

Meet Your New Production Artist: Adobe Spark Post



Design by Codify Design Studio.



by [Chris Converse](#)

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Adobe Products in this article

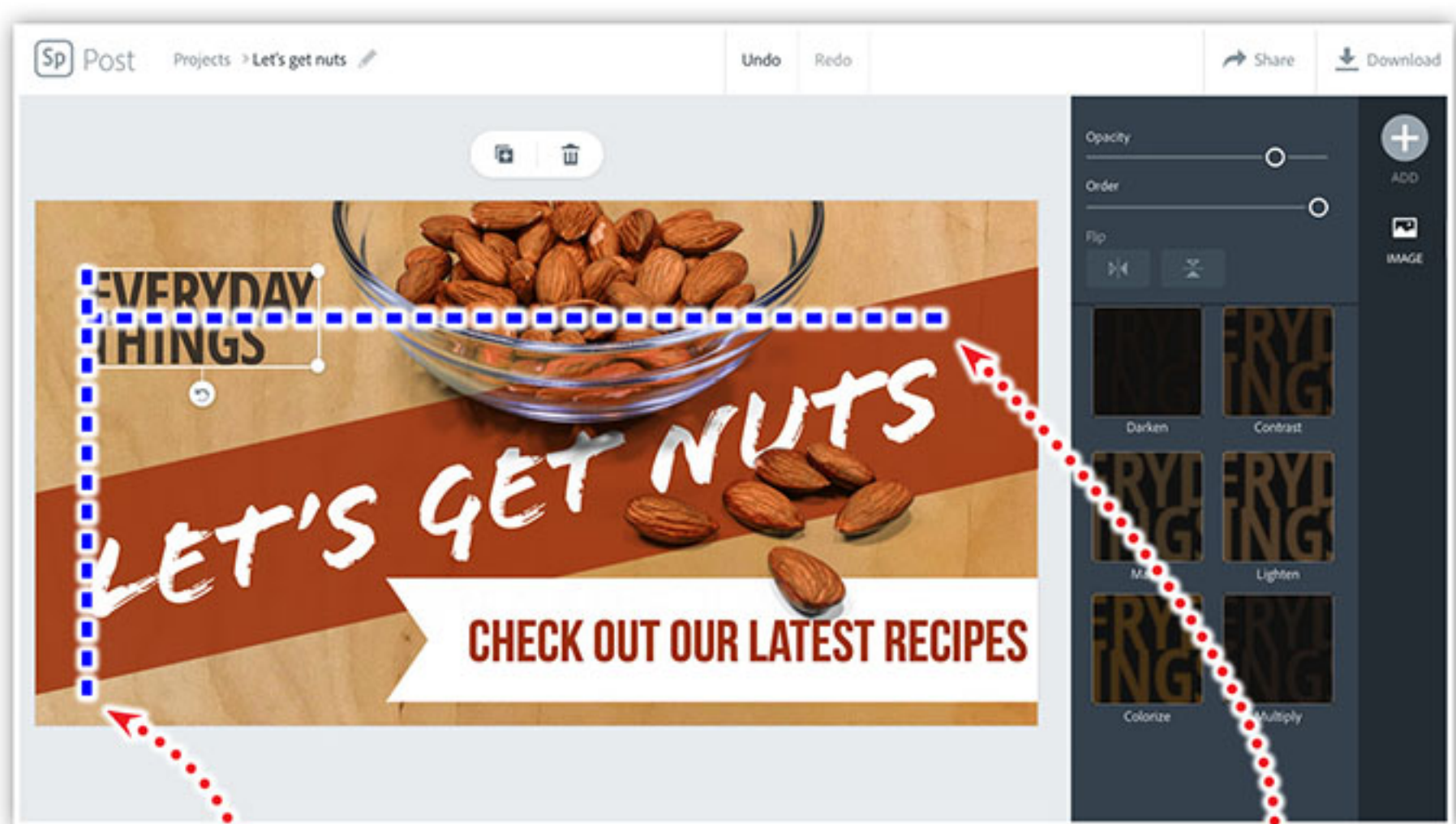


As a designer, I was skeptical of [Adobe Spark](#). I wasn't sure if I was designing the content, or if it was being designed by Spark. Then, I began to realize that Spark was actually helping me by extending my design vision to various layouts and templates.

Adobe Spark learns from you as you create layouts, define colors, import artwork, and arrange elements within your compositions — and all the while it is ready and able to do a lot of the tedious work for you.

Getting comfortable with Adobe Spark Post

To begin, visit [the Spark website](#) and sign in to your Creative Cloud account. When you first start using Spark, you'll notice some familiar behaviors, like smart guides and object snapping. These were welcome additions to tools apps like [Illustrator](#) and [InDesign](#) — but this is only the beginning.



Smart Guides automatically appear as you move elements around on your project artboard

Spark makes extensive use of [Adobe Sensei](#), Adobe's artificial intelligence platform, to help you produce work more efficiently. Sensei gives Spark the intelligence to follow your lead as you adapt your design to various layouts and sizes.

Creating alternate versions of your work

One of the most tedious aspects of an online campaign is needing to create multiple versions of your work at different sizes. When you consider that a social media ad, for example, may need more than six different size variations — this can take more time than designing the original project. This is one of the tasks where Spark Post really shines.

In the example below, I have started with a Facebook ad to promote a new almond-based series of recipes for my client. Once the first layout is complete, I need to make additional versions of this design for different social media platforms. Back on the main projects screen, I'll duplicate this project, rename it, then apply a different layout size for Twitter.



Immediately, Spark goes to work adjusting my layout to the new dimensions. Spark pays attention to size relationships, cropping of my images, font sizes — everything you'd do as a designer.

Once Spark completes its initial layout adjustment, you are free to make adjustments to the layout. Nudge, tweak, and change any aspect of the layout that Spark created, and your edits will be added to Spark's intelligence for the next resizing need. Then, I simply repeated the process to quickly create additional versions of my graphic for all of my client's required platforms.

Learn more about Adobe Spark Post

Join Chris Converse in the recorded webinar and [discover how to leverage the power of Adobe Spark Post](#) to help you get your design work done faster.

In this session you'll learn how to:

- Set up a brand.
- Import custom artwork.
- Use Adobe Fonts.
- Import assets from [Adobe Stock](#).
- Quickly create multiple layouts.

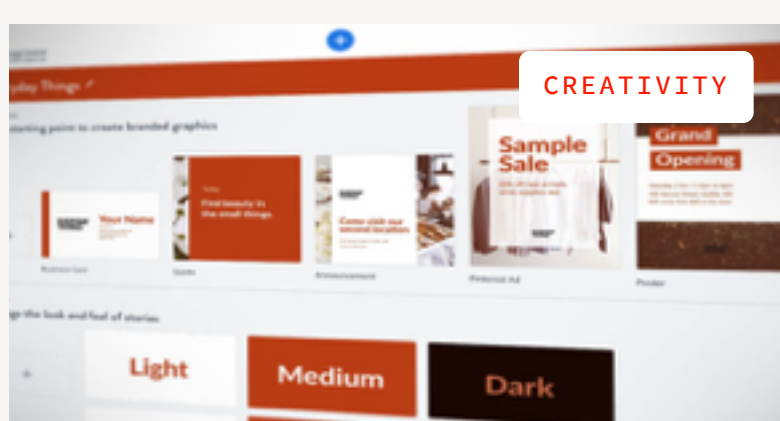
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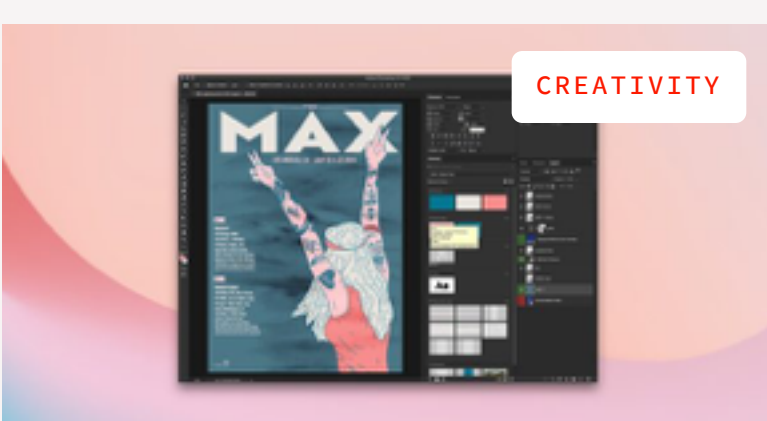
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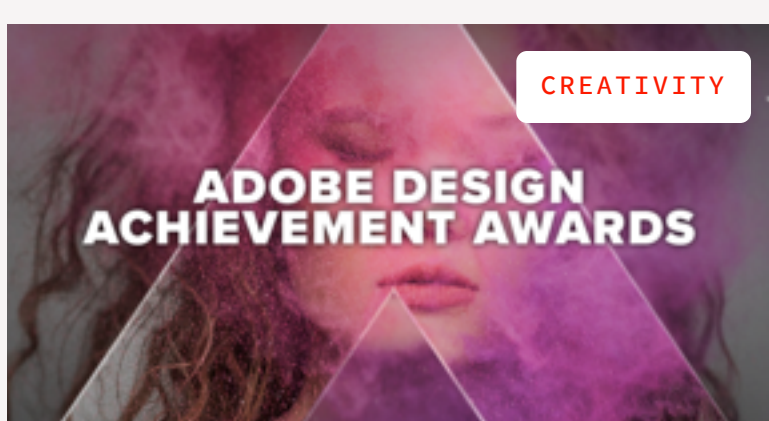
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