Adobe Express

Visual Storytelling for Every Team

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HR Video Remixable Template

Sales Presentation Remixable Template

Social Media Remixable Template

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Visual Storytelling for Every Team

Session summary

The webinar *Visual Storytelling for Every Team* showcases how Adobe Express empowers teams to create professional, visually compelling content quickly and easily, regardless of design experience. Led by Rebecca Staley and Julie Sandusky, the session explores practical use cases for HR, sales, and social media teams, demonstrating how Adobe Express simplifies content creation with templates, animations, translations, and scheduling tools. Attendees learn how to leverage Adobe Express to meet the growing demand for high-quality content while maintaining brand consistency and fostering collaboration.

Key takeaways

- **Adobe Express is accessible to everyone:** No design degree is required to create professional-grade content.
- **Templates save time:** Pre-built templates provide a quick starting point for creating HR, sales, and social media assets.
- **Animations enhance engagement:** Easy-to-use animation tools allow users to add dynamic elements to presentations and social media posts.
- **Translation and scheduling tools streamline workflows:** Translate content into multiple languages and schedule posts directly to social media platforms.
- **Collaboration is seamless:** Teams can work together in real-time or asynchronously, with options to lock elements and add comments for feedback.

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Step-by-step demo tutorials

Demo 1: HR training video creation

1. Open Adobe Express and navigate to the home screen.
2. Click the Templates icon on the left-hand bar.
3. Use the search bar to find "HR onboarding" templates.
4. Apply filters by clicking Type and selecting Video Template, then click Free to filter free assets.
5. Hover over templates to preview and select one by clicking it.
6. Replace the logo by selecting the logo element, clicking Replace, and uploading a new logo from your desktop.
7. Adjust the logo size by dragging the handlebars and repositioning it.
8. Change colors by clicking Theme on the top bar, selecting a color palette, and clicking Shuffle to explore variations.
9. Replace the background video by selecting the video layer, right-clicking, and clicking Replace.
10. Search for a video in the Media tab under Videos, hover over options to preview, and select a free asset.
11. Update text by clicking the text element and typing new content.
12. Add an animated character by returning to the home screen and clicking Quick Actions.
13. Select Animate a character, choose a character, and record audio.
14. Upload the animated character to the HR video by clicking Add media, selecting Add blank scene, and uploading the file.
15. Adjust the character's size and position on the canvas.
16. Preview the video by clicking Play and share it by clicking Share, selecting Copy link, and ensuring link access is enabled.

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Demo 2: Sales presentation creation

1. Open Adobe Express and click the plus button on the home screen.
2. Select Upload media and upload a PowerPoint file.
3. Duplicate a slide by right-clicking the ellipse on a slide and selecting Duplicate.
4. Delete unnecessary elements and add new text by clicking the text element and typing.
5. Add a headshot by clicking Media, selecting Photo, searching for "headshot," and choosing an image.
6. Crop the image by clicking the Crop icon and selecting Circle. Adjust size and position.
7. Add a chart by clicking Charts and grids on the left-hand bar, selecting a bar chart, and entering data.
8. Adjust chart colors by selecting individual elements and choosing colors from the picker.
9. Apply a theme by clicking Theme, selecting a color palette, and clicking Apply to all pages.
10. Add transitions by right-clicking the ellipse on a slide, selecting Add transition, choosing a transition type, and clicking Apply to all pages.
11. Collaborate by clicking Share, entering a collaborator's email, and using the Comments icon to add or resolve comments.
12. Add presenter notes by clicking Presenter notes on the bottom bar and typing reminders.
13. Download the presentation by clicking the Download icon, selecting All pages, and choosing PDF format.

Demo 3: Social media asset creation

1. Open Adobe Express and select a social media template.
2. View carousel slides by clicking the grid icon on the bottom right.
3. Animate text by selecting the text element, clicking Animation, choosing Drop, and adjusting duration and personality.
4. Edit timeline by clicking Edit timeline and using the handlebars to adjust layer timing.
5. Animate a logo by selecting the logo element, clicking Animation, choosing Rise for intro and outro, and adjusting direction and duration.
6. Animate images by holding Shift, selecting multiple images, and applying Fade animation.
7. Translate the asset by clicking Translate on the top bar, selecting languages, and specifying tone of voice.
8. Share translated assets by clicking Share, selecting individual pages, and clicking Copy link or Download.
9. Schedule posts by clicking Share, selecting Schedule, connecting social media accounts, adding captions, and choosing a date or time.
10. View scheduled posts by clicking Schedule on the home screen to access the calendar.

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Frequently Asked Questions

What is Adobe Express?

Adobe Express is an all-in-one content creation app for creating social posts, images, videos, flyers, and more. Adobe Express makes it easy to create standout content using AI that's designed to be commercially safe.

Can creative teams lock down elements on templates so only certain elements, like text and images, can be adjusted?

Yes, this is where Adobe Express shines for Creative Professionals to be able to lock down anything/everything, unlike other tools that have limited locking. Give your team peace of mind with brand controls while empowering others with self-service.

Can the animations created in Adobe Express be used in other software?

Yes, the animations are commonly used in other software. Keep in mind, Adobe Express is the quick and easy create anything app, so being compatible and agnostic with your destination of your content is a key focus of ours.

Can you download Adobe Express to your computer if you have a Creative Cloud account, or is it web only?

Adobe Express is currently for web & mobile only. Although, that may change in the future.

After we make edits to the PowerPoint on Express, can we re-download it as a PowerPoint?

Not at this time. The current export formats are PNG/JPEG, PDF, and MP4 video.

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Do collaborators need to have an account?

It depends on how you share it. If you are using permissions to edit, for example, they'll need an account to attribute those edits. But if it's just for view-only, they don't need to authenticate and there is a free license for Adobe Express they can use.

If you create a social post, and share it — does Adobe Express update the sizes depending on where it is going?

Yes, in the premium version, there is a one-click resizing option for ALL social platforms. Makes your content creation super simple.

In the schedule section, are we able to tag other social media accounts, for example, X?

Yes, you can tag others in captions by typing @username directly into the caption field. Once published, these will function as proper mentions, notifying the tagged accounts.

Is this a suitable tool/program for creating animated digital ads?

Yes! We just recently announced partnerships with ad platforms. You can learn more by visiting: https://business.adobe.com/blog/new-adobe-express-for-ads-helps-small-businesses-stand-out

Can you export from Adobe Express into Premiere Pro for further editing?

You would need to export to MP4, then import into Premiere Pro. You can also just save your file to your Creative Cloud Library and access it from all tools.

Can creatives who are already telling good, visual stories utilize Express — if so how?

Yes! Adobe Express allows you to empower colleagues with the opportunity to self-serve, which can free up your time to focus on higher-priority creative work, and get them the assets they need, faster. You can also use Adobe Express for quick edits/remixes that save time.

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