JS3 – GRAPHICS DESIGN WITH CANVA

Meaning of Graphics Design:

Graphics design is the process of combining text, pictures, colours, shapes and other visual elements to communicate information or ideas.
Graphics design is used to advertise products, announce events, promote businesses, educate people and share information on social media.

Examples of graphics design

School admission posters, Birthday and wedding flyers, Business advertisements, Social media posts, Event invitations, Product promotion banners, Church programmes and announcements

Meaning of Canva:

Canva is an online graphic design platform that allows users to create posters, flyers, presentations, invitations, logos and social media graphics using ready-made templates and design tools. Canva is suitable for beginners because users can design by dragging and dropping elements instead of writing computer code. Website: www.canva.com

Benefits of using Canva

1. It is easy for beginners to learn.
2. It provides ready-made design templates.
3. It contains pictures, shapes, icons and fonts.
4. It allows users to add and edit text.
5. It supports different design sizes.
6. It allows users to download or share their designs.
7. It can be used on computers, tablets and smartphones.

Basic Canva Design Tools

Text tool: Used to add headings, subheadings and body text to a design.
Elements: Used to add shapes, lines, illustrations, icons and decorative graphics.
Uploads: Used to add personal photographs, school logos and other files to a design.
Background and colours: Used to change the background and select suitable colours for a design.
Position and resize tools: Used to arrange, align, rotate and resize elements.

Designing Posters:

A poster is a large visual design used to communicate information, advertise an event or promote an idea. Examples include school admission posters, environmental awareness posters and concert posters.

Steps to design a poster in Canva

1. Open Canva and sign in.
2. Search for Poster in the template search box.
3. Select a suitable template.
4. Change the heading to match your topic.
5. Add pictures, a logo and relevant information.
6. Choose suitable colours and readable fonts.
7. Check the spelling and arrangement of all elements.
8. Download the finished design as PNG, JPG or PDF, depending on its intended use.

Important information on a poster

- Main heading
- Relevant pictures or illustrations
- Date, time and venue, if advertising an event
- Contact details, if required
- Logo or organisation name, where appropriate

Designing Flyers

A flyer is a printed or digital design used to advertise an event, product, service or announcement.
Examples include business promotions, school admission flyers, catering service advertisements and church programmes.

Steps to design a flyer

1. Open Canva and search for Flyer.
2. Choose a template that suits your purpose.
3. Add a clear headline.
4. Include the important details of the event, product or service.
5. Insert relevant photographs and your logo.

6. Use colours that suit the subject or business.
7. Arrange the information neatly.
8. Proofread and download the flyer.

Designing Social Media Posts

A social media post is a piece of content shared on a social media platform to inform, educate, entertain or promote something.

Examples include Facebook advertisements, Instagram posts, WhatsApp Status graphics and TikTok promotional images.

Steps to design a social media post

1. Open Canva.
2. Search for the intended format, such as an Instagram post or Facebook post.
3. Select a template or start with a blank design.
4. Add a short, attention-grabbing headline.
5. Use a suitable image or illustration.
6. Include your business name, logo or contact details where necessary.
7. Add a call to action, such as “Contact Us,” “Register Today” or “Order Now.”
8. Check the design on a phone-sized screen.
9. Download and upload it to the appropriate social media platform.

Principles of Good Graphic Design

1. Simplicity: Avoid unnecessary elements.
2. Contrast: Make important text stand out from the background.
3. Alignment: Arrange text and pictures neatly.
4. Balance: Distribute elements so the design looks organised.
5. Consistency: Use a consistent colour scheme and font style.
6. Readability: Make text large and clear enough to read.
7. Relevance: Use pictures that relate to the message.
8. Visual hierarchy: Make the most important information the easiest to notice.

Saving and Exporting Designs

After completing a design in Canva:

- PNG: Suitable for sharp digital graphics.
- JPG/JPEG: Useful for photographs and smaller image files.
- PDF Print: Often suitable for high-quality printing.
- MP4: Used for supported video designs and animations.

Some formats and features may depend on the design type or Canva subscription.

TICKET OUT

Create a poster, flyer or social media post in Canva using one of these topics:

- School admission campaign
- Catering business promotion
- Environmental awareness
- Birthday celebration
- Computer training advertisement

Your design should include a clear heading, appropriate colours, relevant images and well-arranged text.