

Exciting Visuals in a Hurry:

Harnessing the power of
Adobe Express and AI



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Workshop Objectives

You will leave this workshop with the knowledge to:

- Access and work in Adobe Express, and understand the concept of working “in the cloud”
- Create attractive graphics and flyers using Adobe Express in a short amount of time
- Craft and use proper text prompts to create AI-generated images
- Understand other tasks possible in Adobe Express, such as photo editing and video creation

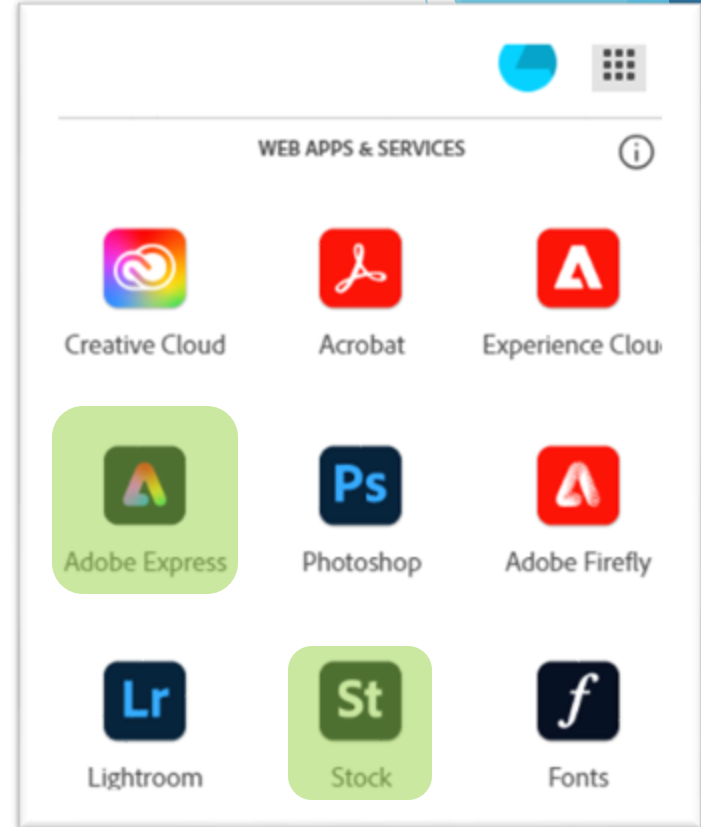
What is Adobe Express?

Adobe Express makes content creation simple. Its vast library of templates enables you to quickly design flyers, worksheets, videos, social media posts, and more.

Express has a seamless integration with **Adobe Stock**, a massive online library of professional photos and illustrations.

And now, the new generative AI features offer you even greater customization.

All IU affiliates have access to Adobe Express and the entire [Adobe Creative Cloud](#) suite of software for free.



Why use Adobe Express?

- Highly intuitive to use and easy to begin, thanks to the wealth of templates for inspiration/remixing
- IU's partnership with Adobe provides free access to premium templates, stock images, and more
- Saves to the cloud with reliable autosave and the ability to access projects from multiple devices
 - Cloud storage: projects are stored on remote servers and accessible from anywhere via an internet connection
- Offers real-time collaboration tools
- Tech and creative support is readily available



What is “stock”?

“Stock” images, videos, and other resources are high-quality multimedia assets that are specifically made available for reuse in a variety of situations through clear licensing agreements.

Stock asset collections offer robust search tools and other features that make it easy to find exactly the media you seek.

IU affiliates can use [Adobe Stock](#) assets for nearly any purpose as part of their professional, academic, and course work at IU. Work made at IU that utilizes Adobe Stock assets may be reused after leaving the university.



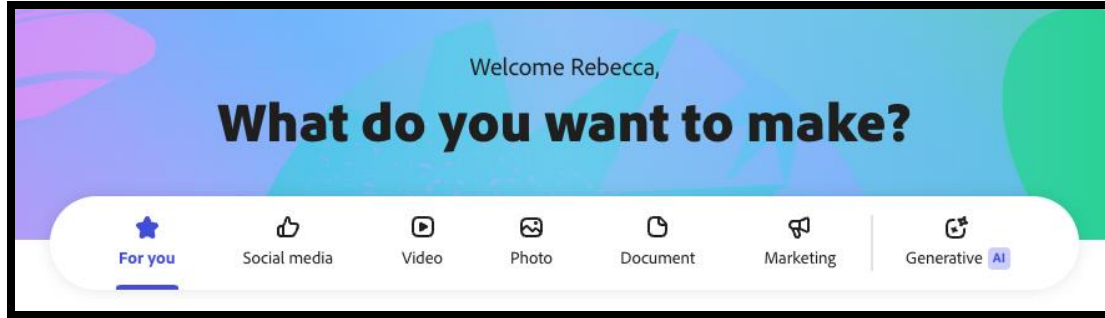
Advantages of Adobe Stock

You can, of course, upload and use your own images in Express... but it's important to be aware of this valuable feature.

- ▶ **Free:** IU's licensing agreement covers virtually all university-related uses.
- ▶ **No citations:** The licensing agreement allows use of all assets without any attribution!
- ▶ **Readily available:** The Adobe Stock search is already integrated directly into the Adobe Express workspace.
- ▶ **Diverse:** Thousands of multimedia assets representing global cultures and perspectives.
- ▶ **Professional:** Assets provided by media pros from around the world.

Even more images and assets for reuse are available for other projects at stock.adobe.com

What can you do with Adobe Express?



The creative possibilities are nearly endless!

Some examples include:

- Printed materials like flyers, brochures, and advertisements
- Graphics and logos
- Social media posts like images, photo collages, and video
- Teaching/presentation materials like infographics and worksheets
- Quick multimedia actions like cropping images, trimming videos
- Generate QR codes
- Make and share basic webpages or web-based presentations

What about you?

Take a minute now to share in the chat about, in your work at IU (teaching, research, program promotion, administration, etc.)...

- how you are already utilizing graphics
- what are your challenges for utilizing graphics
- how you hope to use the skills you learn today.





Quality design in just a few simple steps!

1. Choose a template
2. Customize the content
3. Share it with collaborators or download it!

Note: Adobe strives to keep Express useful and up-to-date, so features are frequently added– what is taught today may be slightly different tomorrow!

Tips & Tricks



Untitled - November 08, 2023 at 14.10.21



- **Saving your work:** all changes **automatically** save to the “cloud” and are accessible from anywhere with an internet connection
- ↳ **Naming your project:** give your project a name by clicking the field in the top left corner (called “Untitled – *date*” by default)
 - ↳ A meaningful name (maybe including version number) is important for identifying your projects and when sharing with collaborators
- **Undo/redo:** the arrow buttons at the top center of the workspace

Part 1:

Access Adobe Express



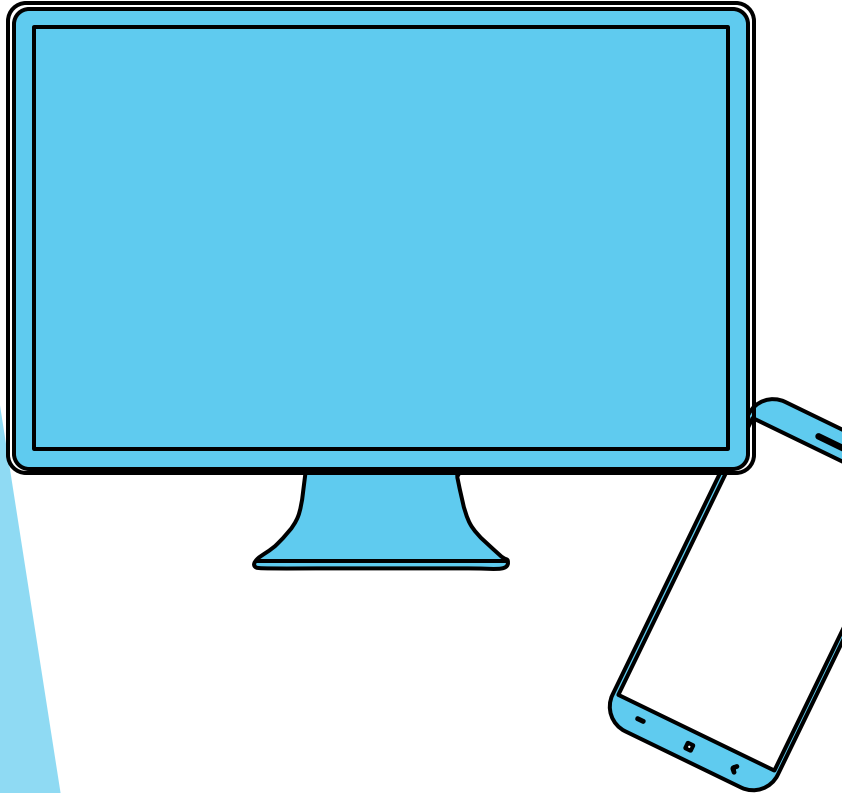
Looking for info about Adobe?



All IU affiliates have free access to the entire Adobe Creative Cloud suite of tools on campus, for installation on your personal devices, and in web-based applications.

To learn more, visit <https://adobe.iu.edu>

Accessing the apps



Adobe Express can be accessed multiple ways:

- 1) in a computer **web browser** at express.adobe.com (or from the main Adobe webpage)
- 2) through a **free mobile app** downloaded from the App/Play Stores

This workshop will focus on the web-based version.

All saved personal projects are accessible from all devices due to the “cloud” save feature!

***Hands on
Task: Log in
2 minutes***



- + Home
- Your stuff
- Explore
- Schedule
- Learn

Welcome Rebecca,

What do you want to make?

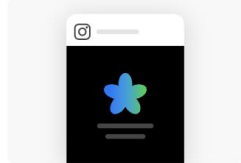
[For you](#)
[Social media](#)
[Video NEW](#)
[Photo NEW](#)
[Document NEW](#)
[Marketing](#)
[Generative AI](#)

Suggested
[Class projects](#)
[Career](#)
[Events and clubs](#)
[Drawing and fun](#)
[Learning aids](#)

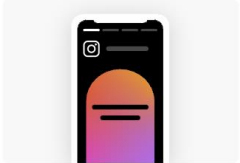
Custom size



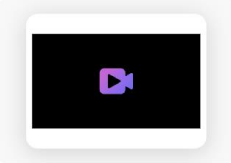
Start from your content



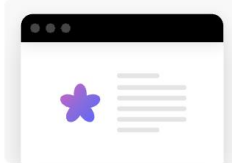
Instagram square post



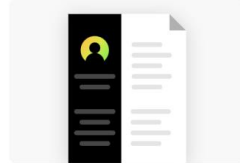
Instagram story



Video



Webpage



Resume



Flyer

Pres

Part 2:

Find a Template

Hands-On: Finding a Template

1. **Suggested** → **Flyer** (Browse Templates)
2. **Search**: Course
3. **Filter**: Mood (Joyful)
4. **Click** the template thumbnail to open it

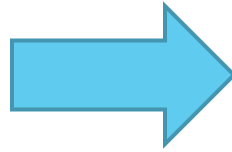


Hands on
Task: Locate the template
3 minutes



CARRAWAY ONLINE ACADEMY
ONLINE SPRING COURSE
SOCIAL MEDIA FOR SIDE HUSTLES
TAUGHT BY SHAUNA REEVES
MAY 7 - JUNE 25
MORE INFORMATION ON
WWW.CARRAWAYONLINEACADEMY.SP.COM

The poster features a green background with a white brick wall at the bottom. A woman is seen from behind, sitting at a desk with a laptop and her arms raised in a celebratory gesture. The text is white and yellow, with a QR code in the top right corner.



Indiana University Bloomington
Department of **Second Language Studies**
SPRING 2024
Academic Listening
COMPREHEND & PREDICT
SUMMARIZE & REVIEW
DEVELOP STRATEGIES
Instructor: Dr. Amy Smith

The poster has a pink and blue color scheme. It features a collage of images: a woman working on a laptop, a ginger cat wearing headphones, a man and woman talking, and a group of students in a classroom. The text is white and yellow, with a QR code in the top right corner.

HANDS ON
Part 3:
Customize the Template. Make Magic Happen!

Now let's customize it! (1- Text)

- Change the **text** to reflect a class you teach (or may offer in the future).
 - You may need (or want) to resize the text, change the fonts, etc.
 - You may delete or add a text box by
 - Directly adding, or
 - Copying and pasting
- Understand **Layers**



Hands on
Task: Customize the text
10 minutes

Type “Done” in the chat
when you are finished.





Search



Your stuff



Templates



Media



Text



Elements



Grids

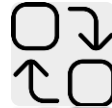


Add-ons

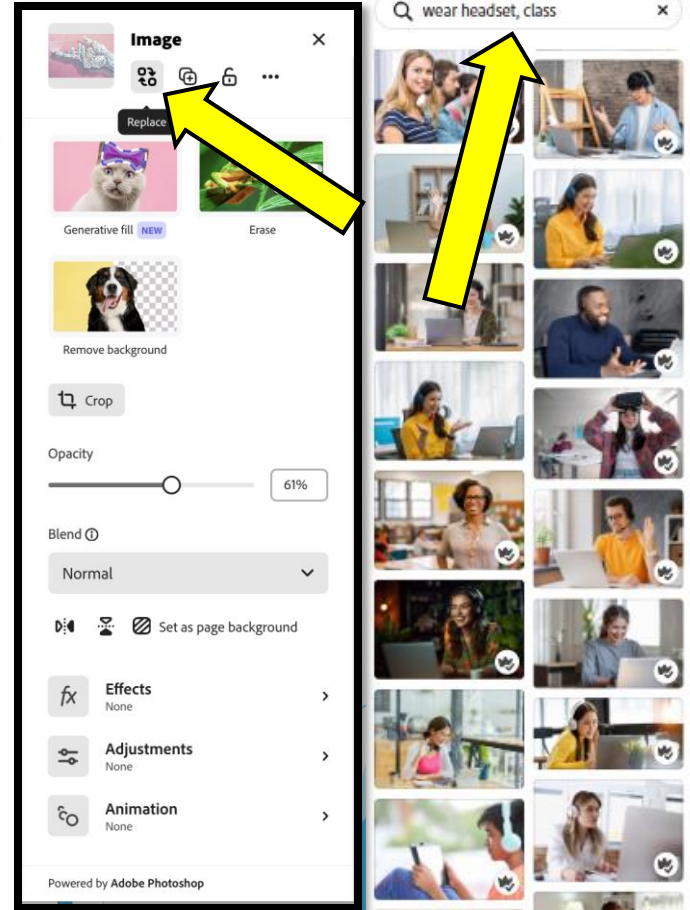
The Toolbar

- ❑ **Search:** search all of Adobe Express (templates, assets, etc.)
- ❑ **Your stuff (Your Own and Shared with You)**
 - ❑ **Files** (your final products)
 - ❑ **Brand** (logo, color, font, graphics) & **Library**
- ❑ **Templates:** quick access to the template search
- ❑ **Media:** upload, search for, or generate/record *images, video, and audio*
- ❑ **Text:** add a blank text box, utilize a premade text template, or use generative AI text effects
- ❑ **Elements:** Add design elements like overlays, shapes/icons, backgrounds
- ❑ **Grids:** easily make collage-style layouts
- ❑ **Add-ons:** allow in-app integrations for Google Drive, OneDrive, and many more creative tools

Now let's customize it! (2- Images)



- Click the **image** and notice that the (context) menu on the left now shows tools for modifying the photo.
- Click the **Replace** button and then enter a search term for images (You are now searching in *Adobe Stock*).
 - *Wear headset, class*



Hands on

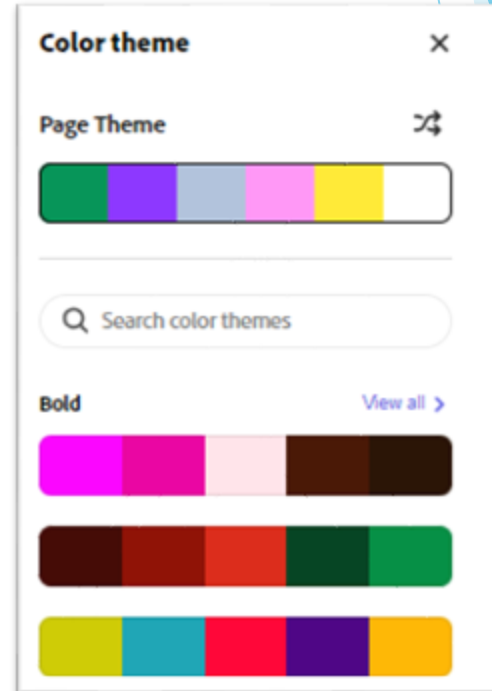
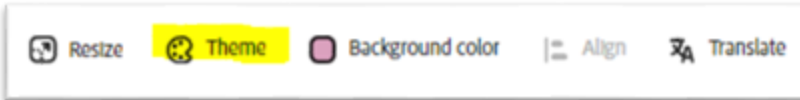
*Task: replace the image
3 minutes*

*Type “Done” in the chat
when you are finished.*



Now let's customize it! (3- Color Themes)

- Click **theme** in the top menu
- Choose the second one from **Professional** group to change the current color theme



Hands on

***Task: Change the color theme
2 minutes***

***Type “Done” in the chat when
you are finished.***



Now let's customize it! (4- Add an Image Grid)

1. Remove the original picture
2. Resize the grid
3. Replace image for each cell
 - Use Search terms:
 - *Wear headset, class,*
 - *Class discussion*



- You can double click each cell to see the original image and move it to show the part of the image you desire to see
- You can flip an image in a cell
- You can change the spacing between cells


Hands on

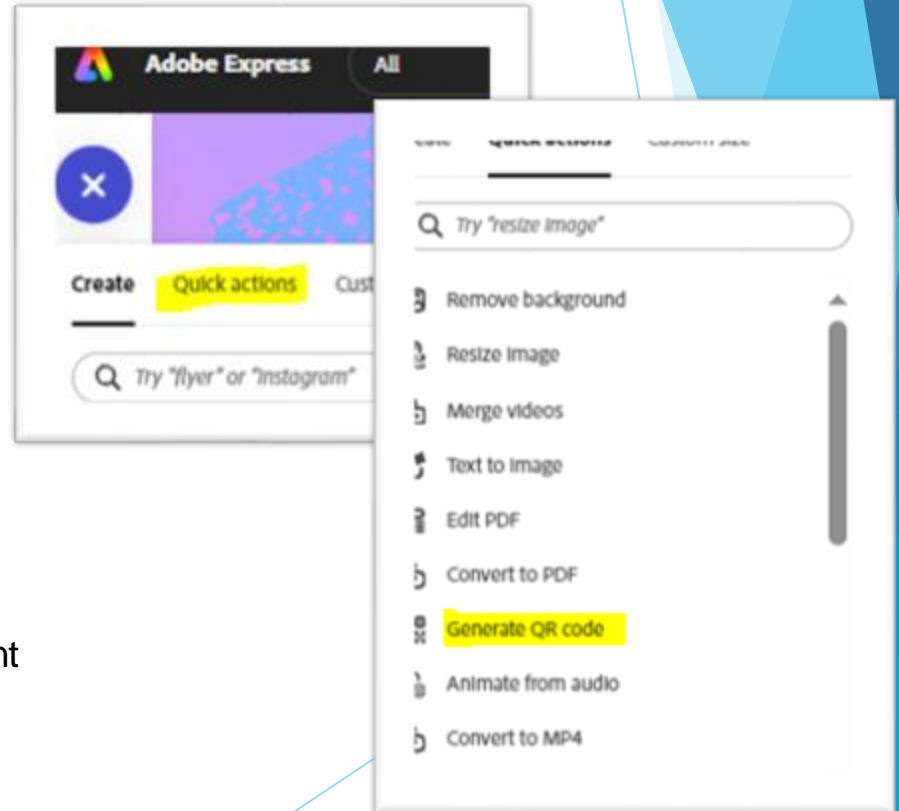
***Task: Add a Grid (to replace
the single image)
10 -15 minutes***

***Type “Done” in the chat
when you are finished.***



Now let's customize it! (5- Create a QR code)

1. Return to the home page
2. Click the plus sign 
3. Click Quick Actions
4. Select "Generate QR code"
5. Download the QR code file
6. Reopen your flyer : Your Stuff—
Files
7. Choose Media
8. Upload from device
9. Style your QR code to be consistent
with your design



Hands on

***Task: Create QR code and
add it to your flyer
5 minutes***

***Type “Done” in the chat
when you are finished.***



What is “generative AI”?

Generative AI (artificial intelligence) tools create new content based on user-provided prompts, which are referenced to a vast library of “training” (text, images, etc.).

Generative AI may be used in graphic design and social media post creation to create specific and highly-relevant images, quickly develop text descriptions of events, and many other uses.



Adobe Express offers basic image Generative AI tools, but many other tools exist with more advanced capabilities.

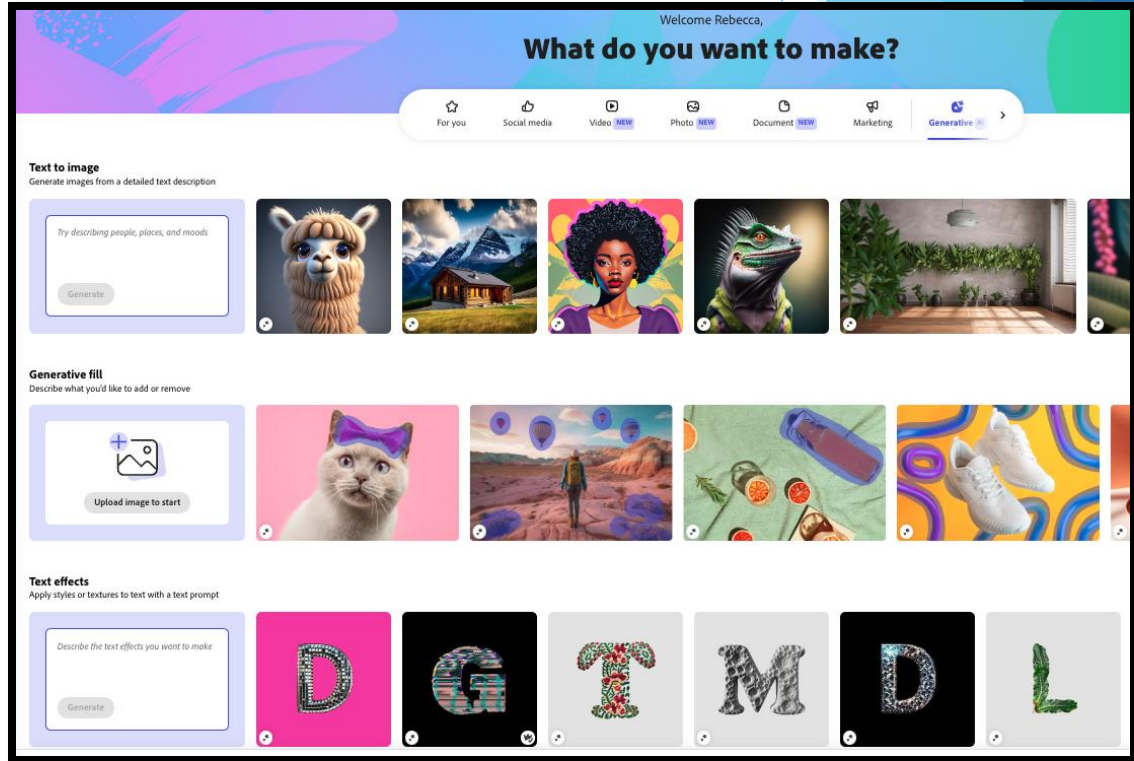
Some examples:

- [Midjourney](#)
- [DALL-E](#)

Generative AI tools in Adobe Express

Adobe continues to develop their AI-assisted toolbox. Currently available functions are:

- **Text to image**
 - *Type what you want to see and the image will be generated!*
- **Generative fill**
 - *Describe what additions you want to an existing image*
- **Text effects**
 - *Create text using user-prompted textures, images, and styles.*



Describe what you'd like to see

computer workstation with headphones

Content type

None

Styles

Popular Movements Themes Techniques

Effects Materials Concepts



Synthwave Digital art Palette knife



Layered paper Neon Chaotic

Results



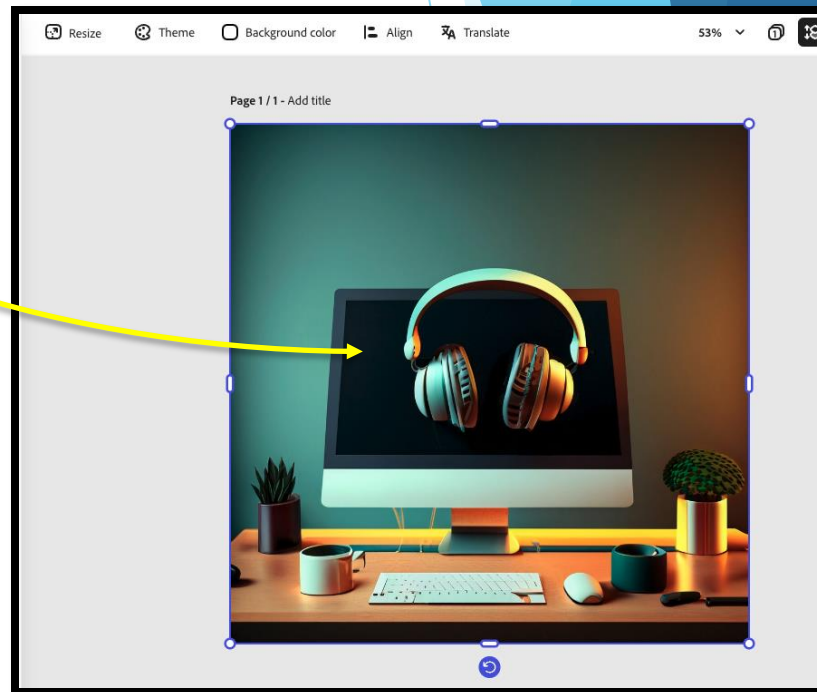
Generate

Text to Image Generator

In at least 3 words, express what you want to see:

- Start with a **subject**
- Add one or more **descriptors**
- Be as **specific** as you can

Click “Generate” when you are finished to create four images that meet your specifications (with the option to generate even more).



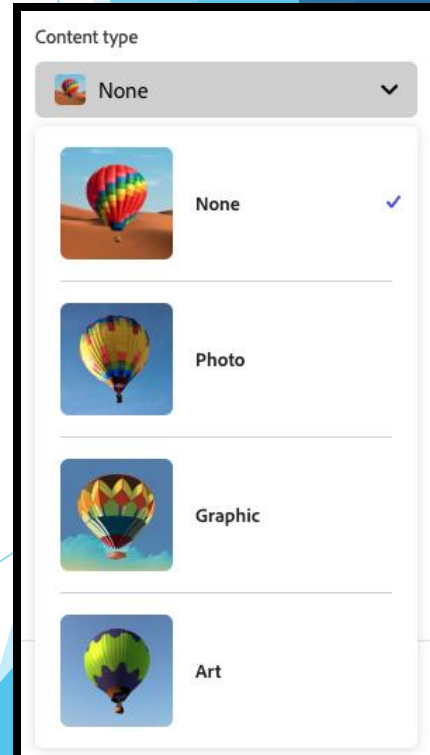
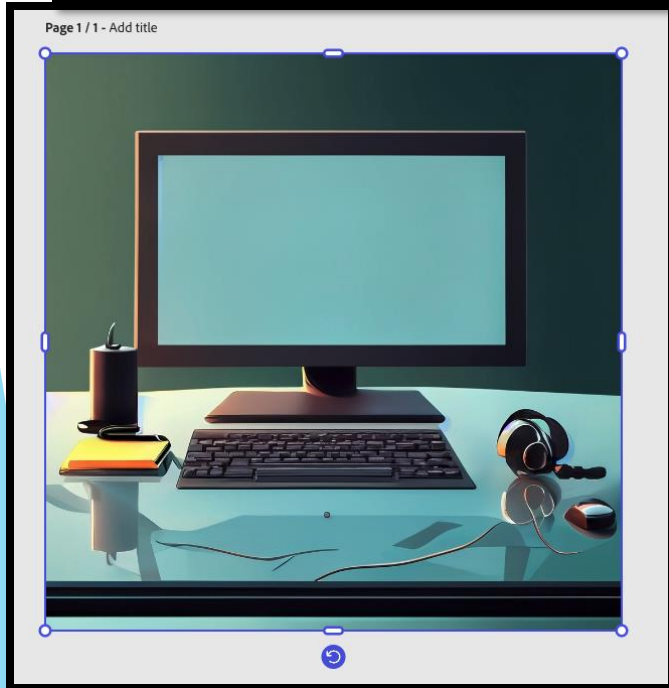
Describe what you'd like to see

computer workstation sitting on a glass table with headphones, illustrated style

Refining Prompts

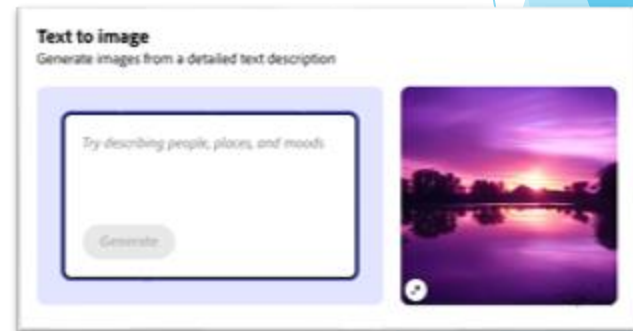
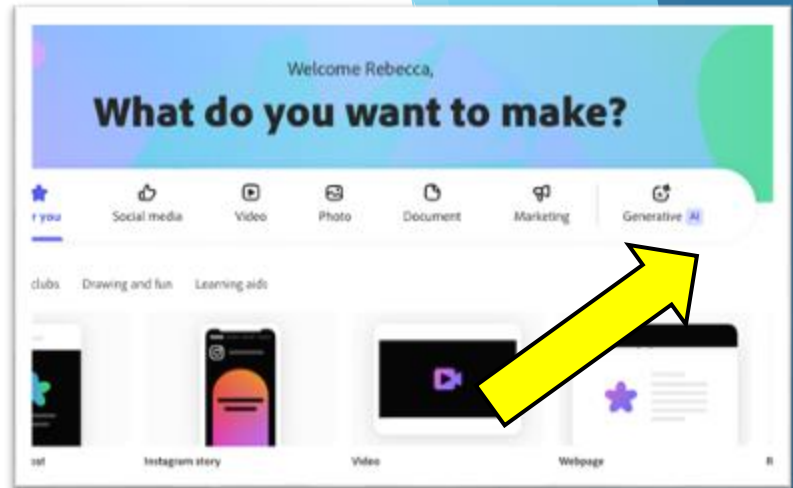
Continue refining your description until you create just what you want!

- Add as many **descriptive words** as you need
- List **individual elements** you would like to include
- Provide **color schemes, styles, or moods**
- Utilize Adobe Express's **content and style controls** below the prompt field, if helpful



Generating an Image from Text

1. Start at the Adobe Express homepage
2. Click the **Generative AI** tab in the category menu
3. Now, **write a text prompt**.
4. Click **Generate**.
5. Select the one you need and click **Done**.
6. **Rename your file.** (Note difference between a file and an image in a file)
7. **Download** the image (only necessary for a grid image)
8. Reopen your flyer. **Replace** the middle grid image with the generated image.



My prompt: a sleepy cat wearing headset, reading (style: photo)

Hands on

*Task: generate an image with Text-to-Image and place the image in the Grid
5 minutes*

Type “Done” in the chat when you are finished.



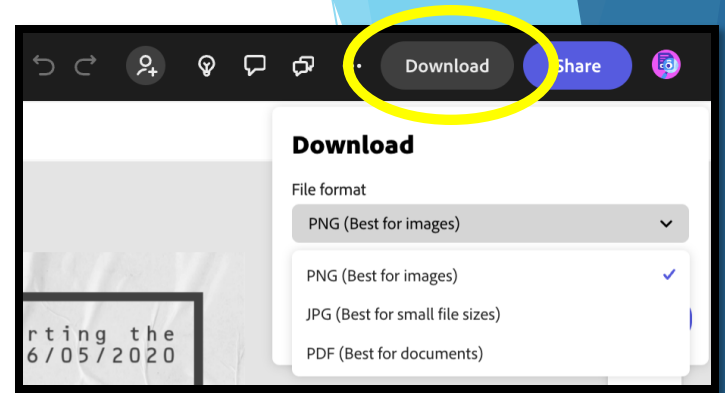
Resizing for Social Media



Downloading

There are many ways to share your Express projects, either to revisit/revise in the future and as a “final” copy once you’ve finished. You can find the buttons for these tasks in the top right corner of the Express window.

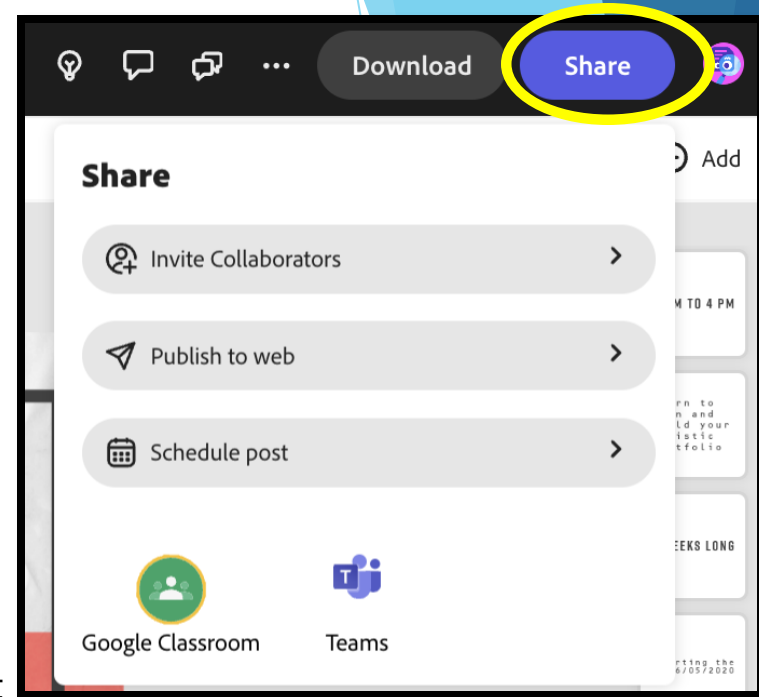
- **Download** allows you to save a finished copy of your project to your computer in a range of formats.
- *Suggestions of formats and their best uses are provided.*



Sharing

Your project is private and viewable only by you until you use a Share feature.

- **“Invite Collaborators”** - add collaborators who can access and edit the project at any time (allows real-time collaboration), make notes/comments on the project, etc.
- **“Publish to web”** – the final product is hosted permanently by Adobe and can be shared via a link, email, and on social media
 - Also includes the ability to “allow others to remix” – turning your project into a template!
- **“Schedule post”** – allows you to link your social media accounts to Express and set dates/times that your project will be posted to those accounts
- ***Share to Teams, Google Classroom, etc.*** – allows sharing directly in specific platforms once a “Publish to web” link is created



Hands on

***Task: Get in breakout rooms,
Collaborate with peers.***

10 minutes

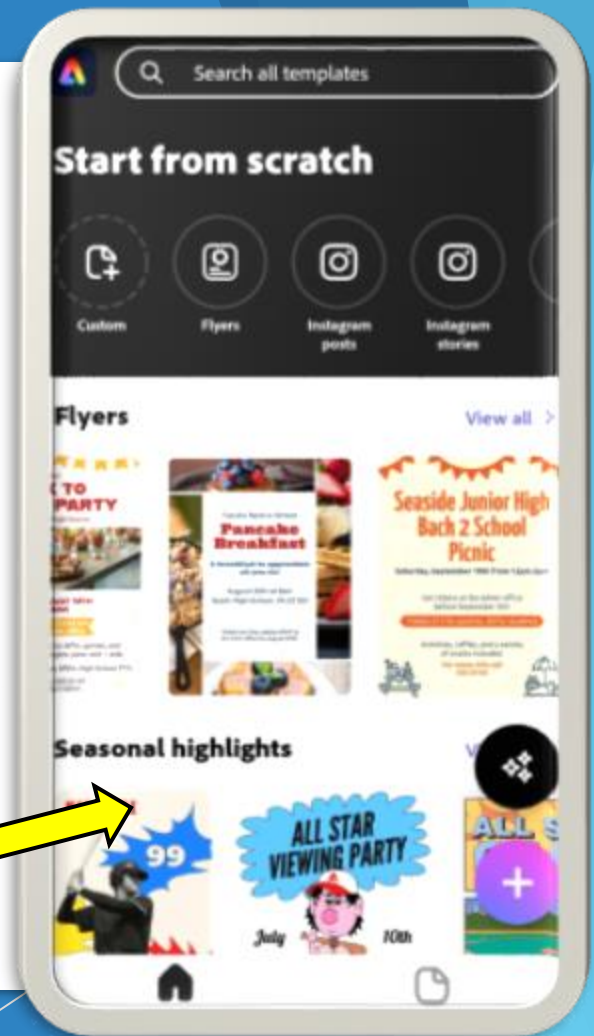
***Type “Done” in the chat
when you are finished.***



What else can Express do?

A brief overview

- **Quick Actions** – super fast editing tools for specific tasks (resizing media, converting formats, combining files, etc.)
- **Social media posts** – create graphic or video posts that meet the specific requirements of platforms like Instagram, TikTok, Facebook, etc.
- **Video editing** – upload your video and perform edits like trimming/cropping/joining clips, add embellishments, and more (start for scratch or use a template)
- **Adobe Express mobile app** – all of the functionality of the web version Express, accessible anywhere via a free app!



Adobe Education Exchange

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

A vast collection of **free resources** for educators wishing to utilize Adobe applications in their teaching, *including*:

- Project lesson plans for use in class
- Self-paced enrichment courses on Adobe tools
- A forum for questions and discussions
- Digital toolkits
- And more!



THANK YOU

If you have any questions about today's workshop or related topics, please contact us at:

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(812) 855-8383

<https://celt.indiana.edu/contact>

