Guide to Creating Videos using Adobe Spark

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Getting Started – Creating an Account

Adobe Spark is an online software that can be used free of charge to create video clips, featuring photos, music, voice overs and embedded videos.

To begin, go to https://spark.adobe.com/sp/

You will then be prompted to create an account using one of the options as shown below.
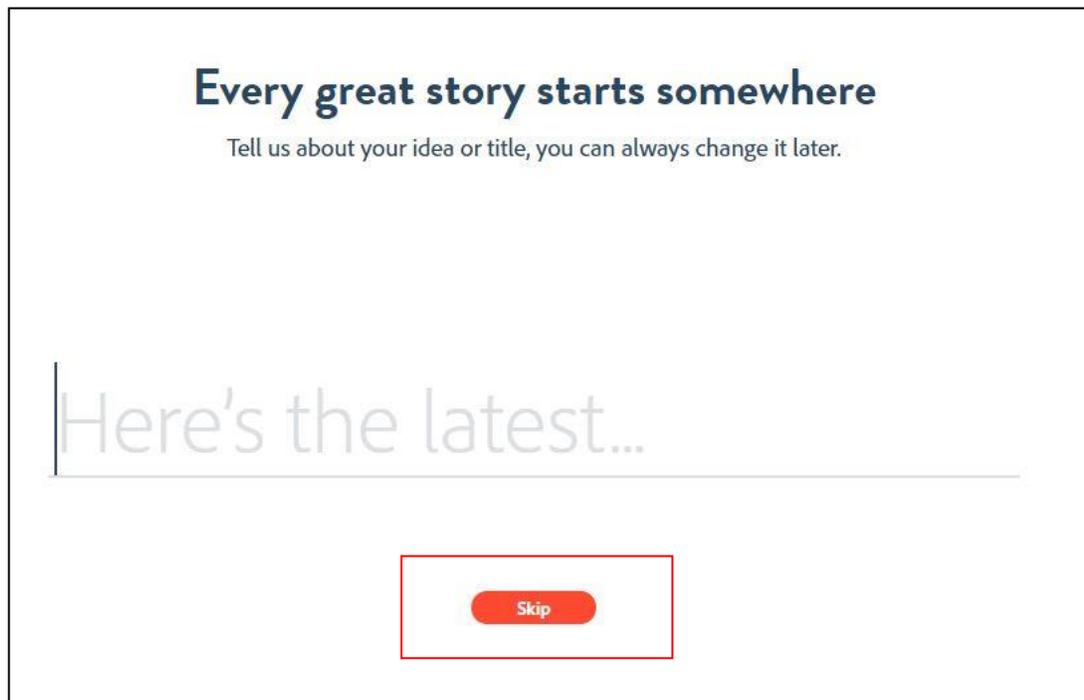
Once logged in, you will be able to select the option to create a video.
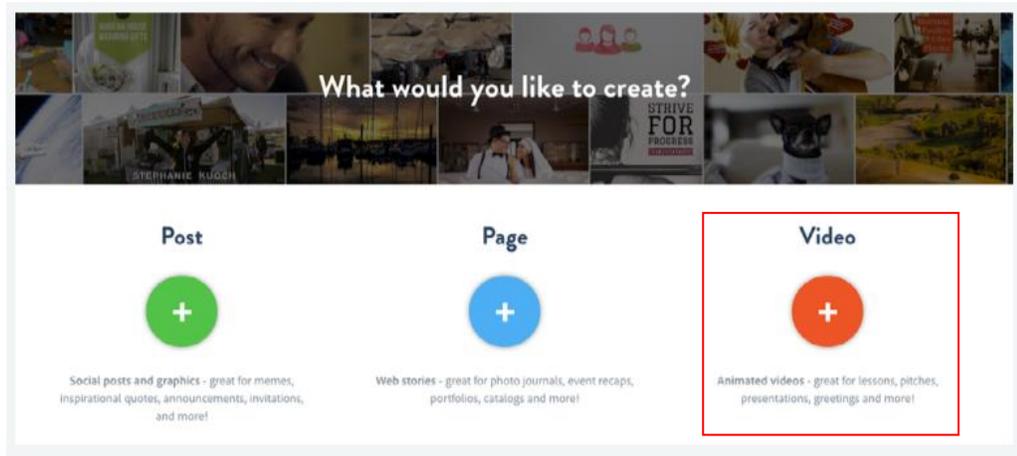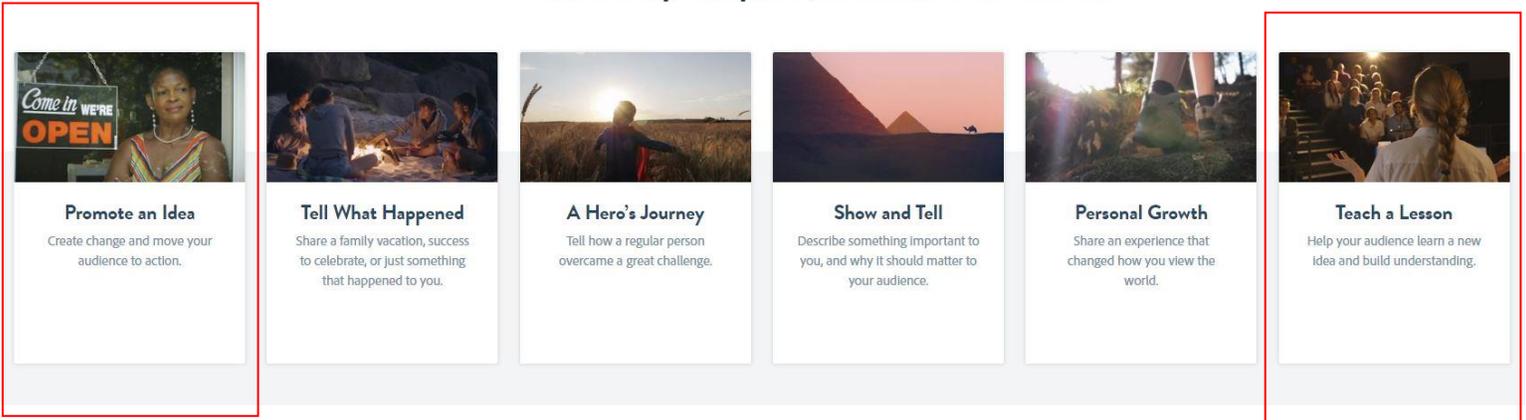

You will then be prompted to create a title for your video. You also have the option to skip this step as shown below.

Choosing a Template

Adobe Spark offers a variety of templates from which to create your video.

Pick a story template, or start from scratch.

Promote an Idea	Tell What Happened	A Hero's Journey	Show and Tell	Personal Growth	Teach a Lesson
Create change and move your audience to action.	Share a family vacation, success to celebrate, or just something that happened to you.	Tell how a regular person overcame a great challenge.	Describe something important to you, and why it should matter to your audience.	Share an experience that changed how you view the world.	Help your audience learn a new idea and build understanding.

Two options that may be useful for creating PEOI videos are "**Promote an Idea**" and "**Teach a Lesson**", depending on whether the video is to be used for volunteer recruitment and fundraising purposes or course development.
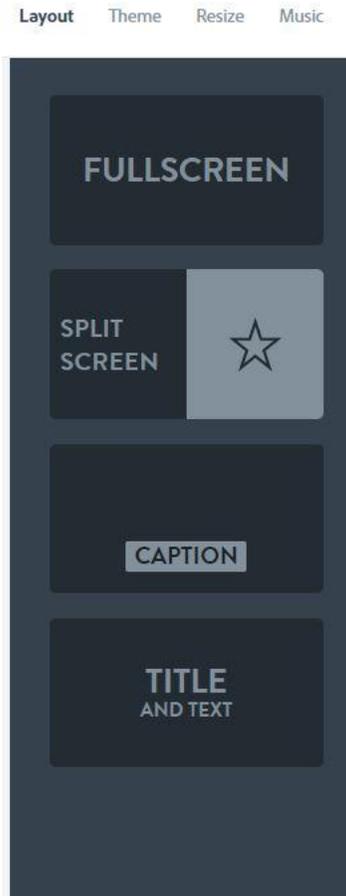
Choosing a Theme

Adobe Spark provides preset themes to choose from which impacts the font color and style in your video. The theme can be changed any time during the video-making process, however, note that changing the theme will impact ALL slides.
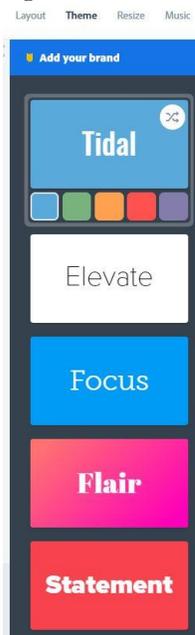
Choosing a Layout for your Slides

Different layouts can be selected for each individual slide.

The choice of the layout will depend of the purpose of each slide within the context of the overall video. For instance, if the image is the focal point of the slide, then selecting **Caption** would be the best option. On the other hand, if the focus should be on the text, the **Fullscreen** or **Title and Text** may be better options.

Adding a Photo

Each slide allows you to add a video, text, photo, or icon. Some elements, such as video and photos, or text and icons, can only be used mutually exclusively but can still be combined with the other elements.
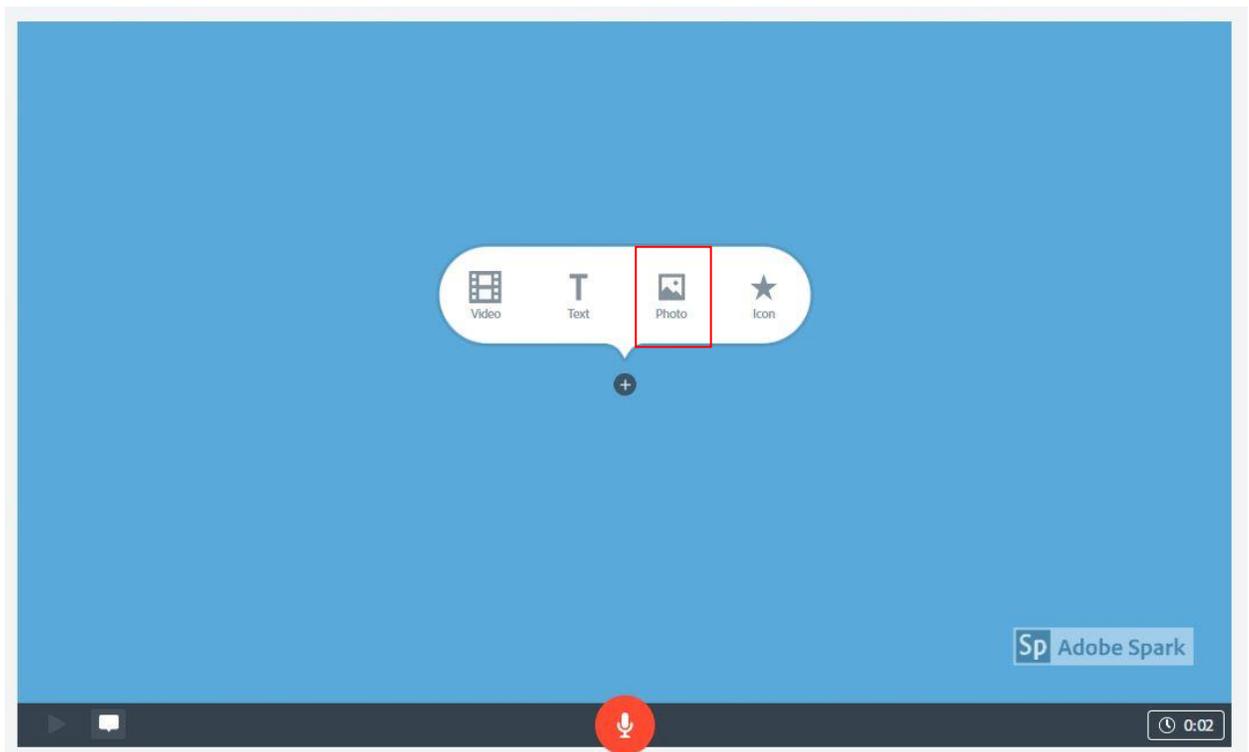
There are different options for adding photos. You can either upload your own photo, or search for photos using Adobe Spark's "**Find free photos**" option. This option sources its photos from **Unsplash**. Please see the "Additional Tips" section below for more information on this source.

You can also pull photos from your Dropbox account, Google Photos, or Google Drive.

Photos sourced through the "**Adobe Stock**" option will include watermarked images unless a license to the image is purchased.
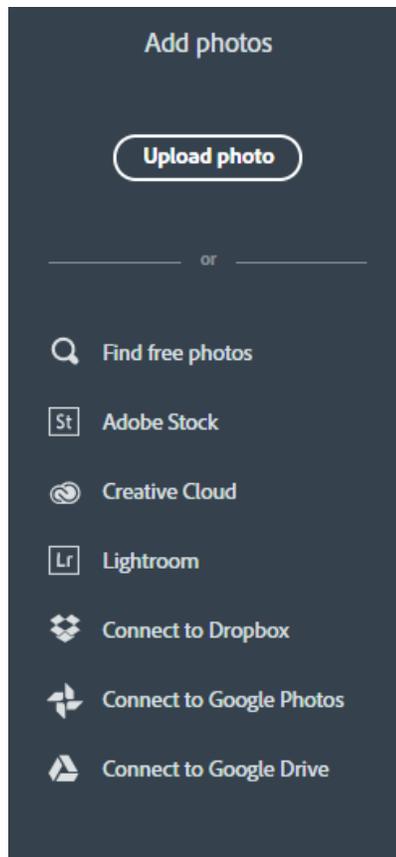
How to Add a Video

Videos can only be uploaded from your computer in an .mv4 or .mp4 format. You can choose any clipping from the video to include into the slide. Note that the maximum length of the video that you will be able to include in any one slide is 30 seconds.

Moving the white paddles, highlighted in the red box in the following image, will allow you to crop the video based on the scene and length desired.

Once the video is clipped as desired, click save as highlighted by the green box to insert the video into the slide.
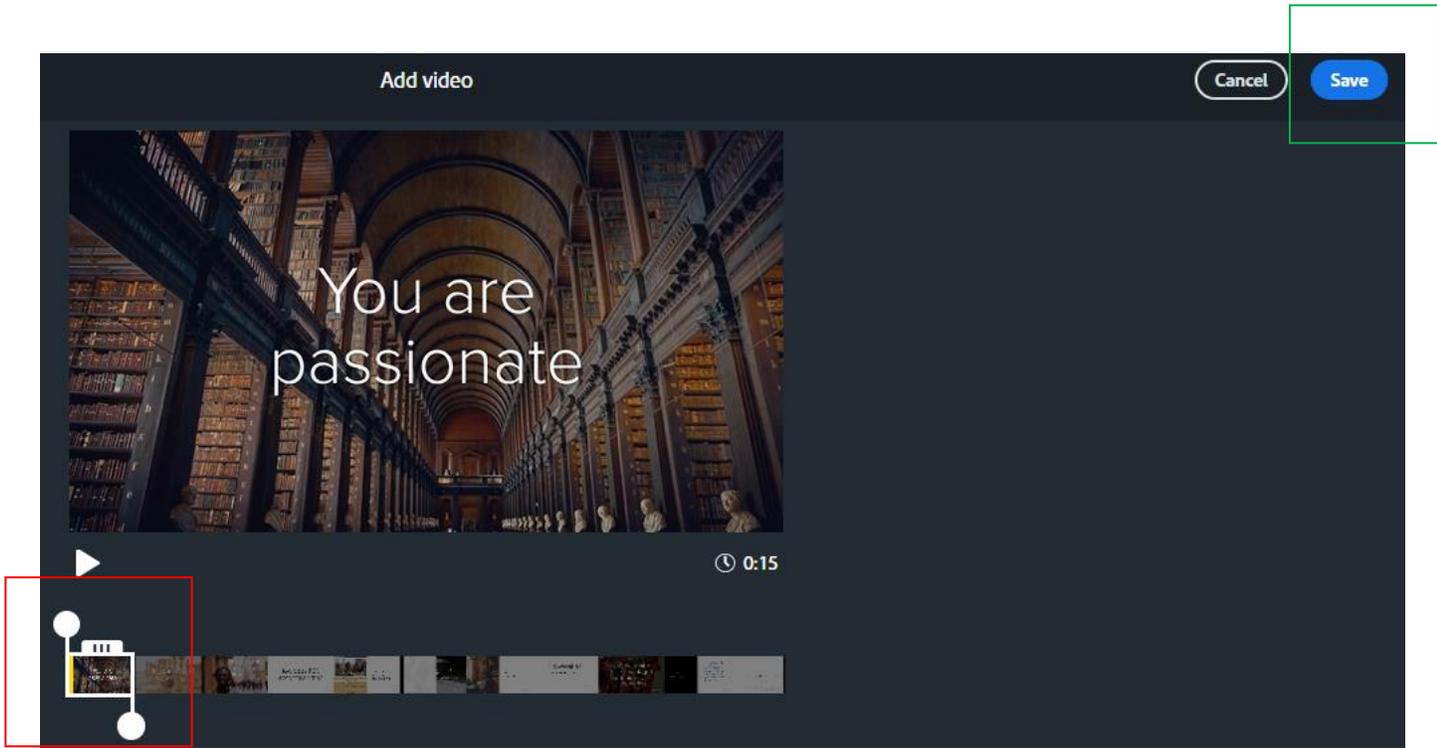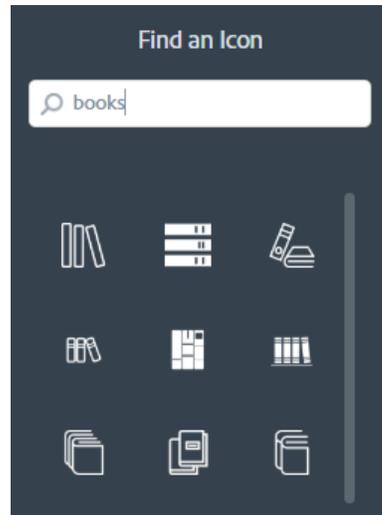
Adding Text and Icons

The "T" icon can be used to add text. There is little control the user is given over the size of the font. The more text you include, the smaller the font will get.
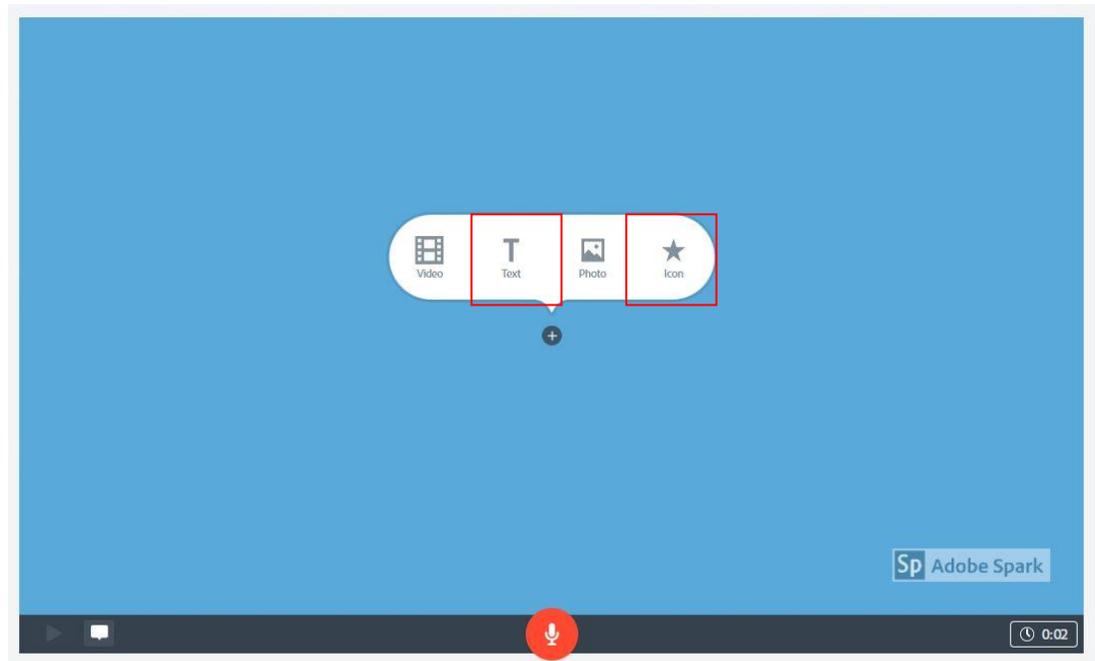
Similarly, clicking on "Icon" opens a search box for free icons that can be included in your slide.
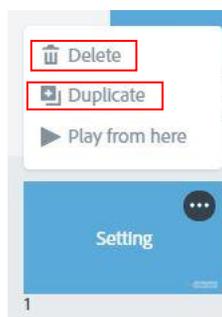

Adding More Slides

To add more slides, simply click the "+" on the left side of the preview bar.


Deleting and Duplicating Slides

To delete or duplicate a slide, right-click on the slide you would like to address and select the desired action from the drop bar.

Adjusting Timing of Slides in Your Video

To adjust the time of each individual slide, simply click on the time indicator on the bottom right hand corner of your slide. This will open up a bar which will allow you to drag the peg to adjust the length of time given to each slide.

You can adjust the time to a maximum of 10 seconds for each slide.
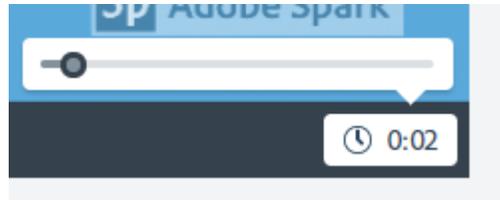
Adding Music to Your Video

To enhance and add depth to your video, you can add music in the background of your video. Click the "**Music**" option on the right-hand panel. Adobe Spark provides a few royalty-free music selections to choose from categorized by mood. Selecting an option will preview the music. To add the music, click "**Add my music**" once the desired piece is highlighted.

Only one song can be selected for the entire video which will play on loop throughout the video.

If music is not desired for the video, simply slide the peg on the upper left-hand corner of the panel to "**Music off**".
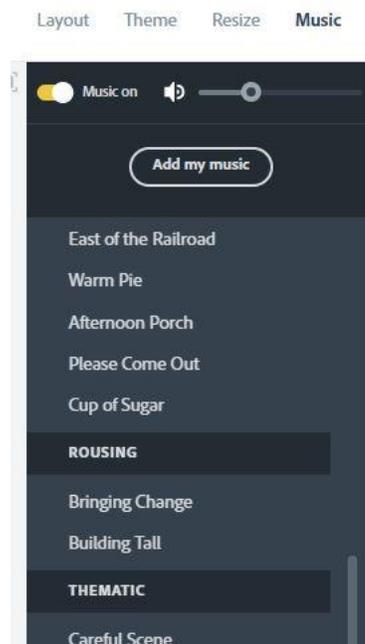
Adding a Voice Over

For some scenes in the video, particularly those used for instructional purposes, you may want to include a voice over to provide additional information or guidance.

To add a voice over, click and hold the red microphone button on the bottom toolbar to start recording and release to stop the recording. You will be able to listen and re-record the voice over if necessary.

Be sure to do the voice over in a quiet environment as the recording will pick up any background noises.
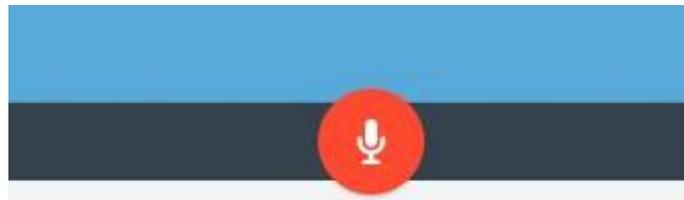

Additional Tips

- Manipulating Transition Effects on Text

    o Adobe Spark does a great job at alternating transition effects between slides. However, you are given little control over the transition effects applied to the text themselves. All text on a slide will appear together at once. Therefore, the only way to apply alternative transition effects is to create additional slides. One trick is to include multiple slides with the same background (each about 2 secs long) in order to manipulate the transition effects on the text. This will give you a similar effect to using Power Point, where one background can have multiple lines of text appear at different times and in different ways.

    Below is an example of this:

- Previewing video:

    o It is important to preview the video prior to finalizing by clicking the "**Preview**" button in the top toolbar.
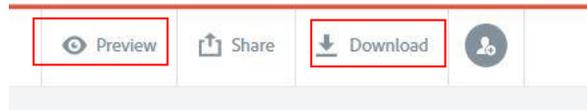
      While the preview function is helpful to allow you to see how long each individual scene appears and how long the overall video runs, it can be a laggy feature. The lag that occurs may cause you to adjust the lengths of slides that are otherwise fine. Therefore, it is helpful to download and preview the video from your computer to get a clear indication of timing and effects.

- Images:

    o When including images, it is imperative to ensure that the images are Public Domain images, Creative Commons images, photos that have been granted permission for use, or your own images. More guidance on using images legally online can be found here: https://www.searchenginejournal.com/using-images-legally-online-guide/319403/

      While Adobe Spark sources free photos through Unsplash, it is helpful to go directly to the website to find and save photos that you can upload to your video. Going directly to the website will allow you to find a wider variety of photos and provides you with a more user-friendly interface.

      Unsplash photos are made to be used freely. All photos can be downloaded and used for free, can be used for commercial or non-commercial purposes, and does not require permission to use.

      Please see the "Additional Resources" section for the link to Unsplash.

- Storyboarding

  - Storyboarding can be a powerful tool prior to starting to create a video. It ensures that you clearly convey your message and that there is a natural flow and progression to your scenes. It also allows you to spot potential issues that may go unnoticed as you are building your video.

    Please see the "Additional Resources" section for a link to a free online storyboarding app.

Additional Resources

- **Unsplash** (https://unsplash.com/) – Free Stock Photos

- **Boords** (https://app.boords.com/) – Storyboarding App

- More Adobe Spark resources and tutorials

  - Adobe Spark Video Guide
    https://spark.adobe.com/page/JJcZ3JQWIJPlc/

  - Adobe Spark Video Tutorial
    https://www.youtube.com/watch?v=N7PjfUGcE6A