



Canva in 1.25 hours



Basics of Canva for data storytelling

What we're going to cover

- demoing the key features
- essential design and data storytelling principles
- creating simple designs with confidence
- downloading and sharing your creations



How we're going to do it



Demo 5 –10 mins

How Canva works and the basics of your design management, creation and editing

Build together 10 mins

Using [#KeepTheLifeline](#) key messages we'll create a design together

Over to you...

Use [#KeepTheLifeline](#) information or your own to create your own designs

Quick refresher...

Test text

Some extra text in its own layer so I can make changes to it

77% of people currently claiming Universal Credit are struggling to pay bills

700,000 people say it's 'very likely' they won't be able to cook
food because they can't afford to use the
oven

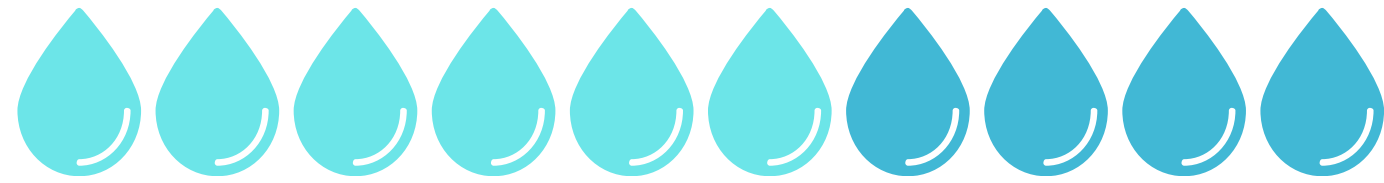


77%

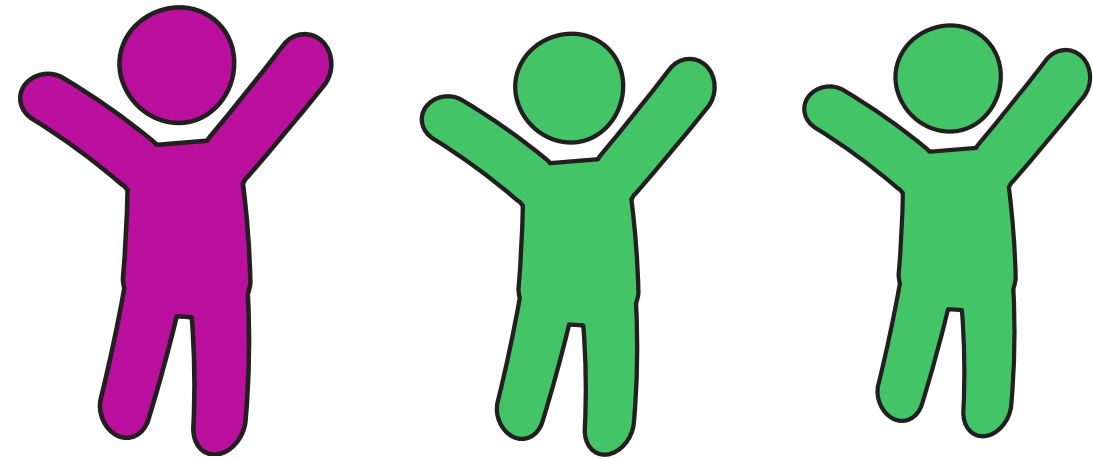
**of people currently
claiming Universal Credit
are struggling to pay bills**



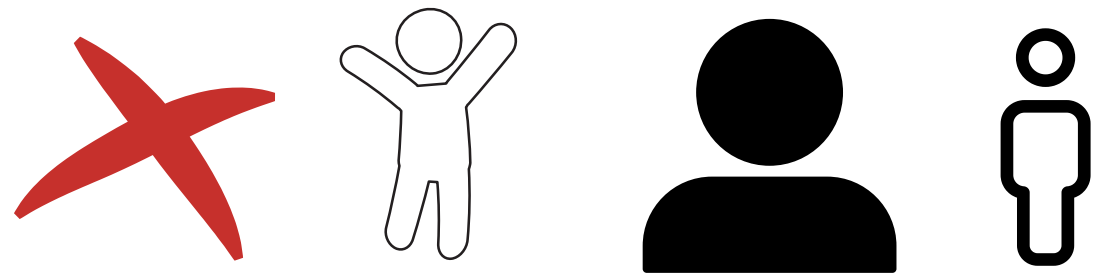
DEBT



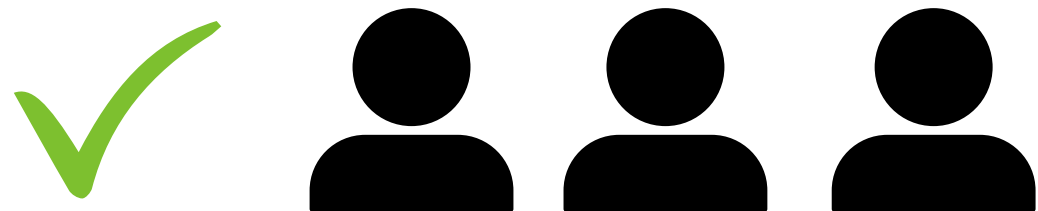
Pictograms help to visualise numbers.



If you click on edit and do not see the values to edit in your pictogram chart, you could use individual icons and build up e.g. 1 out of 3 people.



Don't forget to keep your icons in the same family in the same design. This is particularly important for infographics where you want the viewer to scan and understand longer information quickly.





**nearly 8 out of 10 of people currently
claiming Universal Credit are
struggling to pay bills**

700,000

**people say its 'very likely' they
won't be able to cook food
because they
can't afford to use the oven**





77%

**of people currently
claiming Universal Credit
are struggling to pay bills**

1.2m

people in the UK
fear they will be
forced to skip meals



1.2 million

people in the UK fear
they will be **forced** to
skip meals





**Nearly 3 in 4 people who
need food banks have a
health issue or live with
someone who does.**



**77% of people
currently claiming
Universal Credit are
struggling to pay bills**

Over to you...

Log in to your account

Or create your free account now if you haven't had time to do this already

Create a social media post

You can pick a generic social media post or Facebook or Twitter etc.

Make a campaign statistic

Apply the tips we've learned so far using a Keep the Lifeline message on page 15 of the toolkit

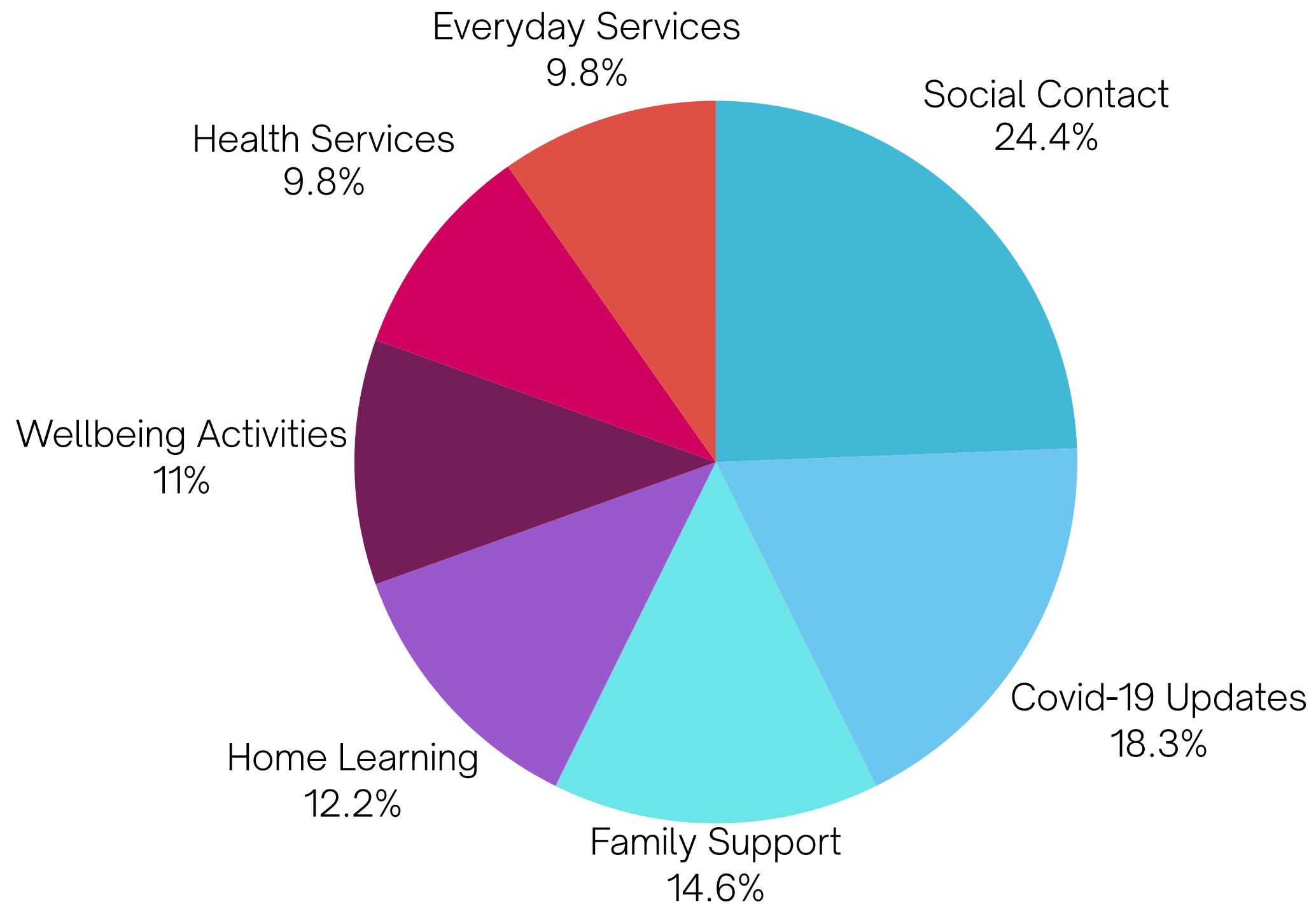
Download your design

Take a look at your options.

Turn your own data or key message
into a design that you would like to
share in your own work.

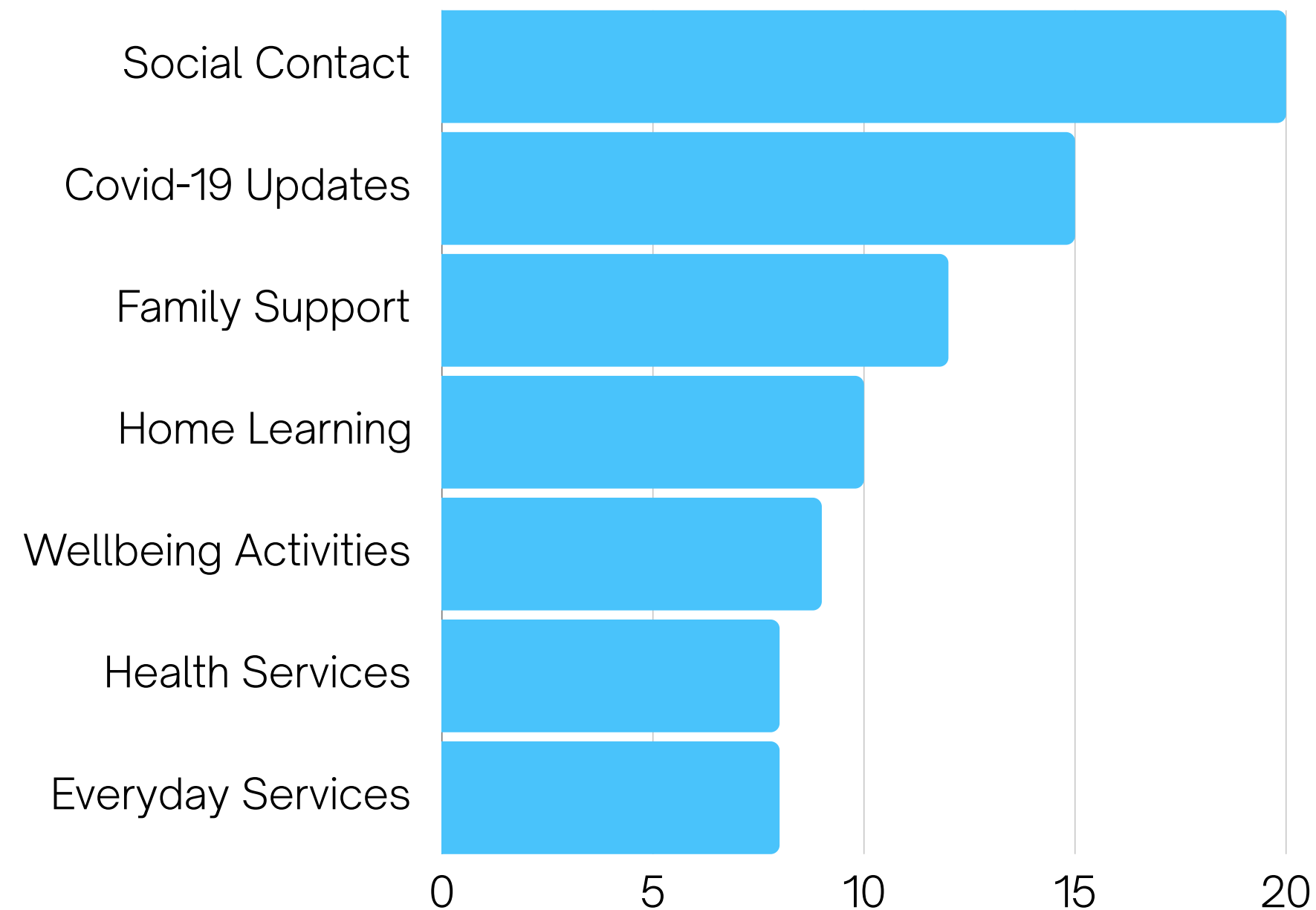
Or do
your
own
thing...

Chart choices



There are lots to choose from.
Be clear about what you are
trying to show.
Let's paste in some data to see.

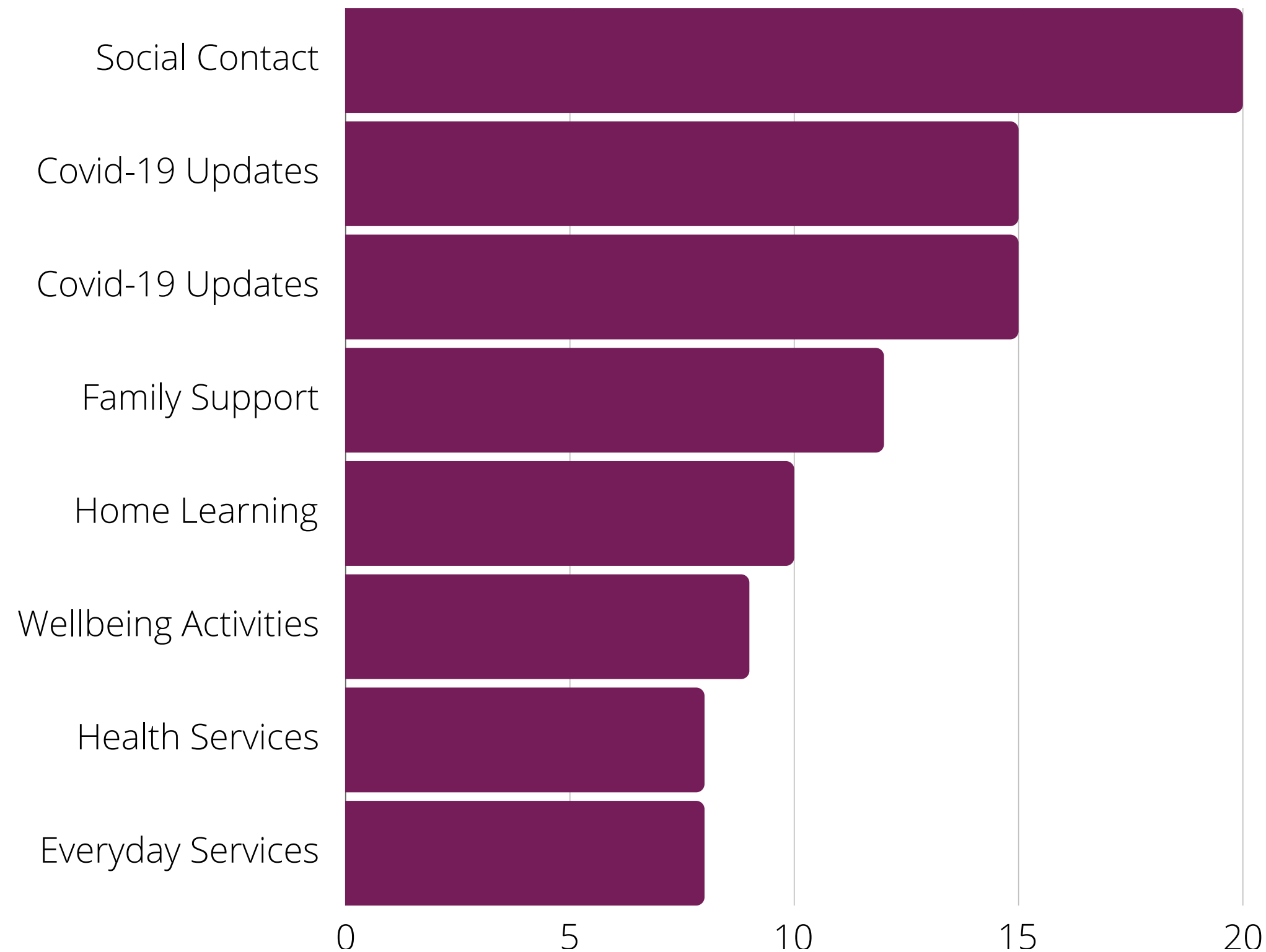
Chart choices



There are lots to choose from.
Be clear about what you are
trying to show.
Let's paste in some data to see.

Chart choices

You can order by cutting and pasting rows or columns when you 'expand data' when editing your chart..



CONSCIOUS KITCHEN



nourishes students and the community by serving fresh, local, organic, scratch-cooked, nutritious meals and recommitting to food equity, education and access

SINCE CK COVID-19 RESPONSE BEGAN:

10,000

TOTAL MEALS TO DATE

fresh, local, organic, scratch-cooked, nutritious meals prepared by Conscious Kitchen chefs to support the health of people and planet



STUDENT BREAKFASTS AND LUNCHES

4,094



healthy, delicious meals available daily for pickup outside of Bayside MLK Academy for all students and anyone under age 18

4,859

COMMUNITY DINNERS

hot, organic, nutritious meals delivered daily to multiple pickup locations in Marin City for individuals and families



SENIOR LUNCHES

1,047



individually packed, balanced meals delivered directly and safely to seniors at home daily

JOIN CONSCIOUS KITCHEN TO NOURISH THE COMMUNITY AMID COVID AND BEYOND



consciouskitchen.org/covid
info@consciouskitchen.org
[@consciouskitchn](https://www.instagram.com/consciouskitchn)



*information based on Conscious Kitchen data from March 25 – April 17, 2020

< Home

File

Resize



All changes saved

Untitled design - Infographic

Share



Templates



Elements



Uploads



Text



Videos



Background



Datawise ...

charity Infographic



Animate

KIDS FOR KIDS: THE CARE GROUP

94%



53%

49%



THE IMPORTANCE OF LITERACY



\$70M

QUALITY
OF LIFE

ECONOMIC
IMPACT

LOWER MORTALITY RATES

Literacy around the world



The Effect of Charitable Giving

96%

"No one has
ever become
poor by
giving."

42%

84%

49%

EDUCATE KIDS

SINCE ITS LAUNCH,

700K KIDS

CLASSROOMS 1,000

5,000 SCHOLARSHIPS

DONATION \$12M

PLANET OF LOVE CO. PRESENTS CLIMATE CHANGE PREVENTION

SIMPLE STEPS WITH HUGE IMPACT

CONSERVE WATER

REDUCE YOUR WASTE

SAVE AND MAXIMIZE ENERGY

WALK AND TRAVEL GREEN

STAND UP AND GET INVOLVED

Kids for Kids: The Care Group

94%

"We are helping hands that
reach out to the family and
community. Together, we can
stand up to bullying."

53%

49%

EDUCATE KIDS

A Charitable Organization
that aims to improve
every child's education

SINCE ITS LAUNCH,

700K KIDS

thousands of kids
received benefits from the
organization's charitable
efforts and activities



CLASSROOMS 1,000



rooms for learning
were built, and restored
to give the kids a better
learning experience

Annual Review 20/21



Advice, counselling & wellbeing during a pandemic

Providing vital support to our community where it was needed most

Community led support



Inspire's Phone Friends and support sessions enabled contact and support, reducing loneliness during lockdown



It makes a huge difference to still feel connected. Without any local family or good neighbours, it makes the world seem a lot less scary.



108



clients receiving counselling sessions by video call or phone - a lifeline for many during the pandemic

This service has changed my life. It's not been easy by any stretch but I'm glad I did it and I've gained so much confidence as well as a lot of peace.

Restore

A Year In Review
from April 2019 into 2020

KINGSTON CHURCH
action
on homelessness

Restore

Phil's Story

After years in a high-pressured corporate environment, Phil felt burnt out and needed a complete change of direction. He ended up working as a carer - a job he really loved.

But the pandemic hit and his hours were dramatically reduced. This meant Phil couldn't afford the high cost of rent in Kingston.

After a spell of house sitting and sofa surfing, Phil was put in touch with KCAH and offered a place on the Access Project.



The Access Project

"When lockdown happened, my hours literally went down to about an hour a day, because the man I care for has multiple sclerosis and is very, very vulnerable. Normally I take him out to lots of places, but because he had to shield, I was only able to spend about an hour with him each day, helping him in and out of bed. I was really struggling then, with almost no work.

The support that I received from KCAH has just been absolutely brilliant. During lockdown, I once only had £10 to last me two weeks. KCAH arranged for food to be delivered to me by volunteers. They were delivering so much food, I had to ask them to deliver every other week! It was such a great thing and I'm truly grateful! I can just say that despite a really stressful situation, the support that I've been given

Resources for beginners

Canva Learn

Start with Canva's [25 graphic design tips for non-designers and beginners](#)

Choosing Charts

Go to [Canva Graphs](#), give your graph a title and then 'Help me choose a graph type' or [BBC guides on representing data](#) are incredibly useful.

Colour wheel

Find suitable colours using the [Canva colour wheel](#) or [W3 Schools colour picker](#)

Accessibility

See Government posters on [designing for accessibility](#).

Keyboard shortcuts

[Infographic](#) of shortcuts

Thanks for coming today

Get in touch with us
if you need help:
sorreiparsons@superhighways.org.uk

