

CHAI Culture. Heritage. Arts. Inclusion.

Learn Canva

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Introduction

Canva is a free graphic design platform that allows users to create social media graphics, presentations, posters and other visual content. It offers many professional designed templates that can be edited, and integrates millions of images, fonts, templates and illustrations.

Graphic design is more objective than subjective; it involves putting the end user's priorities ahead of personal creative preferences. You always design for the user, not yourself.

Takeaway

During this hour, you will learn by doing and receive step by step instructions on how to:

- Create a marketing graphic for posters or social media posts
- Create quick design layouts for greeting cards
- Apply graphic design principles to make your creations stand out, including fonts, layering, image selection, layouts, negative space, etc.
- Export completed files

Requirements

- Computer with internet access
- Canva (free): <https://www.canva.com/> Please download it prior to the webinar.
- Patience, a healthy dose of curiosity and a sense of humour

Artist Bio

It was learning Photoshop in high school that ignited Afreen Jetha's creative spark. She subsequently completed her undergraduate degree in Interactive Arts and Technology at Simon Fraser University in Vancouver, BC and has now successfully launched her career as a freelance graphic designer. During the Covid pandemic period of physical distancing, she has been actively involved in volunteering her skills to the Ismaili institutions by creating promotional marketing material for virtual celebrations like Navroz, as well as Arts and Culture, Women's Alliance and Ismaili CIVIC initiatives.