

# DIGITAL MEDIA WITH ADOBE SPARK



FULL SAIL  
UNIVERSITY

## Virtual Workshop Description

Create a post for Social Media using Adobe Spark. Incorporate basic art elements such as space, color, and shape to construct an attractive social media post worthy of likes and follows.

## Virtual Workshop Length

This workshop can be completed in 45 - 60 minutes

## Learning Goals

At the close of this workshop, participants will be able to:

**Identify** digital art skills and techniques that **support** visual media industry workflow

**Create** a digital arts post for social media by completing the following **four objectives**:

1. Identify basic art elements - space, color, shape
2. Select and add a photo
3. Add and edit text
4. Select and add an icon or shape

## Set-up & Preparation

Prior to the start of this workshop and for a more engaging experience, attendees can actively participate by creating a free account with Adobe Spark found here - <https://spark.adobe.com>. Alternatively, attendees can also follow along by simply watching the facilitators screen.

## Helpful Links

<https://spark.adobe.com> - Program used during virtual workshop

<https://unsplash.com> - Free photos

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