

Designing publicity using Canva and other free digital tools



After the online session you'll be able to...

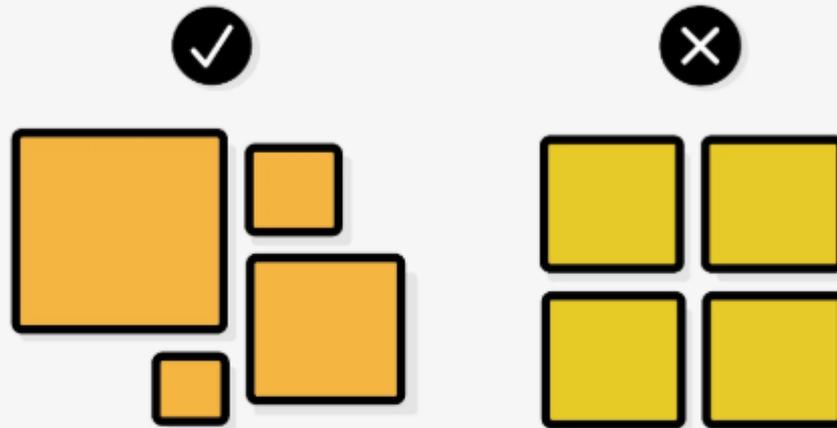
- Set up a Canva and use the platform with confidence
- Take away some great tips on use of charts, icons, colour and design principles to craft meaningful visuals that help you connect to supporters and beneficiaries.
- Download your creations for use in reports, on websites and more



**What does good
design look like?**



2. SCALE



.....
Scale creates emphasis,
drama and aids hierarchy

Canva



BE A SOBERHERO

SIGN UP TODAY!
GoSOBER.ORG.UK

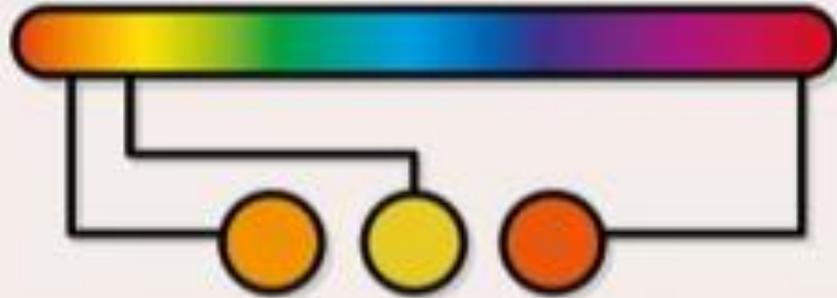


GoSOBER
FOR OCTOBER

MACMILLAN
CANCER SUPPORT
RIGHT THERE WITH YOU



3. COLOUR



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- Create a strong palette
- Use the right colour process
- Consider colour theory





What is Red Nose Day?

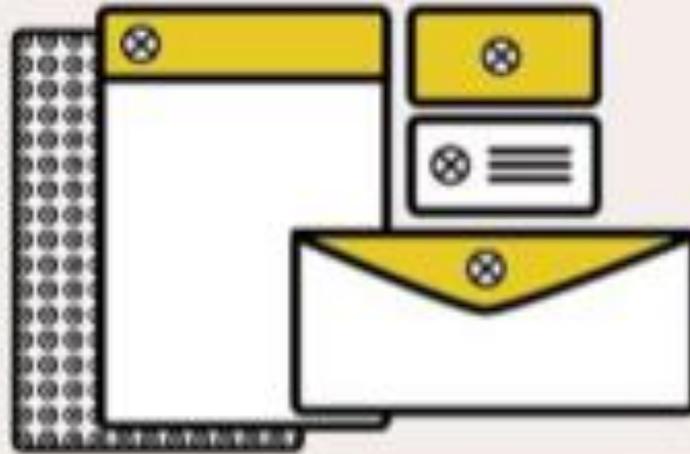
Since its launch in 1988, Red Nose Day has become something of a British institution. It's the day when people across the land can get together and raise money at home, school and work.

Where your money goes

Highlights from Red Nose Day 2019



4. REPETITION



.....

- Helps to tie lots of individual elements together
- Crucial for consistent branding



It's all about the consistent use of your branding across all your publications on and offline.



19. TYPOGRAPHY



<https://www.canva.com/learn/design-elements-principles/>

.....

- Pick a distinct font palette that fits your design
- Use wisely and carefully



NATIONAL
LOVE
YOUR PET DAY



If you're struggling to find an appropriate gift for a loved one this Christmas, read our thread below 📌



💬 2

↻ 18

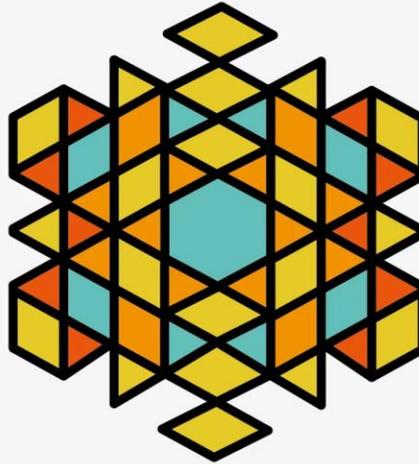
❤️ 20



[Show this thread](#)



6. SYMMETRY



.....

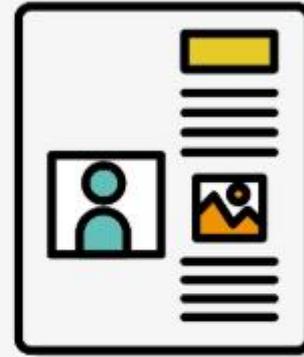
Symmetry is attractive,
and creates a sense of harmony

Canva





9. BALANCE



.....

Balance ensures no one
element overpowers the others

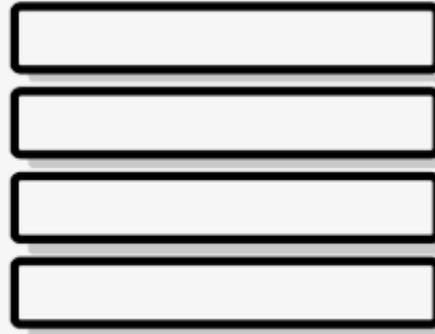
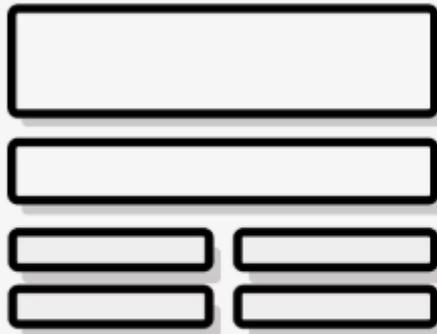
Canva





WE NEED
YOUR
HELP!

10. HIERARCHY



.....

Hierarchy helps signal the importance of each element

Canva





Macmillan Cancer Support  @macmillancancer · 23 Dec 2018

If you need support this festive season, we are here and happy to help.

 freephone 0808 808 00 00

More info on macmillan.org.uk/information-an...



**MACMILLAN
CANCER SUPPORT**

FESTIVE SEASON OPENING HOURS

0808 808 00 00

Mon 24 Dec	8am-5pm
Tues 25 Dec	9am-5pm
Wed 26 Dec	9am-5pm
Thurs 27 Dec-Mon 31 Dec	8am-8pm
Tue 1 Jan	9am-5pm

 7

 144

 150



12. FRAMING



.....

- Helps highlight elements
- Can be aesthetic or purposeful
- Crop images in interesting ways







20. COMPOSITION



.....

- The arrangement of elements
- Have purpose with composition
- Use scale, depth and hierarchy





Whatever cancer throws your way, we're right there with you

We provide physical, financial and emotional support to help you live life as fully as you can.

Find out more >

NOTHING ON EARTH
COULD COME BETWEEN THEM

LEONARDO DICAPRIO KATE WINSLET

LEONARDO DICAPRIO KATE WINSLET
TITANIC

THE MOST EXPENSIVE FILM EVER MADE
THE MOST EXPENSIVE FILM EVER MADE

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HEATH LEDGER
JAKE GYLLENHAAL
ANNE HATHAWAY
MICHELLE WILLIAMS

FOR EVERY ONE WHO
WANTS TO KNOW
**BROKEBACK
MOUNTAIN**

LOVE IS A FORCE OF NATURE

Activity **one**



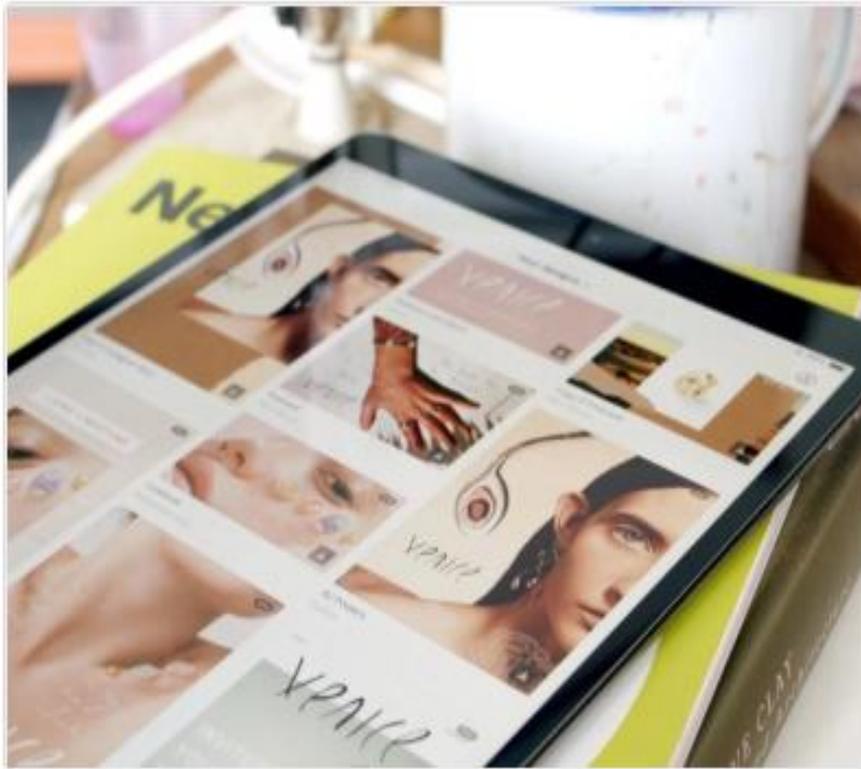
5 minutes to review

<https://www.canva.com/learn/design-elements-principles/>





Content and layout



MORE CONTENT

All the ingredients you need to create amazing designs effortlessly



Photos Pro

4+ million photos, illustrations & icons



Templates Pro

20,000+ premium templates



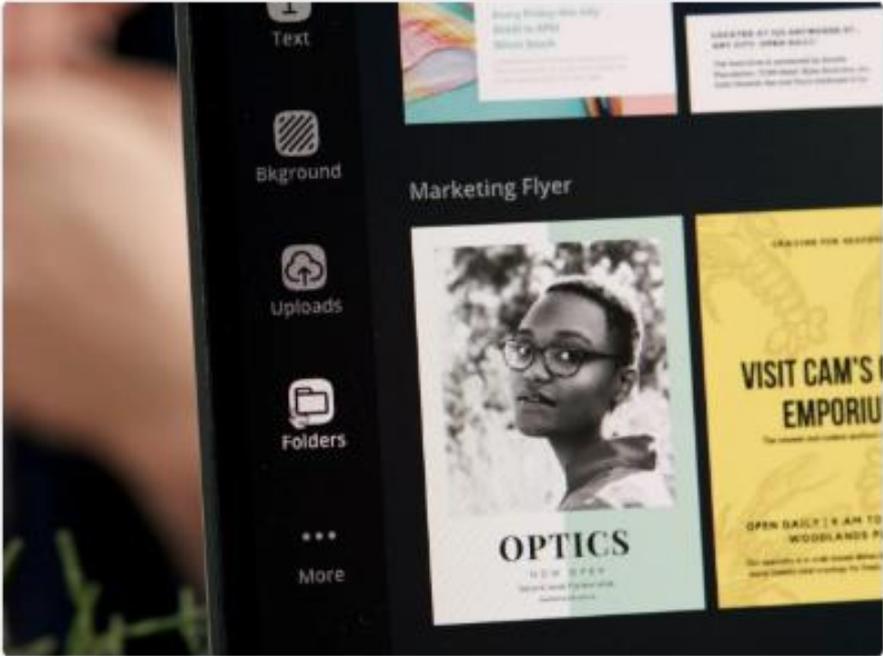
Text Pro

Custom and 1000+ premium fonts





Organise yourself and your team



BETTER ORGANISATION

An easier way to organize all of your content and create faster



Brand kit Pro
Effortlessly on-brand



Folders Pro
Stay organized and productive



Storage Pro
Storage for all your favorite photos and images





Share across your all your media



SIMPLER CREATION

Create and export high-quality marketing materials with one click



Publish Pro

Perfect size, perfect quality



Animations Pro

Get your designs moving



Magic Resize Pro

Design once, resize to anything





CANVA Pro Better marketing, less effort

- [FREE Not for Profit Account – sign up link](#)
- **Canva Training Resources Centre - [Courses](#)**
- **Canva Training Resources Centre – [Canva Pro](#)** – great marketing tips and use of SM

[Aspect ratio](#) for multimedia screens

Canva Design Principals–[continue your study](#)

Create a colour palatte – add [image here](#)





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