

Adobe Spark Post:

Create Graphics for Announcements, Promos, Prompts, & More

By Blake Liphtratt 2017

Intended Audience: K-12 Teachers

Screenecast Software: Quicktime

Purpose: To show basic applications of Adobe Spark Post

Task Analysis

1. Go to spark.adobe.com
2. Login to your account. You can use your credentials from Facebook, Google, or login with an Adobe ID.
3. On the "My Projects" page, click the yellow plus sign to start a new project.
4. Click the plus sign above "Post"
5. Click "Start From Scratch" at the top to begin with a blank design or select a project to remix. (for this assignment, click "start from scratch")
6. In the "What Do You Want To Say?" dialogue box, type your announcement, for example: Book Fair, March 8th & 9th.
 - I. for a project with lots of text, you will need to add text boxes individually (see step x)
7. Click continue.
8. You are now under the Design tab. Shown is the default design.
9. To the right, scroll through the suggested design filters and choose a desired template. You can customize it later.
 - I. Do not choose a template if you are happy with starting design (you can still customize the starter design.)
10. Click the Layout tab.
11. You'll notice "magic layout" is checked.
 - I. Having this checked moves and resizes your text as you explore layouts. If unchecked, the main text on your graphic will stay the same size.
12. Drag the "margin" handle to create a border, if desired.
13. There are four layout categories: Original, Simple, Banner, and Grid.
 - I. Original is the starter design.
 - II. Simple is a single background with a single box of text.
 - III. Banner is similar to Simple, but has a layer of color behind the text
 - IV. Grid includes many layout options with multiple boxes. Each "box" can include a single color or background image.
14. Choose desired layout. Click the layout multiple times to see remixes of the same layout.
15. Click the "Resize" tab (still under Layout) and choose desired size
 - I. Social (Facebook, Instagram, etc.) and Standard (Letter, Poster, etc.) available

- II. Go back to “Layout” tab to see new layouts within chosen size.
- 16. Click the Palette tab and choose desired color
 - I. Click the palette multiple times to see remixes of the same color palette.
- 17. Click the Background tab.
 - I. If photo background: Click Photo tab and apply desired filter. Click the filter multiple times to see remixes of the same filter.
 - II. If color background: Click Color tab and apply desired color.
- 18. Click the Text tab.
 - I. Drag the “Style Suggestions” wheel to randomize the text.
 - II. Click the “Shape” button to stylize the text with different forms and backgrounds
 - III. Click the “Font” button to choose a specific font
 - IV. Click the “Spacing” button multiple times to select spacing options
 - V. Click the “Align” button multiple times to choose alignment options
 - VI. Click the “Opacity” button and drag the handle to choose desired lightness
- 19. To change background photo:
 - I. Click a layout section background
 - II. Click the “Replace” above.
 - III. The “Add Photos” box will appear to the right
 - IV. “Upload Photo” from your computer, or, search photos online by clicking “Find Photos”
 - V. Under “Find Photos”, use desired search term and choose photo
 - VI. Click the “x” button to go back to filter options. Choose desired filter.
- 20. To add more text:
 - I. Click the green plus sign above your project space
 - II. Select “add text”
 - III. Type desired text and click “save”
 - IV. Drag the text box to desired size
 - II. While text is selected, go back to step 18 to achieve desired effects
- 21. To save and share the final design:
 - I. Click “Share” at the top of the page
 - II. Create a title
 - III. Choose a category
 - IV. Click “download” to save to computer or “create link” to establish a direct link to your project
- 22. Download files are high resolution which can be printed for in-house applications or used for online publications. Congratulations. You’ve created your Adobe Spark Post!

Script for Screencast

#	Action on screen	Script

1	Title screen [fade out]	Hello, and welcome to a video tutorial on using Adobe Spark Post. Adobe Spark is a desktop and mobile app that allows users to easily create visual stories. Adobe says that children as young as preschool can use the app, so do not be intimidated by this powerful but easy tool.
2	Adobe Spark screen with the menu to the three story formats. Fade to examples of graphics made with Adobe Spark Post aligned with each example [fade out]	There are three story formats available within the Adobe Spark suite: Video, Page, and Post. Today we will focus on Post, which allows you to create single-image graphics with text overlays. Teachers might use it to for announcements, step-by-step guides, or to create original posters for their classroom. Students might use this tool to visualize guiding questions, highlight their favorite quotes, or make an introduction to a report or original web page. Let's get started.
3	Spark login page. [Mouse will hover/underline over what narrator is discussing. Until noted, scenes will be linear/uncut]	Go to spark.adobe.com and login to your account. You can use your credentials from Facebook, Google, or login with an Adobe ID.
4	"My Projects" page	After logging in, you will first see the "My Projects" page. Click the yellow plus sign to start a new project. We're creating a "Post" today, so now, click the green plus sign above "Post".
5	Start from scratch/template page	You now have two options: you can "Start From Scratch" to begin with a blank design or you can remix a template from below. For this tutorial, click "start from scratch" so that we can explore Spark's different elements with a blank slate.
6	"What Do You Want To Say?" dialogue box	Now, you will type your first text box. You can always add more text boxes later. In this example, I'm making an announcement that will printed in-house, and also, shared on social media. For example: Book Fair, March 8th & 9th.
7	Design tab. Click through templates as you discuss suggested design filters.	You are now under the Design tab. To the right, scroll through the suggested design filters and choose a desired template. Do not choose a template if you are happy with starting design. But remember, you can always customize the starter design.

8	Under layout tab: show how “magic layout” resizes text. Uncheck and show how text stays the same. Show margin border.	Click the Layout tab. You’ll notice “magic layout” is checked. Having this checked moves and resizes your text as you explore layouts. If unchecked, the main text on your graphic will stay the same size. Drag the “margin” handle to create a border, if desired.
9	Click each category as described. Show how clicking “layout” multiple times will change compositions.	There are four layout categories: Original, the starter design, Simple, which is a single-image background with a single box of text, Banner, which is similar to Simple but has an extra image or color layer behind the text, and Grid, which includes many layout different options with multiple boxes. Each “box” can include a single color or background image. Click the layout multiple times to see remixes of the same layout.
10	Move mouse as your describe the buttons. Scroll through resize options. Click different layouts as you say second to last sentence. Go back to “layouts” during last sentence, then return to “resize”.	While still under the layout category, click the “Resize” tab and choose your desired size. Options are available for most social networks as well as popular sizes such as iPhone standard, letters, posters, and banners. Your layouts will automatically resize to fit your chosen composition. You can even go back to the layout tab to see new layouts within your new composition.
11	Color palette tab: click schemes multiple times to show variety.	The Palette tab assigns color themes to your graphic. Choose from a variety of categories to create complementary text colors and photo overlays. Click the color scheme multiple times to see remixes of the same color palette.
12	Background tab. Choose a section of the background. Show background filter and color changes.	Next, click the Background tab. Choose the background of a section within your layout. If you select a photo background, apply your desired filter. Click the filter multiple times to see remixes of the same filter. If you chose a color background, the Color tab is automatically selected. Choose the color you wish to apply.
13	Text tab options: randomize wheel, shape options, font options, spacing/align	Finally, click the Text tab. This will automatically highlight your text. Drag the “Style Suggestions” wheel to randomize your text. Click the “Shape” button to stylize the text with different forms and backgrounds. Click the “Font” button to

	options, opacity options	choose a specific font. You can click the “Spacing” and “Align” button multiple times to see different layout options. Click the “Opacity” button and drag the handle to choose your desired lightness.
14	Click layout section and go through process of changing photo	To change a background photo, click a layout section background and click “replace” (above). The “Add Photos” box will appear to the right. You can “Upload a Photo” from your computer, or, search photos online by clicking “Find Photos”. Under “Find Photos”, use your desired search term and choose a photo. Click the “x” button to go back to the filter options, and choose your desired filter.
15	Click green plus sign and show how to add text.	To add more text to your graphic, click the green plus sign above your project space, and select “add text”. Type your desired text and click “save”. Drag the text box to size. While text is selected, go back to the “text” tab to achieve desired effects.
16	Show how to share, download, and save projects.	Now you’re ready to share your final design. Click “Share” at the top of the page. Create a title, choose a category, and click “download” to save to computer or “create link” to establish a direct link to your project. Download files are high resolution which can be printed for in-house applications or used for online publications. Congratulations. You’ve created your Adobe Spark Post! Click the link in the video description to view an educator’s guide to the Adobe Spark suite.