

# Designing publicity using Canva



# 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](http://www.superhighways.org.uk/resources/enews)



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

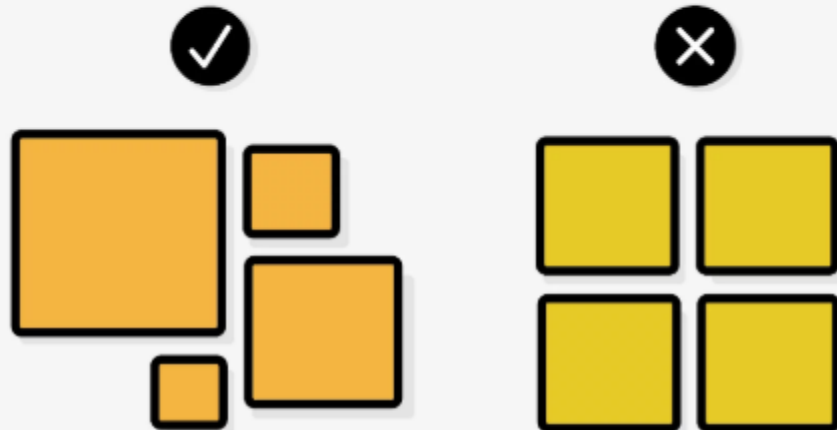
- Set up a Canva and use the platform with confidence
- Take away some great tips on use of charts, icons, colour and design principles to craft meaningful visuals that help you connect to supporters and beneficiaries.
- Download your creations for use in reports, on websites and more



**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**

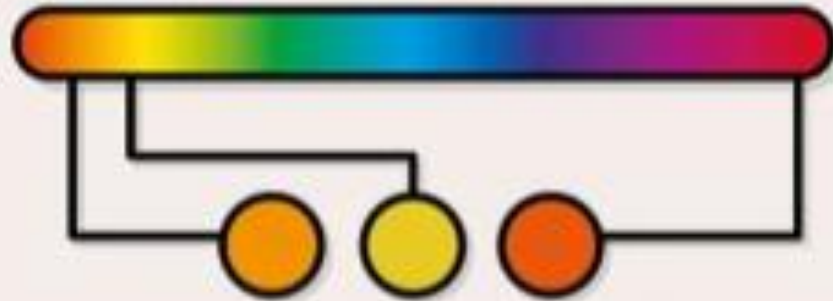


**GoSOBER**  
FOR OCTOBER

**MACMILLAN**  
CANCER SUPPORT  
RIGHT THERE WITH YOU



### 3. COLOUR



.....

- 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.

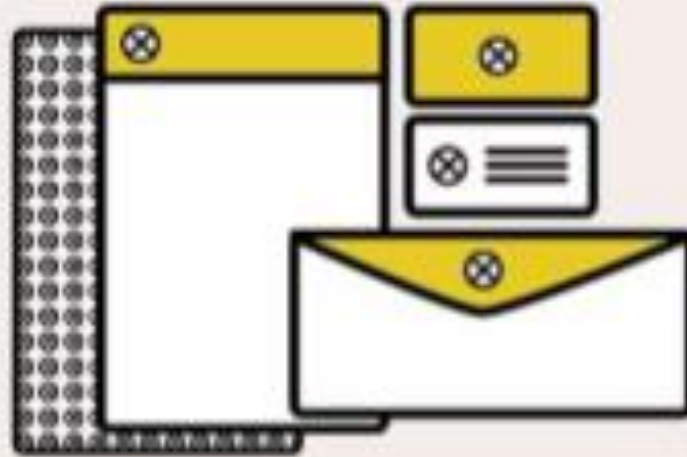
Where your money goes

# 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 📌

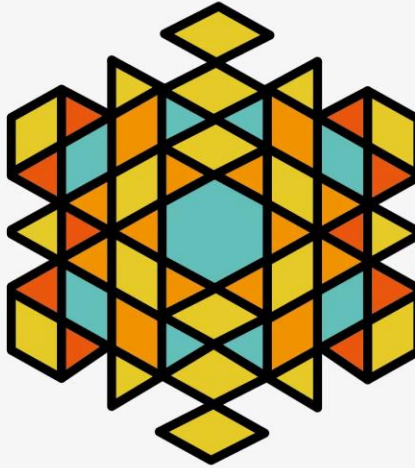


💬 2    ↻ 18    ❤️ 20    ✉️

[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*

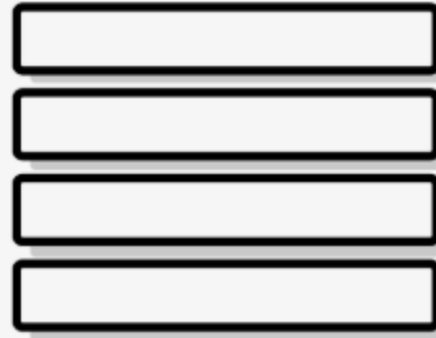
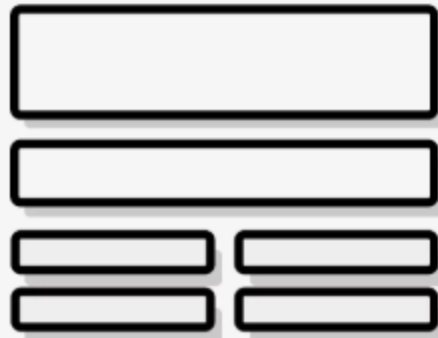




A smiling man with a long white beard and a grey t-shirt stands with his arms crossed in a workshop. The background is filled with various tools and equipment, including a green sign that says "Yes Dig We Garden". Large white text is overlaid on the right side of the image. There are also small white arrow icons on the left and right sides of the image.

**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...](https://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





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

WARNER BROS. PICTURES PRESENTS  
A GUNSA FILM  
LEONARDO DICAPRIO KATE WINSLET  
TITANIC  
MAY 19 1997



HEATH LEDGER  
JAKE GYLLENHAAL  
ANNE HATHAWAY  
MICHELLE WILLIAMS

FOR THE FIRST TIME EVER  
REUNITED THE ORIGINAL CAST  
**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





## Additional Links

Download training resource - [sign up link](#)

FREE Not for Profit Account – [sign up link](#)

Canva Training Resources Centre - [Courses](#)

[Canva Pro](#) – great marketing tips and use of SM

[Aspect ratio](#) for multimedia screens

Canva Design Principals—compete [article](#)

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

Using the colour wheel— [colour here](#)

Click here for the CANVA slide show – [3.12.20](#)





# superhighways

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

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