



Adobe Spark

Pedagogical Assessment of: Adobe Spark

Website: <https://spark.adobe.com/>



### Usage

Adobe spark is an easy to use online tool that allows non-designers to create professional quality graphics, short promotional videos, impressive single page web stories and engaging presentations that communicates ideas cohesively and quickly. Adobe Spark has great potential as a learning tool as it allows students to engage more thoroughly in the content when utilising the features of the tool.





## Ease of Access

Adobe Spark can be used from your favourite desktop web browser on both Windows and Mac machines, as well as on Chromebooks. There are three Spark iOS apps, one for each Spark format, and you can use any or all as you see fit.

Adobe Spark is a new tool from Adobe that allows users to create template based social media graphics (Spark Post), web stories (Spark Page) and animated videos (Spark Video) using a simple online interface. The Spark Page module is designed to allow users to create online magazine style webpages. The templates and layout options available are very modern and are designed to present your work in an elegant and engaging way that focuses on visual content.

## Pedagogical Assessment

Adobe spark can be used by educators to inject some fun and interactivity into the lesson. The educator can use the Spark page to turn their content into a more visually engaging presentation with the use of pictures, voice overs, images and with impressive graphics like glide-show, which makes their lesson more captivating for their students.

## Advantages

- Free: there is no premium part to pay for.
- Spectacular finish for the videos.
- Very easy to use: just 5 minutes to dominate it.
- 3 in 1: you can make videos, images, and pages.
- It helps you by providing with royalty-free images and music.

## Disadvantages

- It only allows you to share directly with Facebook and Twitter.
- Transitions are focused on telling stories.
- It doesn't allow you to enlarge text or photos.

## Reviews

"Overall, I love Adobe Spark. I ended up researching ways to use it to conceive of educational materials to assist English Language Learners with their vocabulary development. The software has immense potential as an educational technology tool that students and teachers can use to demonstrate their learning or enhance their teaching"

-Ayesha Anas (Educational management)

<https://www.getapp.com/marketing-software/a/adobe-spark/reviews/>

