| Challenge 3.1: Learning to use Canva |
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| General Goal *To be able to express oneself while creating new content and understanding how to take advantage of the internet´s resources at a basic level.* |
| Learning Objectives *To create personal content following a template*  *To search for visual resources online*  *To use at a basic level a popular graphic design platform*  *To have an idea about the general lay out of digital personal content promotion* |
| Description *By designing a poster on* [*www.canva.com*](http://www.canva.com) *you will discover how to work with templates, explore the functions of a popular graphic design platform and get an overview of the new trends on social media design and understand better its impact.*  *The main goal is to understand the potential that this kind of platform offers in order to learn how to express yourself on the internet and create a personal style.* |
| Instructions *Design a poster for a concert that will take place in your city. You need to add some pictures, the date and place, some information about the tickets and the band.*  *-Create an account on Canva (you can choose the free version):* [*www.canva.com*](http://www.canva.com)  *-Take a look at LEARN tab for a quick tutorial in case you need it.* [*https://designschool.canva.com/tutorials/getting-started/*](https://designschool.canva.com/tutorials/getting-started/)*.*  *For social media specific assignments, you can check:*  *https://www.canva.com/designschool/courses/social-media-mastery/?lesson=master-social-media*  *https://www.canva.com/instagram/*  [*https://www.canva.com/facebook/*](https://www.canva.com/facebook/)  *For design basics go to:*  *https://designschool.canva.com/courses/graphic-design-basics/?lesson=design-to-communicate*  *https://www.canva.com/learn/design/*  [*https://www.canva.com/learn/design/?s=fonts&section=5b594905badf3*](https://www.canva.com/learn/design/?s=fonts&section=5b594905badf3)  *-Take a look at TEMPLATES tab and search ¨ concert poster¨ for inspiration*  [*https://www.canva.com/search/templates?q=concert%20poster*](https://www.canva.com/search/templates?q=concert%20poster)  *-Choose a template you like and customize it to adapt it for your event, you can check your city´s cultural agenda for real information about the concert.*  *-You can choose different items (pictures, gifs, illustrations...) from Canva or look for them on the internet and add them to your poster, just make sure that they do not have a license so you can use them.* |
| Resources Other graphic design platforms  Begginer: [www.create.vista.com](http://www.create.vista.com)  Intermediate: www.desygner.com  Professional: www.adobe.com  Inspiration  [www.pinterest.com](http://www.pinterest.com)  www.behance.com  Stock images  [www.pexels.com](http://www.pexels.com)  [www.freepik.com](http://www.freepik.com)  [www.unplash.com](http://www.unplash.com) |
| Assesment 1. What happens if you add a premium feature to your Canva design?  a) A white watermark will appear over the image/gif  b) You will have to upgrade your account (pay for a membership) to download it  c) You can recognize them with the crown/locker/coin icon  **d) All the previous**  2. You add a movement sticker to your design, how do you keep it?  **a) Downloading the design as a video (.mp4, .avi)**  b) Downloading the design as a .pdf document  c) The format is not important  d) You can only see it through Canva platform |