

Lesson 6: Developing campaign images

Digital Marketing for Sales Professionals

PLANT A TREE
— SAVE A LIFE —

ARRIVALS \ DEPARTURES

19:20	LONDON
13:14	PARIS
21:05	ZURICH
15:15	TOKYO
19:50	CAIRO

ONE
NIGHT
ONLY.

DESIGN SCHOOL WORKSHOP ONE

This is Canva

Canva

CHIPS, BEER &
Burgers

be calm.

WHAT IS THE VISION BEHIND
Canva?

Providing the world a simple new
way to create beautiful designs



WHAT CAN I DO WITH

Canva?



Choose from over one million images



Thousands of customizable layouts



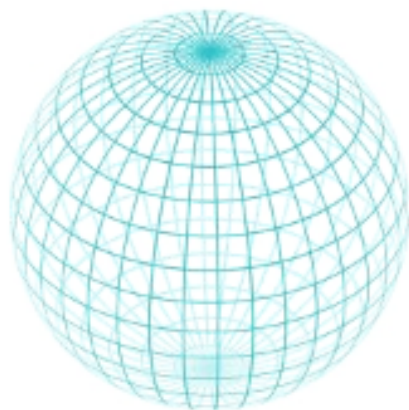
Easy photo editing



Collaborate with anyone, anywhere

WHO DESIGNS WITH
Canva?

Bloggers, marketers, businesses,
teachers, and students



Anyone can design with Canva

WHAT CAN I CREATE WITH Canva?

Effective communication through versatile design



Business
Proposals



Blog graphics



Social Media



Business
cards



Presentations

Page 5 of 30



Invitations

The two ways to search

I

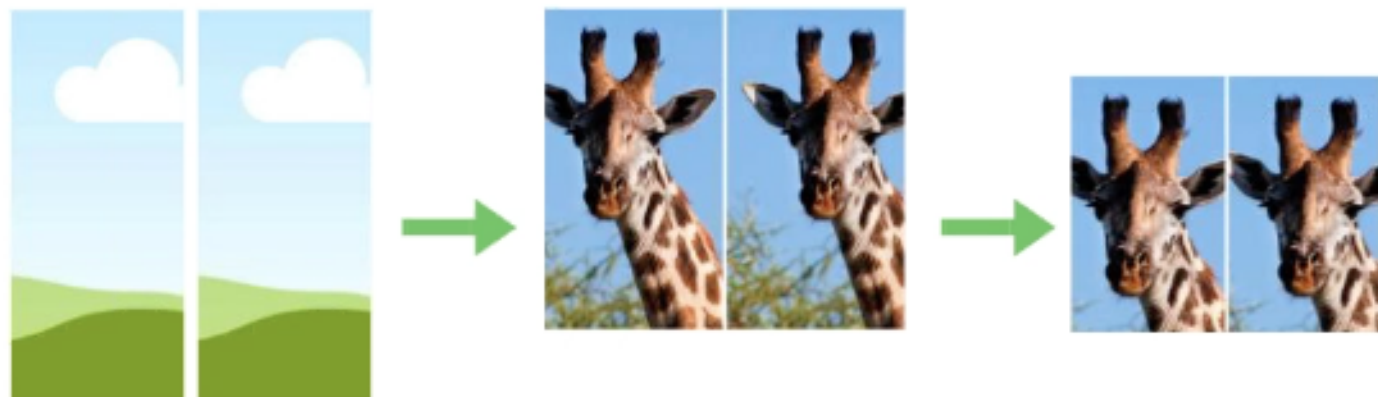


There are two ways to search:
category folders and
keyword search.



Grids and images

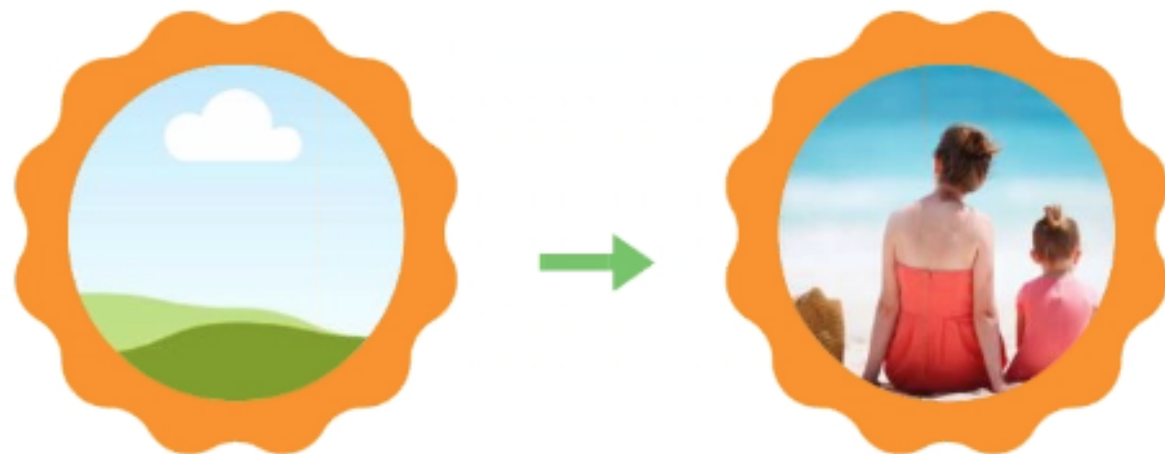
I



Grids can be used to hold any images and allow for easy resizing and manipulation of your images.

SEARCH Frames

I

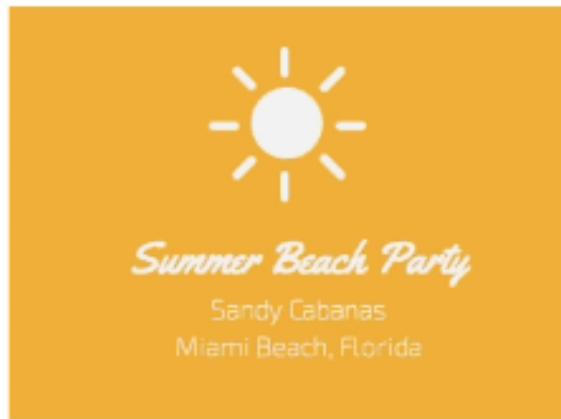


Frames can also be used to hold and resize your images, but in a more decorative placeholder.

SEARCH

Icons and infographics

I



Spruce up your design by using icons and infographics as an alternative to photos.

SEARCH
Shapes

I



Shapes are the building blocks of design and add texture, depth, and organization to your design. Squares are particularly versatile as they can be used to highlight, underline, and create borders around text.

Search by contributor



^

Tropical Beach ×

by [Kamchatka](#)

\$1.00

Keywords: adventure, asia, bay, beach, coast, dawn, destination, dusk, holiday, leisure, nature, ocean, palm, resort, sand, sea, shore, silhouette, sri lanka, summer, sunset, travel, tree, tropical, vacation, waterside, waves

ID: [MAAU4rAgr8](#)

If you like the look of a particular photo, click on the "i" on the image to search for more photos from the same contributor.

I



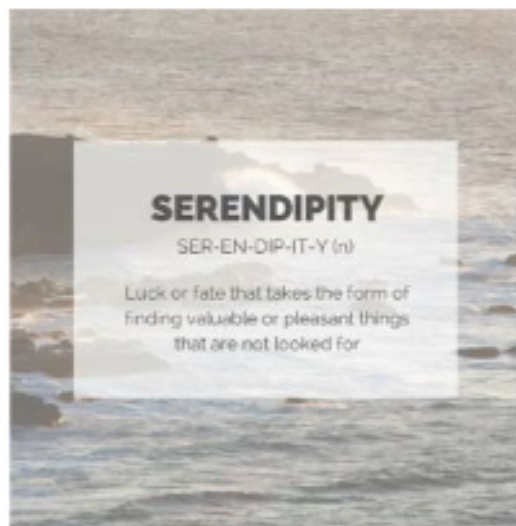
Layouts

Customize a template

I



original template



customized template

All of the layouts are fully customizable so you can change the text, colors, and sounds as needed.

TEXT

Use a text box

I

Add text

Add subtitle text

Add a little bit of body text

Change defaults

Choose from header, subtitle, or body text boxes and adjust the font and size to complement your design. Change the default font and size if you regularly use the same fonts.

BACKGROUNDS

Choose a solid color

I



I

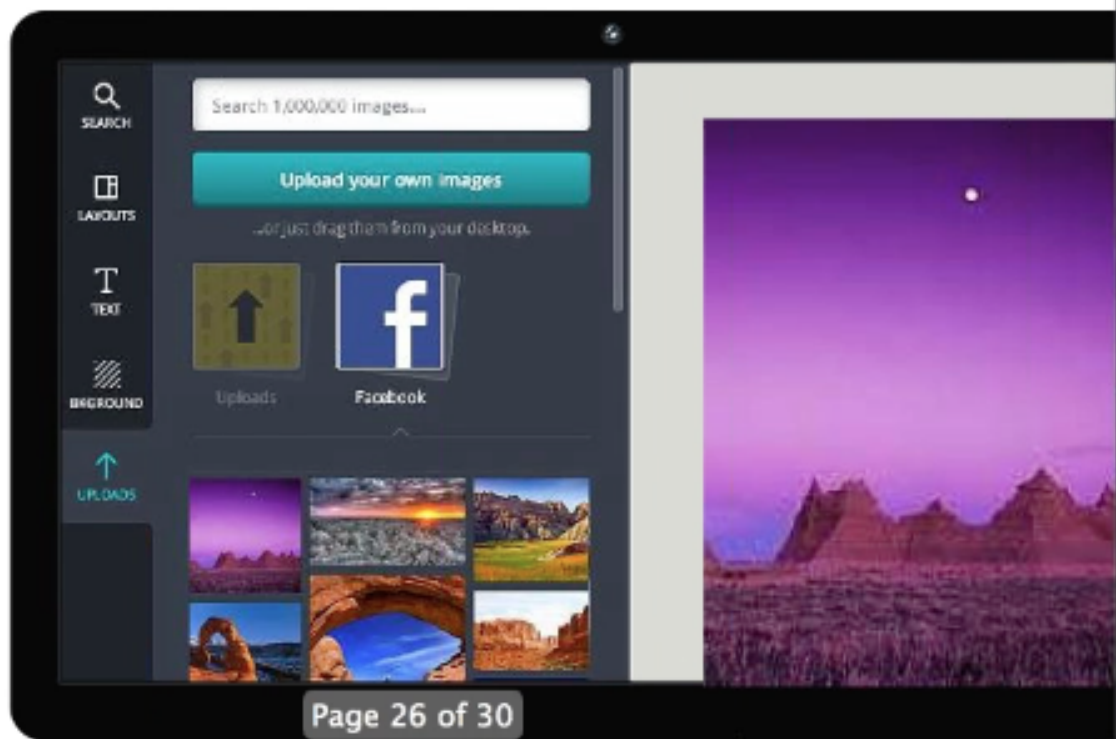


Uploads

Upload your own images

The screenshot displays a software interface for image uploads. On the left is a dark sidebar with icons for SEARCH, LAYOUTS, TEXT, BACKGROUND, and UPLOADS. The main area features a search bar with the text "Search 1,000,000 images...", a prominent teal button labeled "Upload your own images", and a subtext "...or just drag them from your desktop." Below this are two icons: a yellow "Uploads" icon with an upward arrow and a blue "Facebook" icon with the letter 'f'. At the bottom of the main area is a grid of six small image thumbnails: a city skyline, a green frog, a giraffe, a panda, a fish, and a bird. On the right side of the interface, a large image shows a yellow and green budgie perched on a red surface next to white chess pieces. At the bottom center of the slide, a grey box contains the text "Page 25 of 30".

Upload images from Facebook



Share and collaborate

A screenshot of the Canva sharing interface. At the top, the word "Share" is displayed. Below it are two buttons: a dark blue "Post" button with the Facebook logo and a light blue "Tweet" button with the Twitter logo. Underneath these is the "Email" section, which includes a text input field containing the placeholder text "One or more email addresses" and a green "Send" button. Below the input field is a checkbox labeled "Share/email as an editable design". At the bottom of the sharing options, a link is shown: "Link: https://www.canva.com/design/DAA-WDGpju...".

Share

Post Tweet

Email

One or more email addresses Send

Share/email as an editable design

Link: <https://www.canva.com/design/DAA-WDGpju...>

Provide access to your design using email or by sending a read-only or editable link. You can also share it on Facebook and Twitter.


Page arrangement



You can change the order of your pages by clicking on the up or down arrows.

You can also duplicate and delete pages in your design by clicking on the dual page or trash can icons.





DESIGN SCHOOL WORKSHOP TWO

Fonts, Colors & Images

Why fonts, colors, and images matter

F

FONT selection can be a daunting task with the endless possibilities of typefaces, weights, and sizes. When used skillfully, fonts can make your designs distinctive and convey your message with impact.



COLOR relationships are fundamental to great design. Knowing how to navigate the color wheel can help beginner designers understand how to compose stunning and expressive color palettes.



IMAGES capture emotion in ways that can serve to evoke specific responses from your audience. With thoughtful selection and manipulation, you can use these images to tell the story of your design.

TODAY'S
Agenda



F

Fonts



Colors



Images

Basic typographic terms



Letter spacing (tracking), is the space between letters on a line. Use this technique to elongate shorter words and create flush lines of text.



Line height is the distance between text from baseline to baseline. Alter this space to provide breathing room for tightly tracked lines of copy.

Consider the style



magical, whimsical



playful, fun



stylish, sophisticated



strong, reliable

Emphasize your message

STRONG

Elegant

hand-made

Simple

Cute

Refined

Create hierarchy

Title: **Raleway Heavy, size 42**

Subtitle: RALEWAY, all caps, size 21

Body: Raleway thin, size 18

I



Create character contrast

Bold and Regular



Script and Sans Serif



Create emphasis^I

Serif Regular
and Serif Italics



Sans and
Serif Italics



Proceed to tutorial ▶

Order and impact through alignment

LEFT
ALIGNED

CENTER
ALIGNED

RIGHT
ALIGNED

Evoke emotion through color



Cool

Greens, blues, and purples evoke calm and soothing emotions.

Warm

Reds, oranges, and yellows evoke energy and vibrant emotions.

Explore a color gradient



Use the sliders to obtain lighter or darker versions of the same color.

Harmony through similar colors



fdeaae e8be4e ff7e3d a95d6a

ANALOGUOUS



Analogous colors are located next to each other on the color wheel, resulting in seamless, low contrast harmony.

Create a color palette

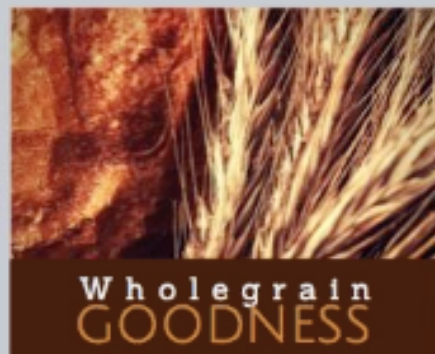
Use a vibrant color to make elements stand out.



Limit your color palette to four colors.



Choose colors appropriate to the subject of your design.



Proceed to tutorial ▶

Use grids to frame your images



Use grids to frame and resize your images.

PHOTO FILTERS

Evoke moods with filters



Applying photo filters can create or highlight certain moods embodied by your image.

Maintain a consistent look and feel



Maintain consistency in your graphics by applying the same filter codes to your images.

Proceed to tutorial

