

DESIGN BETTER WITH CANVA



STUDENT WORKBOOK

A strictly 60-minute practical primer in visual communication

Session promise

Participants will create one clear, usable event announcement in Canva Free - not merely listen to a theory lecture.

SEE -> DECIDE -> CREATE -> REVIEW -> IMPROVE

Your One-Hour Design Challenge

Today's task

Create one square social-media announcement in Canva Free. Your design should help the audience notice, understand and act.

By the end of the hour, I can...

- ☐ identify the purpose, audience and main message;
- ☐ use five practical design rules;
- ☐ create a readable event announcement in Canva;
- ☐ review and improve my design;
- ☐ export my finished work as PNG.

The design brief

Event	CREATE & COMMUNICATE
Tagline	A practical media workshop for young creators
Date and time	Saturday, 22 August 10:00 a.m.-1:00 p.m.
Venue	Pastoral Centre Media Hall
Action	Register before 18 August
Contact	98765 43210 media@example.org

Think before you design

PURPOSE	What should this announcement achieve? _____
AUDIENCE	Who should notice and understand it? _____
MAIN MESSAGE	What must be seen first? _____
ACTION	What should the viewer do next? _____

Thumbnail Sketch

Plan before Canva

Use this page to sketch where the image, title, details and call to action might go. Keep the sketch rough - it is a thinking tool, not finished artwork.

IMAGE / VISUAL AREA

TITLE: _____

DATE / TIME / VENUE: _____

CALL TO ACTION: _____

What should viewers notice first? _____

What can remain small? _____

Five Rules for Better Design

1	ONE MESSAGE FIRST Make the event title or key message the strongest element.
2	USE CONTRAST Create visible difference through size, weight, colour or position.
3	ALIGN ELEMENTS Connect related content along a common visual edge.
4	GIVE IT SPACE Do not fill every area. Space improves clarity and emphasis.
5	KEEP IT CONSISTENT Limit fonts, colours and visual styles.

Quick visual plan

Number the order in which the audience should see the information:

Order: ____	Event title
Order: ____	Tagline
Order: ____	Date and time
Order: ____	Venue
Order: ____	Registration/contact

Build It in Canva

Step	What to do	Done
1. Canva	Open Canva and choose Instagram Post (square).	☐
2. Image	Use one relevant free image. Crop around the focal subject.	☐
3. Headline	Add the event title and make it the first thing people see.	☐
4. Information	Group date/time and venue. Keep contact details smaller.	☐
5. Type	Use no more than two typefaces and three text levels.	☐
6. Colour	Use one main colour, one accent and one neutral.	☐
7. Layout	Align related elements and create breathing room.	☐
8. Simplify	Remove anything that does not help the message.	☐
9. Test	Zoom out. Can the message still be understood quickly?	☐
10. Export	Download the final design as PNG.	☐

My style choices

Typeface 1

Typeface 2

Three-colour palette

Peer Review: Three Useful Questions

1. What do you see first?

2. What information is difficult to find?

3. What could be removed or simplified?

One revision I will make

Final design checklist

MESSAGE

- ☐ The main message is immediately clear.
- ☐ The audience knows what to do next.

TYPE

- ☐ All text is readable.
- ☐ I used no more than two typefaces.
- ☐ The text levels are clearly different.

COLOUR

- ☐ The colours work together.
- ☐ Text and background have enough contrast.

LAYOUT

- ☐ Elements share clear alignment.
- ☐ Related details are grouped.
- ☐ There is enough empty space.

IMAGE

- ☐ The image is relevant and clear.
- ☐ The crop strengthens the message.

FUNCTION

- ☐ The date, venue and contact details are correct.
- ☐ The design fulfils the brief.

My Design Reflection

The main message in my design is...

The first thing viewers should notice is...

One design rule I used intentionally was...

The peer feedback that helped me most was...

One improvement I made was...

A skill I would like to practise next is...

Exit ticket

One design decision I made intentionally today was:

Keep this principle

CANVA PROVIDES TOOLS. DESIGN DECISIONS CREATE COMMUNICATION.