

Adobe Express

Express Fest: Boost Business Productivity with Commercially Safe AI in Adobe Express



Let's recap our conversation

This webinar explores how Adobe Express and generative AI tools enhance business productivity by enabling teams to create commercially safe, on-brand content efficiently across marketing, HR, and sales departments.

Key takeaways:



Adobe Express simplifies content creation. Teams can use pre-approved templates, brand kits, and locked elements to create on-brand content quickly and easily.



Adobe Firefly ensures responsible AI usage. Adobe licenses all training data for Firefly, ensuring transparency, IP protection, and commercially safe outputs.



AI tools streamline workflows. Features like image generation, video creation, and animation help teams produce high-quality content faster without relying heavily on design teams.

Step-by-step demo tutorials

How to generate an image

1. Open Adobe Express and navigate to the quick actions menu.
2. Scroll down to the generative AI category and select generate image.
3. Enter a detailed descriptive prompt for the image you want to create.
4. Upload a composition reference to guide the layout of the image.
5. Upload a style reference to match colors and lighting to your brand.
6. Adjust additional controls like content type or styles if needed.
7. Click Generate to create the image.
8. Review the generated options and select your preferred image.

Step-by-step demo tutorials

How to generate a video

1. Navigate to the quick actions menu.
2. Scroll down and select generate video.
3. Set the canvas size to 1920x1080 or your preferred dimensions.
4. Enter a detailed descriptive prompt for the video content.
5. Adjust camera settings such as shot size and angle.
6. Click Generate to create the video.
7. Review the generated video and download it in your desired resolution.
8. Combine video clips or add additional elements using the video editor.

Step-by-step demo tutorials

How to create a holiday party invite using a pre-approved template

1. Select a pre-approved HR template from the shared library.
2. Update the text fields with the event details, such as location and date.
3. Open the brand kit to access logos, fonts, colors, and branded assets.
4. Add a branded image to the design and use the remove background tool if needed.
5. Generate a custom image using Firefly for the invite's background.
6. Replace placeholder elements with the generated image and adjust placement.
7. Use the remove object tool to delete any unwanted elements.
8. Save the invite and create a view-only link to share for feedback or approval.

Frequently asked questions

How does Adobe ensure responsible AI usage with Firefly?

Adobe licenses all training data for Firefly, ensuring that creators give permission and are compensated. This approach protects intellectual property and ensures transparency.

What does *commercially safe AI* mean?

Commercially safe AI refers to outputs generated by AI models trained on licensed data, ensuring that the content is free from copyright issues and safe for commercial use.

How does Adobe Express support global brands?

Adobe Express enables global brands to scale content creation by automating content variations, resizing assets, and translating materials into multiple languages.

Frequently asked questions

What is the content authenticity initiative, and why is it important?

The content authenticity initiative is Adobe's effort to ensure transparency in AI-generated content by using forensic watermarks to track the history and origin of assets.

How can non-designers use Adobe Express effectively?

Adobe Express is designed for everyone, offering intuitive tools, templates, and locked brand elements that allow non-designers to create professional-quality content easily.

What are some real-world examples of brands using Adobe Express and Firefly?

Brands like Gatorade, Tapestry, and Cox Enterprises use Adobe Express and Firefly to create personalized merchandise, automate content creation, and streamline internal communications.



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Helpful resources

- Tutorials: [Learn Adobe Express](#)
- Product: [Visit Adobe Express](#)
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Adobe Express for Business?

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