

Adobe Express

Learn to design graphics, images, video and typography in Adobe Express, then share and collaborate on your projects.

7

MODULES

32

TOPICS

COURSE OVERVIEW

This course opens with core graphic design principles such as alignment, proximity, contrast, colour and typography before moving into the Adobe Express interface and brand application. It then covers building social media graphics with layers, presets and templates, followed by editing images and videos with background removal, cutouts and effects. Typography techniques, CC Libraries, design assets and Google Drive integration are addressed next. The course closes with rendering and sharing designs, scheduling posts and inviting project collaborators.

WHO THIS COURSE IS FOR

Graphic Designers

Social Media Managers

Content Creators

Marketing Professionals

Brand Designers

LEARNING OBJECTIVES

- Explain core design principles such as alignment, contrast and typography
- Apply brand elements within an Adobe Express project
- Create social media graphics using layers, presets and templates
- Remove and refine image backgrounds and apply image effects
- Use quick actions to edit videos
- Add and customise curved text and text effects
- Organise design assets using CC Libraries and Google Drive
- Share completed designs and invite project collaborators

7 Modules, 32 Topics

01

Introduction to Graphic Designing

TOPICS

Alignment · Proximity · Consistency & Repetition · Contrast · Color · Typography · Visibility

02

Fundamentals of Design with Adobe Express

TOPICS

- Getting started with Adobe Express
- Work with Adobe Express on the web
- Undo and Redo
- Add multiple pages to your project
- Gain an understanding of the design principle of consistency (unity)
- Apply your brand

03

Create Digital Graphics for Social Media

TOPICS

Select and move layers · Group Objects · Use presets · Create templates · Embellish your design with vector artwork

04

Working with Images and Videos

TOPICS

Remove background from your pictures · Refine a cutout · Use image effects · Using quick actions for videos

05

Typography

TOPICS

Adjust Text Sizes · Create curved text · Use Text Effects · Add, customize, and position text assets

06

Assets and CC Library

TOPICS

Use CC Libraries · Add design assets · Use google drive integration

07

Render and Share Your Digital Design

TOPICS

How to schedule a post · Get quick inspiration · Invite project collaborators

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

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Live Online Classes (ILO)

Fly-Me-A-Trainer (FMAT)

Flexi (Self-Paced)

1-on-1 Training

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