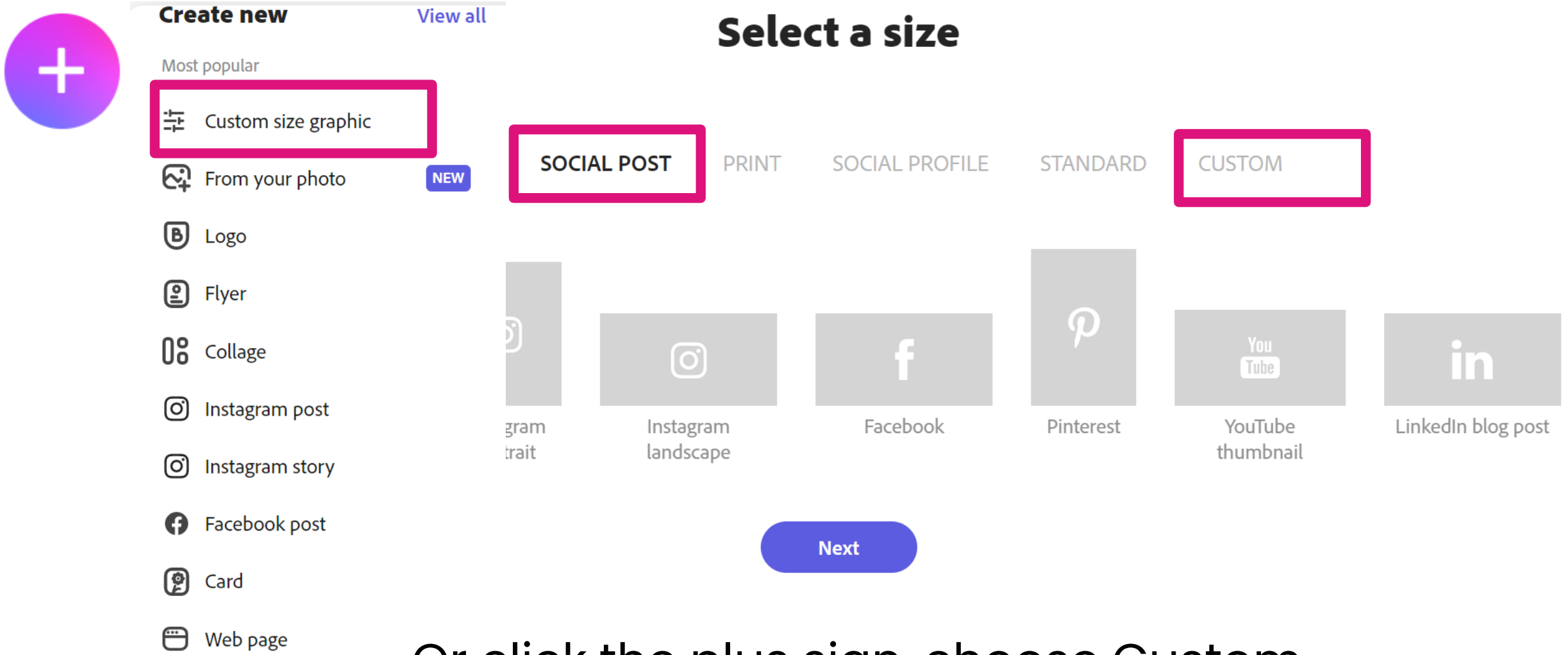




You can start with a template or if you simply want the right size with a blank canvas, first choose the category (e.g. Facebook covers), then start from scratch.

Let’s go Live!

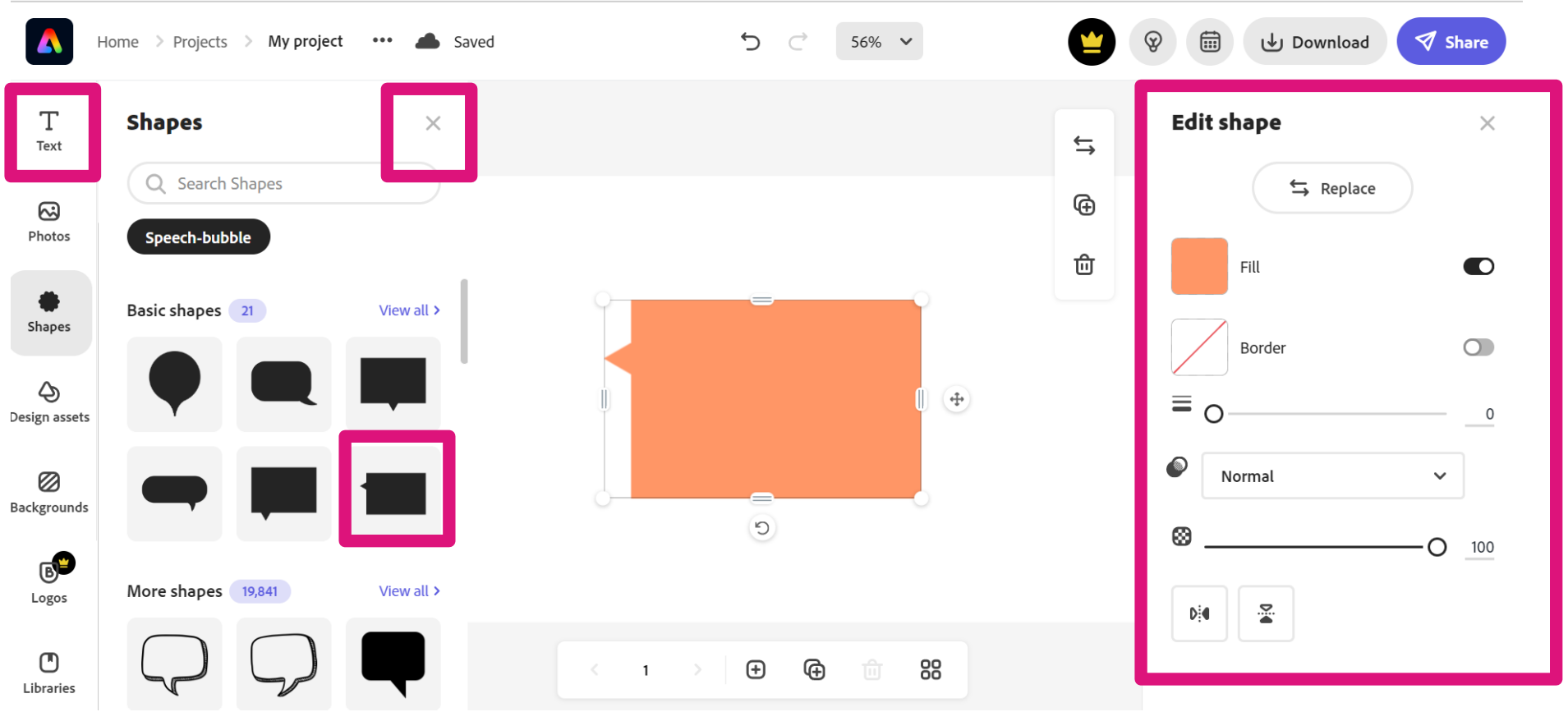
Summer
surgeries
Learn digital tools and
techniques at your
own relaxed pace



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

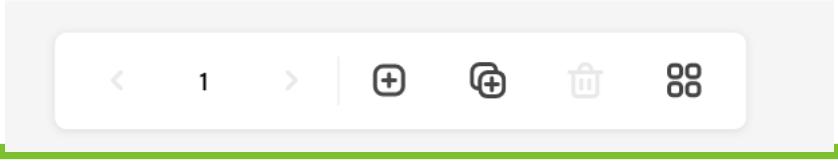
Edit an object using its **own right hand toolbar**

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

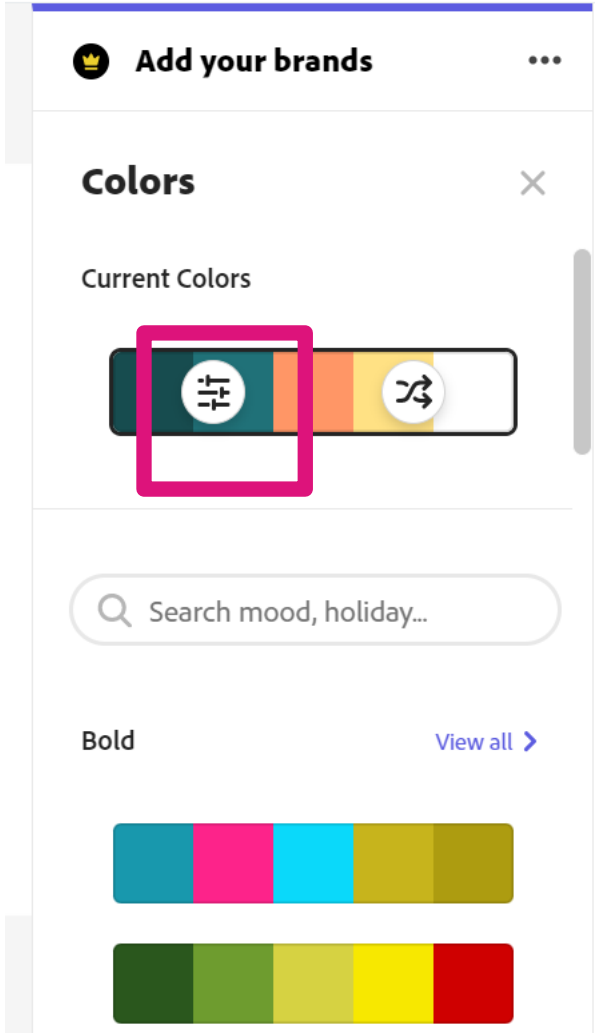
You can't add your brand and save colours across designs in the free version.

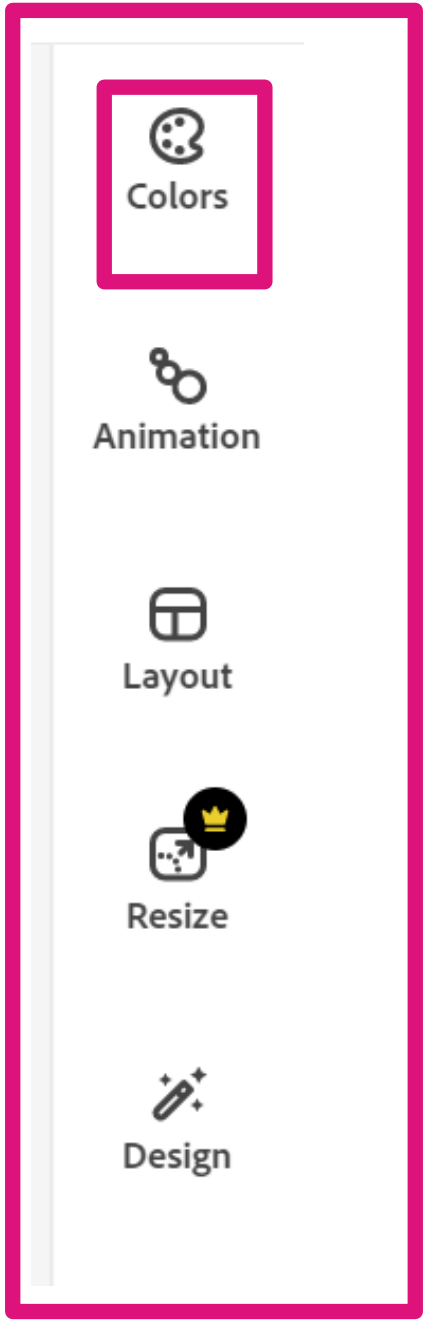
However, you can **change individual colours** before you start adding shapes and text to your design.

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

Sorrel Parsons
sorrelparsons@superhighways.org.uk
www.superhighways.org.uk