We4
Change

Girls and Women Connecting
for Environmental Change

# We4Change: Girls and Women Connecting for Environmental Change

We4Change Changemakers Event Curriculum

**Trainer instructions for the workshop**
**Your project's visual identity with Canva**

Authors:
Ao Asociatia Pentru Dezvoltarea Tehnologiilor Informationale Educat, Moldova
2022

## Contents

## Introduction

Good design is oftentimes the basis for any good product, brand company. If you want to be seen, respected and recognized by people in the street, you need good design as a basis. Luckily, there are numerous and easily applicable tips which you can keep in mind when implementing design into your various ventures, and of course many apps that can make it easy to do, even if you don't particularly have . We'll go over a few of those today.

## Learning objectives:

➢ Students will learn certain different design basics
➢ Students will learn how to work in Canva
➢ Students will learn how to design various things, such as flyers, presentations and more

## Set-up instructions:

➢ A laptop
➢ A good internet connection
➢ A Canva account
➢ The PowerPoint program

## About the workshop

Visual design is about creating visual elements that are aesthetically pleasing and effective in communicating a message. It involves the use of design elements to create a visual hierarchy that guides the viewer's eye and directs their attention to key elements.

The elements of visual design are the building blocks used to create a design. These include:

- Line: Lines are used to create shapes and forms and can be used to guide the viewer's eye.

- Shape: Shapes are created by connecting lines and can be used to convey different meanings or emotions.

- Color: Color is used to evoke emotions and create a mood or atmosphere.

- Space: Space refers to the area around and between design elements and is used to create balance and contrast.

- Form: Form refers to the three-dimensional quality of a design and can be used to create depth and perspective.

Principles of Visual Design:

The principles of visual design are the guidelines that govern the arrangement of design elements to create a cohesive and effective design. These include:

- Balance: Balance refers to the distribution of visual weight within a design and can be achieved through symmetry, asymmetry, or radial balance.

- Contrast: Contrast refers to the differences in size, shape, color, or texture between design elements and can be used to create visual interest.

- Proportion: Proportion refers to the relative size and scale of design elements and is used to create a sense of harmony and balance.

- Repetition: Repetition refers to the use of a design element multiple times within a design and can be used to create rhythm and consistency.

- Movement: Movement refers to the way the viewer's eye moves through a design and can be used to create a sense of flow or direction.

The Canva design workshop is created in such a way that allows students to get a good understanding of lots of basic but important design tips and tricks and then how to apply these to their own projects, who all have their own tips, by teaching them how to use the free, online tool Canva.

## Engage the students

At the start, people might be doubtful how useful all this different design tips really are. Get them to understand that basic design is extremely important. Why? Good design helps you stand out from the crowd. It shows the people what you're about and what your company's about. Help them understand that not only are these tips not hard to learn, but that it also gets even easier with tools like Canva that streamline the process even more.

Here are a few questions you can ask throughout the workshop to spark creativity:

1. What are some of the most recognizable visual designs that have stood the test of time?
2. How have recognizable visual designs influenced popular culture and advertising?
3. What elements of design make certain visual designs more memorable and recognizable than others?
4. Can a brand's visual design change over time without losing its recognition and identity?
5. What makes the logos of famous brands like Apple, Nike, and McDonald's so instantly recognizable?
6. How have iconic album covers influenced the music industry and fans' perception of artists?
7. What role do color and typography play in creating memorable visual designs?
8. How can companies and organizations use recognizable visual designs to build brand loyalty and awareness?
9. Why are certain visual designs considered timeless, while others quickly become outdated and forgotten?
10. How has the digital age impacted the creation and recognition of visual designs?