



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, to easily create and share impactful visual stories.

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

- 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 social graphics in seconds. Start by remixing a design from the Inspiration Wall, 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, or share it with family and friends via e-mail, Facebook, Instagram, Twitter, and more.
- 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 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.

2: HOW MUCH DOES ADOBE SPARK COST?

Fun & Free

Adobe Spark is free to use, and will remain so. Spark does offer premium features (including the ability to create custom branded content) that are only available with a paid license. But Spark's core functionality, the ability to create and edit and share, is, and will remain, free. No bait-and-switch, we promise.

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. So, keep creating and publishing, and let us worry about the hosting for you.

3: IS ADOBE SPARK A WEB APPLICATION OR AN APP?

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, and you can use any or all as you see fit.

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.

4: 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 narrated movie, 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 a killer Page or Video story and use Spark Post to create a social media image to drive traffic to your creation.

5: 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
- Book reports
- Written assignments
- Photo essays
- Class reports and blogs
- Trip reports
- Science fair presentations
- Student portfolios
- Classroom newsletters
- Athletics announcements
- Game updates
- School and district reports
- PTA ads and promos

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.

6: WHAT ARE THE STUDENT AGE CONSIDERATIONS?

Children of all ages enjoy Adobe Spark. But, based on teacher feedback and our experiences, here are some recommendations:

Age Recommendations

- 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.

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 below.

Logins

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.

Sample Content

Adobe Spark includes example content in the web application and in the iOS apps. This content is intended to inspire, spark creativity, and provide a starting point when using Spark Post. All sample content, both inspirational or intended for remixing, is carefully selected and curated by the product teams. All sample content is safe for all audiences, including younger users.

Image Searches

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'.

To turn off access to Flickr (which often returns content incorrectly flagged as safe), log in to the web versions of Spark, click on the account icon at the top right, select Settings, and turn off "Flickr" in Image Sources.

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.

Adobe Stock

As a service to our users, Adobe Spark features integration with Adobe Stock, providing paid access to millions of images and videos.

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.

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.

- 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 will 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. For younger users we recommend turning this setting off by default. To do this, log in to the web versions of Spark, click on the account icon at the top right, select Settings, and turn on “Default to not featured”.
- In addition, teachers should review content created by younger students to ensure that PII is not being inadvertently included in their creations.

7: 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.</p> <p>The iOS apps will run on any iPhone or iPad running iOS 9 or newer.</p>
Logins	<p>Adobe Spark requires that the user be logged in. Users may sign in with an Adobe ID (created for free), Google account (including Google Education accounts), or Facebook account. The same login may be used on multiple devices and browsers.</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 nothing will get lost and 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>

8: HOW DO I GET STARTED?

Getting Started

To get started with Adobe Spark, visit spark.adobe.com, sign in and you can start creating and sharing.

If you are using an iPhone or iPad, you can also visit spark.adobe.com for links to the iOS apps, or just look for Adobe Spark in the App Store.

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

