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.
Let's Demonstrate
THE DIGITAL YOU
MANAGING YOUR DIGITAL FOOTPRINT

TERRA STARBIRD
DIGITAL LITERACY TRAINING
ANU LIBRARY
SCHOLARLY INFORMATION SERVICES
TREAT EVERYTHING YOU POST, LIKE, TWEET, RETWEET, SHARE, UPLOAD, EMAIL & VIEW AS PERMANENTLY PUBLIC

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

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

Twitter: I legit cannot believe our company is being sold to Google. They even made us sign an NDA! LOL.
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.
drop bear
population
Australia
decreasing mortality

Google

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
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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 invalidates 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, ideological, 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 invalidates 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?
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The Modern Research Cycle

01 Embark & Clarify
- Initiate research
- Determine knowledge required
- Clarify the question
- Think broadly of keywords
- Read widely

02 Find & Generate
- Locate sources
- Create substantial list of scholarly sources

03 Evaluate & Reflect
- Critically evaluate chosen sources
- Reflect on the research methods used

04 Organise & Manage
- Sort information/data
- Look for patterns and themes
- Manage the overall process
- Keep focused

05 Not enough information?
- Cycle through the research cycle again

06 Communicate & Apply
- Write
- Discuss your research
- Listen to others
- Accept feedback
- Account for your biases & ethical issues
- Be prepared to edit/modify as new information arises

05 Analyse & Synthesise
- Analyse data/information
- Evaluate your views/thinking
- Ensure you have all the information you need
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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.
- SENIOR ART DIRECTOR
2013-2016

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

COBWEB MEDIA
- ILLUSTRATOR
2010-2011

SKILLS
LAYOUT
GRAPHIC DESIGN
ILLUSTRATION
ANIMATION
PHOTOGRAPHY
VIDEO

@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?
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 & 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

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

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

PDF
Widely used; preserves the original content & appearance of a file regardless of where/how viewed. 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.
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/