

FAME ACADEMY ENRICHMENT

Overview:

In this project, students will create an Adobe Spark Post that demonstrates 2 truths and 1 lie about their life since we last saw each other. Unlike most two truths and a lie, students will make a graphic.

Before you panic about how many pages this is, do note that it contains a lot of photos AND you may not use everything in this list. This is a guide for all of the options available in the program that you MAY use.

Starting with Adobe Spark:

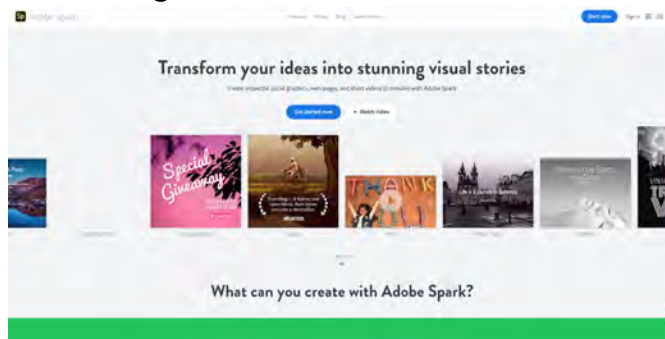
Since I am not available to be in person, below will be a step-by-step tutorial to complete this project.

1. Logging into Adobe Spark

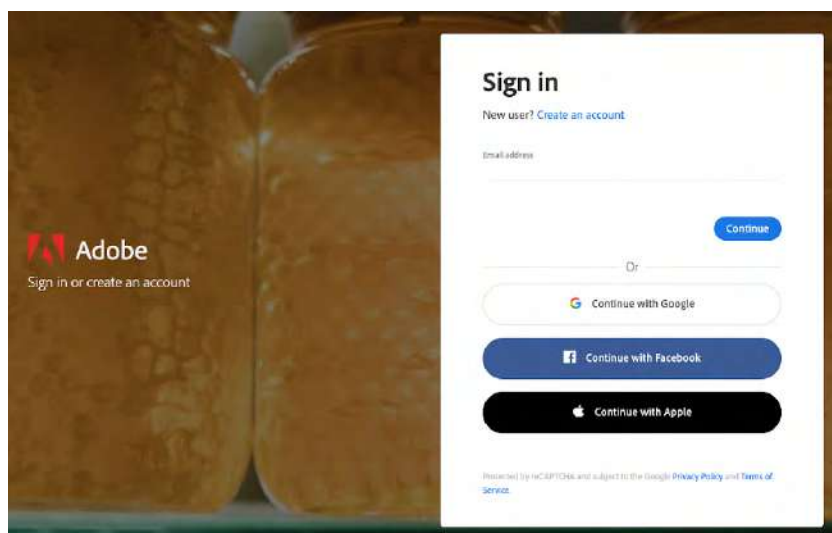
- a) Go to Spark.adobe.com



- b) Click on the Sign In button



- c) Click "Continue with Google"

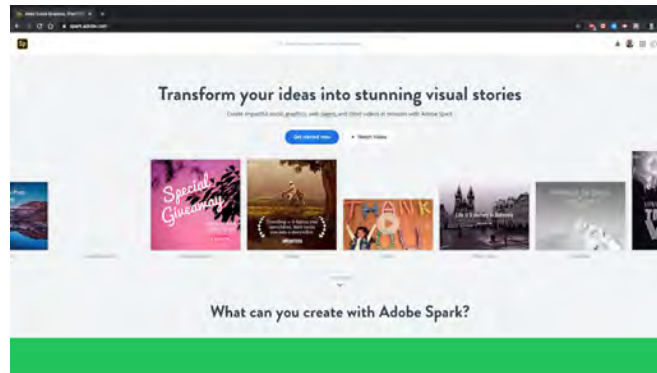


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d) Log in to your Google Account*

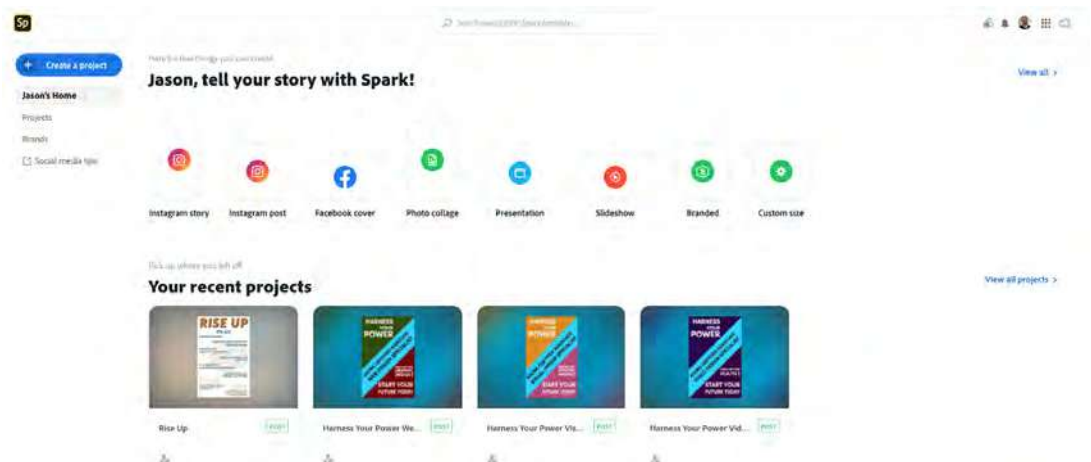
*Note: If you did not already set up your Adobe Account with Google, you will need to click create an account. Be sure to Create the account using your google QCUSD email address. If you are unable to access the account because you are under the age of 13, a parent or guardian can create a free adobe account to access the software. Please have your parent or guardian contact Mr. Stahl if the above solutions are not available and Mr. Stahl will work with the parent for an alternative option.

e) Click on the Adobe Spark Logo on the upper left menu

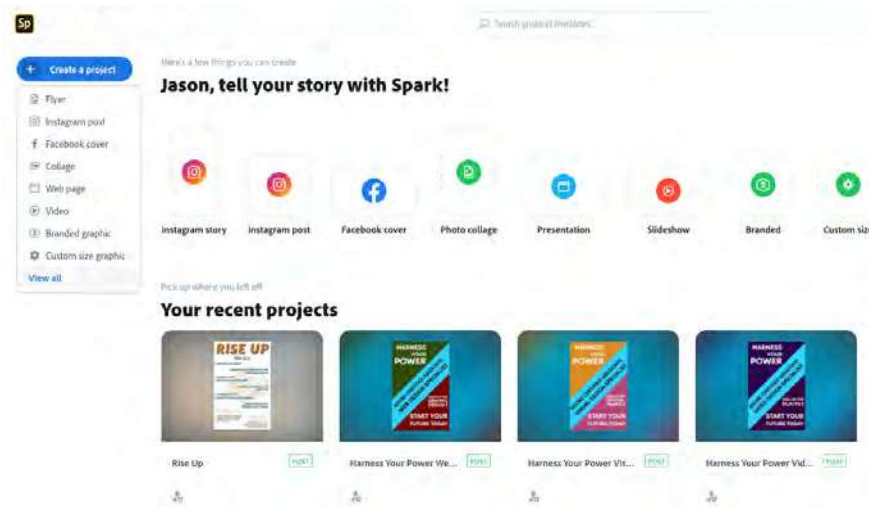


2. Starting your Project

a) You should now see templates across the top of the screen.

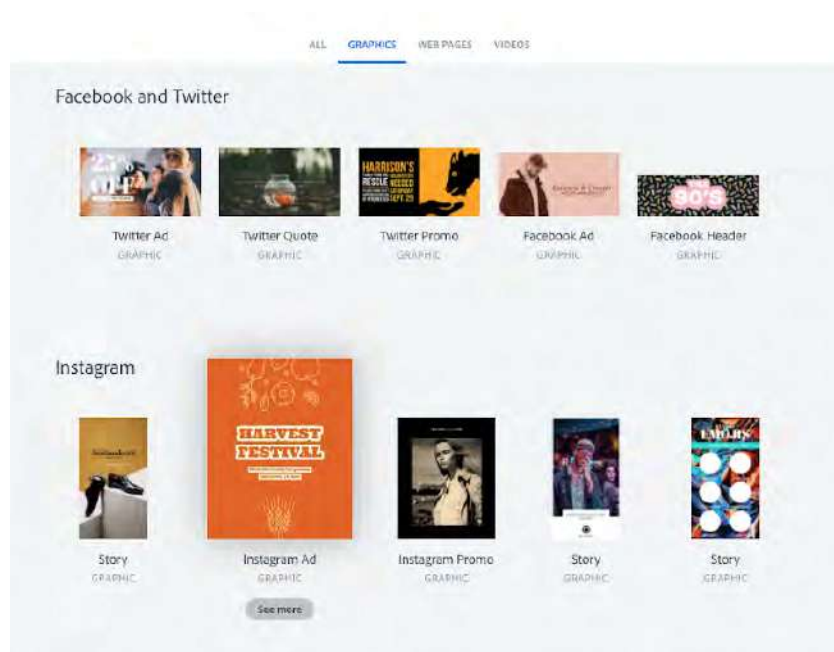


b) Click on Create a Project (Blue button on the left hand side)



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- c) For this project, we are going to click “View all...”. All the projects we do will be started in this way, but once you are familiar with the program, feel free to take your own route.
- d) This first project is going to focus on Adobe Spark Post (also known as Graphics). So click on the Graphics tab at the top. You will see a variety of templates available for different dimensions and purposes. All templates on this page are only one of literal thousands. If you click on “see more” under the Harvest Festival Instagram Ad, you will find over 8000 options.



- e) Some options are premium and only available for the paid version of Adobe Spark. Avoid those and only click on a template that does not contain a yellow flag on it.



- f) Select the template you like. We will be changing it but you can select one to be your starting point. Think about color scheme, font choices, etc. because it will be helpful as we continue.

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- g) Once you select your template, Adobe will load your tools and give you tips. Adobe Spark is a marketing tool, but can be used for a wide variety of applications as well.



Not everything needs to sell or promote. Try sharing visuals and stories that evoke a lifestyle. Followers will remember you when they're ready to buy.

- h) First thing you should do is name your file. Click on the text next to the pencil and name your file "YOUR NAME – Adobe Spark PROJECT NUMBER". An example would be "Jason Stahl – Adobe Spark Project 1" for the 2 Truths 1 Lie Graphic Assignment.



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PROJECT 1 – 2 Truths 1 Lie Graphic (Monday and Tuesday)

EQ: What were 2 activities you did over spring break (Costa's Level 1)
What was 1 activity you wish you did over spring break (Costa's Level 1)
How is graphic communication different from verbal communication? How are they similar (Costa's Level 2)

Example:



In this example, from the summer of 2018. The graphic has 3 pictures demonstrating different activities that I may have participated in. For this tutorial, I will be showing you step by step the process that I took as well as other creative options you can take to complete yours. Please feel free to utilize all the tools demonstrated in this project to create yours. If you have questions, please email me jstahl2@qcusd.org. I will be creating a second one to answer the EQ

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1. Adobe Spark Post – Photos

The majority of this project will rely on the two forms of Graphic Communication, Photos and Icons. As seen in the example, representation of activities is really easy to demonstrate without the use of words.

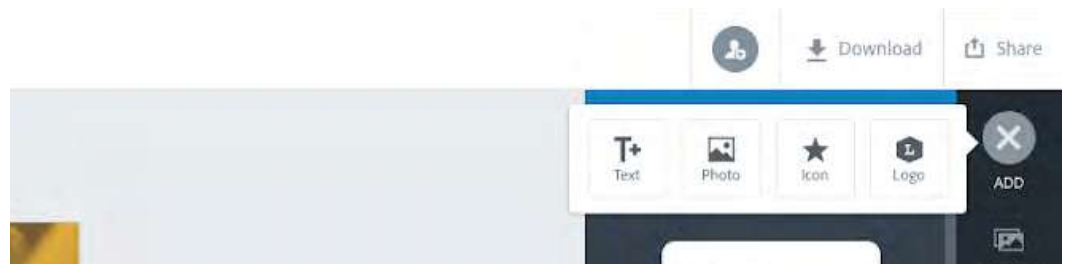
Since you are likely using a different template than I am, the adjustments will look different. We will take a look at the features of each section.

a. Adding a Photo

- i. Click on the Add button



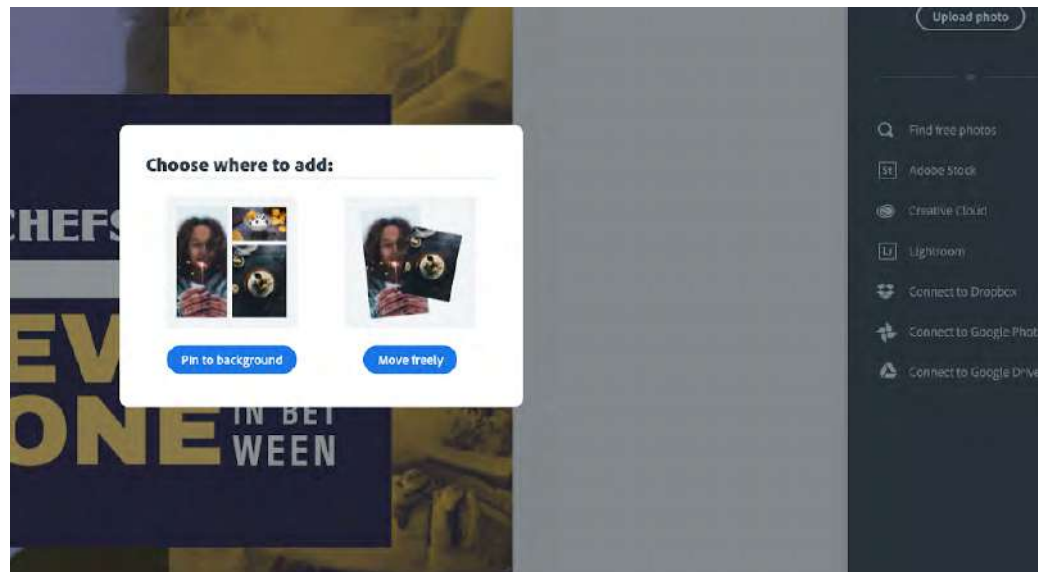
- ii. Click on the Photo button



- iii. From here you have a few different options for adding a photo. You can upload a photo of your own. You can also search for photos on Pixabay and Unsplash with appropriate licensing. Your work for Adobe Creative Cloud (won't be applicable for you at this time) Or you can connect it to Google or Dropbox. For this project, stick to either uploading your own photos or searching with the "Find free photos" option.

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- iv. Once you have selected the photo from either source, Adobe Spark wants to know how it will interact. “Pin to background” will put it into a collage with all background photos. “Moving freely” will allow you to adjust the photo in a variety of ways (Cropping and placement specifically).



b. **Pin to Background Photo**

Photos pinned to the background are put into a collage. How much of the collage can be adjusted and changed is up to the user. You can also adjust the scale of the image.

c. **Move Freely Photo**

Photo is on the canvas and can be manipulated by directly clicking on it. You can also do additional options for cropping the photo.

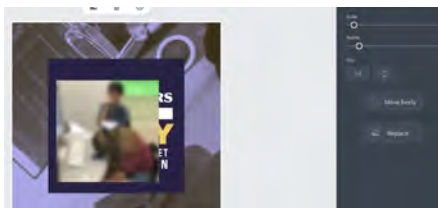
d. **Editing a Photo**

i. Image Options

1. Scale

Pin to Background

Adjusting the scale is done on a slider located on the tools panel.



Move Freely

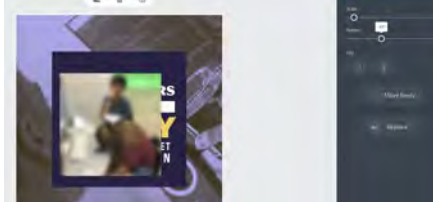
Click on the corners on the selected image



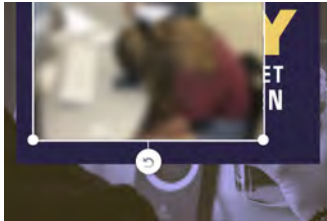
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2. Rotate

Pin to Background



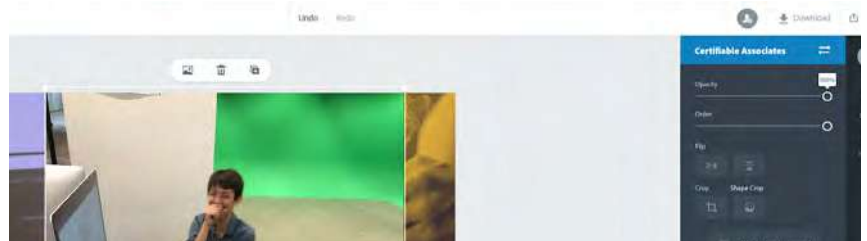
Move Freely



3. Opacity (Move Freely Only)

How transparent your image is.

100% = Opaque (Cannot be seen through)



1- 99% = Translucent (Can see background through image)



5% = Nearly Transparent (Can see mostly background)

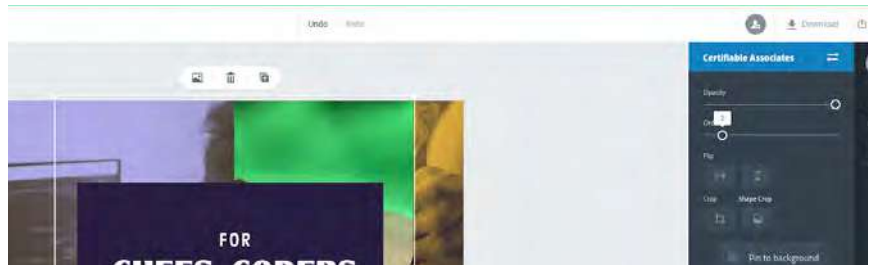


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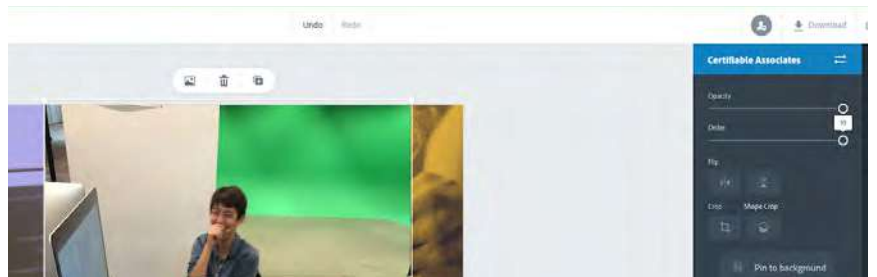
4. Order (Move Freely Only)

Where the object is compared to all other elements (Layers)

1 = Back (Behind everything)



100 (or highest number) = Front (On top of everything)



5. Flip

Horizontal and Vertical adjusting of photo

This can be helpful when photos are inverted by camera / software.



6. Crop (Move Freely Only)

Adjusts photos based on the shape of a traditional photo.

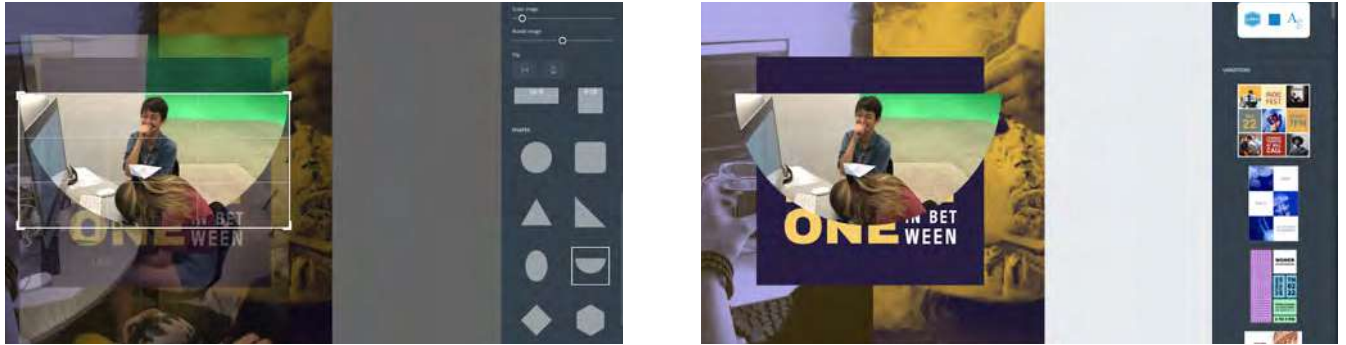
Can adjust Scale, Height, Width or both.



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7. Shape Crop (Move Freely Only)

Adjusts photos based on a shape from a selection of shapes
Shape can be elongated, but still adjust based on Height, Width or both.



8. Pin to Background (Move Freely Only)

Switches from [Move Freely](#) to [Pin to Background](#)

9. Move Freely (Pin to Background Only)

Switches from [Pin to Background](#) to [Move Freely](#)

10. Replace

Allows the user to keep all other settings but change the photo in the image.

Helpful when wanting to prep something ahead of time.
Used a lot for concept demos of ads before photoshoot takes place.

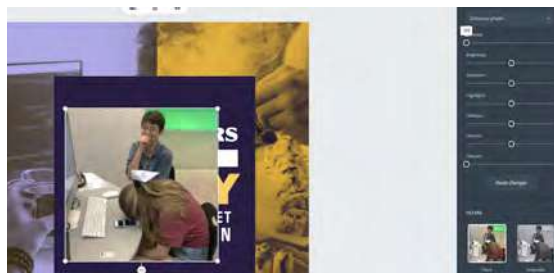
e. **Filters**

i. Enhance Photo

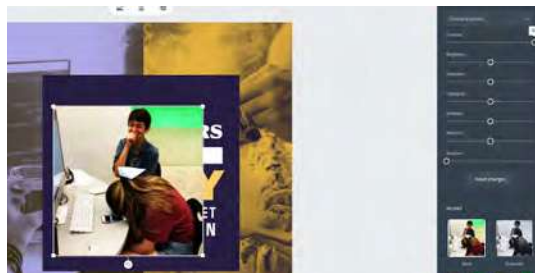
1. Contrast

Changes the distance between your white and black level.

-100 = Low amount of distance between white and black



100 = High amount of distance between white and black

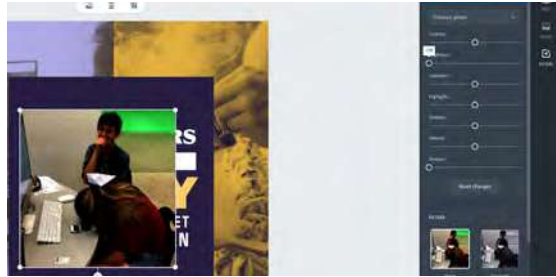


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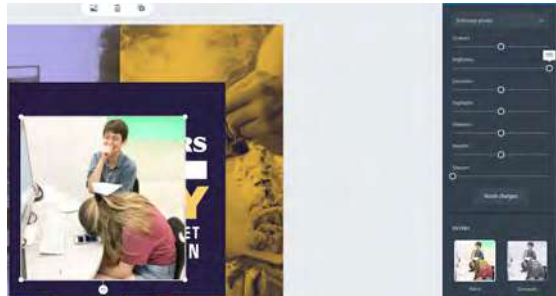
2. Brightness

Changes the black level

-100 = Shifts black level down (makes more dark)



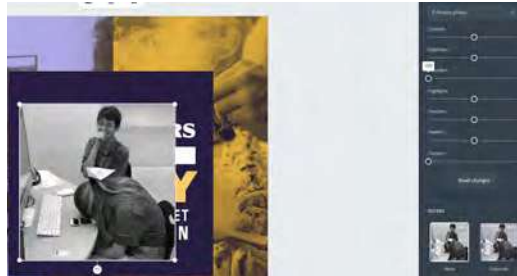
100 = Shift black level up (makes less dark)



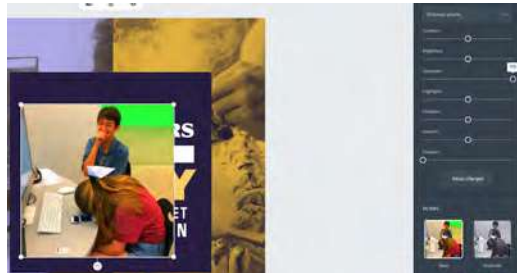
3. Saturation

Intensity of color in an image

-100 = No Saturation (Black and White)



100 = Pure hue being used

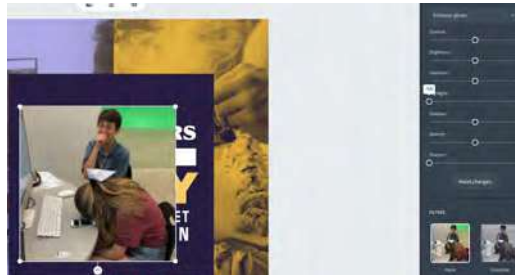


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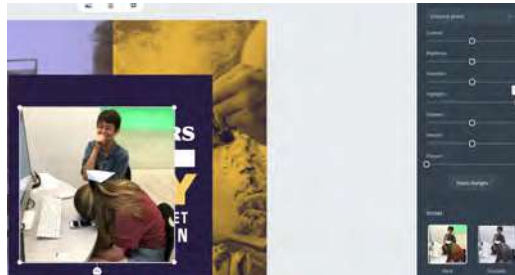
4. Highlights

Shifts the bright areas within a photo that still maintain detail.

-100 = Shifts towards black



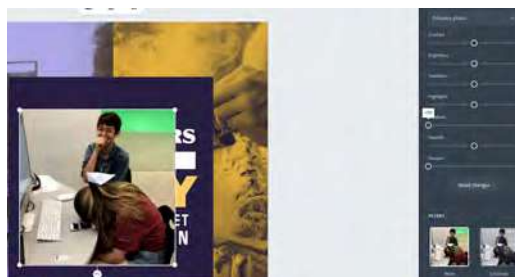
100 = Shifts towards white



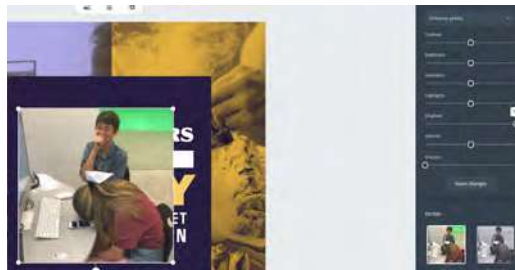
5. Shadows

Shifts the Darker areas of the image that still maintain detail.

-100 = Shifts towards white



100 = Shifts towards black

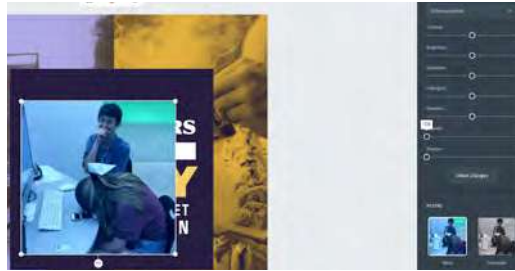


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6. Warmth

Shifts the color temperature of the image

-100 = Shifts to cool color (More Blue)



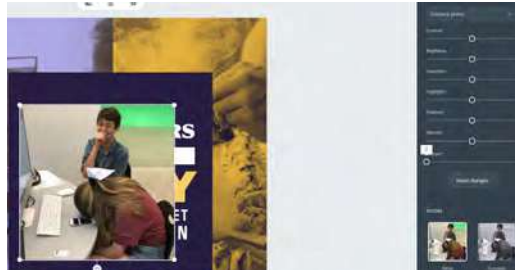
100 = Shifts to warm color (More Orange)



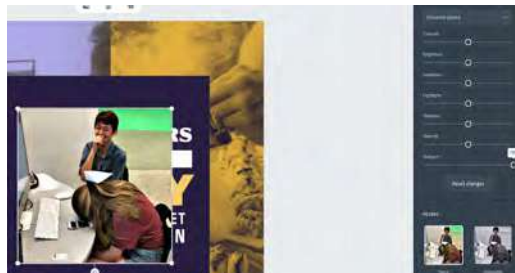
7. Sharpen

Makes image lines crisper

0 = No adjustments to image lines



100 = makes more image lines crisp



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ii. Filters

Much like most social media editors, filters are ways to make more uniform changes to a whole photo. The following filters are available on Adobe Spark and can be applied to individual photos. An example of each has been added. Some filters have multiple options.

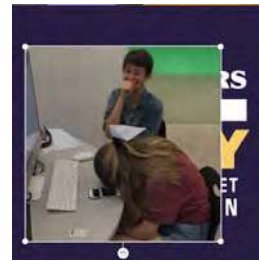
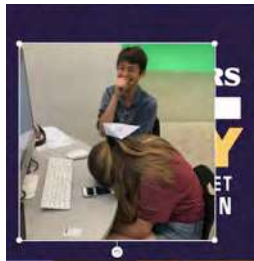
1. None



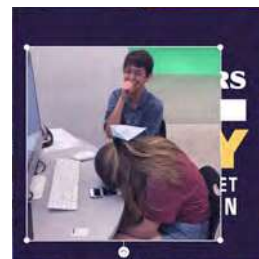
2. Grayscale



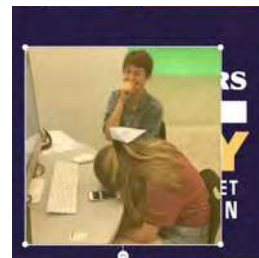
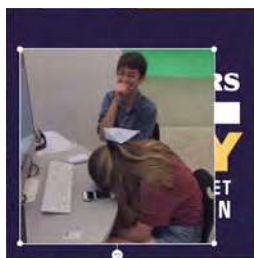
3. Darken



4. Contrast



5. Matte



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6. Lighten



7. Colorize



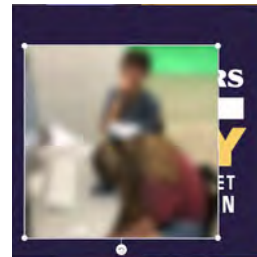
8. Multiply



iii. Effects

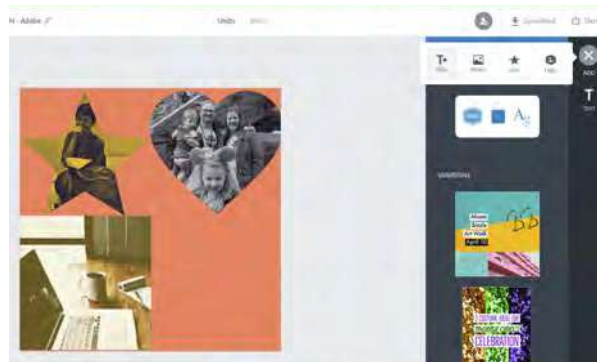
1. Blur

This softens the image's texture lessens the details of the image.



2. Adobe Spark Post – Text

- Now that you've added at least 1 photo (remember, our EQ is looking for 3 photos), let's add some text. In the example I will be providing you for this section, I have gone ahead and added all 3 of my photos. Click on Add and then Text.

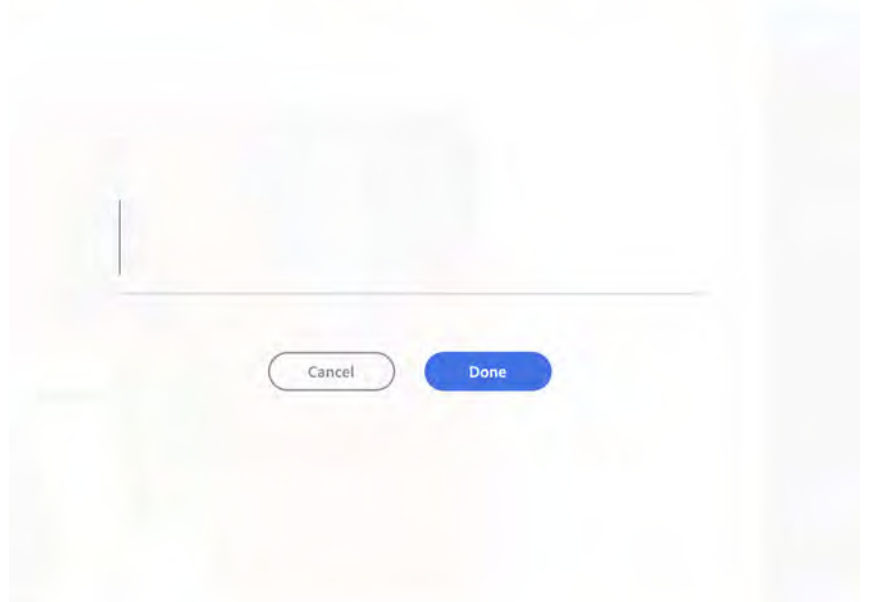


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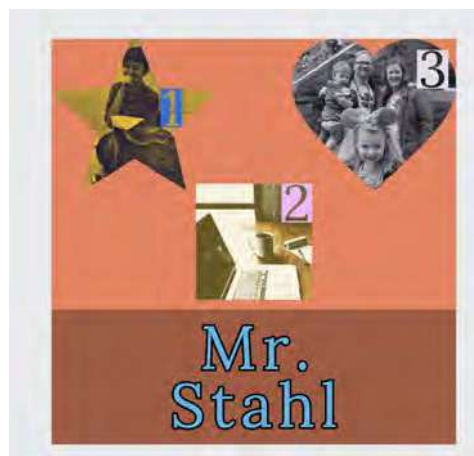
- b. Once you click on Text, you will be given a list of templates or the option to start from scratch. Feel free to do either.



- c. In this example, I went ahead and started from scratch. If you did as well, you will be given a dialogue box asking what you want your text to be. If you didn't, then you can double click on the template and type in your own words.



- d. For this project, you are going to make 4 text layers. 1 layer will contain your name. 1 layer will contain the number 1, another the number 2 and the final one is the number 3.



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e. Type

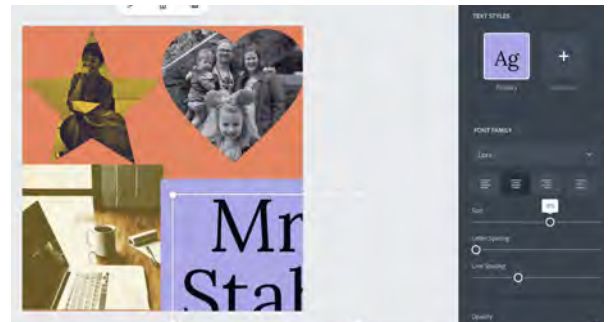
i. Font

Choose from 1000s of font styles and types. Note: If you want a bold version of a font, you will need to select the bold version. Not all fonts will have all options



ii. Size

Change your font size here. You can set it to a specific size or resize it like an image to fit a specific area.



iii. Letter Spacing

Changes the horizontal distance between individual letters.



iv. Line Spacing

Changes the vertical distance between lines of text



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v. Opacity

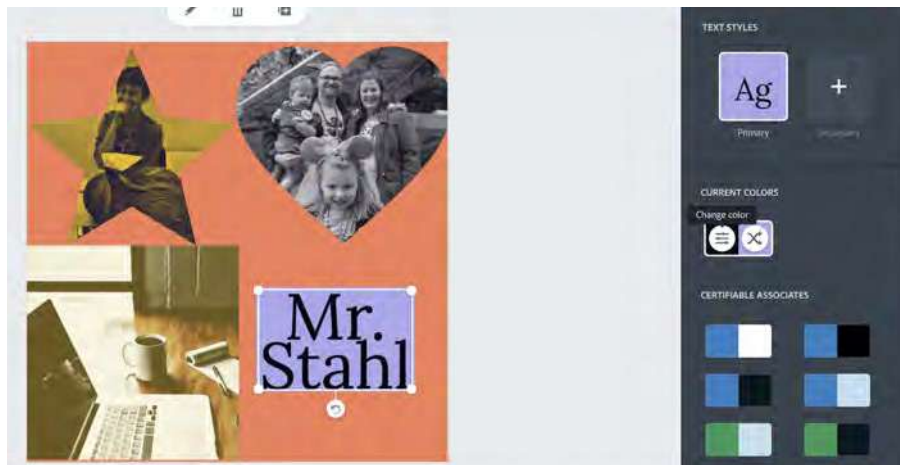
Changes the opacity of the background of the text. Can be used in conjunction with effects to make the font look more transparent.



f. **Color**

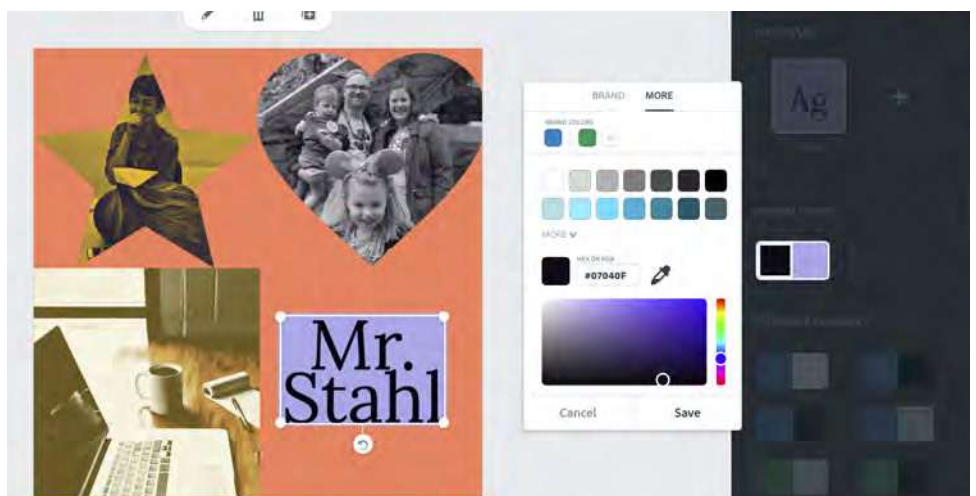
i. Current Colors

The colors being used in your text. The first color is the main color and the second is the background or supporting color.



ii. Selecting a Color

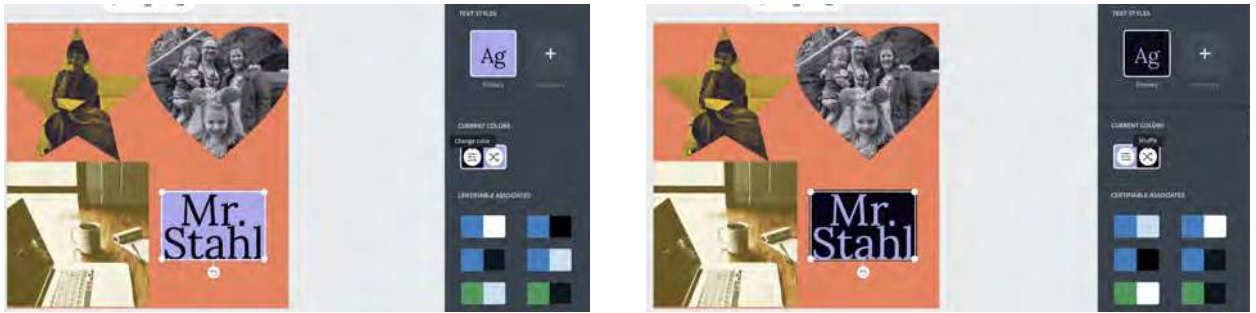
There are three ways you can select a color, the first way is by selecting a predetermined color and the second is Hue, Saturation, Luminosity (HSL) chart. If you know the Hex Value of the color, you can type it in the dialog box.



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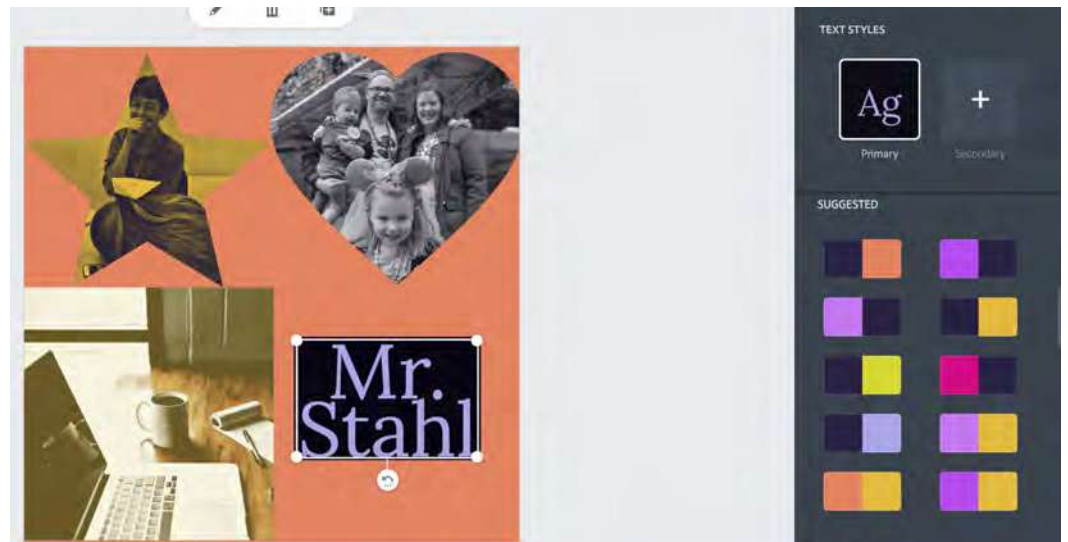
iii. Shuffling Color

Colors can be switched from Foreground/Primary and Background/Supporting



iv. Suggested Colors

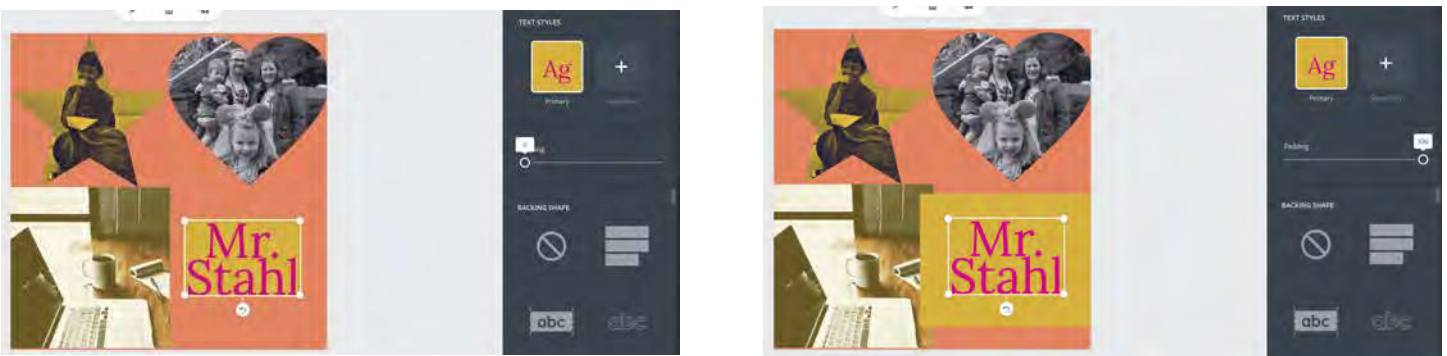
In addition to choosing your own colors, Adobe Spark can suggest colors present in your design. This feature can be helpful when trying to create something that is complementary to your look..



g. Shape

i. Padding

Padding determines how far the shape extends beyond the text. This can look different depending on the shape and can impact a vertical, horizontal or diagonal spacing.



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ii. Shape Types

Each shape listed has different attributes. Shapes can include decorative outlines, Social Media Icons, and Geometric figures.



h. **Effects**

i. Shadow

Shadow adds a colored offset of each letter in a specific direction to create the illusion of a 3-dimensional feel to your letters

1. Distance

How far away the shadow is from the original image



2. Direction

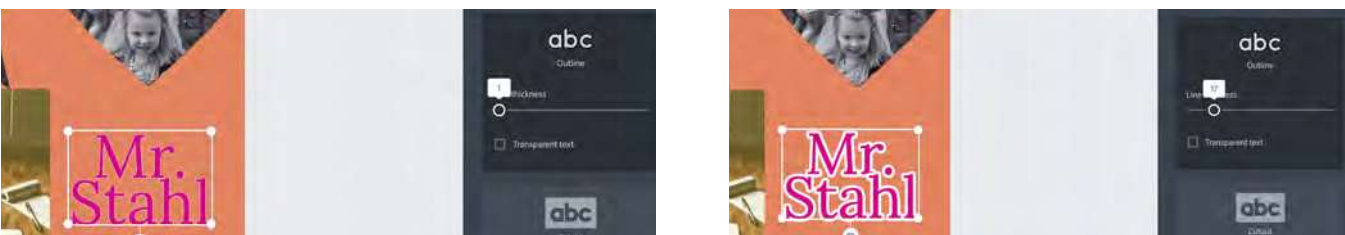
The degree the light hits the object to create the shadow.



ii. Outline

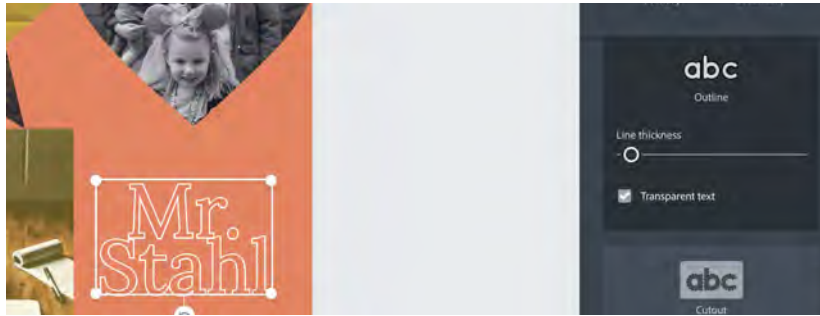
Creates a line around each letter

1. Thickness



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2. *Text Transparency*



iii. *Cutout*



i. *Style*

Style adjusts all the settings to create a variety of different looks. Shake things up when you get stuck on a design.



j. *Add a Second Style*

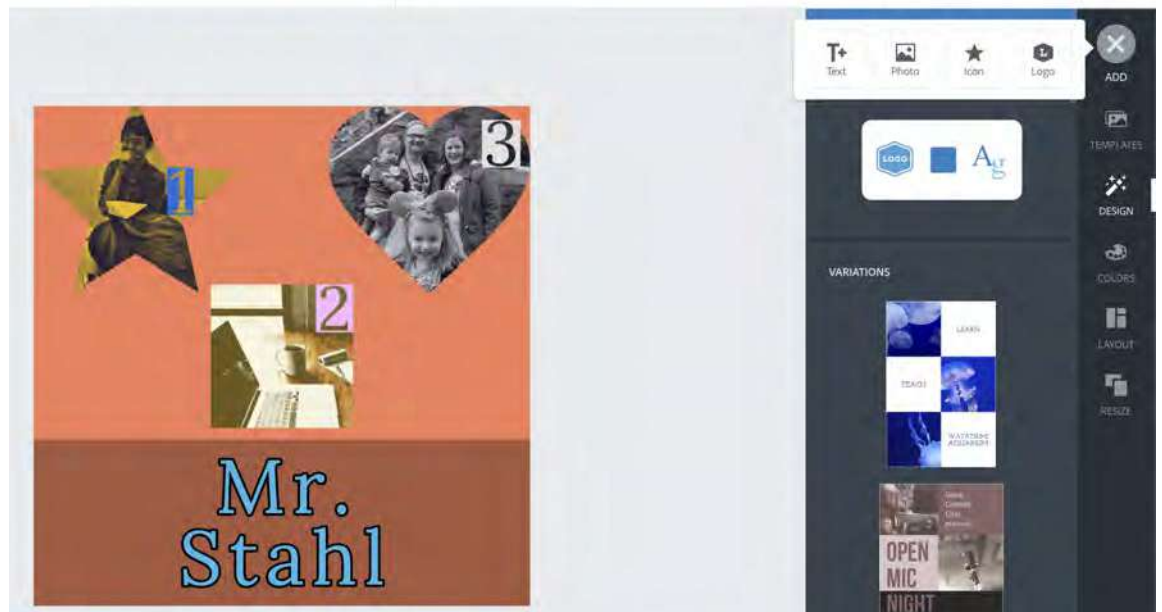
Add a second style to your text to help emphasize or create a dynamic look. You can select individual words to take on the secondary style.



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3. Adobe Spark Post – Icons

Icons are shapes that contain 1 color. Icons are built as a way to add additional shape and texture into your composition. When adding an icon, there are no new settings, but you will need to add 3 icons to your composition

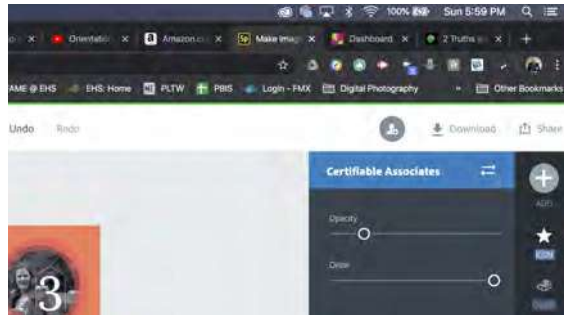


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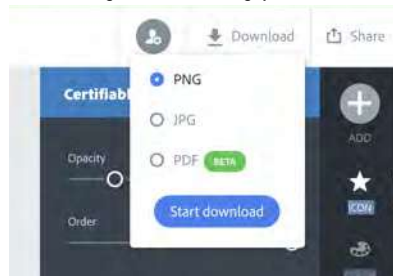
4. Adobe Spark Post – Exporting Your Project

- a. Once you are done with your Adobe Spark Post, you will need to download a photo of the project. Follow the following steps to export the project.

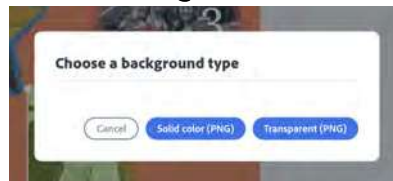
- 1) Click on **Download**



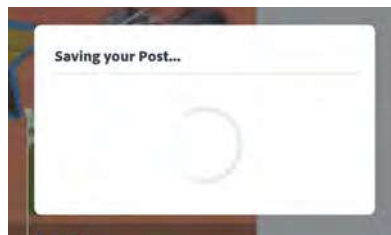
- 2) Select your file type.



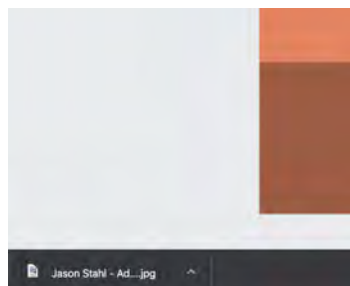
- a) If you select PNG, you will need to specify if you want a background or for it to be transparent.



- b) If you select JPG, it should go to the saving screen



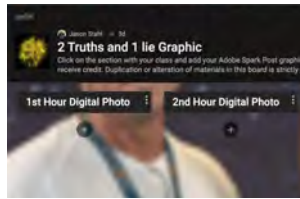
- 3) Your file should download shortly. It will take the name of what you entered at the beginning of the project.



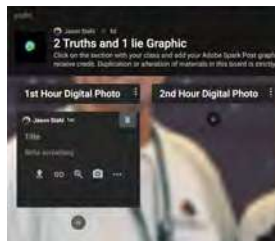
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5. Submitting to Padlet

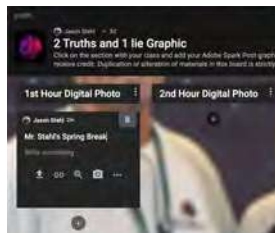
- Go to https://padlet.com/jstahl21/FAME_Academy and log in using your Google Account.



- Find your hour on the padlet board, Click on the + symbol



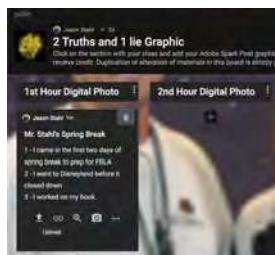
- Enter Your Name "'s Spring Break" for the title



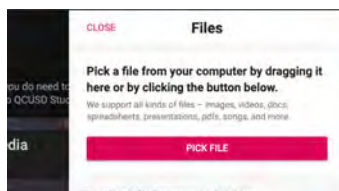
- Give a 1 sentence explanation of each photo.



- Click the up arrow.



- Find your file



- Hit Enter and that will send your post
- Comment on your classmate's post.

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6. Project 1 Checklist

- ☐ Added 3 photo layers
 - ☐ 2 photos that demonstrate something you did over spring break
 - ☐ 1 photo that demonstrates something you wish you did over spring break
 - ☐ Each photo has a different crop type
- ☐ Added 4 text layers
 - ☐ 1 text containing your name
 - ☐ 3 text containing the character 1, 2 or 3
 - ☐ Each number is placed next to a photo in your image
- ☐ Added 3 icon layers
 - ☐ 1 icon for each photo layer
- ☐ Exported the project as a JPG
- ☐ Added the project to the Padlet
 - ☐ https://padlet.com/jstahl21/FAME_Academy