| 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 digital content and understanding how to take advantage of the internet´s resources at a basic level.* |
| Learning Objectives *-Basic understanding of a popular graphic design platform (3.3, 3.4).*  *-Creation of personal content following a template (3.1, 3.2).*  *-Web searching for resources (3.3).* |
| Description *Trainees are 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. They will use* [*www.canva.com*](http://www.canva.com) *to design the poster.*  *With this creativity challenge, trainees will be able to explore the possibilities of a simple graphic design platform where they will find templates for every kind of task. The main goal is to make them understand the potential that this kind of platform offers in order to express themselves on the internet and create a personal style. Thus, it will allow them 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¨.*  Free task. Trainees just need to follow a template and include the basic information items that this kind of poster requires.  *-Help the trainees getting a free account on Canva and getting used to the format. There are plenty of tutorials on LEARN tab for both beginners and professional users, in order to adapt the level of the task.*  *-Once everybody feels confident with the platform, it would be useful to introduce the trainees to the layout of social media posts for event promotion, so they choose an appropriate template for the task. Help the trainees get on TEMPLATES tab and search ¨event poster¨ for general templates or encourage them to look for something more specific (like concert poster, farmers market day, etc.).*  *-Let the trainees explore their creativity and help them looking for pictures they can use for their poster (make sure they choose the ones with higher quality, that they do not have watermarks, undesired frames, etc.), let them know they can use gifs or videos inside their posters.*  *-Explain the different formats for the download (depending on the quality they want, if their poster includes gifs or videos, etc.) and how to post their creation on social media in case they have an account.* |
| 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*](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/*](https://www.canva.com/facebook/) |
| Early Finishers *Ask trainees to transform their poster into something different like a flyer, a banner, an Instagram carousel, etc. (following another template). They should keep the background and typography but distribute the information in a different way depending on the element they choose. This way, they will be able to understand the importance of the identity that they are giving to the event and that putting too much information or pictures is not always the best option .* |
| Assessment *-Social media ¨likes¨ contest.*  *-Informal contest among peers.* |