TOOL SHEET
Adobe Express

DIFFICULTY: Easy

A. General Description

TOOL NAME	Adobe Express
LINK	https://www.adobe.com/express/
TYPE	Tool
BEST FOR	Designing promotional graphics and flyers using AI templates
LANGUAGES	Multilingual (English, Italian, Spanish, French, German, etc.)
FREE/PAID	Freemium (Free plan with 25 monthly generative credits; paid Premium plan for full asset library)
KEYWORDS	#VisualContentCreation, #AIGraphics, #AdobeFirefly, #GraphicDesign

1. What is this tool?

Adobe Express is an AI-powered design platform that enables users to create high-quality social graphics, flyers, and promotional materials without advanced design skills. Powered by Adobe Firefly AI, it offers features like Text-to-Image generation, Generative Fill, and quick template customisation.

B. Practical Task & Step-by-Step

2. Practical task

Design a promotional poster and Instagram post for a new eco-friendly product launch using AI image generation.

3. Scenario / example business

Business name: EcoVibe Essentials

Product/service: Biodegradable bamboo cutlery and reusable water bottles

Target audience: University students and young eco-conscious professionals (18–25 years old)

Tone of voice: Fresh, eco-friendly, modern, inspiring

Final goal: Create a launch poster and Instagram graphic announcing the new product line

4. Before you start

Brand colours (sage green, warm cream), product description, launch offer details (e.g., "15% off on Launch Day"), and selected format (Instagram Square Post 1080x1080).

Expected final result

A high-resolution, professionally styled Instagram post (1080x1080) featuring an AI-generated product visual, clean branding, and launch offer details.

#	Action	Instruction
1	**Open tool**	Go to https://www.adobe.com/express/ and log in or create a free account.
2	**Choose format**	Click **"+ Create"** (or "+") on the main dashboard and select **"Instagram Post (Square)"**.
3	**Add input**	Click **"Text"** in the left menu, pick a headline style, and enter your brand name (EcoVibe Essentials) and offer headline ("15% off Biodegradable Bamboo Cutlery").
4	**Use AI feature**	On the left toolbar, click **"Add content"** > **"Generative AI"** > **"Text to Image"** (powered by Adobe Firefly) and enter a prompt to generate a realistic background image ("A minimalist wooden background with fresh green bamboo leaves and soft natural sunlight").
5	**Edit result**	Adjust textfonts, contrast, and element placement on top of the generated background to ensure maximum readability.
6	**Export/share**	Click **"Download"** in the top right corner and select **PNG** format for high-quality social media sharing.

C. Tips & Complementary Information

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7. Example prompts / inputs

1."A minimalist wooden background with fresh green bamboo leaves and soft natural sunlight, professional product photography style."

2. "A modern, eco-friendly aesthetic background with sage green and cream leaf patterns."

8. Tips for better results

1. **Ensure strong colour contrast**: Keep text legibility high by using light text on dark backgrounds or vice versa.

2. **Use descriptive lighting keywords**: Words like "soft sunlight", "studio lighting", or "minimalist setup" improve Firefly visual results.

3. **Adapt formats instantly**: Use the Resize button to instantly convert your square post into an Instagram Story (1080x1920) or A4 Flyer.

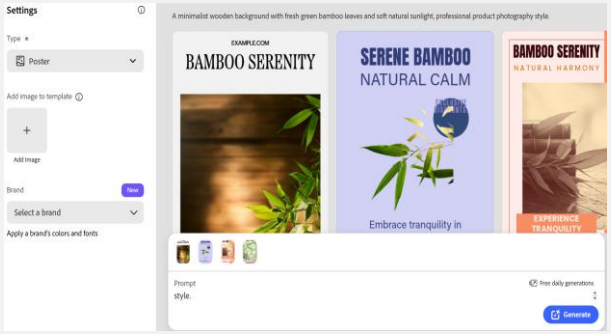
9. Common mistakes to avoid

1. **Overcrowding text**: Putting too much information on the image; keep the visual simple and place extra details in the post caption.

2. **Using inconsistent fonts**: Mixing more than two font styles on the same visual.

3. **Low text contrast**: Placing dark text directly over dark or complex AI-generated background elements.

10. Screenshot / visual example



Adobe Express editing workspace showing Text-to-Image AI generation applied to a social template.

11. Supporting material

Title: How to Write AI Image Prompts for Adobe Express

Link: https://helpx.adobe.com/express/web/image-creation-and-editing/generate-and-edit-with-ai/text-to-image.html?utm_source=gemini

Explanation: Official Adobe step-by-step tutorial explaining how to write effective text prompts, select visual styles, and generate commercial graphics using Adobe Firefly AI.

12. Responsible AI / trainer notes

AI Warning: Always inspect AI-generated images for visual glitches or distorted elements before using them in commercial campaigns.

Trainer Notes:

- Time needed: 30 minutes.
- Format: Individual or paired exercise.
- Easier version: Customise a pre-made template using standard stock photos.
- Harder version: Build a full 3-post carousel using custom AI prompts for each slide.