



Adobe Spark

A Guide for Schools and Educators

spark.adobe.com



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1: WHAT IS ADOBE SPARK?

Adobe Spark is the integrated web and mobile solution that enables everyone, especially teachers and their students of all ages, to easily create and share impactful visual stories.

Adobe Spark supports three story formats, three ways to express ideas:

- Spark Video lets you turn your story into a captivating animated narrated video in just minutes. Presenting a report, explaining a concept in class, or telling a personal story has never been easier. Starting with a blank slate, or using gentle prompts as a guide, teachers and students use Spark to talk through their story one line at a time. Pick from thousands of beautiful, iconic images (or use your own) to illustrate your ideas, and add icons and your own video clips. Select a design theme and supporting music. Spark automatically incorporates cinema-quality animation; just tap play and view it on any device or browser. Then, share with friends, family, and the world.
- Spark Page turns stories into modern, professional, attention-grabbing web pages. With Page, teachers and students can bring words and images together in fun ways, turning essays, assignments, reports, and more into engaging visual stories. Play with a variety of layouts, and add text. Use your own photos, or pick from thousands of free online images (with appropriate filtering applied). Simply tap on one of the professional themes and beautiful fonts, and magazine-style design and motion transforms the story. The end result is a modern, responsive web page, one that looks great on any device and any size screen.
- Spark Post enables you to create stunning graphics in seconds. Start by remixing a design, or start from scratch to create a truly unique masterpiece. Either way, add an image, provide text, and beautiful typography will be applied on-the-fly. Transform your creation by applying design filters with a single tap. Each tap gives you completely new layouts, color palettes, typography styles, and photo filters - no design experience required. When you're done, save your creation, print, and share.

You can see examples of student creations at spark.adobe.com/edu.

2: WHAT IS ADOBE SPARK FOR EDUCATION?

Spark for Education

Adobe Spark for Education is the same Adobe Spark that you know and love (and like Adobe Spark, is free). What is different about Adobe Spark for Education is how it gets deployed and installed. An Adobe Spark for Education deployment adds functionality that is critical to schools, including:

- **Enhanced data privacy:** can be deployed consistent with children's data privacy laws (e.g. COPPA)
- **Easier login:** Ability to setup single sign-on so students can easily login with their existing school ID
- **Enhanced control to keep students safe:** Schools own the accounts and exercise admin rights over them. Plus, image results are more age appropriate for K-12 students.
- **Premium Features for free:** Adobe Spark's Premium Features, used to customize Spark creations, are included for Free (normally cost \$9.99 per month per user).

While students can use Adobe Spark (with some important limitations as noted in Section 7 below), the free Adobe Spark for Education is better suited for schools and districts and is the recommended deployment for student use.

3: HOW MUCH DOES ADOBE SPARK COST?

Fun & Free

Adobe Spark is free to use. The ability to create and edit and share, is, and will remain, free. No bait-and-switch, we promise.

While Spark itself is free, we do offer premium features (including the ability to create custom branded content) that are only available with a paid license. As mentioned above, Adobe Spark for Education users get these Premium Features free, too.

Unlimited hosting of created content is also free, and we don't plan to stop hosting your content. Rest assured that if hosting were ever to be curtailed we'll give you a way to download and save all of your precious creations.

4: HOW DO STUDENTS ACCESS ADOBE SPARK?

A Complete Integrated Solution

Students use all sorts of devices, and we wanted to make sure that they would all be able to benefit from Spark's fun and engaging storytelling experience. As such, we've made Spark available in two ways:

- Adobe Spark can be used from your favorite desktop web browser on both Windows and Mac machines, as well as on Chromebooks. The web application supports all three Spark formats in one integrated environment.
- Adobe Spark can also be used on iOS devices (both iPhones and iPads) using the Spark mobile apps. There are three Spark iOS apps, one for each Spark format (Spark Video, Spark Page, Spark Post), and you can use any or all as you see fit. (Android apps are in the works).

As students are likely to work on multiple machines and devices, we've built syncing right into Adobe Spark. This way students can start work on an iPad, continue editing on a Chromebook, work from home on a desktop, and so on. Adobe Spark truly is a complete integrated solution.

5: THREE FORMATS? WHICH SHOULD MY STUDENTS USE?

Use Them All

There's no right or wrong way to share an idea or tell a story, so there's no right or wrong way for students to use Adobe Spark. But, here's a suggestion:

- A Spark Video is a movie (that can also be narrated), and is thus best suited for oral presentations, the type of storytelling that you may have previously used slideshow software for.
- A Spark Page is a highly visual text based story, think of it as the word processor you wish you had when you were in school. As such, it is ideally suited for text-based projects and assignments that involve lots of photographs.
- A Spark Post is an image optimized for social media. If you are going to be posting ideas or links (including links to Video and Page stories), then Post will create the compelling attention-grabber that you'll need.

The Adobe Spark formats can also be used together. Create a Spark Video and embed it in a Spark Page. Or create an image with Spark Post and use it in a Spark Video or a Spark Page. Or, create an amazing Page or Video story and use Spark Post to create a social media image to drive traffic to your creation.

6: HOW IS ADOBE SPARK BEING USED IN EDUCATION?

Adobe Spark has proven to be an invaluable classroom tool. Indeed, hundreds of thousands of students and their teachers use these apps every day, injecting fun and interactivity into all sorts of classes and subjects. Here are some example uses provided to us by teachers:

Example Classroom Use

- Speech and language play
- Sight words proficiency
- Narrative prompts
- Rhyming games
- Playing with shapes and colors
- Second language acquisition
- Story starters
- Creative storytelling
- Video book reports
- Research papers
- Poetry assignments
- Photo essays
- Foreign country tourism videos
- Class reports and blogs
- Trip reports
- Science fair presentations
- Student portfolios
- Classroom newsletters
- Athletics announcements with school colors and logo
- Game updates
- School and district reports
- PTA ads and promos
- Personalized themed college applications
- School marketing materials with branded colors and logos

The Adobe education community frequently shares ideas and classroom uses on the Adobe Education Exchange site. Visit edex.adobe.com to browse and to join and share with this quarter-million-strong community of passionate educators.

7: WHAT ARE THE STUDENT AGE CONSIDERATIONS?

As explained in Section 2 above, our preference and recommendation is that the free Adobe Spark for Education be deployed for schools and districts. The following table enumerates important differences between the recommended Adobe Spark for Education and regular Adobe Spark.

	Adobe Spark for Education	Adobe Spark
Age Recommendations	<p>Children of all ages enjoy Adobe Spark. But, based on teacher feedback and our experiences, here are some recommendations:</p> <ul style="list-style-type: none"> • Spark Video is being used to create videos the world over at every grade level in K-12 and in higher-education. As little or no typing is needed, younger children, even preschoolers, find Spark Video easy and accessible. • Spark Pages are primarily used to share written stories, and so typing (and spelling) is required. As such, Page is better suited starting in Grades 4 or 5. Page is also used extensively in secondary school and in colleges. • Spark Post is all about social media, and is thus intended for teachers or students old enough to have a social media presence. <p>The Adobe Spark Page, Post, and Video iOS apps are rated 4+ and are suitable for use by younger users, but note the login and image searches notes below.</p>	
Logins	<p>Adobe Spark for Education allows students to sign in using existing school logins. Children of all ages are allowed to use Spark this way.</p>	<p>Adobe Spark requires an account and login. Logins are used to sync content across devices as well as to backup content to our cloud storage. Children under the age of 13 are not allowed to create their own Adobe ID and so they will need to sign in with an account created by and supervised by a teacher or parent. Sign in with social media accounts is also supported.</p>

Image Searches

Adobe Spark for Education lets you import images from services like Unsplash, and Pixabay. Searches will only retrieve images that are tagged as Creative Commons - licensed for reuse (learn more [here](#)). In addition, with our younger users in mind, Adobe Spark will only retrieve images that these services have tagged as 'safe'.

Flickr is explicitly blocked in Adobe Spark for Education.

As no filtering technology is completely foolproof, Adobe Spark can also block specific images as necessary. If you encounter a problematic image, please email hellospark@adobe.com and provide us with the image and the search term used.

Teacher supervision is recommended when allowing younger students to search for imagery and icons.

Standalone Adobe Spark does not have the same level of safe-search as Adobe Spark for Education, and thus the latter is recommended for use in K-12.

Adobe Spark lets you import images from services like Flickr, Unsplash, and Pixabay. Searches will only retrieve images that are tagged as Creative Commons - licensed for reuse (learn more [here](#)). In addition, with our younger users in mind, Adobe Spark will only retrieve images that these services have tagged as 'safe'.

Flickr (which often returns content incorrectly flagged as safe) is opt-in, you need to explicitly turn Flickr on to include Flickr results in searches. To turn access to Flickr on or off, log in to the web versions of Spark, click on the account icon at the top right, select Settings, and change the setting for "Flickr" in Image Sources. This setting is persistent, so once you turn Flickr on, it stays on until you turn it off.

As no filtering technology is completely foolproof, Adobe Spark can also block specific images as necessary. If you encounter a problematic image, please email hellospark@adobe.com and provide us with the image and the search term used.

Teacher supervision is recommended when allowing younger students to search for imagery and icons.

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Adobe Stock</p>	<p>Access to Adobe Stock our service which provides paid access to millions of images and videos, is explicitly blocked in Adobe Spark for Education.</p>	<p>As a service to our users, Adobe Spark features integration with Adobe Stock, providing paid access to millions of images and videos.</p> <p>To prevent students from browsing for paid Adobe Stock content, some of which may not be appropriate for minors, log in to the web versions of Spark, click on the account icon at the top right, select Settings, and turn off "Adobe Stock" in Image Sources.</p>
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Student Privacy & PII</p>	<p>Adobe Spark is all about storytelling, presenting, and sharing. Students can create and share whatever they want, including pictures and images of their choice. Special care must be taken to ensure that younger students do not share any personally identifiable information (PII) that could potentially identify specific students.</p> <ul style="list-style-type: none"> • Adobe Spark allows for Author Info to be provided, and when publishing content for younger students the student name must not be used. • Adobe Spark content can be hidden or made discoverable via a "Get noticed" checkbox on the content sharing screens. When this option is checked, published content may be exposed to search engines and may be promoted by Adobe. As such, when publishing content for younger students "Get noticed" must be turned off. If you are using Adobe Spark for Education, this option is always off (and the checkbox itself will be hidden). <p>In addition, teachers should review content created by younger students to ensure that PII is not being inadvertently included in their creations.</p>	

8: WHAT ARE THE SYSTEM REQUIREMENTS?

Platforms	<p>The Adobe Spark web application runs on Windows 7 or newer, and Mac OS X. Supported web browsers are Chrome 36 or newer, Firefox 31 or newer, Safari 7 or newer, Internet Explorer 11 or newer, and Microsoft Edge.</p> <p>Chromebooks are supported by Adobe Spark, and we recommend that devices have at least 2GB of memory.</p> <p>The iOS apps will run on any iPhone or iPad running iOS 10 or newer.</p>
Internet Access	<p>Adobe Spark requires Internet access for sign in, saving to the cloud, sync, image search, and more.</p> <p>On iOS devices, syncing requires a Wi-Fi connection by default. This is to avoid data charges that would be incurred when syncing over a cellular (mobile provider) data connection. If you do want content to sync over cellular connections, you must enable this in the iOS Settings for the Spark apps.</p>
Hosting	<p>Your Adobe Spark creations are hosted on our cloud. Content is automatically saved so that content may be synced between devices. Links to your content can be shared as desired.</p> <p>Spark Video movies and Spark Post images may be downloaded locally (on iOS these will be saved to the Camera Roll).</p>
Installation and Configuration	<p>Regular Adobe Spark needs no special installation or configuration. Simply go to spark.adobe.com and sign in, or download the apps.</p> <p>Adobe Spark for Education does require installation and configuration to connect it to school's logins and to provide a safe environment for students and their work. This will require coordination with school Legal, IT, and domain administrators. Adobe has created articles and content that explain this process in detail, you'll find these linked at spark.adobe.com/edu.</p>

9: WHAT ABOUT STUDENT PRIVACY AND DATA PROTECTION?

Student Privacy & Data Protection

Adobe Spark complies with Adobe's Student Privacy Policy which can be found at <https://www.adobe.com/privacy/student-policy.html>.

Adobe's General Data Protection Regulation (GDPR) statement can be found at <https://www.adobe.com/privacy/general-data-protection-regulation.html>.

10: HOW DO I GET STARTED?

Getting Started

To learn more about Adobe Spark, visit spark.adobe.com.

- To get started with Adobe Spark for Education, visit spark.adobe.com/edu for details and enrollment instructions.
- To get started with Adobe Spark, visit spark.adobe.com, sign in and you can start creating and sharing.

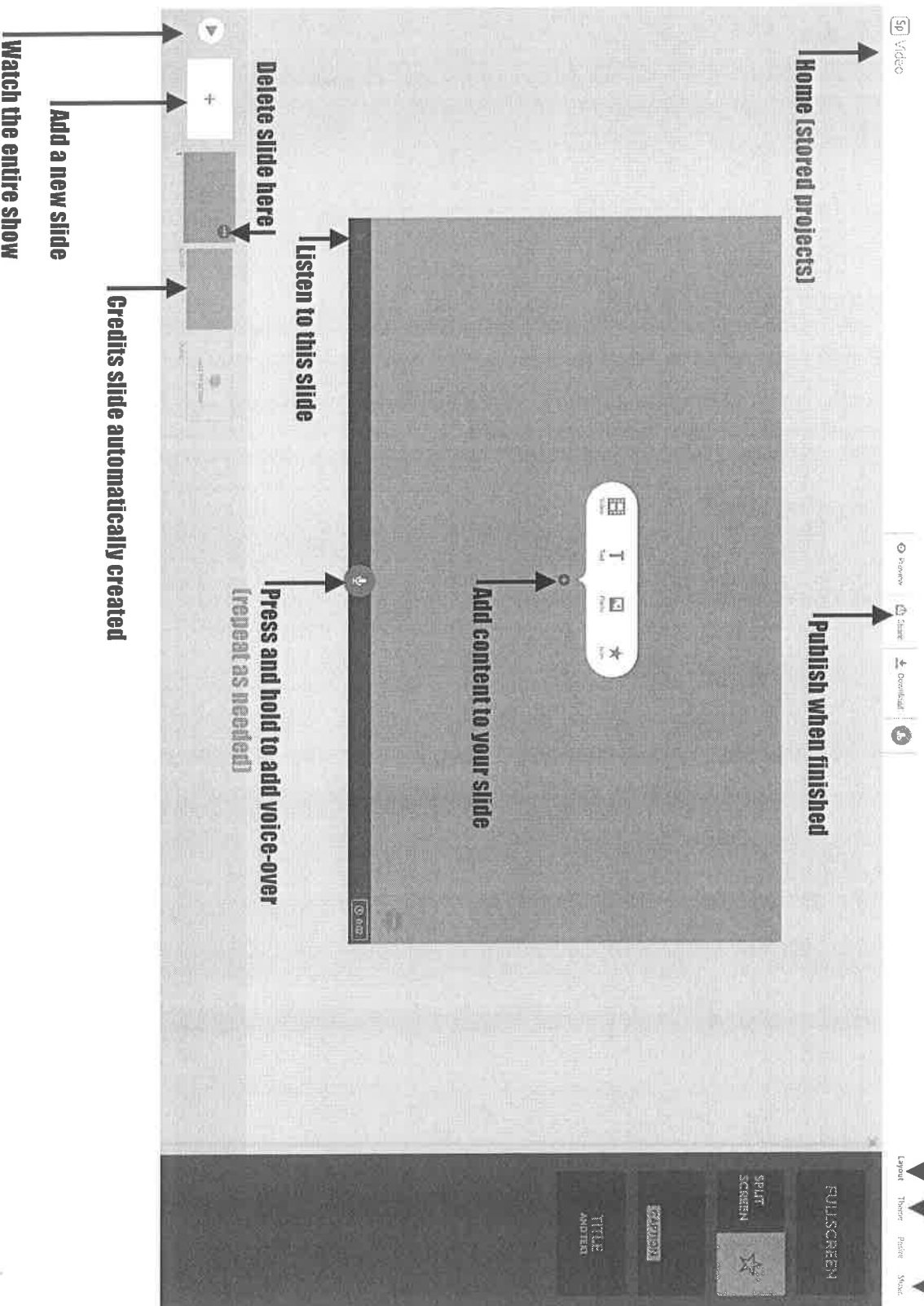
11: WHERE CAN I FIND TIPS AND HELP WITH CLASSROOM USE?

Getting Help

When using Adobe Spark, most of the help and guidance you need is built right into the solution itself. For tips and help specific to classroom use, visit:

- The Spark Education page at spark.adobe.com/edu.
- The Adobe Education Exchange at edex.adobe.com. Just search for the product names; you'll find tips, lesson plans, example uses, and more.

ADOBE SPARK VIDEO - MAIN SCREEN OVERVIEW



Adobe Spark Video Walkthrough

Here are step-by-step instructions to creating a Spark Video:

Getting Started

1. From the My Projects page, click the **blue + circle** on the top of the screen. Click on the **Start from Scratch** option on the top right, and then select **Video**.
2. The first thing you need to do is give your story a title. Click in to the text area and type your title, then click **Next**.
3. Spark Video includes templates to help you structure your story. Feel free to browse through the templates and select one, or you can skip this step and just click on **Start from scratch**.

Working with Slides

4. Spark Video stories are made up of a series of slides comprised of either photos, text, video clip or icons. Spark weaves them together to create a video. The slides are shown at the bottom of the screen, and this where you select, add, delete, or move them. Click on the ... icon on the top right of a slide to access slide options.
5. The first slide is waiting for content. Click on the + in the middle of the screen, you'll see that you can add a video clip, text, a photo, or an icon, to the slide. Click **Text** and then type the story title on the opening slide.
6. Now click the + at the bottom left of the screen to add another slide.

Adding Icons

7. You now have a new slide that has been selected ready to use. Click the + in the middle and this time select **Icon**.
8. Adobe Spark provides access to hundreds of thousands of icons, type a word to search for, and then select one to add it to the slide.

Optional

Congratulations, you've created your first Adobe Spark Page!

Feeling ambitious? Here are some more things to try:

- You can include links in your Adobe Spark Page story. There are two ways to do this. To add a button that links to other sites and pages, click to tap + and then click **button**, and then provide the link when prompted. To add links right inside of your text, select some text, display the text formatting options, click the link option (it looks like a linked chain), and provide the URL when prompted. Try both of these options.
- Create an image with Adobe Spark Post, save the JPEG, and use it as a photo in your Spark Page.
- You can do the same thing with an Adobe Spark Video, too.
- Spark Page can also be used for presentations (instead of your regular not-so-favorite presentation tool). Just click on **Present** at the top of the Spark Page screen to open your Page in presentation mode. You're the arrow keys on your keyboard to move up and down. Cool, huh?

Adding Photos

9. Next, we'll add a photo. Once again, click the + at the bottom left of the screen to add another slide.
10. This time click + and select **Photo**. You can use a local phone, retrieve photos from a variety of locations (including Creative Cloud), or search for Creative Commons images using the **Find photos** options. Find a photo, and select it to add it to the slide.

Using Layouts

11. The slides we created thus far each contained a single item. Spark Video slides can also contain two items side-by-side, or an item with text beneath it. To try this, click on **Layout** at the top of the screen.
12. Select **Split Screen** to be able to place two items (two photos, a photo and text, an icon and a photo, etc.) on your slide.
13. *Optional:* Create another slide, and select the **Caption** layout to be able to add a text caption below your icon or image.

Using Video Clips

14. *Optional:* Spark Video supports adding video clips to slides. To use this feature, you'll need an MP4 video file saved on your computer or device. You can use your own video (perhaps one taken with a mobile phone) or download a video from one of the many online free stock video sites. If you do have a video clip that you want to use, add a slide and click + and then **Video**. You'll be prompted for the location of the video, select a video and you'll be placed in the Spark Video **Add Video** screen. Move the scrub line at the bottom of the editor to locate part of the video clip to use, and then use the right circle to drag to the desired duration. Then click **Save**.

Adding Narration

15. Now that you have a few slides, you need to record the narration. Click on each slide at the bottom of the screen, starting with the first (the title slide).

For each slide, click and hold, or tap and hold, on the **red microphone button**. While the **red microphone button** is pressed speak loudly and clearly, and when you are done talking release the button.

16. You can press the play button to the left of the microphone button to hear your slide narration. If you want to rerecord, just press the **red microphone button** again and record over your previous recording.
17. Repeat the previous step for each slide that needs narration (you can skip narration for slides that don't need it).
18. At any time, click the **play button** at the bottom of the screen (it's to the left of the list of slides) to play your entire video.

Formatting

19. Now for formatting. Like Spark Page, Spark Video uses themes to format your stories. A Spark Video theme combines colors, fonts, backgrounds, and even professionally designed animations and transitions to make the video look great. To display available themes, simply click on **Themes** at the top of the screen.
20. Click on any theme to apply it, the story is reformatted as each theme is selected.
21. Click each slide to see how it is formatted, or click the **play button** on the bottom left to see the movie with its new theme.

Background Music

22. The final step is background music. Click on **Music** at the top of the screen to display the large music collection that is licensed for you and your students to use. You can also use your own music (but you will need to determine any licensing requirements).