

Course Module: Creating Your First Designs

1. Designing a Simple Social Media Post

Learning Objectives:

- Understand the dimensions for popular platforms.
- Incorporate text, images, and brand colors effectively.

Steps:

- Choose a template suitable for the platform (e.g., Instagram: 1080x1080px).
- Replace placeholder text and images with your own.
- Adjust colors and fonts to match your style.

Tip: Keep text minimal for better engagement.

Image Suggestion: Screenshot of a Canva Instagram post template.

Caption: "Use templates to quickly create professional social media content."

2. Making a Business Flyer/Poster

Learning Objectives:

- Select the correct size (A4 for flyers, custom for posters).
- Highlight key information with strong visual elements.

Steps:

- Use Canva's "Flyer" or "Poster" templates.
- Add your business logo and headline.
- Include important details: date, location, contact info.
- Use eye-catching images or illustrations.

Tip: Avoid clutter—leave white space for a clean design.

Image Suggestion: Canva flyer editor screen.

Caption: "Flyers and posters help promote events or products effectively."

3. Tips for Layout, Spacing, and Visual Hierarchy

Learning Objectives:

- Organize elements to guide the viewer's eye.
- Balance spacing for clarity and aesthetics.

Layout Tips:

- Use grids and alignment tools in Canva.
- Ensure text is easy to read by maintaining contrast.

Spacing:

- Keep consistent margins and padding.
- Avoid overcrowding elements.

Visual Hierarchy:

- Use font size, color, and positioning to highlight key points.

Image Suggestion: Canva layout grid example.

Caption: "Good spacing and hierarchy make your design look professional."

4. Saving Your Design in Different Formats (PNG, JPG, PDF)

Learning Objectives:

- Choose the right file type for your needs.
- Export designs for print or digital use.

File Formats:

- PNG: Best for high-quality digital use, transparent backgrounds.
- JPG: Smaller file size, good for social media.
- PDF: Best for printing or sharing as documents.

Steps:

- Click "Share" → "Download" → Select format.

Image Suggestion: Canva download settings panel.

Caption: "Export your designs in the format that suits your purpose."