

HOW TO BECOME AN ADOBE SPARK EXPERT



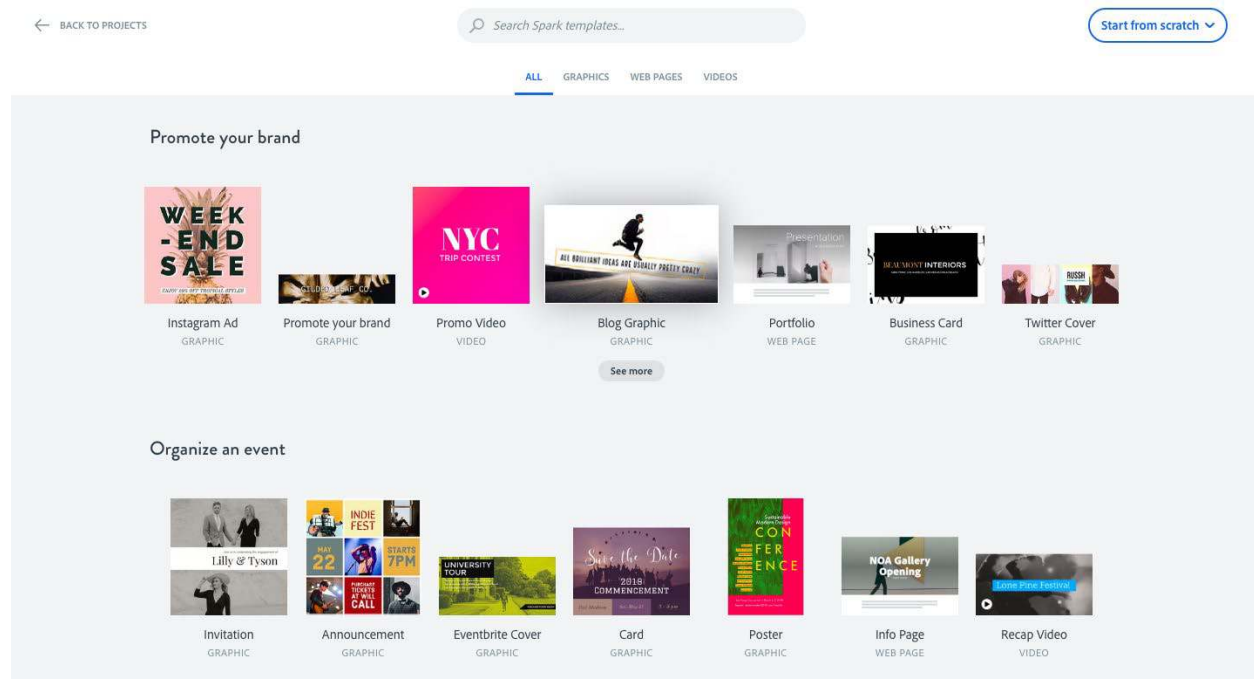
A Beginner's Guide to Adobe Spark

Technology is frustrating. It can be daunting to create “aesthetically pleasing” digital content, and some might even try to convince themselves doing so is overrated. If you’re one of those people, I have some bad news for you: it’s not. At the rate that online marketing is growing, graphic design skills are probably more underrated than anything. Social media presence is essential to ensure your business’ success. But just having “presence” won’t cut it - you need it to at least *look* like you know what you’re doing.

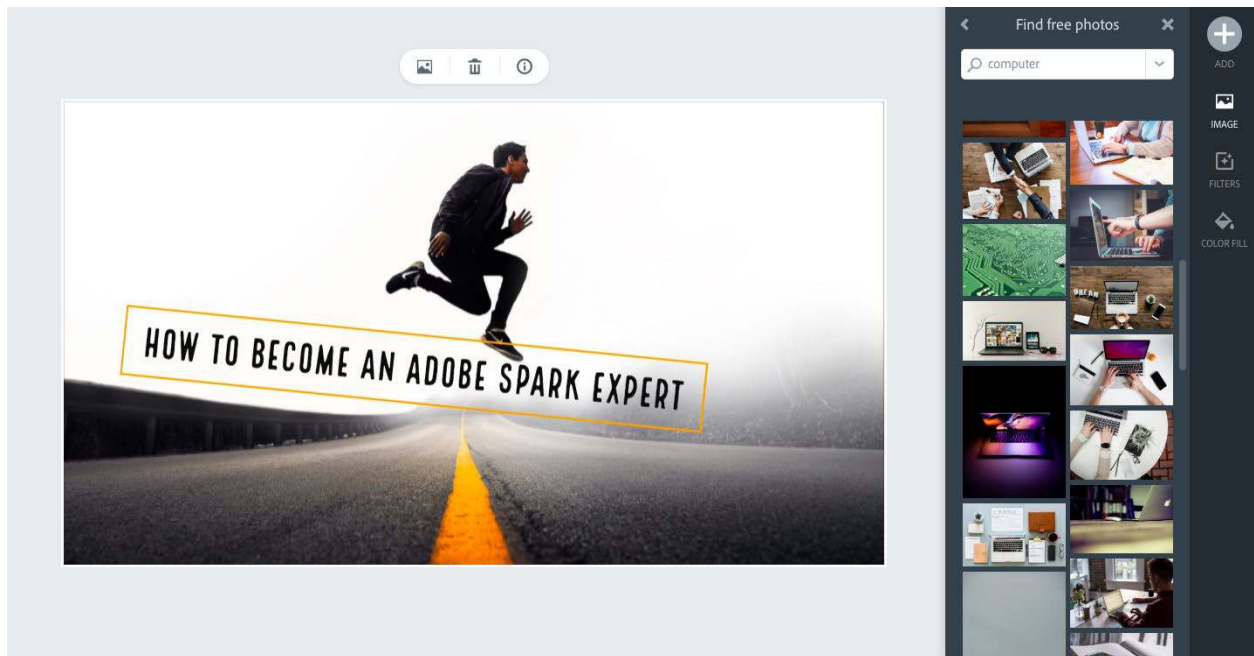
That’s where our friend [Adobe Spark](#) comes in handy - a new Adobe design software. It’s an integrated suite of media creation applications for both mobile and web that was launched in 2016. It was built with the graphic design rookie in mind; a layout so simple just about anyone can figure it out. The software simplifies the creation of digital graphics as much as possible, and will allow you to format your content for every social media platform imaginable. Master these key features and you’ll be a Spark master in no time.

Getting Started

To begin you will need to choose a template based on what you’re trying to create. There’s an option for just about all your different needs, whether it be a Facebook post, a YouTube thumbnail, or a number of others. Choose the template most appropriate for your project. The entire graphic can change drastically from here with minimal effort, so don’t feel confined by your choice.



Next, replace the template's photos and text with your own. If you click on the original photo and hit "image" then "replace image" you can input your own image, or search through Adobe's stock photos to find one. Double click on the text to replace it with your own.



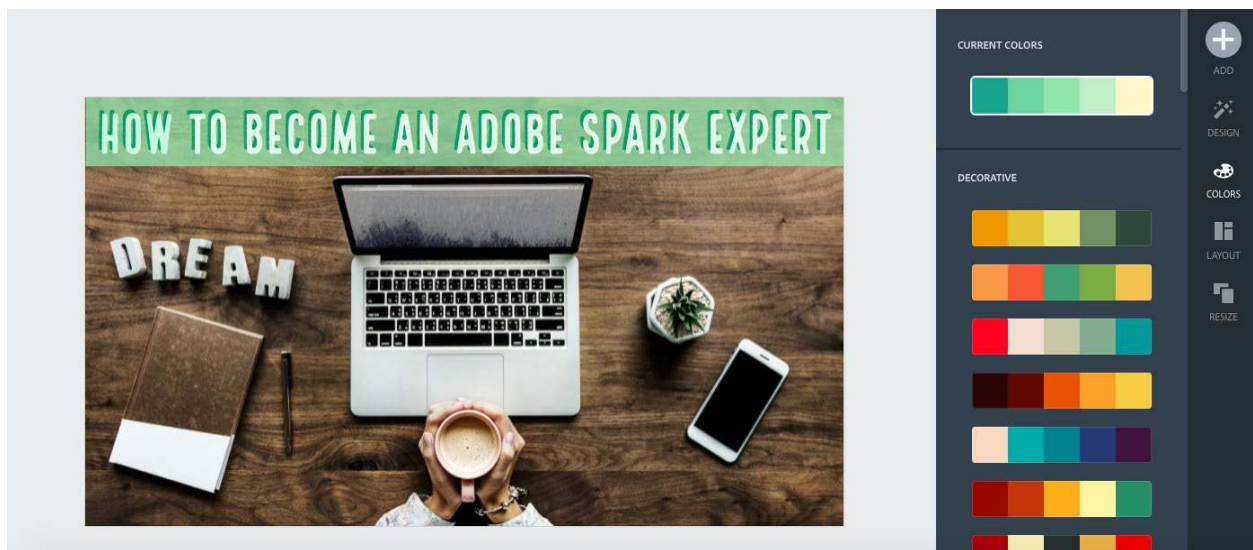
Design

Click in the white space that borders your graphic. You will see "design" pop up, if you click on this you will be given an abundance of variations on how to style your text and photo. Even if nothing the software creates is exactly what you want, there's lots of room for adjustments to be made from here - just pick your favorite for now.



Color Scheme

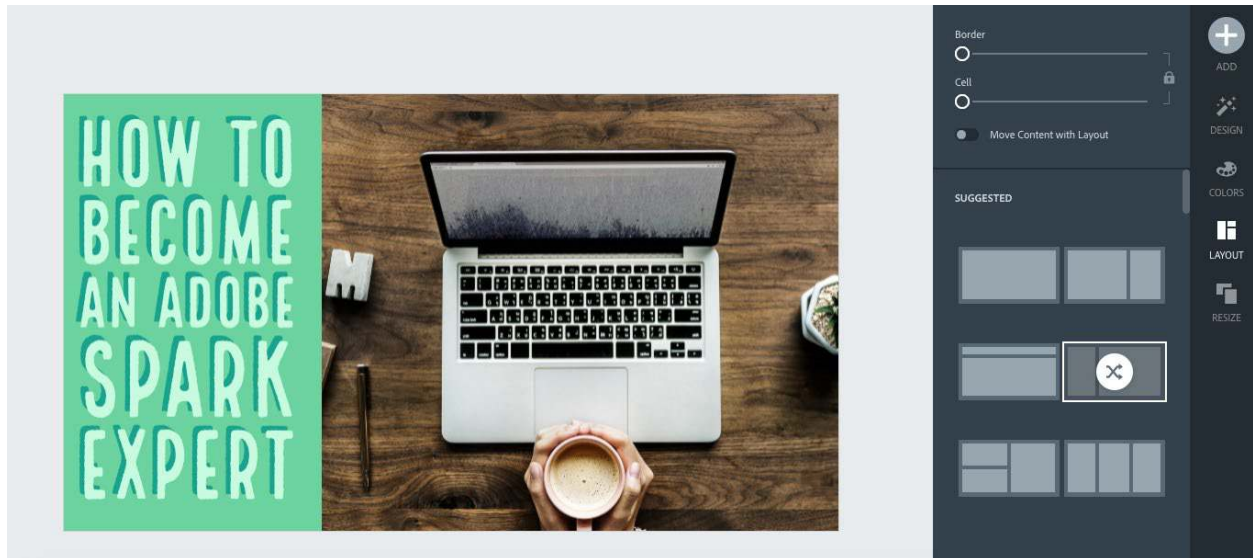
Click in the white space again and then click colors. This will give you a number of suggested color schemes for your graphic and text, and the shuffle button lets you adjust the colors within a particular sample. You can also choose them manually.



Layout

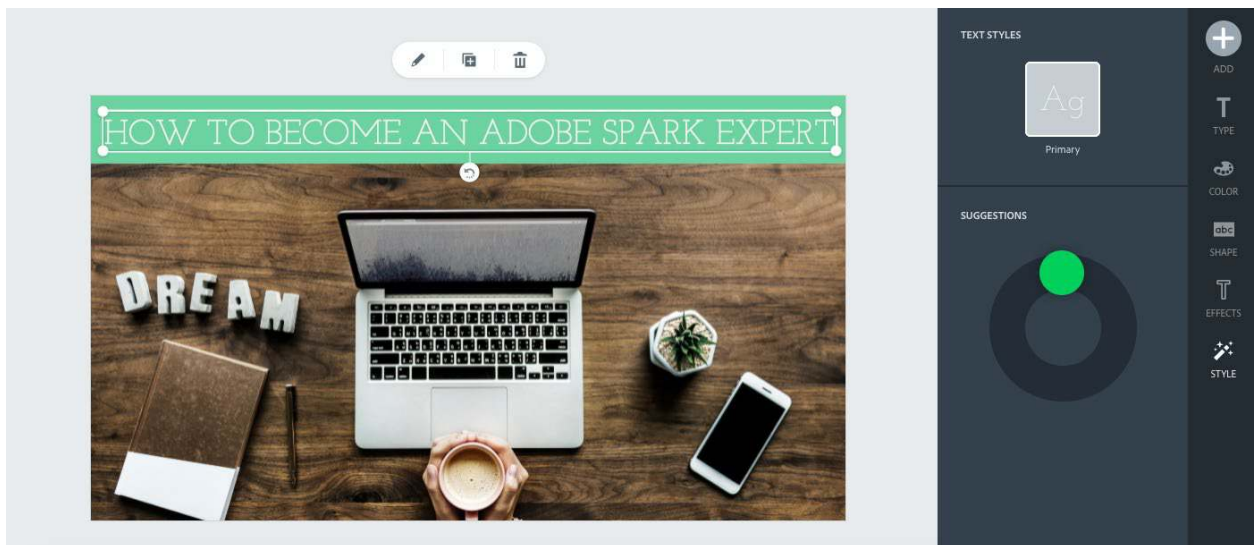
Click the white space, then click layout. This will give you numerous different options on how to arrange your text and images. For this particular text and photo combination, I opted to keep the

recommended style, but I included a screenshot of a layout I tested to demonstrate the different possibilities.



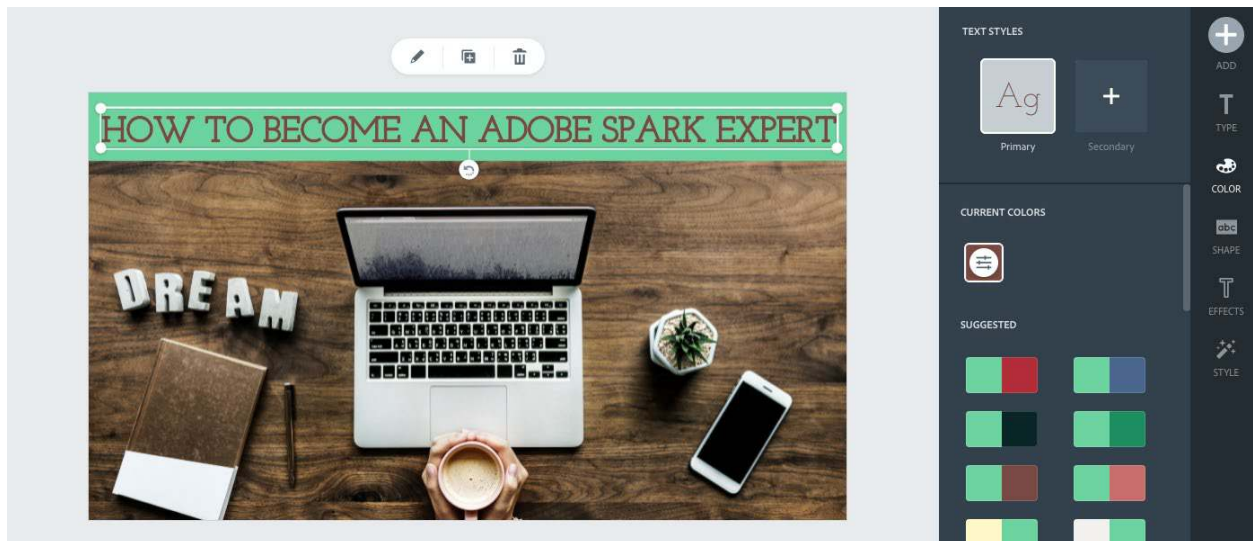
Font

Click your text and then click style. The wheel you see produces hundreds of different font and color variations to experiment with your text. If you click on type instead it will let you adjust these things manually.



Text colors

Click on your text and hit color. This will give you suggestions for your text's colors, or let you choose them manually if you prefer. If you want to change the text color of individual words, hit secondary and click the word you want to change - it will change it to it's suggested color. To manually choose what color it changes to, click the color you currently have selected and it will give you the option to choose from a selection of colors.



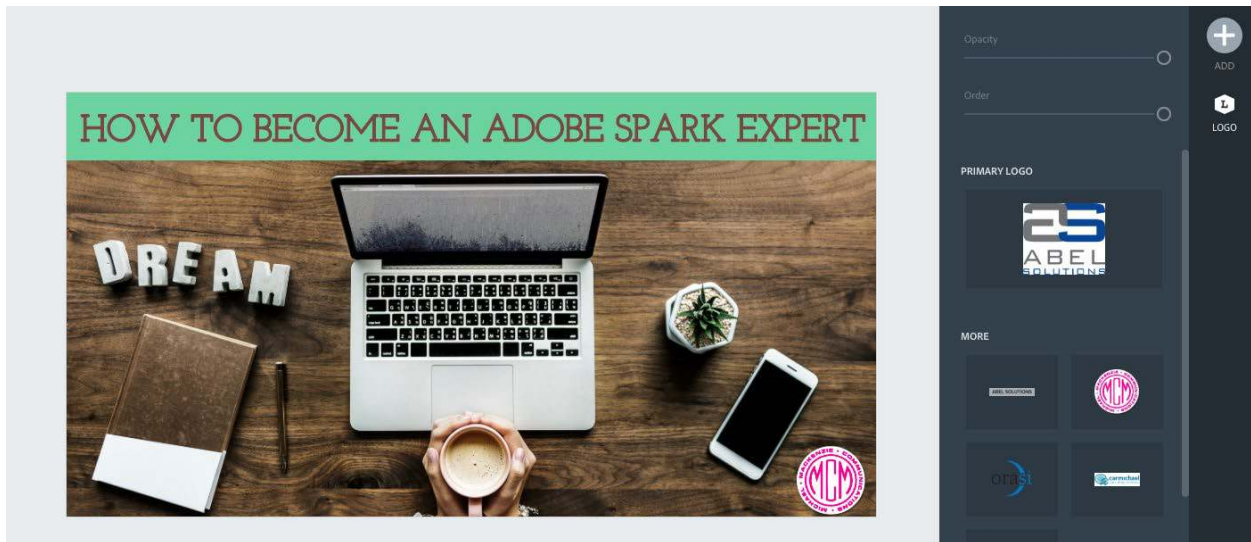
Resize

This is why so many people love Adobe Spark. Once you are content with your graphic, you can click in the white space and then click "resize" to adjust the formatting to fit various social media templates. It can adjust the format from as narrow as "Instagram story" into something as wide as "Facebook banner." Ex-photoshop users are drooling everywhere!



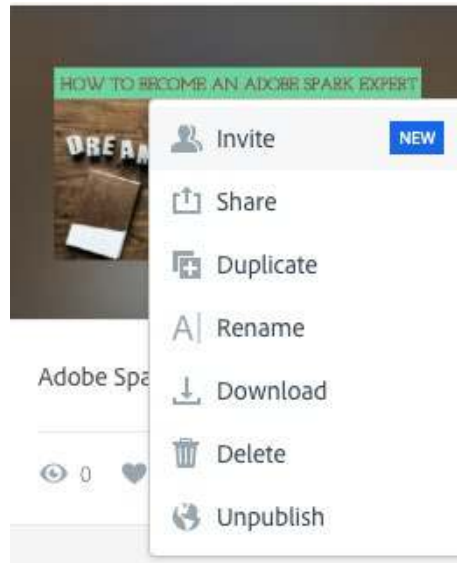
Logos

To incorporate the use of a logo in your artwork (this requires a premium account) click in the white space, click add, and then click logo. You can upload your own logos by using the plus sign and then selecting the file with the logo from your computer. Doing so will then drop the logo in your graphic, and you can move it around and resize it as you please.



Collab Feature

Adobe Spark has just introduced a new feature that allows users to collaborate on projects together, similar to how Google Drive works. Go to the library of all your projects, hover over the project you're working on, and then click the ellipsis you see. From there hit invite, and then enter the email address of whoever you wish to collaborate with. This will let you both work on the project from separate devices (not at the same time, but Adobe says this feature is coming soon).



This may seem like a lot to stomach, but with a little experimentation you'll be an expert in no time. If you're eager to learn more and have a few minutes to spare, [this](#) twelve minute long YouTube video does a great job walking you through everything I just explained. Happy editing!

This post courtesy of MMC Summer 2019 Intern [Bianca Price](#).