



Australian
National
University

**SCHOLARLY INFORMATION SERVICES
SKILLS DEVELOPMENT PROGRAM
PRESENTS**

Using Canva to Create Compelling Visuals

**Presented by Terra Starbird
Digital Literacy Training**

Today's Session

THE GRAPHIC DESIGN TOOL FOR NON-GRAPHIC DESIGNERS

- Canva birds-eye view
- Real world examples
- Design Thinking
 - Design Do's & Don'ts
- Copyright and ANU Marketing compliance
- Hands-on design practice
- Collaborative sharing of ideas



**NO GRAPHIC DESIGN SKILLS
REQUIRED.
JUST A WILLINGNESS TO PLAY
& LEARN AS YOU GO.**

The background features abstract, hand-drawn style shapes. In the top-left corner, there is a black shape with a blue border. In the top-right corner, a blue shape is partially visible. The bottom-left corner contains several black dots of varying sizes. The bottom-right corner shows a black brushstroke and a blue shape. The central text is in a bold, black, handwritten font.

Let's Demonstrate

THE DIGITAL YOU

MANAGING YOUR DIGITAL FOOTPRINT

TERRA STARBIRD
DIGITAL LITERACY TRAINING
AND LIBRARY
SCHOLARLY INFORMATION SERVICES



TREAT EVERYTHING YOU POST, LIKE, TWEET, RETWEET, SHARE, UPLOAD, EMAIL & VIEW AS PERMANENTLY PUBLIC



Such a great weekend out in nature with my besties @ Women's Adventure Camp.



I legit cannot believe our company is being sold to Google. They even made us sign an NDA! LOL.



So ***** hungover. Presenting my thesis at noon. #AcademicLife



» FACEBOOK »

PROS & CONS



UBIQUITOUS

The most widely used platform in the world.

Some groups and businesses are only available on Facebook.

Large user base to connect with, easy to network and promote yourself.



CONNECTS

Easy to use.

Helps you find networking connections in your field.

Transcends geographical and spatial boundaries, allowing you to connect with people from anywhere.



COST

When a service is free, you & your data are the product.

Data is sold to businesses and governments to target you for ads.

Everything you post is owned by Facebook, forever. Even if you delete it.



PRIVACY

Atrocious privacy and information security record.

Millions of users have had their data harvested and used for ads and political influence.

Your data is theirs to do with what they like.

THE DIGITAL YOU - ESSENTIAL TIPS

Participate Online

- **Treat everything you post as public.** Posting is the same as liking.
- **Be your true, authentic self,** but only share what you are comfortable sharing.
- At least skim the terms & conditions of the social media platforms, apps & software you use and **follow your work social media policy.**
- **Unfriend/Block** people who post offensive, inflammatory or creepy things.
- Regularly Google yourself to see what comes up.
- Respect & consider cultural differences.
- If you have a particularly bad digital footprint, ghosting may be necessary.
- If your digital footprint is really bad, consider **data scrubbers** or **data clearing houses** & starting afresh.

Promote Yourself Online

- The majority of employers screen job candidates using social media.
- **LinkedIn** is the first place employers go to learn more about candidates. Make this profile shine.
- Be vigilant in managing your profile, but don't be shy to show the best of you.
- **Be honest, genuine and passionate** about what you do. **Avoid the humble brag.**
- Put yourself out there, but don't be a leech. **Networking is a two-way street.**
- Research potential contacts before reaching out.
- **Build relationships, not contacts.** People are not collectables.
- Sharing your interests, community involvement, achievements, sports and cultural events build a picture of a well-rounded, real person.

Protect Yourself Online

- Be aware of the digital breadcrumb trail you leave.
- **Find out what data your social media platforms have on you.**
- Lock down your security settings & regularly check that they are activated.
- Using the sign-in with social media option gives full access to your profile.
- **Research apps before downloading to your devices.**
- Switch off location services when not required & block access to apps you don't trust.
- Use pseudonyms and fill in personal information incorrectly wherever possible.
- Research and choose a **VPN.** Use it, particularly when accessing public wifi.
- Use a **password manager** & a **Multi-Factor Authentication** system
- Research a **browser plugin** to improve security when browsing the Internet.

HOW TO CHOOSE YOUR KEYWORDS

ANALYSING YOUR RESEARCH TOPIC

DESCRIBE

YOUR TOPIC

- Try to phrase your topic as a question to guide your research. Don't worry if this changes as you progress.
- List the main concepts/themes/theories you are most interested in exploring.



IDENTIFY

MAIN CONCEPTS

- Identify the main concepts in your description (nouns & verbs)
- Try to avoid relational words (affect, cause, impact) unless you are finding too many resources.



BRAINSTORM

RELATED WORDS

- Think of other words or phrases used in relation to your topic.
- Are there any different spellings or synonyms you could use?



TRIAL & ERROR

TEST THEM OUT

- Research can be messy. You may need to try a lot of different keyword and phrase variations before you find the information you need.



drop bear population Australia declining mortality



drop bear population australia declining mortality

About 24 results (0.11 sec)

Indirect tracking of drop bears using GNSS technology
V Janssen - Australian Geographer, 2012 - Taylor & Francis
... Populations also extend for considerable distances inland in regions



EndNote X9 Virtual Drop-In Support
Every Thursday 4-5pm
Via Zoom



Digital Literacy Training
Contact digital.literacy@anu.edu.au to book



ENDNOTE X9 ZOOM DROP-IN

Thursdays 4-5pm

Join ANU Library staff for
troubleshooting and a Q&A
on all things reference
management

To book, contact:
digital.literacy@anu.edu.au

ANU Library



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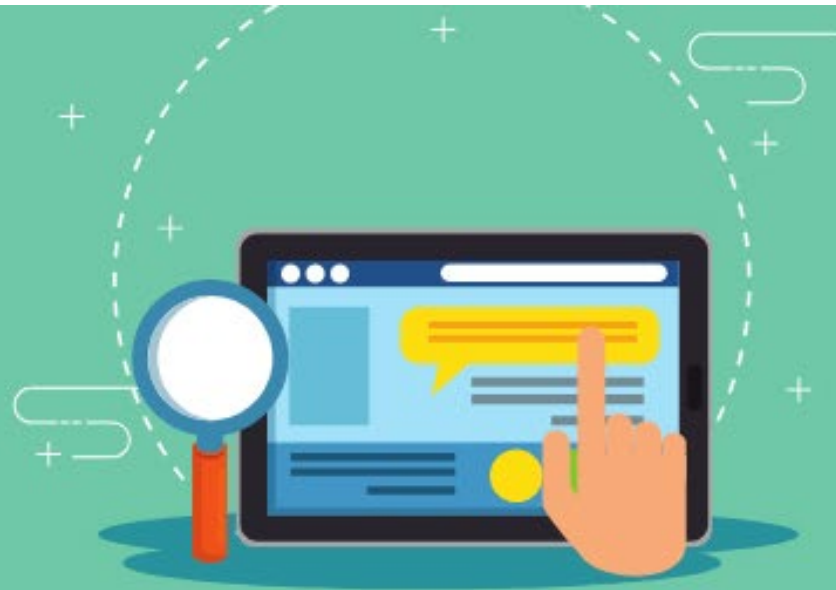
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EVALUATING INFORMATION USING THE "CRAAP" TEST

In research, not all information sources are created equal.
Apply the C.R.A.A.P. test to determine if information is
reliable and appropriate for your assessments.

CURRENCY

When was the information published?
Does the age of the information affect
the accuracy?
Is there a more recent version that
supports or refutes the original?
Are the links functional?



RELEVANCE

Who is the intended audience?
Is it pitched at a scholarly audience?
Have you looked at a variety of similar
sources before selecting this one?
Would you be comfortable citing this
source?



AUTHORITY

Where did the information come from?
Is the author/publisher/sponsor identified?
Can their credentials be verified?
Has the source been cited in other
research?
Do you trust the source?



ACCURACY

Can the information be verified other
reliable sources?
Does the research contain sufficient
evidence to back it up?
Has it been through a peer-review process?
Are there spelling or grammatical errors?



PURPOSE

Why was this information created?
Does it seek to inform, provide facts, to
sell, or to persuade you of something?
Is there evidence of political, religious,
institutional, or personal biases?
Is the information objective and impartial?



EVALUATING INFORMATION USING THE "TRAAP" TEST



In research, not all information sources are created equal.
Apply the T.R.A.A.P. test to determine if information is
reliable and appropriate for your assessments.

TIMELINESS

When was the information published?
Does the age of the information affect
the accuracy?
Is there a more recent version that
supports or refutes the original?
Are the links functional?



RELEVANCE

Who is the intended audience?
Is it pitched at a scholarly audience?
Have you looked at a variety of similar
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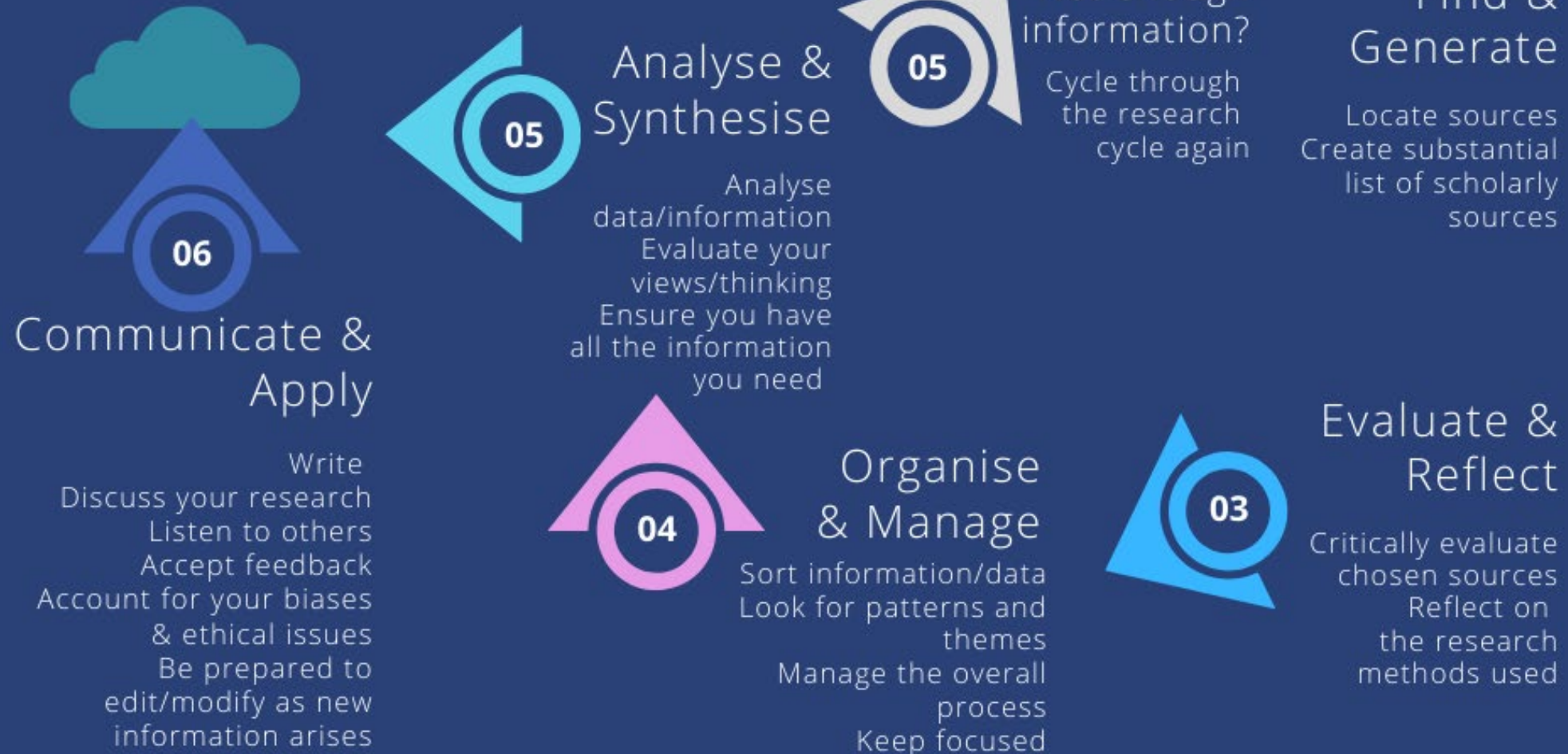


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The Modern Research Cycle





TERRA STARBIRD

DIGITAL LITERACY TRAINER

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TERRA@FILMLINK.COM
CANBERRA, ACT

EDUCATION

MASTER OF ASTROPHYSICS
UNE, ARMIDALE
2019

BACHELOR COMPUTER
SCIENCE/PSYCHOLOGY
UTS, SYDNEY

ACHIEVEMENTS

- BEST CAPSTONE 2016
- GRADUATED WITH HONOURS

SOFTWARE

- ADOBE SUITE
- OFFICE SUITE
- MAC OS
- DAVINCI RESOLVE

EXPERIENCE

• **SEKIGUCHI & CO.** 2013-2016
-SENIOR ART DIRECTOR

• **A&A DESIGN CORP.** 2011-2013
-GRAPHIC DESIGNER

• **COBWEB MEDIA** 2010-2011
-ILLUSTRATOR

SKILLS

LAYOUT	● ● ● ● ● ● ● ●
GRAPHIC DESIGN	● ● ● ● ● ● ● ●
ILLUSTRATION	● ● ● ● ● ● ●
ANIMATION	● ● ● ● ● ●
PHOTOGRAPHY	● ● ● ● ● ● ● ●
VIDEO	● ● ● ● ● ● ● ●

f /THETERRAFORMA

t @THETERRAFORMA



RESEARCH ESSENTIALS

Thesis formatting at ANU

1

Use the Thesis Chapter Template to maintain consistency in your thesis

2

Use a Reference Manager to organise and streamline the referencing process

3

Apply Captions for tables, maps, figures or charts

4

Keep your chapters separate throughout the writing process

5

Bring entire Thesis together by melding all chapters into one document at the end



Design Thinking

Do's & Don'ts of User-Centred Design

Empathise

YOUR DESIGN SHOULD ALWAYS BE GUIDED BY YOUR AUDIENCE:

- WHO ARE THEY?
- WHAT ARE THEIR NEEDS?
- WHAT DO YOU WANT TO CONVEY TO THEM?
- HOW WILL THEY EXPERIENCE YOUR DESIGNS?
- WHAT CAN YOU DO TO ENSURE THEY GET THE MOST OUT OF IT?

for what is
to be best in a
point of view.
Empathy
understand
feelings, the
of another.
what is

Format

DESIGN FOR PRINT VS DESIGN FOR DIGITAL ENVIRONMENTS IS DIFFERENT. FACE-TO-FACE AND DIGITAL MEDIUMS REQUIRE DIFFERENT DESIGN APPROACHES

- SOMETHING THAT WORKS ON PAPER MAY NOT WORK IN THE DIGITAL SPACE.



Engage

DESIGN YOUR MATERIALS TO BE APPEALING, ENRICHING, CONSIDERING WHAT THINGS WORK WITH A GIVEN AUDIENCE.

WE ARE DELIVERED SO MUCH CONTENT THESE DAYS, THINK ABOUT WHAT WILL MAKE YOURS STAND OUT AND GET THE ATTENTION OF YOUR AUDIENCE.



Keep to the Colour Wheel



YOU DO NOT NEED TO HAVE A DEGREE IN COLOUR THEORY, BUT IT IS IMPORTANT TO KNOW WHAT COLOURS WORK TOGETHER AND WHICH ONES DO NOT.

CONTRAST IS IMPORTANT WHEN IT COMES TO BACKGROUND AND TEXT, BUT USING TOO MANY COLOURS CAN DISTRACT AND DETER.

Embrace Change



ONLINE DIGITAL MEDIUMS ARE IN EXPECTED TO BE IN A CONSTANT STATE OF FLUX. REVIEW YOUR DESIGNS AFTER USING THEM AND LOOK AT WAYS TO IMPROVE CONTENT.

Size Matters

SIZE & LAYOUT GO HAND IN HAND.
CONSIDER YOUR PRINT SPACE AND
AVOID OVER-FILLING A SPACE OR
BOMBARDING YOUR AUDIENCE WITH A
TSUNAMI OF TEXT.

ALSO ASK:

- HOW THEY WILL BE VIEWING YOUR DESIGN?
- THE MEDIUM PLAYS AN IMPORTANT PART IN CHOOSING THE SIZE OF YOUR DESIGN AND THE SIZE OF YOUR TEXT AND ELEMENTS.



File Formats Explained

PDF

JPEG/JPG

The default file format on many digital cameras. Good for both print & web.

Widely used; preserves the original content & appearance of a file regardless of where/how viewed. Good for both print & web.

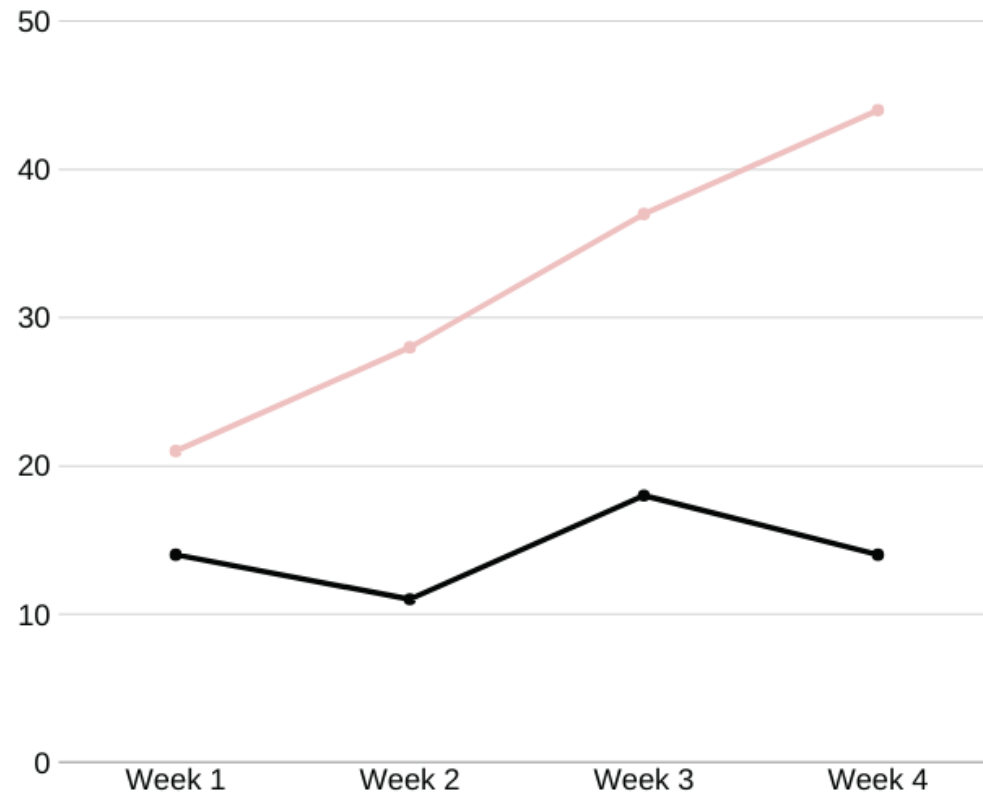
PNG

High image quality; supports transparency/opacity. Good for both print & web.

TIFF

High image quality & large file size (compressing image does not reduce quality, unlike with JPGs). Suitable for print.

Terra's Productivity with & without Canva



Bring Data to Life with Graphs

**MAKE THE DATA
ACCESSIBLE**

Graphs and charts are visual aids that help add more context to the topic you are discussing, bringing about a better level of understanding for your audience.



25%

THIS NEW AGE WILL BRING ABOUT A
GREATER NEED FOR DESIGN, BUT ALSO AN
INCREASED EXPECTATION OF QUALITY,
ENGAGING CONTENT.

Other Metrics at a Glance



ESTIMATED VS. ACTUAL PROJECT TIME

Quality presentations with sleek graphics can take ages to develop and often involve outside teams' involvement. Canva's in-built templates made by actual graphic designers save you time.

SHARE DESIGNS

Share ideas across your team, workshop collaboratively and continually improve.

LONGER TERM VALUE

Quality content is less likely to look dated, meaning it lasts longer. Content can be tweaked easily, without a lengthy design process.

USER-CENTRED DESIGN

Versatility allows you to create different designs to meet the needs of varied audiences, not a one-size-suits-all model.

The background features abstract, hand-drawn style shapes. In the top-left corner, there is a black shape with a rough, textured edge. The top-right corner shows a blue shape with a small black dot. The bottom-left corner contains several black dots of varying sizes. The bottom-right corner has a black brushstroke and a blue shape. The central text is in a bold, black, handwritten font.

Let's Demonstrate




TWITTER POST

Create a twitter post with a photo or an element about your favourite hobby.

PRESENTATION SLIDE

Create an opener slide on the topic of cats.

COVID TEMPLATE



Using one of Canva's COVID templates, create a physical distancing sign for either online or print.


VIRTUAL INVITATION

Create a virtual party invitation, adding a photo or an element.



University Protocol

YOU MAY PREPARE PRESENTATIONS AND DOCUMENTS BASED ON THE OFFICIAL UNIVERSITY-BRANDED POWERPOINT TEMPLATE. THIS IS RECOMMENDED, BUT NOT MANDATORY. THE MARKETING TEAM HAS YET TO UPDATE THE RECOMMENDATIONS TO ACKNOWLEDGE THE DIFFERENCES IN THE FACE-TO-FACE AND ONLINE SETTING, SO IS CURRENTLY UNDER REVIEW.



Thank You!



Further Learning

designschool.canva.com/
canva.com/learn/graphic-design-tips-non-designers/
searchenginejournal.com/graphic-design-tips-non-designers/341757/

