

DESIGN BETTER WITH CANVA

**A 60-minute practical graphic
design primer**

Final output: one clear event announcement



Today's Challenge

0-5 min

Create a simple social-media announcement that is clear, readable and ready to share.

1

Design task

Youth Media Workshop announcement

2

Format

Instagram square post

3

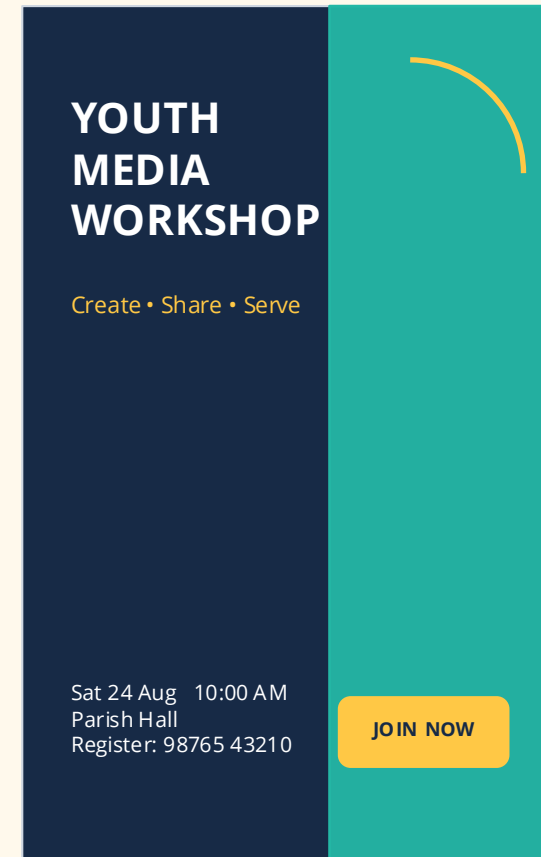
Must include

Title, tagline, date, time, venue, contact, call to action

4

Success test

Can someone understand it in three seconds?



The 60-Minute Route

Session map



The only way to finish in one hour is to move step by step. Avoid side explanations.

Think Like a Designer

Brief first

Before opening Canva, decide what the design must do.

- 1 PURPOSE** What should happen after people see it?
- 2 AUDIENCE** Who should notice and understand it?
- 3 MESSAGE** What is the one idea they must remember?
- 4 ACTION** What should they do next?

**Good design
helps the right
people notice,
understand and
act.**

This is the whole session in one sentence.

Sample Brief: Filled In

5–10 min

Purpose

Invite young people to join a practical media workshop.

Audience

Parish youth, age 16–25, active on Instagram and WhatsApp.

Message

Learn to create meaningful digital content for service and community.

Action

Register by WhatsApp before Friday evening.

YOUTH MEDIA WORKSHOP

Create • Share • Serve

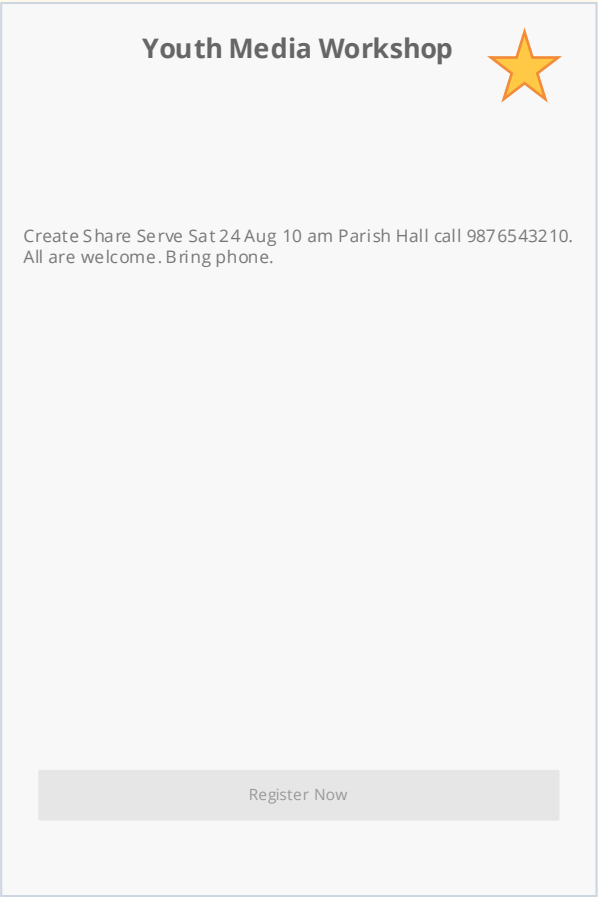
Saturday, 24 August | 10:00 AM
Parish Hall
Register: 98765 43210

JOIN NOW

See the Difference

10-18 min

Which poster would you understand faster?



Crowded / weak

- 1 What do you see first?
- 2 What is difficult to find?
- 3 What should be removed?



Clear / purposeful

Five Rules for Better Design

18–25 min

1

One message comes first

Make the main idea impossible to miss.

2

Use contrast

Make important things visibly different.

3

Align everything

Create order with invisible lines.

4

Give it space

Empty space helps people read.

5

Keep it consistent

Repeat colours, fonts and visual style.

These five rules are enough for today's one-hour design task.

Rule 1: One Message First

Hierarchy



1st: event title

2nd: promise / tagline

3rd: details + action

Canva move

Make the title larger, bolder or higher. Do not make all text the same size.

Student action

Before designing, mark 1, 2 and 3 on your workbook brief.

Rule 2: Use Contrast

Readability

LOW CONTRAST
hard to read

Before

HIGH CONTRAST
easy to read

After

Contrast = difference

Rule 3: Align Everything

Order

Scattered

Date
Venue
Contact

Aligned

Date
Venue
Contact

Canva clue: use purple guide lines

Rule 4: Give It Space

White space

EVERYTHING EVERYWHERE

Lots of details squeezed into every corner because empty space feels wasted. The viewer does not know where to look first.

SPACE HELPS THE MESSAGE

White space is not empty.
It is a design decision.

Remove what does not help

Rule 5: Keep It Consistent

Unity

Colours

Use one main colour, one support colour and one neutral.

Fonts

Use one display font and one supporting font.

Visual style

Choose either line icons, filled icons or photos. Do not mix everything.

Sample mini style kit



League Spartan

Open Sans for details and readable information



Canva Demo Step 1

25-35 min

Choose the right format first.

1

Open Canva

Search for "Instagram Post Square".

2

Start blank

Blank canvas keeps design decisions visible.

3

Name the file

YouthMediaWorkshop_Square_V01

Canva

Create a design

Instagram Post Square

1080 × 1080 px

Canva Demo Step 2

Build the frame

Create the first draft in layers.

1

Background

Use deep navy or a simple photo.

2

Image / shape

Add one strong visual area. Crop intentionally.

3

Headline

Place the event title. Make it the largest text.

4

Space

Leave breathing room around the title.

**Build big structure first.
Details come later.**



Canva Demo Step 3

Add details

Group related information and add the call to action.



Information group

Saturday, 24 August
10:00 AM
Parish Hall

Call to action

Register: 98765 43210
JOIN NOW

Refinement

Check: hierarchy, contrast, alignment, spacing, consistency.

Date + time + venue belong together.
Contact + action belong together.

Student Work Time

35-52 min

Create your design in Canva. Follow the same order.

1

Canvas

Instagram square

2

Hierarchy

Mark 1-2-3

3

Visual

One photo or shape area

4

Type

Two fonts max

5

Colour

Three colours max

6

Refine

Align, space, simplify



Peer Review

52-57 min

Exchange designs. Give feedback using the language of design.

Question 1

What do you see first?

Question 2

What information is difficult to find?

Question 3

What can be removed or simplified?

Weak feedback

"I don't like the colour."

Useful feedback

"The text needs more contrast from the background."

Final Checklist + Export

Last 3 min

Make one improvement, then export.

- ✓ Main message clear in 3 seconds
- ✓ All text readable on a phone
- ✓ Important information grouped
- ✓ Elements aligned
- ✓ Enough empty space
- ✓ Colours and fonts consistent
- ✓ Clear call to action

Export guide

PNG: text-heavy digital graphic
JPG: photo-heavy social post
PDF Print: printed poster

File name

YourName_YouthMediaWorkshop_Final

What You Practised Today

Closing

You did not just “make something in Canva.” You practised design decisions.

1

Brief

Purpose, audience, message,
action

2

Hierarchy

What is seen first

3

Contrast

Readability and emphasis

4

Alignment

Visual order

5

Space

Clarity and breathing room

6

Consistency

Professional unity

Next step: repeat the same method with a poster, story, slide or invitation.