CREATING MARKETING COLLATERAL WITH ADOBE EXPRESS

Thu Oct 26

1-3pm

ANN 301D

MAC in ART
concept . design . training

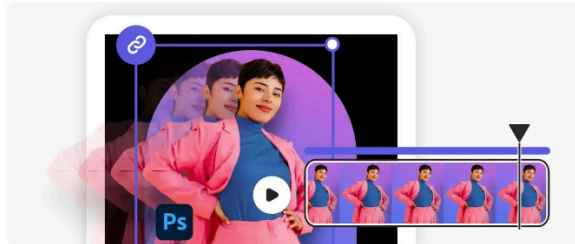Artist, designer, educator, public speaker, subject matter writer

Adobe Express is Adobe's cloud-based design tool tailored to be easy-to-use for beginners and powerful for experienced content creators.

With tools that allow you to dynamically resize content for different platforms, coupled with new innovations in generative AI, Adobe Express is becoming a go-to for many professional content creators.
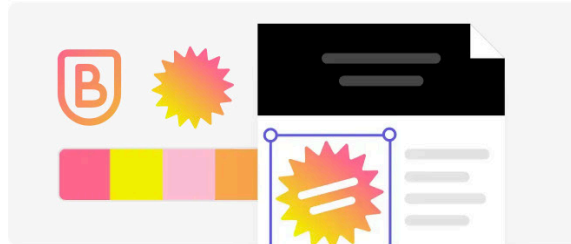
This workshop will give you an introduction to Adobe Express and guide you through using the tool for marketing content creation.
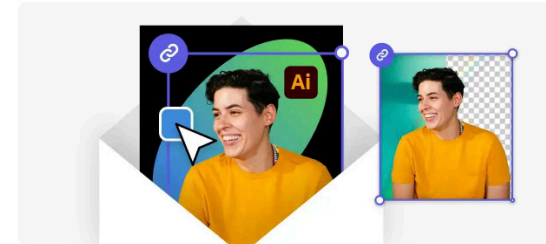
Agenda:

- ◆ Overview UI
- ◆ Quick Actions
- ◆ Start from Template
- ◆ Create an ad / with different sizes
- ◆ Share with your peers
- ◆ Animation
- ◆ Generative fill
- ◆ Text to image
- ◆ Text to template

Quickly animate your CC files, text and images

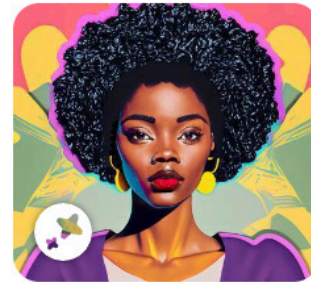Stay on brand with shareable brand kits

Stay in sync across apps with linked Ps and Ai files

Generative AI now in Adobe Express
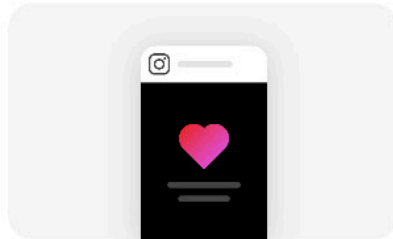
Create images from text prompts

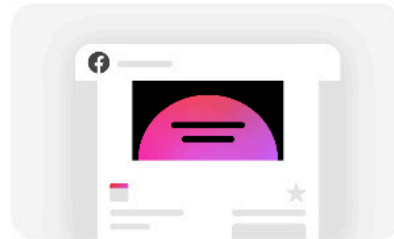Try describing things, people, or moods.
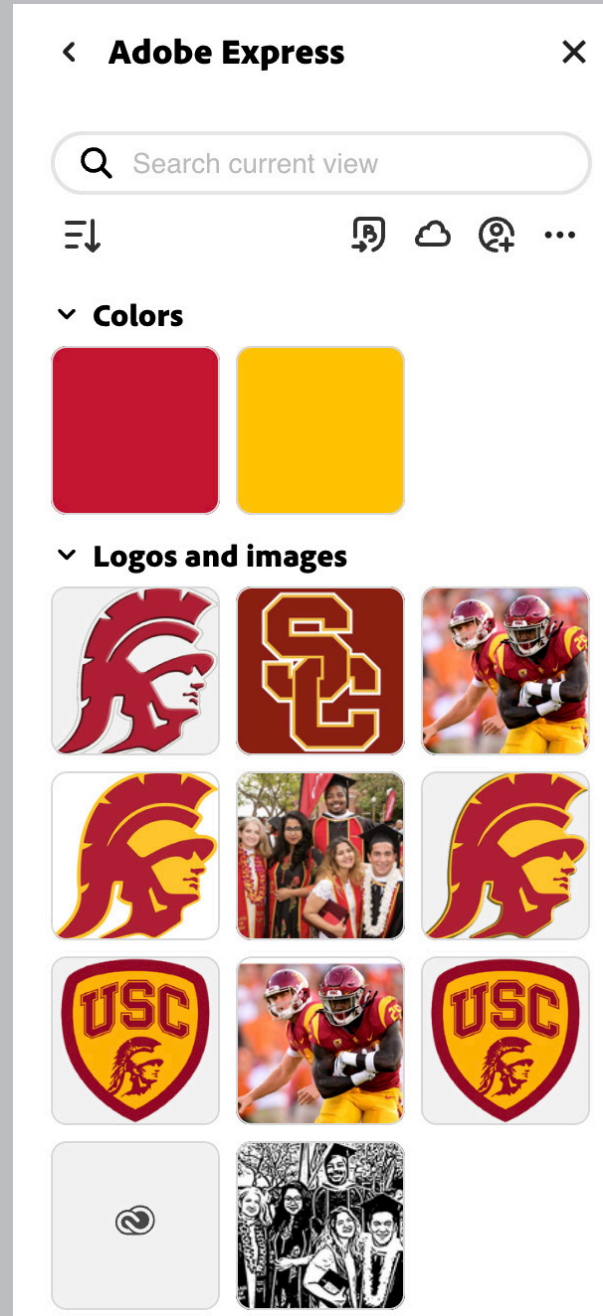
Generate

Adobe Express

Start with templates

Instagram post

Facebook post

Flyer

COME SUPPORT OUR TEAM

SUNDAY, APRIL 9TH AT 12 PM.

Adobe Express

Search current view

Colors

Logos and images

Text to image
Generate images from a detailed text description.

Try describing people, places, and mo... Generate
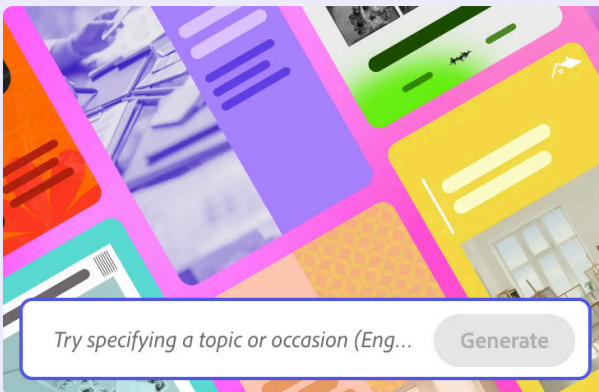
Adobe Generative AI terms

Generative fill
Describe what you'd like to add or remove.

Upload image to start

Adobe Generative AI terms

Text to template BETA
Generate editable templates from a description.

Try specifying a topic or occasion (Eng... Generate

Text to template terms

Text effects
Apply styles or textures to text with a text prompt.

Describe the text effects you want to ... Generat

Adobe Generative AI terms

Adobe Express Resources

- Adobe Express for Business:
  https://www.adobe.com/express/business

- Tutorial:
  https://www.adobe.com/express/learn/tutorials

- Adobe Express Blog:
  https://www.adobe.com/express/learn/blog≠≠≠