

# Course : Adobe Express: boost your visual communication

Practical course - 1d - 7h00 - Ref. AEX

Price : 840 CHF E.T.

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Learn how to use the intuitive features of Adobe Express to create social networking posts, posters, infographics, videos and much more. Master visual creation techniques and develop a coherent visual strategy for your brand or project.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Navigate the interface and use creative tools
- ✓ Choose and customize templates for different types of content
- ✓ Composing images and text in harmony
- ✓ Create optimized content for the various social networks

## Intended audience

For beginners and advanced visual artists alike.

## Prerequisites

No special knowledge required.

## Course schedule

### 1 Getting started with Adobe Express

- Interface and functionality overview, with a look at the integrated AI modules.
- Workspace customization.
- Keyboard shortcuts and navigation tips.
- Preference configuration with automatic suggestions to optimize the work environment thanks to AI.

### Hands-on work

Customize the environment by activating basic AI functions.

## PARTICIPANTS

For beginners and advanced visual artists alike.

## PREREQUISITES

No special knowledge required.

## TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

## ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

## 2 Create visuals from templates

- Choose and customize a model with AI-generated design proposals.
- Visual creation techniques.
- Management of advanced creation and editing tools.
- Animating creations.

### Hands-on work

Create a poster for an event using visual tips and basic AI automation.

## 3 Visual creation techniques

- Advanced creation tools with basic AI recommendations.
- Add interactive links and buttons.
- Apply effects and animations.
- Key frame animation.

### Hands-on work

Create a poster for an event and a publication for social networks.

## 4 Export and share your creations

- Collaborate and share projects with basic AI functionalities.
- Project access rights management.
- Choose the right format for the medium.
- File optimization for the web (compression).

### Hands-on work

Create a presentation using export and sharing tools, supported by basic IA functions.

## Dates and locations

### REMOTE CLASS

2026: 9 Mar., 1 June, 5 Oct.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.