MASTERCLASS 9

Graphics Design Using Canva

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Excellence Foundation for South Sudan
Towards a New Dawn

YOUTH SKILLS BOOST
Reskilling and Upskilling Youth for Success

Reflection

What are your expectations from today's session?

Today's Coverage

01

Intro To Canva

02

Importance of Canva

03

Elements of graphics design

04

Steps to a great design

Expected Outcome

01

Understand Canva

02

Use canva in our daily work

03

Apply design elements in graphics

04

Come up with great designs

Introduction

What is Canva

?

Introduction

Canva is an online, beginner-friendly graphic design platform used to create everything from social media posts and presentations to flyers, logos, resumes, and videos all right from your web browser or mobile phone.

Canva Homepage

The Search Bar:

This is your best friend. Instead of guessing where to start, just type what you want to make (e.g., ***"Instagram post"***, ***"birthday invitation"***, or ***"business flyer"***), and Canva will show you the exact dimensions and thousands of matching layouts.

Introduction

Left Sidebar

This is where you can find your past projects (**Your projects**), brand elements, and templates

Importance of Canva

- It Democractizes Design (Zero Learning Curve)
- Massive Time Savings via Templates
- All-in-One Creative Versatility
- Real-Time Team Collaboration
- Cost-Effectiveness
- Cloud-Based Accessibility

Canva for Non-designers

Is canva good for non-designers?

1. Pre-Made Design Intelligence
2. Zero Technical Learning Curve
3. Built-In Format and Dimension Guidelines
4. Automated Alignment and Smart Guides
5. Access to a Massive, Ready-to-Use Asset Library
6. Built-In AI & Magic Tools

Elements of Graphics Design

Line

A mark connecting two points. Lines can be straight, curved, wavy, jagged, thick, thin, dashed, or solid.

Lines guide the viewer's eye, create boundaries, divide sections of a layout, or express movement and emotion

Elements of Graphics Design

Shape

A self-contained area defined by boundaries.

Shapes form the structure of a design, build icons, frame content, and anchor the viewer's attention.

Elements of Graphics Design

Color

The use of hues, tints, shades, and tones (including the color wheel, primary/secondary colors, and color psychology).

Color is one of the most powerful tools in design. It sets the mood, evokes specific emotions, creates visual contrast, and helps establish brand identity.

Elements of Graphics Design

Typography

he style, arrangement, and appearance of text. This includes choosing font families, font size, weight, line spacing, and letter spacing.

Typography does more than just share words; it carries a distinct voice.

Elements of Graphics Design

Texture

The perceived surface quality of a design. It can be **actual** or **visual**.

Texture adds depth, dimension, and tactile realism, keeping a flat screen design from feeling boring or sterile.

Elements of Graphics Design

Space (White Space / Negative Space)

The area *around*, *between*, or *inside* elements in a design. It doesn't have to be white; it's simply empty space.

Space is crucial for breathing room. It prevents a design from looking cluttered, guides the viewer's eye to the most important element, and creates a clean, modern aesthetic.

Steps to a Great Design

- Define the Purpose and Audience (The "Why" and "Who")
- Gather Inspiration and Reference (Mood Boarding)
- Establish a Hierarchy (What Comes First?)
- Choose Your Core Building Blocks
- Draft and Layout (Block Out the Space)
- Step Back and Refine (The "Squint Test")
- Export and Share

Pro Tips

Pro Tips For Social Media Use

01

Master Layering

02

Practice Typographic Restraint

03

Build and Lock Down a Brand Kit

04

Leverage Secret Workflow Hacks

Conclusion

Thank you!

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