

Designing publicity using Canva and other free digital tools



HELLO

MY NAME IS

Your Name



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

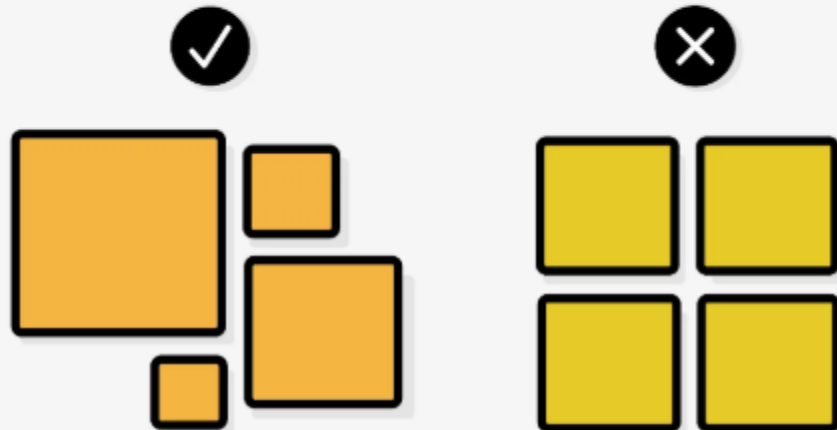
- Set up a Canva and use the platform with confidence
- Take away some great tips on use of charts, icons, colour and design principles to craft meaningful visuals that help you connect to supporters and beneficiaries.
- Download your creations for use in reports, on websites and more



**What does good
design look like?**



2. SCALE



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

Canva





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

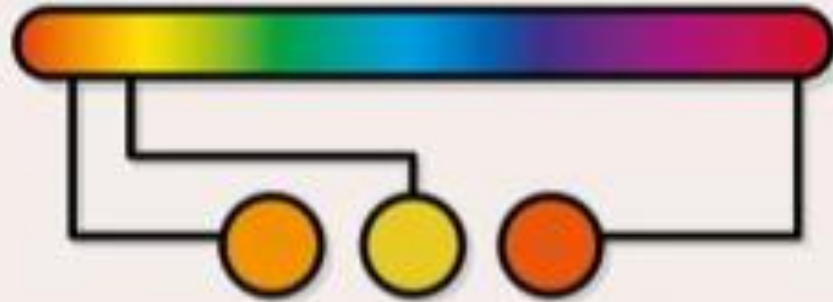
❤️ 20



Show this thread



3. COLOUR



.....

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





What is Red Nose Day?

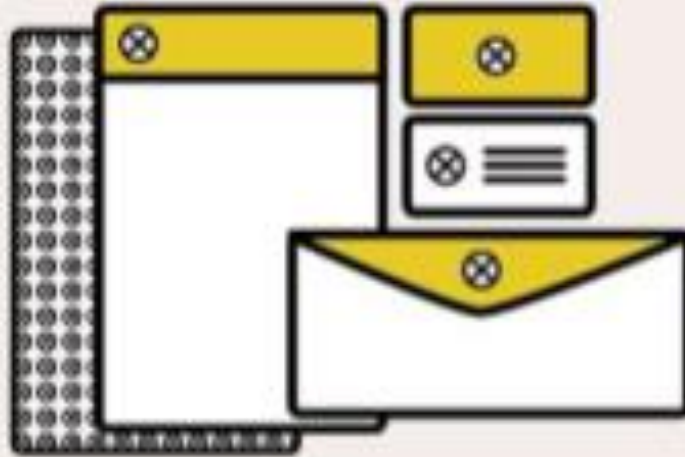
Since its launch in 1988, Red Nose Day has become something of a British institution. It's the day when people across the land can get together and raise money at home, school and work.

Where your money goes

Highlights from Red Nose Day [2019](#)



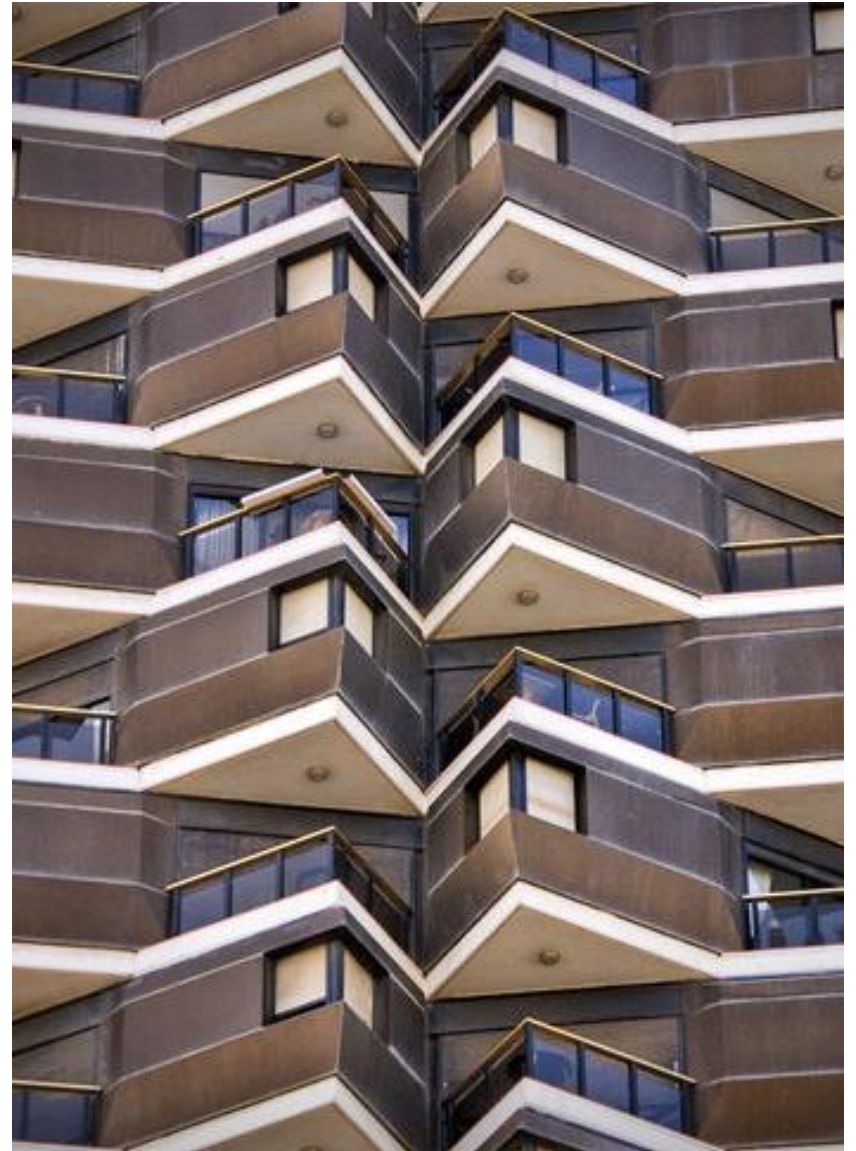
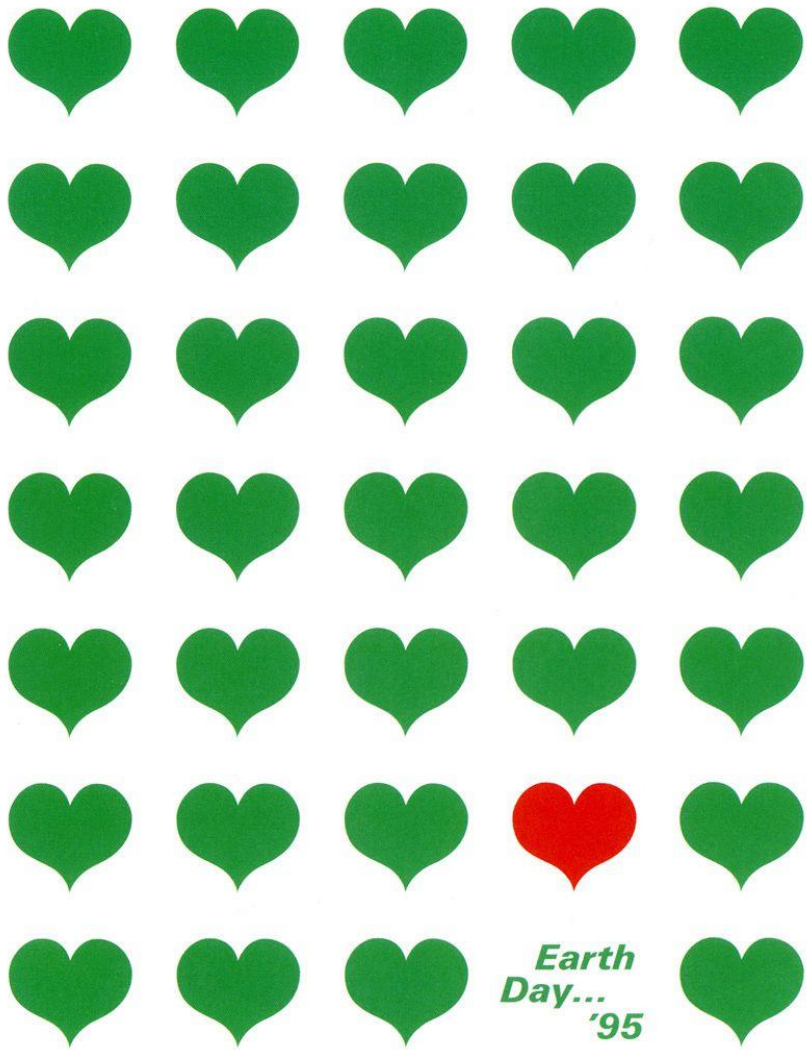
4. REPETITION



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





9. BALANCE



.....

Balance ensures no one
element overpowers the others

Canva



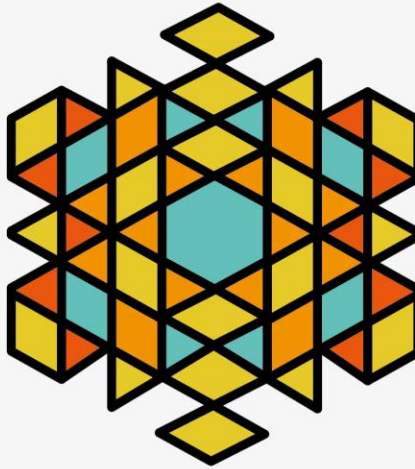


FREE WILL WRITING THIS JANUARY

Take care of loved ones and
support Macmillan.

[Register now](#)

6. SYMMETRY

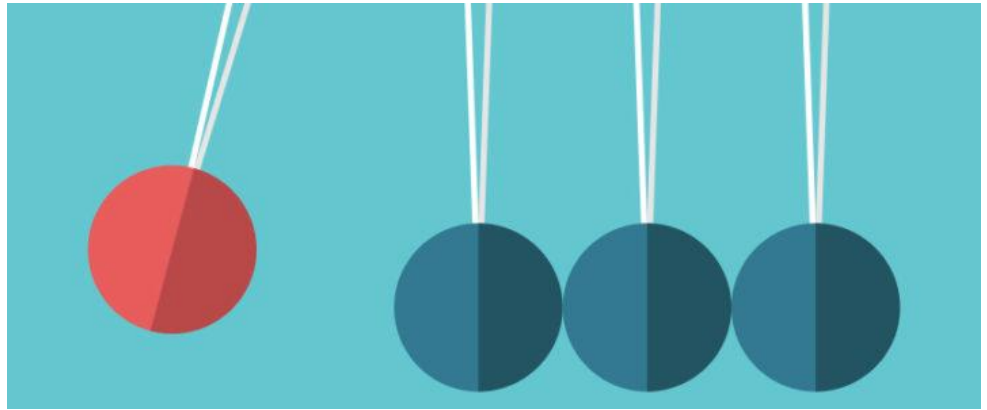


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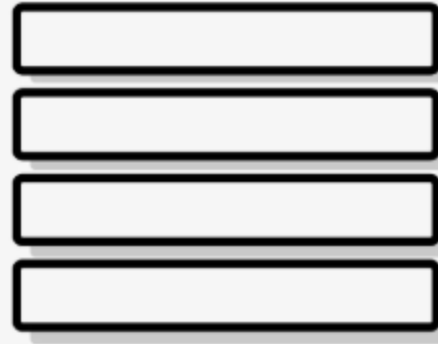
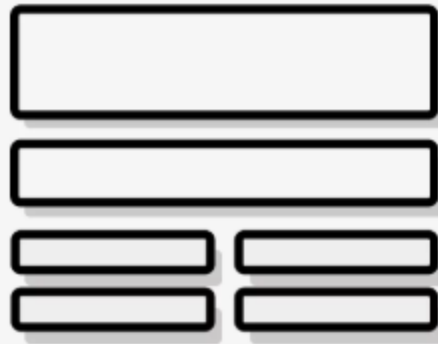
Symmetry is attractive,
and creates a sense of harmony

Canva





10. HIERARCHY



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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



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





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





superhighways

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

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Tel: 020 8255 8040

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