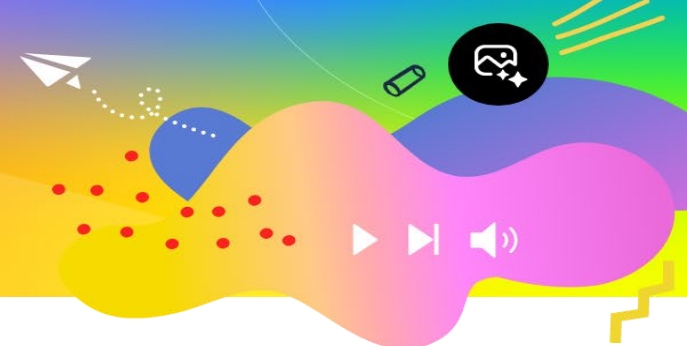




Digital Marketing Assistant



A good marketing strategy engages your audience, provides meaningful interactions, and establishes strong connections and brand loyalty. The best way to catch your audience's attention is by standing out. Use your creativity to craft stand-out content that is unique. Adobe Express can help you create beautiful designs.

Who This Course Is For

This course is for anyone who wants to learn how to create stunning visuals using Adobe Express including:

- Individuals lacking previous design exposure
- Business proprietors and entrepreneurs aiming to craft their marketing materials independently
- Social media administrators striving to produce captivating visuals for their platforms

Requirements : To take this course, you'll need a computer with an internet connection, and Adobe Premium License.

Course Structure

| S. No | Module Name | Topics | Learning Outcomes | Duration | Useful links |
|-------|---|---|---|----------|--|
| 1. | Introduction to the Job role and career progression | Introduction and Orientation | Description of the job-role and its requirements Know more about career progressions both horizontal and vertical. | 02:00 | |
| 2. | Principles of Digital Marketing | 2.1 Product Positioning and Brand Strategy: Benefits, type and examples | What is product positioning? Benefits of product positioning Types of product positioning How to build a brand strategy | 08:00 | https://www.adobe.com/express/learn/blog/product-positioning https://www.adobe.com/express/learn/blog/brand-strategy |
| | | 2.2 Search Engine Optimization | An overview of SEO; Metrics to measure SEO performance; Adding Your Website to Google Search Console | | |
| | | 2.3 Social Media Marketing Channels | Know about YouTube, META, Twitter marketing | | |

| S. No | Module Name | Topics | Learning Outcomes | Duration | Useful links |
|-------|--|--|---|----------|---|
| 3. | Introducing Adobe Express to create beautiful graphics | 3.1 Getting Started with Adobe Express | Learn to create custom templates that will allow you to stay on top of your content marketing using Adobe Express | 06:00 | |
| | | 3.2 Adobe Express: Home page and Features | Explore the homepage and familiarize with various featured tools such as All in one editor, Pre-defined graphics elements, templates, Photoshop Express, Image and video editing, working with PDFs, creating graphics including infographics, posters, presentations, flyers, logos, Stock images in Media, Drawing tools, Animate with audio, and many other. | | |
| | | 3.3 Using 'Quick Actions' in Adobe Express | Learn to remove background of an image, resize and crop images, convert to JPEG and PNG images, etc. | | |
| | | 3.4 More on Adobe Express | Learn to use Adobe Express built-in design tools Learn how to use custom fonts and animations Learn how to organize and store all your brand assets for quick and easy use Learn how to download and share your designs | | |
| 4 | Exploring the power of Generative AI in Adobe Express | 4.1 AI and Generative AI | Get introduced to the 'Generative AI' technology and understand the buzz around it. | 04:00 | https://new.express.adobe.com/id/urn:aaid:sc:VA6C2:4ce090a7-0eb0-4b5a-9f11-09f1ad4198cc?category=media&tab=photos |
| | | 4.2 Generative AI Tools (Adobe Firefly, Adobe Express) | Familiarize with generative AI image editing tools such as Adobe Firefly, and its instance within Adobe Express for image generation and editing. | | https://new.express.adobe.com/id/urn:aaid:sc:VA6C2:9d1a51e2-6d01-463f-818c-e554549dd9e6?category=media&tab=photos |
| | | 4.3 Generative AI features in Adobe Express | Discover features such as Text to Image, Generative Fill, Text Effects of Adobe Express | | |

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| | | 4.4 Generative AI Prompts | Understand what Prompts are and how to write precise prompts | | |
| | | 4.5 Text effects using Generative AI in Adobe Express | Explore text effects of Generative AI and customize the pre-defined styles and learn to apply styles and textures to text using prompts | | |
| | | 4.6 Image effects in Generative AI | Review AI images available in Adobe Express and edit the prompts to add new components to an existing image or generate a new image. Discover various features of text to image in Adobe express and learn to apply styles, content types and adding details to prompts to create high quality images | | |
| | | 4.7 Generative fill feature of Adobe Express | Discover generative fill feature of Adobe Express, brush sizes, accurate prompt to get the desired result | | |
| | | 2.5 Edit the scene using Generative fill | Demonstrate the understanding of the tool by altering the scene. 1. Use your imagination and create your own impression of the famous painting by 'Starry Night' by Van Gogh. Examples: add a space shuttle flying amidst the starry night backdrop. 2. Use adobe stock images of a park scene or import their own and alter the scene using your imagination and Generative fill. | | |
| 5 | Creating Stunning Visual Designs, Posts for the Social Media Campaigns | 5.1 Knowing Various Templates for Social Media Marketing using Adobe Express | Explore various Adobe Templates such as flyers, posters, brochures, infographics, etc. for YouTube, Instagram and META. | 08:00 | https://new.express.adobe.com/design/template/urn:aaid:s:c:VA6C2:0c7ec83f-d31b-5270-aa5c0a56c8cd03ce?category=text&taskID=newsletter |
| | | 5.2 Various graphical features of adobe express | Walkthrough various features available in Adobe Express to design a graphic such as Templates, Media, Text, Elements, grids, download as PDF, PNG, JPEG, etc., collaborate and share your designs. | | |
| | | 5.3 Designing Media post, Newsletters with Express | Explore featured documents template, choose a social media post/story template to design a media post for Instagram, Twitter or Facebook, using Adobe Express Explore featured documents template, choose a newsletter template to write an article using Abode Express. | | |
| | | 5.4 Working with Word Overlays | Use Adobe Express to create their own one-word overlay graphic. | | |
| | | 5.5 Making LOGOS, Business cards, animated email signatures, Billboards with Express | Explore various features of Adobe Express to design logos, business cards, email signatures, product-based marketing collaterals such as billboards, Banners, brochures, etc. | | |
| 6 | Animations and Video Storytelling with Adobe Express | 6.1 Video Quick actions using Adobe express: trim, resize, merge, crop, caption videos | Explore various video editing tools on Adobe express under Video Quick actions to spruce up recorded videos | 08:00 | |
| | | 6.2 Animate from audio using Express | Choose a character and animate using voice over and learn to merge the character in videos | | |

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| | | 6.3 Adding Voice Over and Music to a Video | Explore ways to add voice over or music to the videos. Demonstrate skills to merge voice over with a background music. | | |
| | | 6.4 Play with Video Templates | Explore various video templates and free adobe stock videos that can be used for creating their projects. Create videos for YouTube and vimeo. | | |
| | | 6.5 Creating storytelling videos using Express: Step-by-Step guide to creating impressive videos | Demonstrate the key skills of problem solving, critical thinking, creativity and collaboration while creating a video story from scratch. | | |
| 7 | Designing blogs, digital portfolios and webpages | 7.1 Digital Portfolios, Web-banners and Webpages in Adobe Express | Create meaningful digital portfolios and share with your peers, teachers, experts, college applications, internship application and more. The students understand the importance of representing the creative achievements online, then design and produce their own digital portfolio in a web page created with Adobe Express. | 08:00 | https://www.youtube.com/watch?v=D0VaWIP_I0I |
| | | 7.2 Create fun templates with Generative AI | Design templates or backgrounds for your portfolios and webpages with Generative AI "Text to Template" tool. Play around with existing templates by altering the prompts and canvas sizes. | | https://www.youtube.com/playlist?list=PLB7pbNktGmfRpUCM9Qtwvg7uN8_4XOD9w |
| | | 7.3 Schedule and Connect with the World | Connect your Adobe Express account with various social media channels for the ease of publishing your work. | | |
| | | 7.4 Design beautiful webpages for business | Work in cohesion with the step-by-step guide to create your own webpage. | | |
| 8 | Social media marketing content | 8.1 Facebook: Optimize ad performance with creative strategy. | Create Facebook cover photos, ads, and video ads | 08:00 | https://www.adobe.com/express/discover/ideas/social-media-marketing |
| | | 8.2 Twitter: Branding your page and engaging your audience. | Create Twitter header, videos and posts, etc. | | |
| | | 8.3 Tuning in to your creativity to create a compelling YouTube channel | Create logos, thumbnails, channel art and videos for YouTube | | |
| | | 8.4 Instagram: Creating beautiful, share-worthy content for your audience | Create insta posts, story, reels aligned with the brand guidelines. | | |

