



# Adobe Express

CONTENT THAT STANDS OUT



**HOT TIP:** Adobe Express provides access to thousands of images and graphics from Adobe Stock. Experimenting to find the right solution is now quick and easy.

Create beautiful graphics, web pages, and video stories in minutes with Adobe Express (formerly known as Adobe Spark). Working from thousands of professionally designed templates, make social posts and stories, flyers, logos, booklets, posters, and more. Start for free, and make content that always stands out.

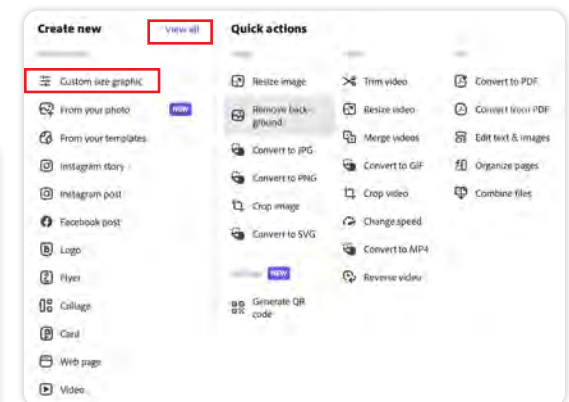
## Getting started

Imagine being the editor of a new book about Altura Technology. Your publisher asks to see an alternate design approach for the book's jacket. The original designer is tied-up on another project, so it's up to you and Adobe Express to pitch in.

1. Start in the CC Desktop app and select Adobe Express from the left-hand rail.
2. Select the large plus (+) in the upper left to create a new project.

From the Create New window select the kind of project you want or choose an action from the **Quick Actions** list on the right. Selecting **View All** brings up a page with thousands of design possibilities.

3. Select **Custom Size Graphic** to start with a blank page. Type in your page dimensions, and select **Next**.





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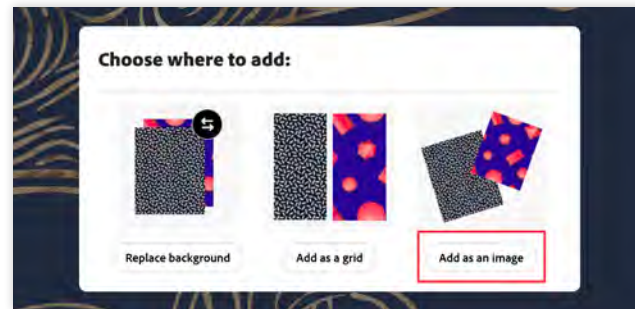
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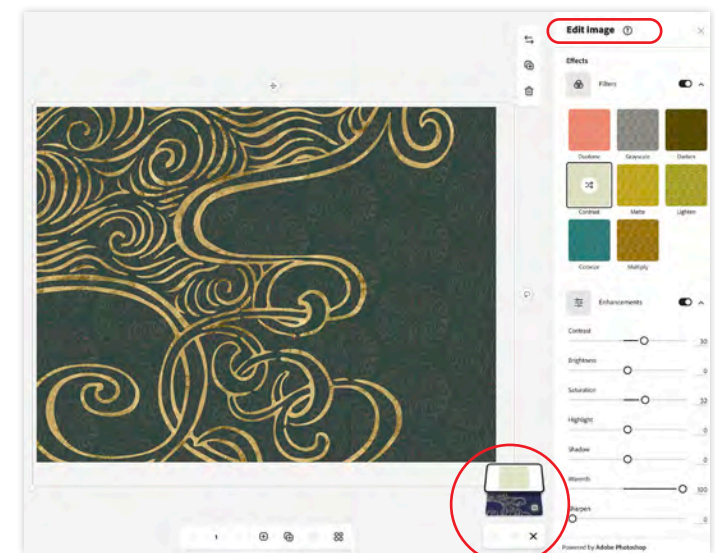
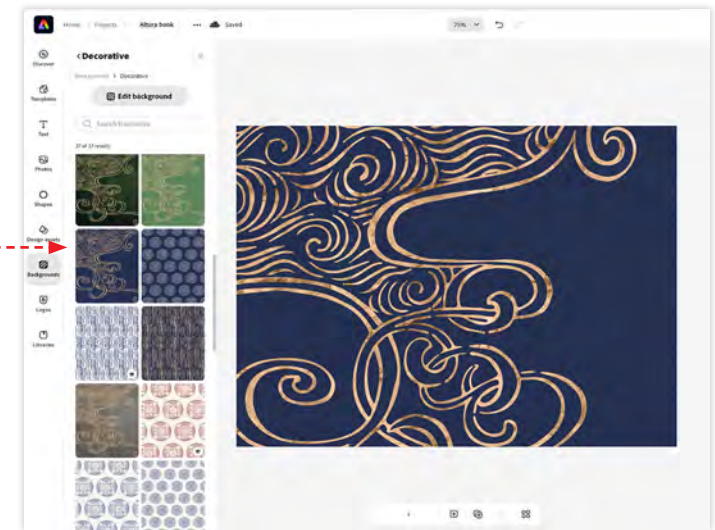
**HOT TIP:** When you add an image in Express, you're given a choice to replace the background, add as a grid, or add as an image.

**Add as a grid** places the image alongside an existing image. **Add as an image** places the image on a new layer in the stack.

- In the next screen select **Backgrounds**. Scroll through the Decorative assets and choose one that fits the mood of the project.
- To see the background layered with more images, scroll to another asset and select it. In the **Choose where to add** window select **Add as an image**.



- The newly added image appears in the layer stack above the original image. By selecting the image, Adobe Express opens the Edit image controls in the right column and displays a small proxy of the layer stack below.
- Experiment with opacity, blending modes, filters, enhancements, and blurs to find interesting combinations for the book's cover image.





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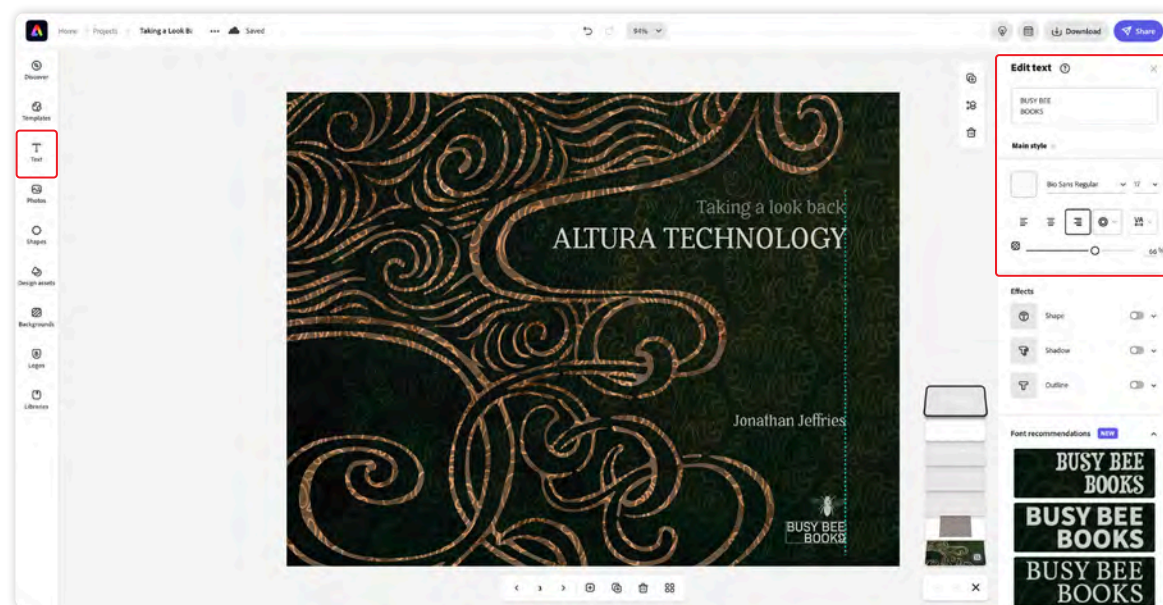
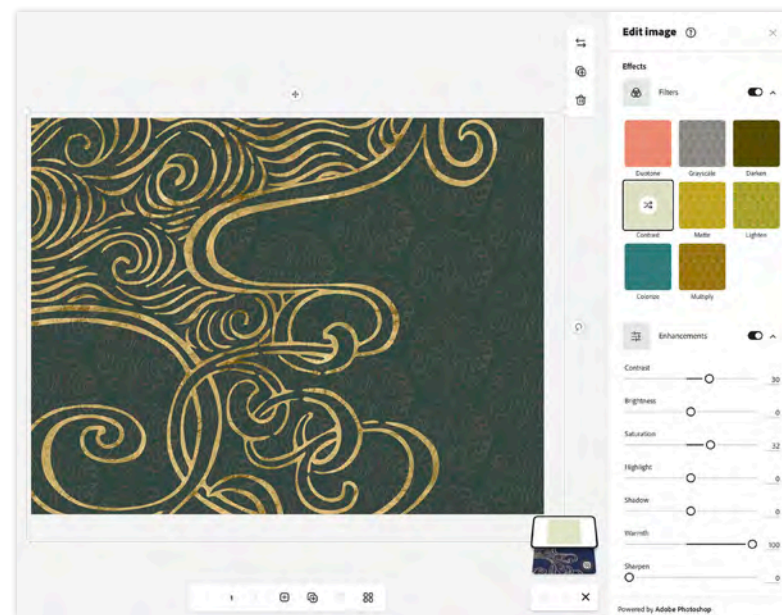
**HOT TIP:** The Edit image control area (right column) offers an assortment of sliders to change the look of an image courtesy of Adobe Photoshop.

Experiment with various filters and buttons and see what you come up with.

All changes are non-destructive and can be revisited at any time for further editing.

8. Now add type to the cover design. Select the Text tool in Adobe Express ( ) and type into the **Edit text** field. There are also controls to align, size, track, curve, and set the opacity of your text. Express also offers Font recommendations to try. When you combine your text with other existing page objects notice how Express displays a dashed line to help with alignment.

9. Select Download ( ) in the upper-right corner of the page and save in PNG format.



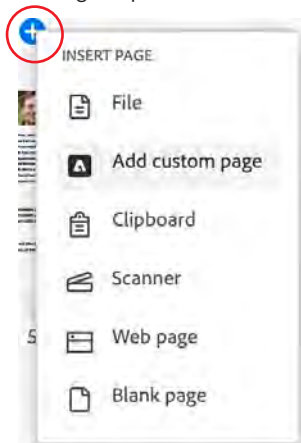


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**HOT TIP:** Acrobat also provides a back door to Adobe Express if you'd like to work from an existing Template.



From the Pages thumbnails select the blue plus (+). In the Insert Page drop-down menu choose **Add custom page**. Acrobat hosts the Adobe Express Customize page inside its existing window, from which you can begin to build your new page.

### Last stop, Acrobat

Once your page is created in Express, return to Adobe Acrobat to insert the replacement page into the book's Acrobat layout.

1. Open the PDF in Acrobat and open the Pages column on the right side. Select the thumbnail of the page you want to replace and right-click to invoke the context menu. Choose **Replace Pages** and navigate to the new cover page. Confirm the replacement in the Replace Pages dialog.
2. Select **OK** to finish replacing the existing cover page with the newly created Express page.
3. Save the PDF with a new name or version number to differentiate it from the previous version.

