| Challenge 3.1: Learning to use Canva |
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| General Goal *Create a poster on Canva to share an event on social media.*  *The learner will be able to express himself while creating new content and understanding how to take advantage of the internet´s resources at a basic level.* |
| Learning Objectives *-Creation of personal content following a template.*  *-Web searching for resources.*  *-Basic understanding of a popular graphic design platform.* |
| Description *You will be asked to design a poster to promote an event on social media. A quick introduction of the event, some pictures, the venue and date of the event, the programme and other interesting information with regards to the chosen topic are expected. You will use* [*www.canva.com*](http://www.canva.com) *to design the poster.*  *With this creativity challenge, you will be able to explore the possibilities of a simple graphic design platform where you will find templates for every kind of task. 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. Thus, it will allow you to get an overview of the new trends on social media design and understand better its impact.* |
| Instructions *You have been asked to design a poster to promote an event from a club on social media. This poster needs to include a quick presentation of the club, some pictures, the venue and date of the event, the programme and other information you find interesting to make it attractive for your friends.*  *-Create an account on Canva (you can choose the free version).*  *-Take a look at LEARN tab for a quick tutorial in case you need it.*  *-Take a look at TEMPLATES tab and search ¨ event poster¨ for inspiration.*  *-Choose a template you like and customize it to adapt it for your event.*  *-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.*  *-Once you have finished you can download your poster to share it on your own social media, blog, or learning platform.* |
| Resources  * General   [*www.canva.com*](http://www.canva.com)  [*https://designschool.canva.com/tutorials/getting-started/*](https://designschool.canva.com/tutorials/getting-started/)   * Design   <https://designschool.canva.com/courses/graphic-design-basics/?lesson=design-to-communicate>  [*https://www.canva.com/learn/design/*](https://www.canva.com/learn/design/)  *https://www.canva.com/learn/design/?s=fonts&section=5b594905badf3*   * *Social Media*   [*https://www.canva.com/designschool/courses/social-media-mastery/?lesson=master-social-media*](https://www.canva.com/designschool/courses/social-media-mastery/?lesson=master-social-media)  [*https://www.canva.com/instagram/*](https://www.canva.com/instagram/)  *https://www.canva.com/facebook/* |