



ADOBE TRAINING

Adobe Express

Master Adobe Express to quickly design stunning graphics, videos, and web pages. Create impactful content for social media and marketing.

DURATION

Flexible

LEVEL

Intermediate

FORMAT

Instructor-Led

- Globally Recognized Certification

- Expert-Led Hands-On Training

- Flexible Scheduling

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COURSE OVERVIEW

Adobe Express empowers users to create stunning graphics, flyers, social media content, logos, and short videos with remarkable ease and speed, without requiring extensive design experience. This intermediate-level course dives deep into the intuitive interface and powerful features of Adobe Express, guiding you through the process of transforming ideas into visually compelling assets. You'll learn to leverage its vast library of templates, fonts, stock photos, and design elements to produce professional-quality content that captivates your audience across various digital platforms.

The professional benefits of mastering Adobe Express are immense, especially for individuals and teams needing to maintain a consistent and engaging online presence. From crafting eye-catching marketing materials and social media posts to developing brand-aligned presentations and video stories, this course equips you with the skills to rapidly iterate and deploy creative content. It's ideal for enhancing digital marketing efforts, streamlining content creation workflows, and empowering non-designers to contribute effectively to visual communication strategies.

Level	Intermediate
Vendor	Adobe

COURSE CURRICULUM

01 Module 1: Getting Started with Adobe Express

- Introduction to Adobe Express features and interface
- Navigating the Home Screen and project types
- Understanding the power of templates
- Setting up your workspace and project settings
- Exploring the asset libraries (fonts, photos, icons)

02 Module 2: Mastering Graphic Design Essentials

- Working with text: fonts, styles, and effects
- Image manipulation: uploading, cropping, resizing, background removal, filters
- Utilizing icons, shapes, and design assets
- Applying color palettes and branding guidelines
- Layer management and grouping elements

03 Module 3: Creating Engaging Video & Animated Content

- Introduction to video creation in Adobe Express
- Adding clips, photos, and music to video projects
- Applying animation effects to text and graphics
- Basic video editing: trimming, splitting, reordering scenes
- Adding voiceovers and sound effects

04 Module 4: Branding and Collaboration

- Setting up and managing your Brand Kit (logos, colors, fonts)
- Working with libraries and shared assets for team projects
- Collaborating on projects with team members
- Ensuring brand consistency across all designs and platforms
- Utilizing content scheduling and planning features

05 Module 5: Publishing and Sharing Your Creations

- Exporting designs for various platforms (social media, print, web)
- Understanding file formats and optimal resolutions

- Direct sharing to social media platforms
- Creating shareable links and embed codes
- Best practices for content distribution and engagement

CAREER PATHWAYS

Graduates of this program are prepared for the following roles:

- > **Social Media Content Creator**
- > **Digital Marketing Assistant**
- > **Small Business Owner / Entrepreneur (for DIY marketing)**

FREQUENTLY ASKED QUESTIONS

Q: How will mastering Adobe Express enhance my social media content creation skills?

This course will equip you with efficient techniques to design a wide range of engaging social media content, from static posts and stories to animated graphics and short videos. You'll learn to leverage pre-designed templates, customize them with your brand's aesthetic, and quickly adapt content for different platforms like Instagram, Facebook, and LinkedIn, significantly speeding up your content production workflow and improving visual impact.

Q: What are the prerequisites for enrolling in this Adobe Express course? Do I need prior design experience?

This is an intermediate-level course, but no prior formal graphic design experience or extensive knowledge of other Adobe Creative Cloud applications is required. A basic understanding of computer operations and familiarity with web browsers is beneficial. The course is designed to guide users through Adobe Express's intuitive interface, making design accessible for beginners while offering advanced tips for those with some creative background.

Q: Can I use Adobe Express to create marketing materials for my small business, and will this course cover those applications?

Absolutely! Adobe Express is ideal for small business owners and this course specifically addresses the creation of diverse marketing materials. You'll learn to design professional flyers, brochures, business cards, branded social media campaigns, and even simple logos. The "Branding and Collaboration" module will teach you how to set up your brand kit within Adobe Express to ensure all your marketing collateral maintains a consistent and professional brand identity.

ABOUT COMPUTER PRIDE



East Africa's Premier IT Training Center

With over 15 years of excellence, Computer Pride delivers globally recognized certification programs from leading technology vendors. Located on Kenyatta Avenue in Nairobi's CBD, our state-of-the-art facilities and expert instructors

have empowered thousands of professionals across East Africa.

15+

Years of Excellence

10,000+

Professionals Trained

50+

Vendor Certifications

READY TO ENROL?

Take the next step in your technology career.

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