

Publicity and infographics with Canva and Piktochart



About Superhighways

Providing tech support to the sector for 15 years

- Support
- Training
- Consultancy
- Digital inclusion



- E-news sign up

www.superhighways.org.uk/resources/enews



HELLO

MY NAME IS

Your Name



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

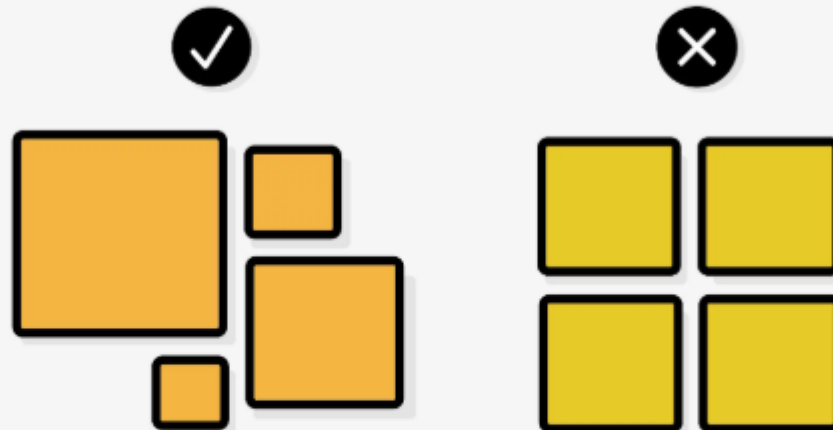
- Set up a Canva and a Piktochart account and use both platforms with confidence
- Take away some great tips on use of charts, icons, colour and design principles to craft meaningful visuals that help you connect to supporters and beneficiaries.
- Download your creations for use in reports, on websites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



**What does good
design look like?**



2. SCALE



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

Canva





Macmillan Cancer Support  @macmillancancer · 29 Nov 2018 

Mo was diagnosed with prostate cancer in 2014. We helped him apply for a grant for new clothes and supported him with his heating bills. Find out more about our welfare and financial advice services: macmillan.org.uk/moneyworries



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



💬 2

↻ 18

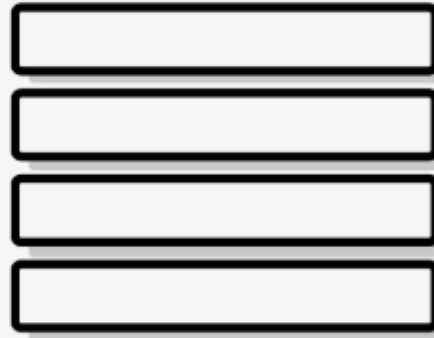
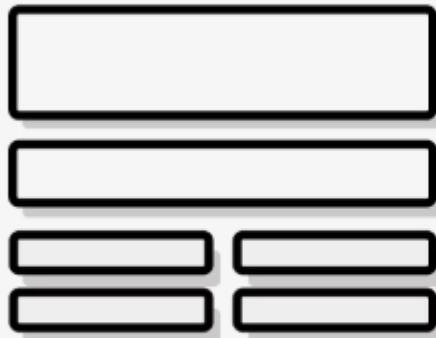
❤️ 20



[Show this thread](#)



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

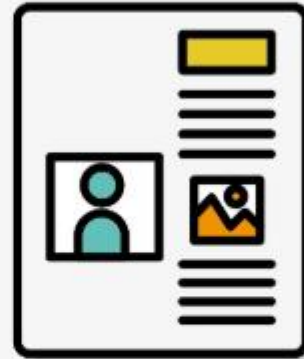
 7

 144

 150



9. BALANCE



.....

Balance ensures no one
element overpowers the others

Canva





FREE WILL WRITING THIS JANUARY

Take care of loved ones and
support Macmillan.

[Register now](#)





Getting started with Canva

Browse by Category



Getting Started



Fonts



Color



Images



Backgrounds



Layout



Branding



Skills in Action

Let's get started on our own designs

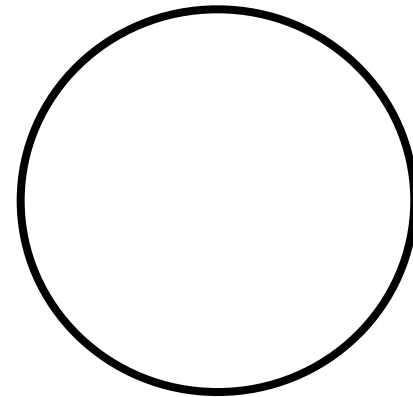


Quick task: image versus text

Textual description

A curved line with every point equal distance from the centre

Graphic description



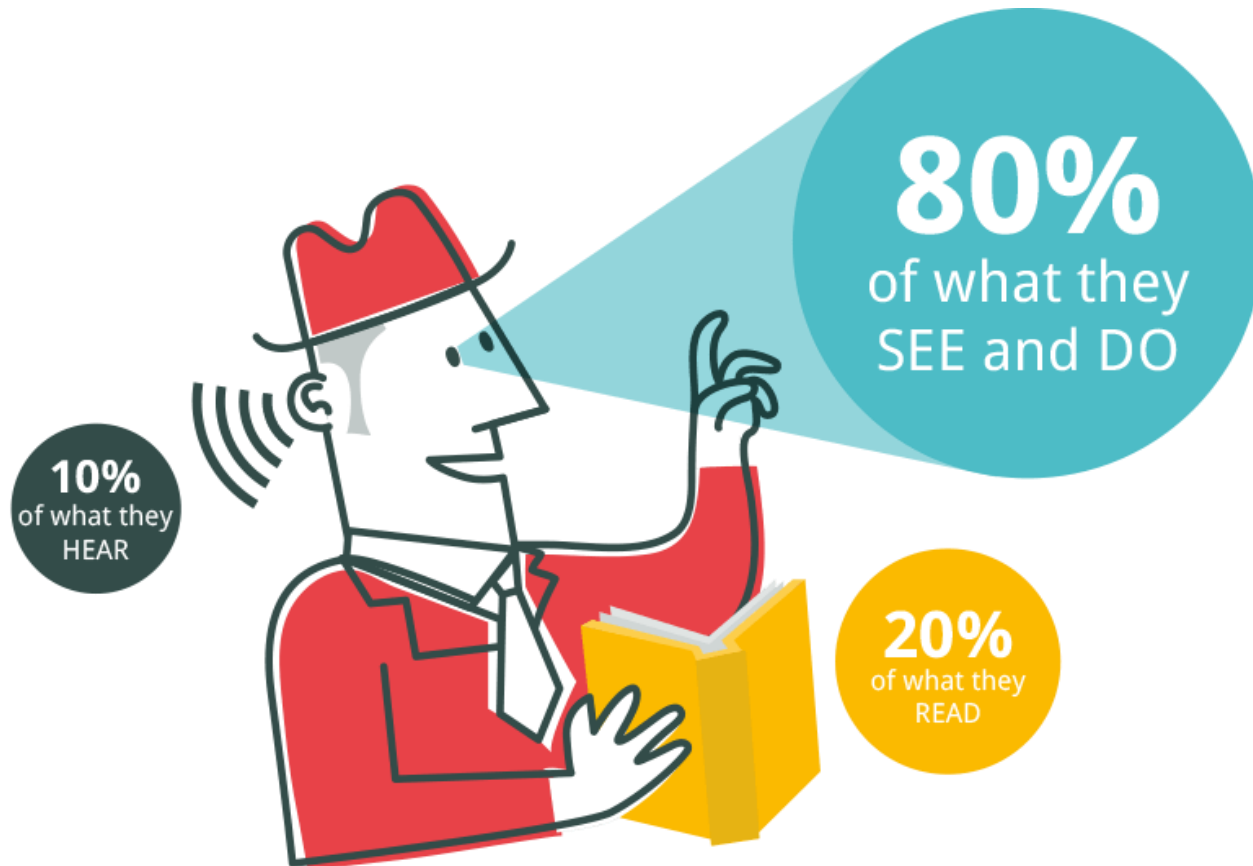
348478745875635889892
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097365388288920678930



34847874**5**87763889892
74**5**99002294**5**99092099
49290949039090497973
978783788737878**5**2746
4**5**384920944892884898
00290973388



Why infographics?



<http://neomam.com/interactive/13reasons/>



Like the flow of any great story, a great infographic contains a beginning, a middle and an end, with an overarching narrative that makes the reader continue all the way to the bottom

Freddie Ossberg
Raconteur Media's founder and CEO



Infographics for impact – reports



Piktochart
easelly

infogr.am

VENNGAGE

Canva



Infographics for impact – websites



663^M

663 million people live without clean water.

2.4^B

2.4 billion people don't have access to adequate sanitation, one in three of the world's population.

289k

289,000 children under 5 die each year due to diarrhoeal diseases caused by poor water and sanitation. That's 800 a day, or 1 child every 2 minutes.

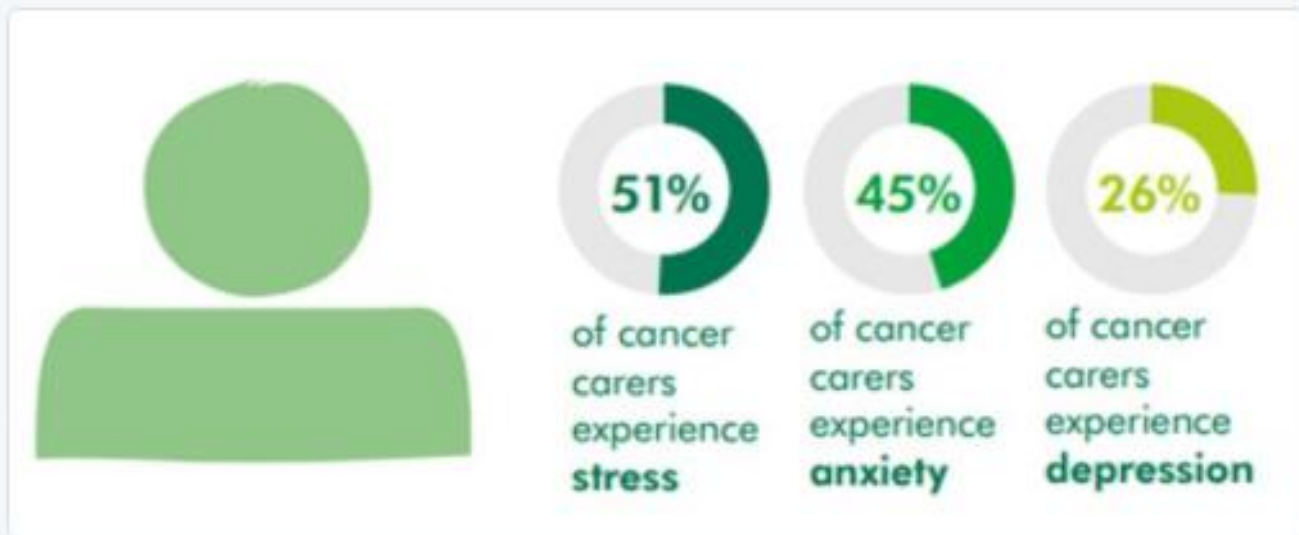


Infographics for impact – social media



Macmillan Cancer @macmillancancer · Jun 16

Up to 70% of carers experience one or more issues with their emotional wellbeing or mental health. Find support at macmillan.org.uk/getsupport



Retweet icon 26

Like icon 18



Getting started with PiktoChart



3 Easy Ways to Pick Great Color Schemes
For Your Infographics

Turn to your PiktoChart task sheet



Further resources

How people perceive visual information

[5 psychology studies with top tips](#)

Choosing the right charts

[Quickly choose the right type of chart](#) for your data (there are even Excel or PowerPoint templates to download).

Explanation of [which charts you should select](#) in different scenarios

Choosing the right colours

[The rule of three colours](#) – choosing your colour palette

[Adobe colour wheel](#) for finding complementary colours

[Upload a photo](#) to choose a colour scheme e.g. your logo

Watch this!

PiktoChart created a video for Superhighways to give local groups ideas for infographics, design tips and more. [Watch now](#)





superhighways

harnessing **technology** for **community** benefit

info@superhighways.org.uk

Tel: 020 8255 8040

www.superhighways.org.uk

