新北市政府職業訓練中心
Vocational Training Center, New Taipei City Government

新住民網上學

E-learning for new immigrants

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Corporate Identity Design

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Today, we will discuss how to leverage new media for store marketing campaigns.
The first step
is to choose a name for your store
and design a logo suitable for your corporate identity.
This logo
can be the primary color scheme for future designs
or simply a logo.
So, how do we design a logo?
With the increasing use of generative AI,
there are now tools that can generate logos from text descriptions.
The software we'll be using today includes...
We will only be using the logo generation feature
on the Microsoft Designer website.
First, open your browser
and go to the Microsoft Designer website.
Once you're on the site, scroll down
and look for the "Brand Kit Creator" button.
Click it.
Make sure you have your store name and desired design style ready.
Remember, this tool currently
only supports English
and does not support Chinese.
In the text bar at the top,

enter your store name.
Below, input your style and prompts.
Next, click the "Generate(生成)" button
and wait about a minute
to generate a suitable logo.
Once the logo is generated,
on the right side,
you'll see
two sets of options.
You can choose your preferred style.
After selecting a style you like, click on it.
You will be able to download the color codes
and images associated with the logo.
So, look for the "Download" button in the lower right corner.
The best option
is to download the full brand kit.
Once downloaded, it will be a zip file.
Make sure to unzip it.
This way,
you can
quickly design a unique logo for your store.
We've just learned how to use
Microsoft Designer's logo generation tool.
It is actually an online tool by Microsoft.
Now, I will teach you
another excellent online tool
that can help us create more dynamic logos.
Please open your browser
and log in to the Recraft website.

You can register for a free account.
After entering the main screen,
in the upper left corner, you can create a new project.
For adding images,
you can choose from photos or vector images,
with logos falling under the vector image category.
Similarly, you'll need to adjust the style.
So, in the upper left corner,
click "Vector art" and select "Logo"
to choose your logo style.
The prompts you need here
are just like the one used in the Microsoft Designer website.
We also need the company name
or some descriptors.
So, you can paste the relevant prompts
you prepared earlier in the top area.
For the company name or store name below,
you can use the same information.
After clicking "Generate(生成),"
it will start creating the corresponding logo.
Once it's done,
several options will appear below for you to choose from.
You can select options with color

or a complete watermark style.
Choose the style you want
and then click "Export" in the upper right corner.
If you want to download the complete image,
we have several types here.
PNG is for images with a transparent background.
So, if a single PNG image is more suitable,
then, for the whole image,
use JPG.
I suggest setting the resolution
to 2000 or higher when exporting.
This will ensure it's good enough for printing later.
Next, choose the PNG option
to download the image with a transparent background.
You can also save the entire image like this
as a full-sized graphic for use as a background.
We can export the whole image as either PNG or JPG.

If you're unsure which format to use,
we can choose to go with PNG.
The image will be downloaded again.
So, you can select the appropriate image and,
through the "Export" option in the upper right corner,
adjust the resolution and save it as PNG.
In addition to generating logos,
we can also use AI tools
to quickly find suitable color schemes.
The main color scheme is something
we can use as a reference when decorating our store
or for our product packages.
Next, I'll show you
how to use Adobe's Color tool,
which can help us generate a great main color scheme.
Open your browser
and go to the Adobe Color website.
Once you're on Adobe Color,
please prepare a photo.
Click on "Create(建立)" at the top options.

On the upper left side,
you'll see "Color Wheel(色輪)" and "Extract Theme(擷取主題)".
We want to click the "Extract Theme(擷取主題)" button.
Using Extract Theme(擷取主題), you can upload a suitable image.
Click on "Select a file from your computer(從電腦中選取檔案)" in the center,
find your product photo
or any photo you like,
and then click "Open(開啟)."
The website will use the colors in the photo
to suggest a color scheme that fits the image.
Below, you'll see five different color swatches
with color codes.
You can note these color codes down
and use this color scheme
for consistent coloring in your future designs.
How to save it?
On the right side, you can click the "Save(儲存)" button
to save it to your account.

You can also take a screenshot
or download the image
to save it to your local PC.
Switch to the left side—
Color Wheel(色輪).
When you return to this screen,
click the "Download(下載)" button
in the upper right corner
to save it as a JPG image.
Did you learn everything in today's lesson?
Whether it's generating logos or creating a main color scheme,
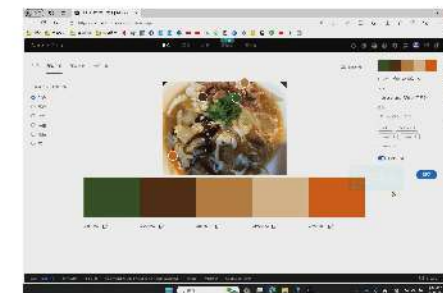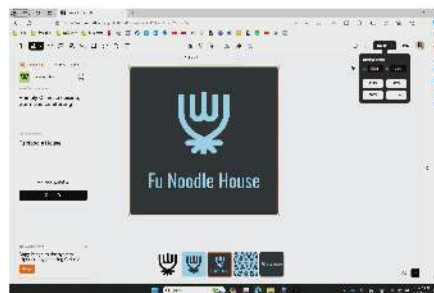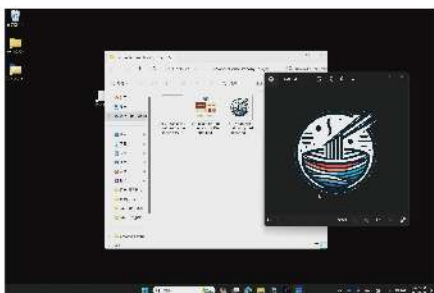using AI tools
allows us to quickly and efficiently complete these tasks.
Having a unique corporate identity
is a major step in new media marketing for any store.
With these simple tools,
you can quickly achieve it.
So, remember to try it yourself!

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In-Store Decoration and Layout References

Today, we're going to talk about how to use new media
to combine with store marketing campaigns.
Our focus today
is on references for in-store decoration and layout.
The method is very simple.
Just take a few photos of your store's interior.
After taking the photos, you can use an image-to-image tool
to generate new images based on them.
So, the results
will be related to the photos you took.
This part is something to pay special attention to.
The software we'll use today includes...
First, take some simple photos
of your interior.
When taking the photos, try to use a wider angle.
For example, shots like this...
a more open angle,
or something like this, will work well.
Once you have these photos ready,
we need to log in to the MyEdit website.
So, enter "myedit"
in the URL bar.
After entering the site,
log in using your Google account.
Besides using the website,

you can also use a tablet or smartphone
to log in and use the site.
Next, in the menu bar on the left,
you'll see categories
like "Audio(音訊)" and "Image(圖片)".
We want to select "Image(圖片)."
Inside the image section, the left side menu bar includes AI tools
for editing photos.
As you scroll down,
you'll find a category called "AI Interior Design(室內設計)."
For interior design effects,
you just need to upload your photo
and wait a few seconds.
It will apply built-in style templates for you.
So, after selecting "AI Interior Design(室內設計),"
you can upload your photo
in the middle section.
The photo formats
supported here include JPG, PNG, and others.
If you took the photos in JPG format,
it will be supported.
Most mobile phone photos are compatible.
Also, the file size limit
is about 50MB per image.
If possible,
try not to include people or animals in the photos,

as it works better this way.
Next, click "Select Files(選擇檔案)"
and upload your photo
by clicking "Open(開啟)."
After the photo is uploaded,
you'll see many template options in the right section of the screen.
You can apply these templates directly.
To apply a template,
just click on the style you like
and then click "Generate(生成)."
This will immediately
change the interior layout of the photo.
The layout will be similar,
but the furniture and overall style will be updated.
If you're not satisfied,
you can try different styles
to find one that fits your needs.
In addition to using built-in styles,
you can also customize your interior style
by clicking "Custom(自訂)" in the upper right corner.
Here, you can enter your own prompts in Chinese or any language.
After entering your prompts,click "Generate(生成)"

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to update the image to match your desired style.

Once the image is generated, if you like it, you can download it from the upper right corner.

If there are elements or furniture in the image that you don't like and want to change,

you can close this screen and use the "AI Replace(AI局部重繪)" tool from the left side menu.

With the AI Replace(AI局部重繪) tool,

you can specifically target unwanted areas

and replace them with new images or furniture.

To do this, click on "AI Replace(AI局部重繪)" and upload the earlier photo again.

The upload should be the image you've already edited.

After uploading, click "Close(關閉)."

How do we modify the generated results?

For example, if you don't like the food on the table, you can first brush it.

There is a "Brush(筆刷)" tool in the upper right corner.

Adjust the brush size as needed.

Then, brush over the area you want to change.

After brushing, release the mouse,

and you'll see the "Next Step(下一步)" here.

You can then change the prompt to something different, like flowers, and then click "Generate(生成)" to replace the content on the table.

You'll get four candidate images after generation.

Some will have four images, and some will have three.

You can check each one to see if it fits your preference.

Once you find an image you like, click "Use(使用)" in the upper right corner to replace the old image with the new one.

Once you're done, you can download the new photo.

If there are unwanted objects in the generated image,you can use the "Object Removal(移除物件)" tool from the left side of MyEdit screen to remove them.

To use the object removal feature on the left side, click on it.

Then, simply use the brush tool to brush over the areas you want to remove.

For example, if you don't want something in the lower right corner,you can brush it away.

After brushing, it will directly remove that area.

Don't forget to click the "Remove(移除)" button to finalize the changes.

When you click "Remove(移除),"

it will start processing

to clear out the unwanted area in the lower right corner.

If it's not completely clean,

you can repeat the brushing process.

Just click on the area again,

and after selecting it, continue removing.

It will then re-process the object's location.

Once you're done,

you can also download the edited image.

For example, if you want to add a table in the lower right corner,

you can use the "AI Replace(局部重繪)" function again.

After closing the current view, brush where you want to add the table and chairs.

After brushing,click "Next," enter "table and chairs," and then click "Generate(生成)."

It will add a new table and chairs set to the image.

You can review the different configurations to see which one you like best.

Once you've decided, click "Use(使用)" to finalize the image, and then

you can click "Download(下載)"to download it.

Using AI tools

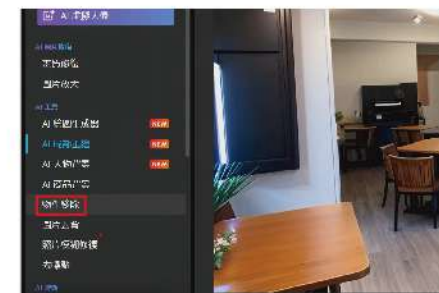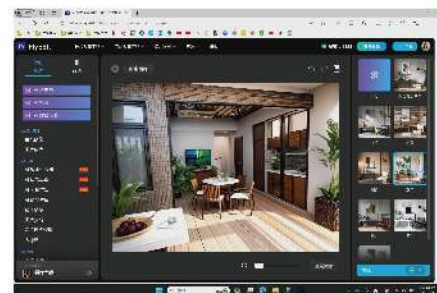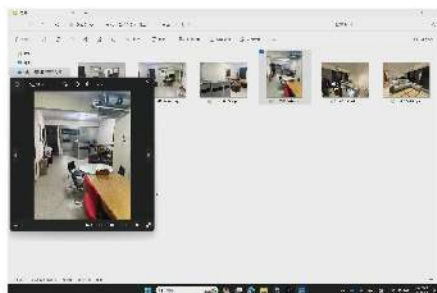can give you an initial idea for interior design and decoration.

By visualizing the results,

you can simulate the finished look

and have a reference

for actual construction.

I hope this lesson has been helpful.

Thank you, everyone!

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Brand Merchandise Design

In stores, you often see related merchandise such as mugs, coasters, or T-shirts with logos. However, if you want to design this kind of merchandise yourself, how can you do it? Besides having the logo, you need to pay special attention to the different sizes and specifications of each design item. In this session, I will teach you how to create your own store's merchandise using mugs and T-shirts. This method can be applied to many different products. Designing good merchandise can be a great option to contribute to your store's sales. Today, we will use the following software... If you have a special logo to use for your design, you can upload it to Canva's image library for easy access. First, go to the "Project(專案)" section on the left. In the project section, on the right side, there is an "+New(+新增)" button. For the folder name, I recommend you enter a name that you can easily recognize,then click "Continue(繼續)."

At this point, under the "Category(類別)" above, you will see "Folder(資料夾)." When you click on it, on the right side, you will see the icon for the folder you just created. You can click on it and upload your logo image from here by clicking "+New(+新增)" and "Upload(上傳)." Select the material you need, then click "Open(開啟)" to upload the logo images. Next, let's create a mug design. Go back to the top left and click on the Canva logo to return to the main page. For merchandise like mugs, they fall under printed products. Enter the type of merchandise you want to search for, such as mugs or coasters. Just remember, if you see a crown icon at the bottom right, it means the image is not free. In that case, I suggest finding another image that is free. So,for example, if I select this template and click on it,

once we are in the editing area, it will show a mug icon as our reference for our editing. In the "Element(元素)" section, there are many nice images you can use for decoration. So, for example, if I enter the content I want in the search bar, it will search using your keywords. Here, the categories are divided into several major categories. I suggest that you look for "Graphic(圖像)". In the "Graphic(圖像)" section, there are various images with transparent backgrounds. As you scroll down, there are many images to choose from. We can select the first image category and click "See all(查看全部)." There will be many images you can use. For example, if I want this one, I click on it, and it will appear in my editing area. You can place it wherever you want. If you don't like the original image, you can just delete it. Due to the printing position on the mug,
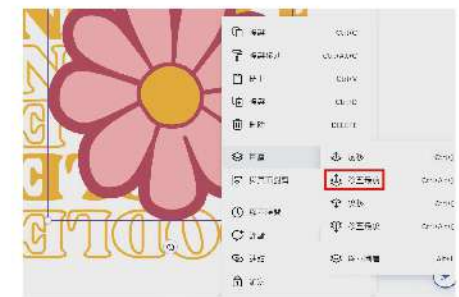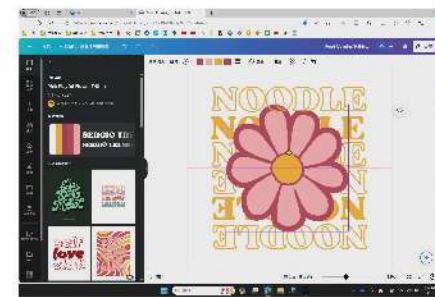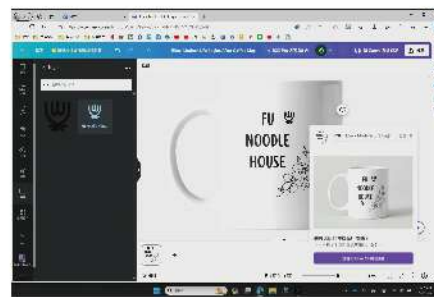
if it goes out of range, it will be partially cut off.
So try to keep it within an acceptable range.
Next, I want to modify the text content.
We just need to click on the text and double-click
to change the text content directly.
In the top left corner, you can select the "Font(字型)".
For English text, choose an English font,
and for Chinese text, choose a Chinese font.
Now the mug design is complete.
After finishing the design,
Canva offers a "Print with Canva(送印)" service.
You can use this service to print
and have it sent to you.
If you want to use the previously uploaded logo image,click on "Project(專案)" on the left side.
In Project, under Folder("資料夾"), you will see your logo.
Click on it, and the image will appear.
You can resize it and place it wherever you want.

When finished, click "Share(分享)" in the top right corner to download the image.
Click "Download(下載)".
The default resolution
is a PNG with a transparent background.
Click "Download(下載)"
to get the complete image.
When sending it for printing,
use the mug size as a reference.
You can then contact a printing company
to produce your merchandise.
We've just introduced how to create a mug.
You can add your text, logo, images,
and illustrations.
Next, we'll teach you
how to design your T-shirts.
First, enter the keyword for the merchandise
in the search bar at the top, then press "Enter"
on the right side.
You'll see many T-shirt templates.
Let's say I choose this template.
Once you select the one you like,
click on it.

In the top right corner, click "Customize This Template(自訂此範本)"
to open and continue editing the template.
Then, you can change it as you like.
After replacing the template,
the layers in the middle can be moved.
Let's change the text at the bottom.
After entering the text,
we can modify it directly.
Copy and paste the original text,
then change
the content directly.
The text at the bottom is reversed
because it has been rotated.
We can rotate it back
to its correct orientation.
Next,you can also change the color.
After selecting the text,
look up to see the text color options.
We can modify the text content
and then overlay a large image on top.
The image needs to be at the topmost layer,
so remember to right-click.

In the "Layer(圖層)" section,
there is a function called "Bring to front(移到最前)."
Use this function
to place the image at the top of the entire picture.
After a simple layout adjustment,
you can create
your own T-shirt design.
Once completed,
click "Share(分享)" in the top right corner to download it.
You can also download it as an image or PDF
and send it to a printing company for printing.
With online tools,
designing your own merchandise
has become more convenient and accessible
for everyone.
It also saves on design costs,
making it an economical
and practical choice for businesses.
So, make sure to master today's lesson.

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Static Graphic Design

Product Photography and Editing

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商品置中
商品置中是最偏重且常用的構圖方法，透合表示單一商品，使其成為單直的工具焦點，更容易注意到商品的顏色和細節。

Today, we will discuss how to take product photos and edit them.
Whether creating flyers or marketing images, product photos are crucial.
How can you take good photos with your phone and then use software to make them look like professional commercial shots?
To do this, you must watch today's video.
I will teach you
how to use AI image editing features
to achieve commercial-quality results
using photos taken with your phone.
The software we will use in today's lesson includes...
For product photography composition,
we divide it into three types:
The first type is called central composition.
Central composition
is the most commonly used method in general composition.
It is ideal for presenting a single product,
usually using a cross-line.
As long as your product is positioned at
the intersection of the cross-lines,
it is a central composition mode.
The second type is called the Rule of Thirds.
The Rule of Thirds is a golden principle
frequently used in photography.
It divides the frame into nine grids
using four lines.

Placing the product
at any intersection point
of these lines
highlights the product as the focal point of the image.
The third type is called partial shooting.
Partial shooting
utilizes close-ups
to showcase the details of a product,
thereby highlighting
the product's texture and value.
So, in this type of shooting,
the light source is very important.
And after we finish shooting,
we might need to adjust the gloss
or the color slightly, and so on.
This shooting method
is more suitable
for products with prominent details.
For example, mechanical items like watches
can benefit from close-ups to enhance their texture.
Even though we understand the composition of product photography,
without a good background or lighting,
well-taken photos may still lack texture.
So, we can rely on AI for assistance.
Even if we lack a good background
or light source,
we can use online AI tools

to handle everything for us.
We have prepared this image
as a product example.
The photo was taken outdoors,
so that is how we got the light source.
We didn't use indoor lighting,
just ensuring the light appears even.
Since this photo was taken earlier
and is in an older format,
its resolution is poor.
Let's see how we can use AI tools
to restore its quality
and change the background.
First, we need to visit a website
called MyEdit.
You just need to enter myedit.online
in the browser URL bar.
Once on the website,
there is a category called "Photo Editing Tool(圖片編輯工具)."
First, we need to restore the photo's quality.
So, from the "Photo Editing Tool(圖片編輯工具),"
select "AI Photo Enhancement(AI照片修復),"
then click "Enhance Quality(畫質修復)."
In the "Enhance Quality(畫質修復)" section,
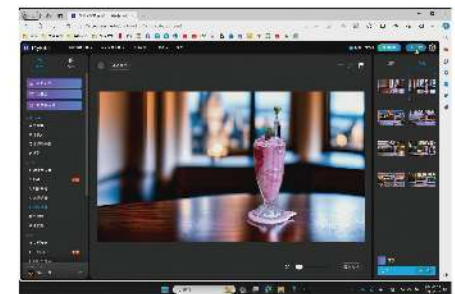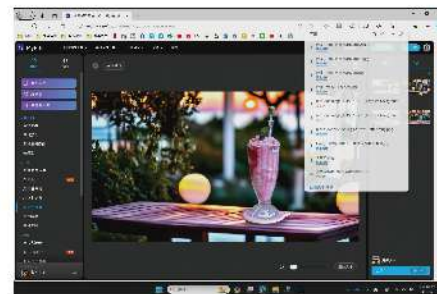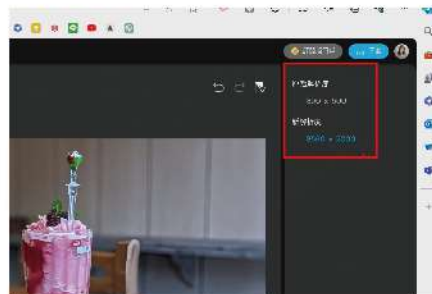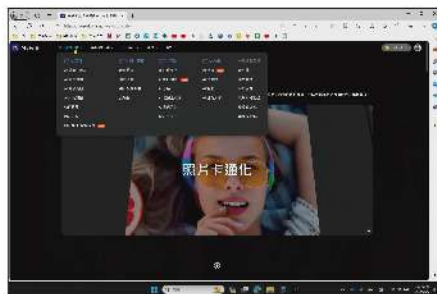we will upload the photo.

Click on the photo to upload it.
Once uploaded,
the image will be analyzed
and its resolution will be increased.
You can see in the top right corner that
the current resolution is 890 x 500.
After the adjustment,
the new resolution will be 3560 x 2000.
With this resolution,
it will be good for poster printing
and making promotional images.
Next,
we can download the enhanced image.
The second step...let's close this first.
We need to upload this image
to the editing tool called
"AI Product Background(AI商品背景)."
Using "AI Product Background(AI商品背景),"
we can feature and
change the background
of our images.
For the foreground, we can
make small changes to the product.

click "Generate(生成)."
At this point, it will apply the previous template
to my project and change the background
through the screen,leaving my product.
This allows my product to be freely combined
with different backgrounds.
After the combination is complete,
your product
will have special light and shadow effects,
along with some detailed touches.
It actually does a pretty good job.
Let's take a look at this image.
If you don't like this image, there are four
alternative images in the upper right corner that
you can choose from.
So, we can choose this one...
or this one...
or this one...
You can choose different images
based on your preferred style.
Once you find one you like, you can download it.
Alright, let's say I like this style.

Click "Download(下載)" in the upper right
corner to save this project.
So you can choose your preferred style
and then use these images in different projects.
So you can download each one.
Additionally, go back to the "Style(風格)"
section.
Previously generated images will be stored
here.
Click "Style(風格)" again, and you can also
use custom prompts to achieve the desired
effect.
After filling in the details for "What Surface is the
Subject on(主體位於哪個表面上頭)" and
"What are the Background Details(背景的細
節是什麼)",
click "Generate(生成)."
Once generated, you can preview to see if you
like this style.
Similarly,
if you think this style is suitable,
click "Download(下載)" to save
the product image.

With the help of AI tools,
even products photographed using a mobile
phone
without perfect lighting
or scenery
can be quickly and professionally
edited into high-quality product photos.
It's a very useful tool for store owners.

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Marketing Copywriting and Image Generation

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商品置中
商品置中是最偏單且常用的構圖方法，通常表示單一商品，使其成為畫面的主要焦點，更容易注意到商品的顏色和細節。

Today, we will talk about how to write marketing copy and use image generation applications.
Marketing is a strategic activity to promote products, and to execute this strategy,
we need marketing materials
such as copywriting or related images.
First, let's look at
the text generation function of generative AI,
which can help us design marketing copy.
However, at the beginning,
we need to learn how to communicate with AI.
The software we will use in today's class includes...
Communication involves expanding text
based on limited information.
Therefore, we need to provide background information
so that the AI understands the content we want
and we can explain our requirements clearly.
We must articulate our task
and then provide additional details
or exclusions.
So, how do we use AI
to generate marketing copy?
First, we open a browser
and go to ChatGPT
or other text generation software.
The website URL is shown on the screen.
Once you enter ChatGPT,
you don't need to log in.

However, if you want to keep a record of your conversation,
it is recommended to use your email to log in.
The area below is the prompt area
where
you can type the questions you want to ask.
When we want to write a piece of marketing copy for promoting a product on Facebook Community,
we need to tell it our purpose
and where the copy will be placed.
What is our product?
The product's name is
Gluten-Free Chocolate Chiffon Cake.
Its feature is that it can be consumed by people who are allergic to gluten.
It does not use wheat flour.
Instead, it uses alternative flour such as almond flour, rice flour, and tapioca flour.
These baking flours absorb water differently,
so the cake may be moister.
Based on the above,
please write a Facebook post.
The main goal is to introduce
the features and benefits
of the gluten-free chocolate chiffon cake.
I want to tell it my needs:
the special sale lasts one week,
and people should order through Facebook private messages.

The key material is that
it is safe for people with gluten allergies.
The key phrases are gluten-free cake and chiffon cake.
So here I change it to keywords.
Once you enter the details,
you can submit it.
After you submit, wait a moment,
and it will provide a copy
based on your request.
We can then copy this text
and put it in my Facebook post.
If you want a simple copy,
this method is very convenient.
We can use this way
to present the content I want.
Once we have the copy,
we can use it as a reference
for further marketing materials.
Besides copy,
we can also generate images using an image generator.
This isn't for product photos
but for
related illustrations
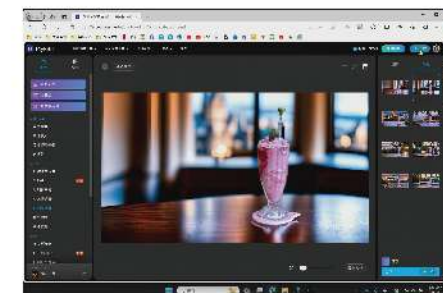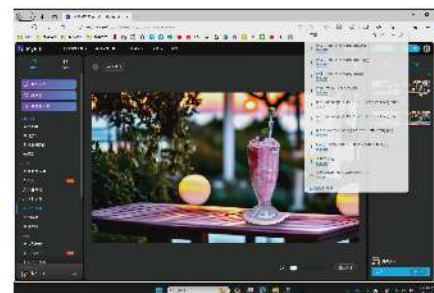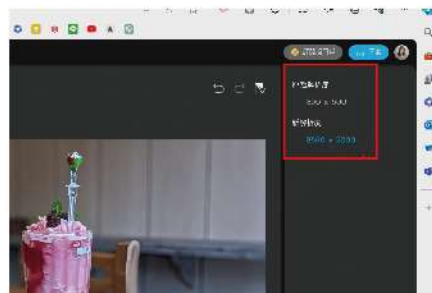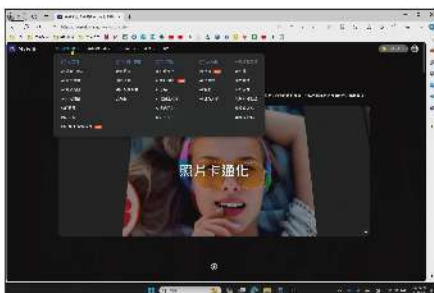or scenes
that fit our marketing goals.

Open a browser
and go to the Image Creator website.
For the URL,
just search for
"Image Creator" to find it.
Once there,
log into your account.
The top text field
is where we enter prompts.
After entering the prompt,
click "Create(建立)"
to generate a new image.
This way, we can create suitable images.
When you find an image you like,
click on it,
then download it.
To download,
use the "Download(下載)" button on the right.
This lets you get the image.
Using prompts,
we can find suitable images.
If you want to
make illustrations,

It is also a web tool,
so to log in to the website,
you can use your Google account or any email.
After entering "Projects(專案),"
on the left side, we see categories we can generate.
You can create illustrations and regular photos.
So, we select the "Vector Image(插圖)" option,
which allows us to change the style above.
We can choose the "Vector art(插畫)" style.
After selecting this style template,
click on the blank area
and you can enter your prompt here.
After entering the prompt,
you can change the image size below.
Once generated,
you can choose between two images,
selecting the one you prefer.
After exporting,
click "Export(匯出)" in the top right corner.
For exporting, we can choose PNG.
PNG images have transparent backgrounds,
so the resolution will be higher.

This way, you can download the image.
Besides using generative AI
to get images as explained above,
we can also use legally licensed image libraries.
For example, the website
we are about to use is called Pexels.
It has many photos available for download,
and all these photos
are legally licensed.
But be careful about restrictions.
So, how to use it?
Go to Pexels,
and at the top, you can search for keywords you want.
For example, if I search for "food(餐點)."
It will show
many food-related images.
These images
can be used as scene reference images.
For example, if I like this photo,
I click on it.
When downloading,
you don't need to register or log in.

However, you can register if you want.
And in the top right corner,
there is "Free Download(免費下載)."
Next to "Free Download(免費下載)," there is
an up arrow.
Here, you can choose various sizes.
For marketing graphics,
a width of 1920 is usually suitable.
So, click
"Download selected size(下載所選的尺寸)"
to download the image.
Using AI tools to generate marketing copy
or image materials saves more time
compared to writing or drawing by ourselves.
Also,
Images generated by some image-generation
tools are suitable for social media marketing.
So, for future image generation
and marketing copy, we have a useful tool.

ICT Industry
Static Graphic Design

Designing and Creating Digital DM

新住民網上學
E-learning for new immigrants

Today, we're going to discuss how to create a digital DM.
Digital DMs are essential marketing materials for businesses.
Whether it's for marketing,
menus, or product catalogs,
you can use the features taught in this episode to create them.
The software we'll be using today includes...
First, open the Canva website.
Once you're in,
use the search bar in the middle
to search for templates.
Then press "Enter", and you'll see
various templates to choose from.
At the bottom, there is a "See All(查看全部)"
option with more templates
you can modify
to create your own digital DM.
After finding a template you like,
click on it. In the bottom right corner,
you can choose "Customize This Template(自訂此範本)."
This template currently has two pages.
We will keep one page
and delete another one.
So, select "…" on the second page
and it will open a menu
Within the menu, there is an option to delete the page you don't need.

Switch back to the first page,
and you can then
modify the content.
First, change the name
at the top to your store's name.
Double-click it,
and you can enter your own text.
After entering the text,
use the "Font(字型)" feature at the top
to choose your preferred font.
You can also bold the text
and reduce the size.
If there are any other texts you don't need,
select them and press "Delete"
to remove them.
If you want to split the text into two lines,
click on the text,
use the "Copy(複製)" option at the top,
and a new text box will appear.
After splitting the text into two lines,
we can
delete the original text
and keep the text you want.
Make some simple design adjustments,
like changing colors.
Click on the text color option to apply it.
This way, you can create your own DM
with your brand on it.
Next, let's look at
the related images below.

We have already
prepared some photos.
You can do some simple editing
on the product images you want to include.
Once done, you can come back here.
If you want to
replace the images,
just click it and press "Delete" to remove them.
You can upload your photos from the left side.
To upload,
click on the "Upload(上傳)" button on the left
and choose "Upload Files(上傳檔案)."
Then select your photos.
After selecting all of them,
press "Open(開啟)" to upload them.
When we want to move a photo to the editing area, we can just click on it.
The photo will move to the middle editing area.
For the first photo, I want it to be on top.
So, please right-click
and find the "Layers(圖層)" option.
The "Layers(圖層)" tool
lets us move our photo to the top layer.
This way, it won't overlap with other text.
Also, if you want to show this photo in a different shape, go to the left side and click on "Element(元素)."

In the Element category, scroll down.

You will find a section called "Frame(邊框)."

The Frames tool

has many different photo frames.

You can use one of these

and place your photo inside it.

So, go to "View All(查看全部)" in Frame(邊框).

There are many shapes here.

If I want a round shape, click on it.

Once the frame is in place, hold the photo behind it and drag it into the frame. Release it, and the photo will fit into the frame.

Remember, frames can only hold photos, not illustrations.

You can now reduce the size of the frame, place it where you want, and double-click on it.

If you need to crop, double-click on the image again, and you can adjust it slightly.

Click outside the image to finish.

You can use similar steps

to adjust all your images.

After editing your images,

let's look at the text part.

You can design a simple description

for your text like this.

So, this is my product name.

Let me place it here.

Below is a basic description of the product.

For the price,

you can add it next to it.

When dealing with multiline text,

you can change the alignment

to left and right alignment.

Click repeatedly to switch.

If possible, align the text

to both the left and right edges.

This way, the text will be aligned properly

when displayed.

Edit the rest of the text

in a similar way.

Once all the text is edited,

you can adjust the view scale

in the lower-right corner back to normal size.

Or,

use the "Full Screen(全螢幕顯示)" button

in the lower-right corner

to see the whole image.

Now, organize all your products.

If you want to turn this electronic DM

into a digital file, you can use

a PDF file or an image file.

Go to the upper-right corner and click "Share(分享)."

If you need to print, choose the print format.

For online sharing and downloading,

use a PDF file.

For uploading to marketing platforms,

an image file is more suitable.

We'll demonstrate using PDF download
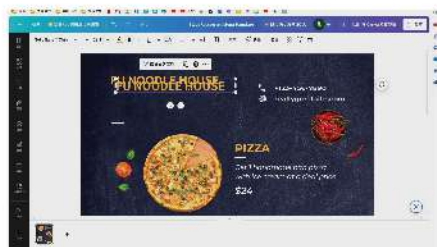
to turn this into the final file.

With the functions taught in this lesson,

creating single-page or multi-page DMs

is not a problem.

Just prepare your content

and photos, and you can make it yourself.

ICT Industry
Static Graphic Design

Social Media Promotiona Images

新住民網上學
E-learning for new immigrants

Today, we will talk about social media promotional images.
If a business wants to increase its visibility and exposure,
it's recommended to create an account on social media.
The most common platforms are Facebook and Instagram.
Facebook
does not have a fixed-size format,
but for Instagram,
the best viewing size
is a 1:1 ratio,
which matches the phone screen format.
So, if you want to create promotional images,
the size should be
around 1000 x 1000 pixels.
The software we will use in today's lesson includes...
Open your browser and
go to the Canva website.
For today's project,
we need to customize the size.
In the top right corner, click on "Custom Size(自訂尺寸)."
Enter 1000 for both the "Width(寬度)"
and "Height(高度)",
and make sure the unit is set to "Pixels(像素)."
Then, click "Create New Design(建立新設計)."

Next,
you can find some images you like
from the templates on the side,
or you can use keywords. For example,
if we type in "dessert(甜點),"
it will show many
dessert-related layouts.
Once we select a layout,
it will appear in the right editing area.
We need to
change the content in the middle.
Click on it and press "Delete"
to remove the existing information.
Now, we will upload our own image.
Click on "Upload(上傳)" on the left side.
After uploading the photo,
I want to keep
only the cake in the image.
Click on "Edit Photo(編輯照片)"
in the top left corner.
After you click this button,
it will open a set of editing tools
related to the photo on the left side.
First, we need to
click on the "Background Remover(背景移除工具)" tool in the top left corner.
This tool detects
the main object in the photo
to see if it stands out.
So, you will notice that

because the background of this image
has too many elements and is too cluttered,
our background removal tool
cannot distinguish what needs to be removed.
At this point,
you can click on
the "Background Remover(背景移除工具)"
icon.
After clicking on this icon,
you can further edit it in more detail.
We can use
the "Select Brush(選取筆刷)" tool on the side.
The brush size can be adjusted.
Next,
brush the unnecessary parts in the middle.
Once done,
simply click the return button
on the top left,
and it will remove the background from the photo.
Use the "Crop Tool(裁切工具)"
to crop the image
to remove empty areas
and enlarge the overall direction.
If the right side is darker
and the left side is lighter,
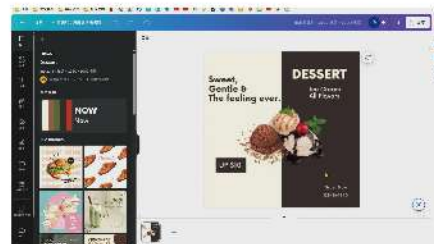I want to switch their positions.

There is a tool called "Flip(翻轉)" at the top.
Using the "Flip(翻轉)" tool,
you can switch the item left and right.
So, we click "Flip(翻轉)"
and select "Horizontal Flip(水平翻轉),"
and it will switch over.
Finally, we need to add
the relevant text.
After placing the text properly,
we can complete
the promotional image used in social media.
After learning how to edit images,
we will next focus on
editing the text for promotional images.
The key to creating IG promotional images
is to have clear messages
and concise text
to ensure the image's message is clear and easy to understand.
The text should be short and highlight the main points.
So, remember not to write too much text,
just a little bit.

Next, we will demonstrate
the second method of creating promotional images.
First, we add
a new page below.
The size is still set the same as before,
which is a 1:1 ratio.
Next, we return to the "Upload(上傳)" section.
Here are some pre-taken photos.
After placing the photo in,
the part of this layout that is slightly different
from the previous design is that
I want it to fit the entire layout,
but I don't want to enlarge the photo
like this.
I want it to be in just one corner of the layout.
So, I place it in a corner.
Now, we can use AI editing tools.
First, click on
"Edit Photo(編輯照片)" at the top left.
After clicking "Edit Photo(編輯照片),"
it will bring up the "Magic Studio(魔法工作室)."

This "Magic Studio(魔法工作室)" is an AI tool.
Inside, there's a function
called "Magic Expand(魔法展開)."
Magic Expand(魔法展開) can help
fill in missing parts of the image automatically.
Just press "Magic Expand(魔法展開),"
and it will make the image a complete page.
When you press "Magic Expand(魔法展開),"
wait for a few seconds
for the AI to process the image.
After filling in the image,
it will give you four photo options on the left.
You can choose the one you like best
by clicking on it like this.
If you don't want this cup,
first press "Done(完成)," and then you can
click "Edit Photo(編輯照片)" again.
After clicking in, choose
the "Magic Eraser(魔法橡皮擦)" tool.
Now,
brush the unwanted parts on the image.
Once you finish brushing and release,
the computer will automatically calculate.

For example, if you don't want
these small things on the side,
just select them
the same way to remove them.
Next, we can
add some relevant text explanations.
The text for the previous image
is already entered.
You can copy them by pressing Ctrl+C,
highlight, then Ctrl+C,
and paste them into another layout.
When pasting,
the layout might not fit perfectly.
No problem, you can adjust it slightly.
This completes the second promotional image.
The finished promotional images
can be shared on social media platforms
or printed as stickers.
Whether you stick them on tables,
doors as small promotional signs,
or give them to customers,
they are great little promotional items.

ICT Industry
Dynamic Marketing Promotion

Store Environment Marketing Video

Today, we will talk about
how to create marketing videos for your store.
Image promotion isn't limited to static designs;
dynamic videos are also an excellent marketing strategy.
However, making videos is more complex
than static designs.
In this session, we'll use photos of your store
to quickly create
a slideshow video.
Today, we will use the following software...
Open your browser
and go to Canva's website.
In the main category in the middle,
please click on "Video(影片)."
Once in the video category,
the first option below is "Video(影片)."
This video resolution is 1920 x 1080,
which is very suitable for videos.
Clicking it will open a new tab,
and we will enter the video editing mode.
On the left, there are many templates.
For example, if I select a template,
it will be applied to the editing area.
Today, we are going to create
a slideshow video.
So, let's go to "Upload(上傳)" on the left.
In "Upload(上傳),"
put the photos of your store
that you want to use.

After uploading these photos,
you can replace
the content of the video by switching images.
So, select the photo you want,
click and hold,
drag and drop,
and you can replace it.
You can add your store name here.
On the right side,
you can also replace it.
After replacing the first image,
we add the second segment.
For the second segment,
we can return to the "Design(設計)" section,
where various graphics can be used.
After selecting the second template,
you can click the "+" sign here
to add the second template,
and the images will be placed.
We need to replace them
with our store's photos.
So, place another photo,
and I want to
replace it with the background.
If it's a full-page image,
right-click on the photo,
and there will be a function called "Replace Background(變更背景)."
By using "Replace Background(更換背景),"
switch the background image with the photo.

You can also insert
your own photos
to use as the background.
Our photo will then be full-screen.
After it's full-screen,
you can add other text for modifications.
If you want to keep the style
but change the text in the middle,
you can use the copy method.
Click "..." and then "Duplicate a Page(複製一頁),"
then place the related photos from the left.
Right-click and select "Replace Background(更換背景)" to change it.
You can place the photo in,
making it our background.
After replacing it,
I want to delete the text in the middle,
leaving only the surrounding content.
I want to add transition effects
between each of the photos below.
So, you can click between the thumbnails,
where a "+" sign
and a "Transition(轉場工具)" button will appear.
Just click on this "Transition(轉場工具)" button,

and it will create a transition effect
between the two elements.
We can then select "Transition Effect(轉場特效)"
and choose the style from the left panel.
Hovering over it with the mouse
allows you to preview it directly.
After selecting your desired style,
click "Apply(套用)."
Below,
you can also click "Apply to All Pages(套用至所有的頁面)"
so that all pages will have this effect.
Once completed, we can preview it
by clicking the triangle in the front.
This button allows us to preview our video.
Text and related icons
will have dynamic effects.
The text in the middle looked strange,
so you can click it
to make some adjustments.
Or,if it has a
block flashing(方塊閃動) animation,

we can remove this animation
so that there won't be a flashing block.
If you want
the entire page's text to animate,
since we're using photos,
click on the animate effect button at the top.
The trick here is to select any page,
choose any object,
and the animation effect
will appear at the top.
Click this animation effect
and you will see text animations
on the left.
It's recommended to change the category
to "Page Animation(頁面動畫)"
instead of "Text Animation(文字動畫)".
Using page animations,
the entire page changes at once.
So, after selecting one item,
the whole page will animate.
You can also apply this
to all pages, and making all objects animate
through this option.

When we play it,
even though they are photos,
the objects will animate,
adding a sense of motion.
It will look
more dynamic.
Lastly, we'll add background music.
Find "Element(元素)" in the upper left,
scroll down to find
the "Audio(音訊)" category.
The music under "Audio(音訊)" can be used
as long as it doesn't have a crown icon.
Once you've finished your project,
you can upload it to your new media platform.
Click "See All(查看全部)"
to view a wide selection of music,
each with a corresponding description.
Find the music you like,
click and drag it down.
You'll see the length of the music track.
Position it correctly and play it,
the music will be included.
Alright, after adding music,

we can export the video.
Click "Share(分享)" at the top right.
When sharing, remember to
change it to MP4 format when you download it.
Then, for the download page,
if possible, download all pages.
So,choose "All pages(所有頁面)" here.
Alright, the conversion might take a bit longer,
so after you click download,
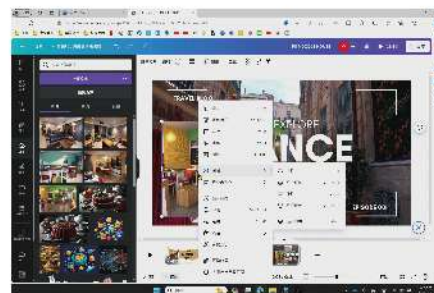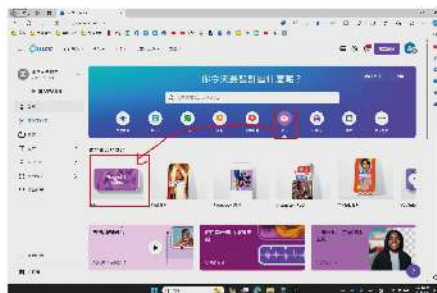wait for it to finish,
and our video will be completed.
Using photo slideshows
is the quickest way to create videos.
For example, a compilation of dishes
or event highlights
can be created this way.
Therefore, it is recommended that you take more photos
as they are excellent material for video production.

ICT Industry
Dynamic Marketing Promotion

Planning Promotional Events

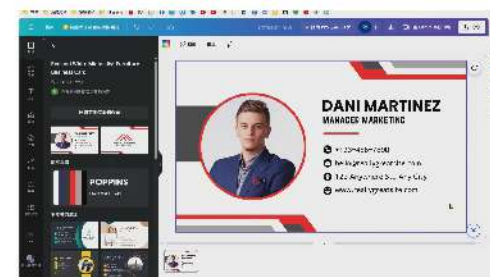**E-learning for new immigrants**

Today, we'll discuss
how to plan and promote a sales event.
To attract customers,
besides holding promotional events,
a common used technique is to offer a lottery
for customers
who make a purchase of a certain amount.
In this lesson,
we'll cover how to create both the lottery ticket
and the counterfoil.
Today, we will use the following software…
Once you're on the Canva website,
choose "Print Product(印刷品)" from the
categories at the top.
In the "Print Product(印刷品)" section,
scroll to the last option under subcategories,
and you will find "Business Card(名片)."
Click on "Business Card(名片)" to open a new
editing screen.
On the left side, the default size will be set
to business card dimensions.
Select a template you like
and click on it.
We'll customize this template
to create our lottery ticket.
First, delete the existing image
by selecting it and pressing the "Delete" key.
Next, at the place,
add the text
for the lottery ticket or counterfoil.

You can either create a new text box
or
edit an existing one.
After typing "Lottery Ticket,"
you can increase the text box size.
Next,
if you have a company logo,
it's a good idea to include it.
In the "Element(元素)" section on the left,
click on "Element(元素),"
then use the search function
to find various suitable images.
After entering keywords like "flower,"
you'll see a range of categories
below.
Here, we're looking for
images to use as decorations,
so choose "Illustration(圖像)."
Illustrations are types of images
that are typically vector-based and have
transparent backgrounds.
Select an image you like
by clicking on it, and it will appear on your
canvas.
You can use the four corner handles
to resize the image
and the side handles
to crop or trim it.
The rotation handle at the bottom allows you to
rotate the image.

So I can shrink it, move it,
and through rotation, change how it looks.
Similarly, you can use these techniques
to find and add suitable decorative images
to your design.
For the text,
since we're focusing on the lottery ticket,
we want the text
to be clear.
So, you can change the text color.
Next, click on "Effect(效果)"
in the top right corner
to adjust the text settings,
such as shadows or borders.
For instance, you can add a darker border to
the text.
Remove any unnecessary information
from the right side block,
and repurpose the text box
for the word "Counterfoil".
Since this is a lottery ticket,
you might want to add something like "NO:"
followed by the lottery number.
First, make sure the design work is complete
and adjust the text to a larger size if needed.
Next,
include the company name,contact details,

and any relevant information about the lottery
on the ticket.
Any text that needs to be included
should be finalized on this page.
Once the design is finished,
duplicate the page.
Click on the "…" icon
on this page
and select "Duplicate Page(複製頁面)"
to create an identical copy.
When this duplicate page is adjusted
to fit an A4 size,
it will show the two ticket sections.
Now, click "Copy 1 Page(複製1頁)"
to immediately add another page.
On the second page,
change the text from "Lottery Ticket"
to "Counterfoil".
This will completeboth parts of the lottery
ticket.
To download,
go to the "Share(分享)" button in the top right
corner and choose "Download(下載)."

For file type(檔案類型),
select PNG.
PNG
provides higher resolution,
which is better
for printing.
Since we need to download two pages,
click "Download(下載)"
to save both pages as image files.
After converting to images,
since you only have two images to work with,
you can also
choose to print them on your own,
so that each page includes five tickets.
First, locate the downloaded lottery tickets
and unzip them.
Right-click and select "Extract All(解壓縮全部)."
After you unzip them,
you will get the two image files.
Next, we need to arrange the images
into an A4 page for easy printing.
Open Word to get started.

On a blank page in Word,
you can insert the images.
So, you go to the top left corner,
select "Insert(插入),"
and then choosing "Pictures(圖片)."
Choose "To Device(此裝置)"
to select the images from your desktop.
Select the images
from your desktop,
and click "Insert(插入)"
So we can then adjust them to
fit five tickets per A4 page.
Creating your own counterfoil tickets
allows you to
print the exact number you need,
avoiding the problems of overprinting
or underprinting.
This approach
is very economical
and practical for businesses.

ICT Industry

Dynamic Marketing Promotion

Creating Short Marketing Videos

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1080
1920
30P

Today, we'll discuss
how to create short videos for your marketing campaigns.
What are short videos?
Short videos
are typically 15 to 30 seconds long,
ideal for
quickly conveying marketing messages.
When shooting with your phone,
remember to hold it vertically.
The format should be 1080 x 1920,
and set
the frame rate to 30P.
If your phone has a grid feature,
I recommend turning it on.
This way, when framing your shots,
you can use the grid
to ensure consistent positioning.
The software we'll use today includes…
After opening your browser,
go to the Canva website.
In the categories section,
switch to the "Video(影片)" category.
Since we're creating a short video,
select
"Mobile Video(行動影片)" under "Video(影片)."
First, you need to upload the footage
you want to create the video with.
Click "Upload(上傳)" on the left side.

After clicking the upload function,
you can
upload the footage from your phone.
To upload, just click "Upload Files(上傳檔案),"
select your footage,
select all files,
and click "Open(開啟)."
I will then upload
three video clips to Canva.
Once the upload is complete,
switch back
to the first option on the left
called "Design(設計)."
In "Design(設計),"
there are various templates
to choose from.
In the templates section,
you'll find
many different templates below.
Choose the template you like
and click it
to add it to the editing area.
After adding,
you can play it like this
to see how it looks.
To stop the playback, click again.
If you want to add more pages,
you can select other templates
from the left side.
Let's look at the first page.

We can
replace the video on the first page.
Go back to "Uploads(上傳)" on the left.
Once the three video clips are uploaded,
select the first clip,
which is the practice clip.
Click the video,
and it will be added.
after adding,
since I want to swap this clip
with the original,
I just drag and drop it,
then double-click it.
Double-clicking
takes you to the cropping area.
Adjust the video by dragging it up or down
to show the desired frame.
To exit,
click anywhere on the blank area
of the screen.
Now, we can play the video using the playback button.
If you want to
mute the video's sound,
click on the video.
All related tools
will appear on top.

The last icon is for volume adjustment.

You can also choose to mute the sound.

Click the mute button

to toggle

the sound on or off.

We can

change the text in the middle.

If you want to

edit any text,

click it, double-click it

to highlight it,

and enter your desired text.

Below, you can add

your store's phone number

and website URL.

Preview it,

and this is our first cover page.

After adding the video,

the current duration

as shown on the screen,

is 51.4 seconds.

Our short video

doesn't need to be this long,

ideally between 10 to 30 seconds.

So, we need to shorten it.

How do we do that?

Click the video,

and look up.

You'll see a scissors icon,

which is the trimming tool.

So, after we click in,

the start and end points of the video

are at the back.

You can drag the start point directly;

the end point is at the back.

Alright, now we've trimmed it to ten seconds.

To finish, click on a blank area

or "Done(完成)" on the right.

That's how we complete the trimming.

After trimming,

if the text overlaps with the image,

you can move it.

Or if I want this text

to have a more visible background,

we can click "Effects(效果)."

Scroll down on the left

to find the "Background(背景)" option.

Click it to adjust the curve

and make it rectangular.

Expand(擴張) adjusts the direction

and you also adjust the "Opacity(透明度)."

Since the text is quite bright,

I can choose a darker background color.

If the color isn't dark enough,

click "+,"

go into the color palette,

and select a darker shade.

Click on a blank area to finish,

and the text will be applied.

Now, this short video is ten seconds long,

letting everyone understand that our collection

has rock climbing activities

suitable for students or beginners.

When finished,

go back to "Element(元素)" on the left.

In "Element(元素),"

there are various "Audio(音訊)" options.

Choose your preferred music, drag it out to use,

and place it.

To export,

click "Share(分享)" at the top right

and select MP4.

Then you can

upload this short video

to various video platforms

for presentation.

Short videos have a quick pace,

so when editing, make sure the clips

aren't too long.

When filming, try to

keep the subject in the center.

This way, you can usually

edit a great video.

Don't worry,

video production isn't as difficult as it seems.

Just take your phone,

go outside and start shooting,

and you are ready to create short videos.

I'm sure after today's lesson,

everyone will understand how to create short

videos

ICT Industry
Dynamic Marketing Promotion

Interactive Posts

E-learning for new immigrants

Today we will discuss interactive posts.
Have any of you used interactive posts before?
Their main purpose is to provoke user engagement and interaction.
These posts
can include questions, polls,
sharing,
or responses like likes and comments.
In this episode,
we will introduce
how to create interactive posts.
Today's class will use the following software…
The most common interactive posts are usually written like this.
First, write down your event details
and relevant purchase information
on a document.
Here, we will use a lottery
as a demo to encourage interaction.
In the comment section, you can ask everyone
to tag their friends.
Each person writes a sentence
and tags some people.
This is the most common method we see
for interactive posts.
The design
should include an image
featuring your product.
So it will be related to the type of product.
Next, I will teach you

how to create a script template.
For example, I will ask AI
to create an attractive title...
I want it
to help me come up with an appealing title.
Include a clear and detailed explanation,
the necessary visual elements,
questions or challenges,
and a call to action,
which is what you want the users to do.
Include the deadline for responses
and what rewards will be given.
Tell it my activation method,
which is when I type #,
please ask me the following questions in sequence.
What are these questions? First,
What is the content of this event?
What is the call to action?
When is the deadline?
And what are the rewards
for this event?
Such a script template
can be used directly.
I will copy this script template.
For the AI tool,
you can use ChatGPT
or any other AI tool you are familiar with.
But today, we will introduce claude.ai.
After opening the browser,

please open the claude.ai website.
In the middle,
paste the script we just created.
After verifying it's correct, click send.
Now this conversation
is a script template.
You can save it and reuse it.
When you press #...
ok, press # now,
it will start asking me these items one by one.
You can tailor the needs
for our different events.
For this event, I want to create
a product launch presentation.
After entering the first event detail,
press "Send(送出)."
Enter your call to action,
followed by the response deadline.
Enter your reward method.
Once finished, press "Send(送出)."
At this point, the AI will write
the interactive post content for us,
and it will also add some cute emojis.
After completing the interactive post,
next,
we will create a corresponding promotional image for it.

First, extract some keywords from the post content. For example, "Let's learn how to make coffee," or "Learn how to brew coffee." Copy these keywords and return to Canva. In Canva, under the main category, there is an option called "Social Media(社群媒體)." Below, there are several size options for images used on different social media. There is an option called "Facebook Post(Facebook貼文)." Click on it, and it will open the editing area specifically designed for Facebook posts. Click on the left side, "App(應用程式)." Once inside, scroll down to find "Magic Media Tool(魔法媒體工具)." Click on "Magic Media Tool(魔法媒體工具),"

which will take you to the image generation section. We need a full photo as the base, so enter the prompts at the top. After entering the prompts, if you want to add more descriptions, you can continue to type the relevant text. Wait a few seconds,and it will generate four usable photos. If you need to preview the completed images, you can click to see it in the editing area. So, choose a photo that you think is suitable as the base. After selecting, to make the photo full screen, right-click it and choose "Set Image as Background(將圖片設為背景)." The image will become the background. Next,to make the photo less clear,

click on it at the top right, and there is a tool called "Transparency(透明度)." Transparency can make my photo less clear. You can adjust the transparency and then overlay some related text on it. If the transparency makes the color too white, you can click on a blank space, right-click the photo, and select "Detach Image from Background(分離圖片背景)" to separate it. First, change the background to black by clicking on the background and using the color palette at the top. You can change it to black, and similarly, right-click it, select "Replace Background(更換背景)" and use the photo as the base again. Adjust the "Transparency(透明度)" using the option on top, to make it more transparent,lighter.

In the text tool, you can click into choose from various text templates. Select the template you like and click on it. Good. The text will be added,and now, you can input the text you want to display. This allows you to quickly complete a promotional image. The purpose of interactive posts is to increase user engagement, increase store visibility, and build relationships with users. Through effective interactive posts, we can better understand user feelings and adjust our 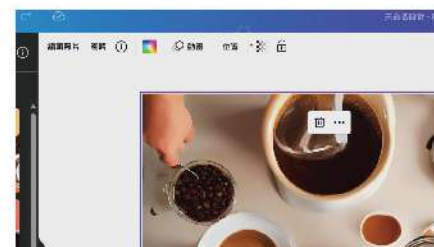products, marketing strategies, and services based on their feedback. So without further ado, open your Facebook and post an interactive post to see how everyone feels and what they think.

ICT Industry
Dynamic Marketing Promotion

Stories Promotion Techniques

E-learning for new immigrants

Today, we will discuss
the methods of promoting using Stories.
Stories are a feature on social media
that displays content for a short time.
Typically, they disappear
after twenty-four hours.
The purpose of Stories
is to encourage followers
to come back
to check or respond.
So today, we will teach you
how to create promotional images for Stories
and post them on Facebook and Instagram.
Make sure you have the Instagram app
installed on your phone.
After logging into your official account,
go to your account's profile page.
You will see a + icon
next to your profile picture.
Tap on it.
Once you enter,
you can add content
to your Stories.
If you are using
a photo you have already taken,
just select the photo,
and it will appear on the screen.
If the size
does not fit,
it will automatically

use the main color from the photo
as the background.
You can also
enlarge the photo.
The way you do this is to drag and adjust it.
If you want to add a second photo,
tap on the sticker icon
at the top.
Tap it and then scroll down.
Here, you will see a "Photo(相片)" button.
Tap on it
to add the second photo.
After selecting the second photo,
you can drag it like this
to adjust its position.
Once you have positioned the photo, tap on the
"Aa" icon
to add text.
Here, you can enter
the name of your product.
After entering the text,
tap the icon at the top
to change the text format.
You can also
change the color of the text to your preference.
Next, tap "Done(完成)" in the upper right
corner
to finalize the text.
You can move the text
to the desired location.

If you want to add another text,
tap on the "Aa" icon again.
After entering the text,
you can change its style
and color as well.
Once done, tap "Done(完成)" again,
and you can drag the text toward the bottom for
your desired position.
Next,
you can add
relevant music to your Stories.
Once added,
you can select the music you want,
and it will be included into your Stories.
You can then position it where you like.
Afterward, tap "Done(完成)"
in the upper right corner.
Next,
you can tap on the "Sticker(貼圖)" icon.
Inside the "Sticker(貼圖)" section,
you'll find many related module tools.
You can add them and arrange them
to display your image
like this.
Finally, go back to the "Sticker(貼圖)" section.
Here, you can add your location
or theme tags.

When you're done, tap "Share(分享)"
in the lower right corner.
You can then share your Stories
to your chosen platform.
If your Facebook account
is linked, it can also be shared
to your Facebook account simultaneously.
There is another way
to create a Stories clip:
by turning photos into a video.
How do we do this?
First, while we're on this screen,
use the post feature.
So, in the lower section, use the post option
to add a new post.
After you tap it, in the bottom section,
you'll see buttons for "Post(貼文),"
"Stories(限時動態)," and "Reels(連續短片)."
Select "Reels(連續短片)."
After entering Reels,
you can select
the photos you want from the top section.

Once you've selected all the photos,
tap "Next(下一步)."
Next,
you can choose the music you like
to pair with your photos.
After completing this, tap "Next(下一步)."
At this point,
you don't need to worry about the music.
You can skip it and tap "Next(下一步)" directly.
This will create a short video.
However, this short video
is not meant to be posted as a regular post;
it's just for creating a video through a post.
So, you'll need to save the video
and download it.
First,
go back to the previous page
by tapping the upward arrow.
Once back,
tap the icon(...)
in the top right corner.
Here, you can choose "Save(儲存)."
Saving

will store the video on your phone.
After saving,
it will become a short video clip.
Next, close this screen
by tapping the "X" button.
Leave this screen.
After tapping "Restart(重新開始)"
and returning to this screen,
go directly to your Stories.
So, tap the "X" in the top left corner to exit.
Return to your main page,
then tap the "+"
to add a Stories clip.
Select
the video you just created.
Tap "Done(完成)" in the top right corner.
Now you can add some text to your Stories clip
and publish it as a final video.
After adding text,
position it where you want.
Next,
if you want to add music for additional effect,
use the "..." in the top right corner to add music.

Choose a song you like
and select the desired position.
Set the music to "Music Only(僅限音樂)"
and tap "Done(完成)."
Once done, the song will be set.
Finally, you can post it to your Stories
by tapping the "arrow(箭頭)"
and then "Share(分享)."
You will then be able to publish it.
The Stories feature
makes social media content
more dynamic, lively, and engaging,
creating a more authentic
interactive sharing experience.
So don't be afraid
if posting to social platforms
feels daunting.
With this marketing strategy,
you don't have to worry about it and
it will disappear in twenty-four hours.
You can use this approach
to promote yourself effectively.