



**Develop Your  
Creativity**

# DESIGNING IN CANVA IN A NUTSHELL

## SCENARIO I



Funded by  
the European Union



**Erasmus+**

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KREATYWN I DLA  
BIZNESU**

PARTNERS:



# Table of Contents

<b>GENERAL INFORMATION</b>	<b>3</b>
• Duration of classes	
• Recipients of the classes	
• Number of contestants	
• Working methods/techniques	
• Materials needed for the meeting	
• Purpose of the workshop	
<b>II INTRODUCTION</b>	<b>6</b>
• Introducing the lecturers/teachers	
• Ice breaker: Group integration	
• Establishing group rules	
• Stages of presenting a mind map	
<b>III MERITICS</b>	<b>10</b>
<b>PANEL I</b>	<b>12</b>
Your own invitation design	
Visible advertisement	
Professional certificate	
Original greeting card	
<b>PANEL II</b>	<b>83</b>
Uploading photos to Canva	
Create a collage in Canva	
Create an original poster in Canva	
Creating a Facebook post	
<b>PANEL III</b>	<b>102</b>
Create a unique logo in Canva	
<b>PANEL IV</b>	<b>109</b>
Create a professional typeface in Canva	
<b>IV END OF THE WORKSHOPS</b>	<b>119</b>
<b>V EVALUATION QUESTIONNAIRE</b>	<b>120</b>
<b>VI MODEL OF THE DIPLOMA</b>	<b>122</b>



# I GENERAL INFORMATION



## Duration of classes:

5 clock hours

## Recipients of the classes:

The recipients of the workshops are adults aged 45-70 who are members of the Universities of the Third Age, Senior Clubs, libraries, community centers, thematic circles or other places associating elderly people. The scenario can be used by elderly people, who often have barriers in creating creative forms of communication, and all people related to adult education.

## Number of participants:

Workshop group for 10 people of both sexes. You can also conduct a workshop in a smaller group of at least 6 people, depending on the premises conditions, but not more than 14 people.

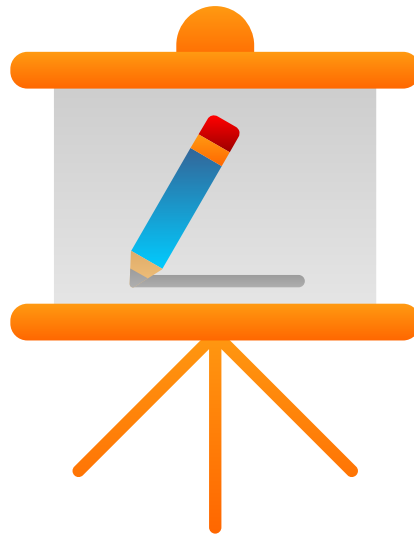
## Proposed techniques / methods of work:

- individual work,
- work in the CANVA graphics program,
- brainstorm.

# I GENERAL INFORMATION

## Examples of materials needed to carry out the meeting:

- work cards,
- laptop/phone,
- markers,
- markers,
- pens, certificates,
- evaluation questionnaire,
- sticky notes,
- A3 cards,
- bristol.



# Purpose of the workshop

## Information for the trainer

While the aging process is different for everyone, we all go through some fundamental changes. Not all of them are what you can expect. For example, despite their deteriorating health, older people tend to be much happier and better appreciate what they have and the need to create creative solutions, and creativity is considered one of the key competences of the 21st century. It is a skill that is needed in almost every job and position.

Despite this, it is not often taught in schools or universities. For many people, non-formal education is therefore the only opportunity to acquire and develop this skill. Moreover, aging also makes some things more difficult, one of which is using technology. In order to implement innovative methods of working with adults, experts developed a set of educational materials for conducting workshops on creativity for adults using the image, including workshop scenarios, exercise kits, and instructional videos for educators. In this scenario you will find innovative sets of exercises for adults with the use of graphic design in the CANVA program.

CANVA is a web-based graphic design tool launched in 2012. The site includes a library where images, graphics and fonts are shared. The online program has default filters and advanced editing functions. CANVA allows you to use ready-made templates and create projects, among others book covers, presentations or invitations from scratch. The program is very easy to use because it works on the "drag and drop" principle. What does this mean in practice? All design elements can be easily moved with the mouse and edited using the keyboard.

The exercises included in the scenario will help to unleash your creativity, build potential and help you with your daily chores. We will go with you through the path of creating innovative projects in practice - from the simplest graphics to complex poster designs. From now on, something that was previously impossible or too difficult will become reality. We invite you to the world of creative ideas. To work!

## II INTRODUCTION

### Work style

Participants sit in a semicircle and the facilitator takes the place in front of the group. The trainer's task is to prepare seats for the participants of the training in advance.



### The participants are planned to achieve the following results:

- the ability to design graphics for social media;
- the ability to create printable graphics, i.e. invitation, announcement, certificate, poster;
- skilful use of the database of ready-made photos and videos;
- the ability to upload photos, videos, graphics to the CANVA program;
- efficient creation of graphics using available templates;
- the ability to prepare a consistent branding of the company (e.g. logo);
- the ability to choose appropriate graphics;
- the ability to enter and edit text in projects and graphics (official letter).





# The course of the workshop

## 1.1. Introducing the teacher / teachers. Greeting (5 min.)

- First name, Last Name,
- education,
- experience,
- interested.

## 2. Introductions of the training participants (15 min.)

Writing the name on a sticky note and sticking it on the visible part of the clothes. Then, each of the participants, briefly - in one sentence, presents their expectations regarding the training.

## 3. Group rules (25 min.)

The tutor prepares a mind map titled with the topic of the training. It creates 4 main branches from the main topic:

- TRAINING OBJECTIVES
- EXPECTATIONS
- RULES
- TRAINING EVALUATION. TIPS FOR THE FUTURE

(identifying aspects of the training that can be improved in the future).

Trainer hangs the prepared mind map in the training room so that it is visible to each of the participants.



## Stages of presenting a mind map:

1. Presentation of the main goals of the training recorded on a previously prepared mind map.
2. The facilitator asks the participants about their expectations regarding the training and writes them down on a mind map using the activating method: brainstorming.
3. The instructor defines the 3 most important rules that apply during the training. Additionally, the instructor emphasizes the possibility of implementing 1 principle proposed by the training participants.
4. The last point of the mind map is part of the training evaluation. After the workshop, the tutor asks the participants how they evaluate the training and writes down their comments on a mind map.



# III. CONTENT

**Canva** – is a popular, free image maker. It is an extremely intuitive and easy-to-use tool, addressed to people who have no experience in graphics. Canva has a huge database of templates, fonts and photos that are easy to modify. The program allows you to use ready-made templates, but it is also possible to create a given project from scratch. Canva is available in both free and paid versions. Users who need more options can purchase a paid package - its cost is about \$ 10 per month. The program can be used via a computer via a web browser, as well as an application for smartphones with iOS and Android operating systems. To start using Canva, you'll need to create a free account or sign up with your Google, Facebook, or email address. The great advantage of this program is that basically anyone can use it. Even people who do not deal with graphics on a daily basis will be able to handle it.

The Canva logo is displayed in a large, stylized script font. The letters are a vibrant blue, and the word has a slight gradient, appearing lighter on the left and darker on the right.

## What features does Canva have?

Canva is a very simple graphics tool that has many useful features. After logging in, the user gets access to thousands of templates and photos. With this program, you can quickly and easily create a lot of simple, but still attractive graphics. In the program on the home page, you can view the history of recently designed or started graphics. With Canva, you can create teams and share designs with others, so multiple people can work on one project at the same time. Importantly, the program ensures adaptation to the current requirements of social networks. The program can design, among others:

- graphics for social media (Instagram, Facebook, etc.),
- invitations, cards, CV,
- thematic presentations,
- websites,
- logos,
- business cards,
- e-books,
- offers,
- posters,
- infographics,
- and many other graphic projects.





## PANEL I

### Your own invitation design

When creating an invitation, many people wonder what it should be like, how to write it to make it elegant, neat and thus original. There are many tips on the Internet on how to correctly write an invitation, what to include in it, what to pay attention to, what forms of politeness to use or what mistakes to avoid. This information is extremely useful, but it should also be remembered that in addition to professional text, graphic design is also important. There are many companies on the market that deal with professional design and printing invitations to order. Many people use this type of service, but thanks to the open access to the CANVA program, the invitation can be made at home. The only thing that is required is to have a computer, access to the Internet and a lot of creativity in its creation.

**Are you wondering how to do it?**

**It's nothing difficult!**

Below is a step-by-step instruction on how to design an invitation  
in the CANVA program.



*Invitation*



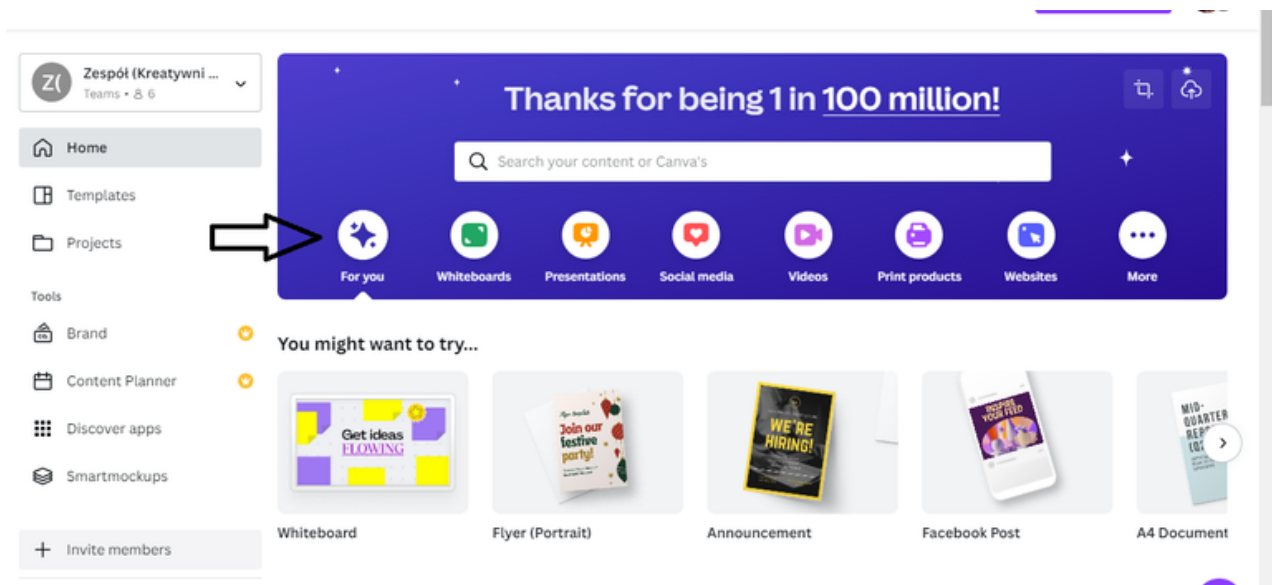
# PANEL I

## Your own invitation design

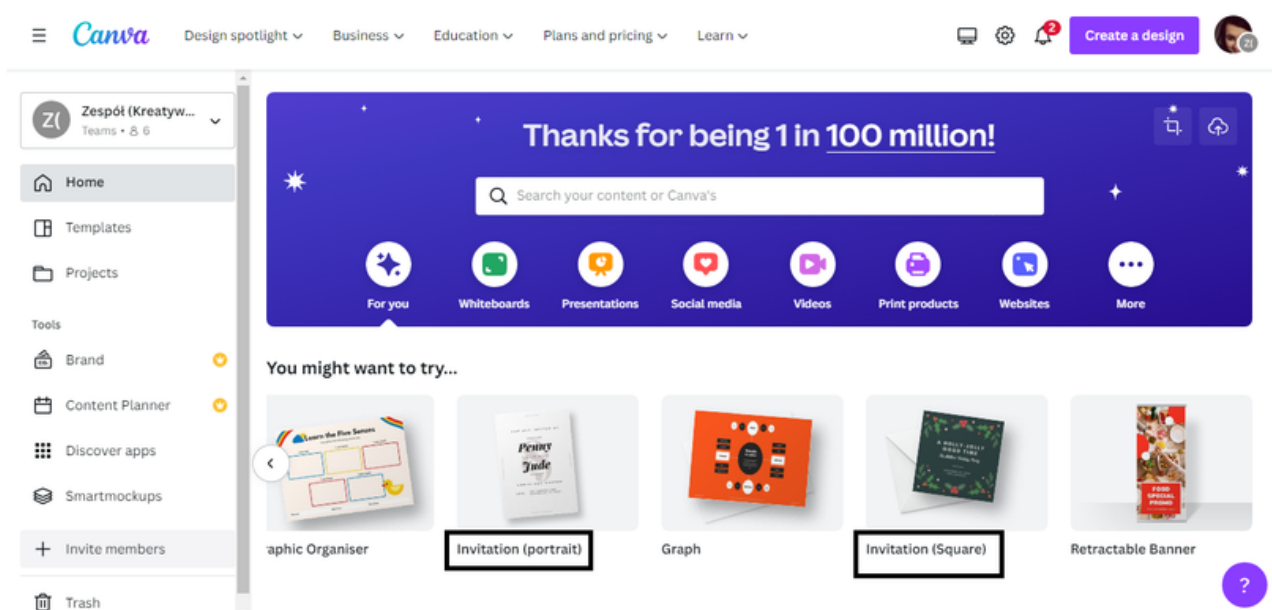
### PREPARATION OF THE INVITATION DESIGN IN THE CANVA PROGRAM - INSTRUCTION

STEP 1. Log in to the CANVA program.

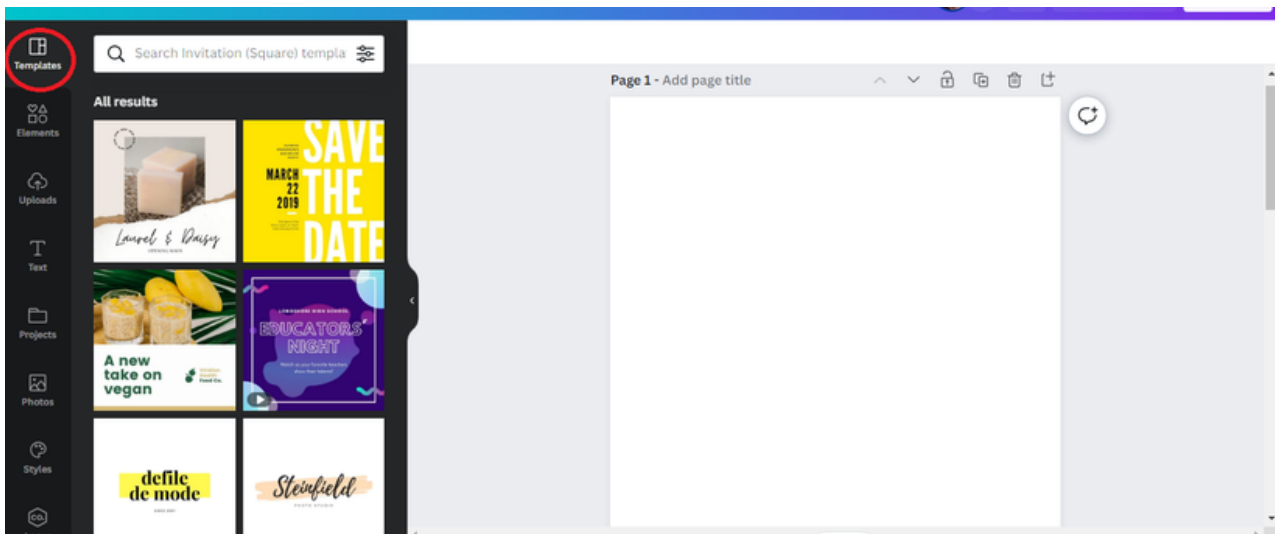
STEP 2. Click "For You".



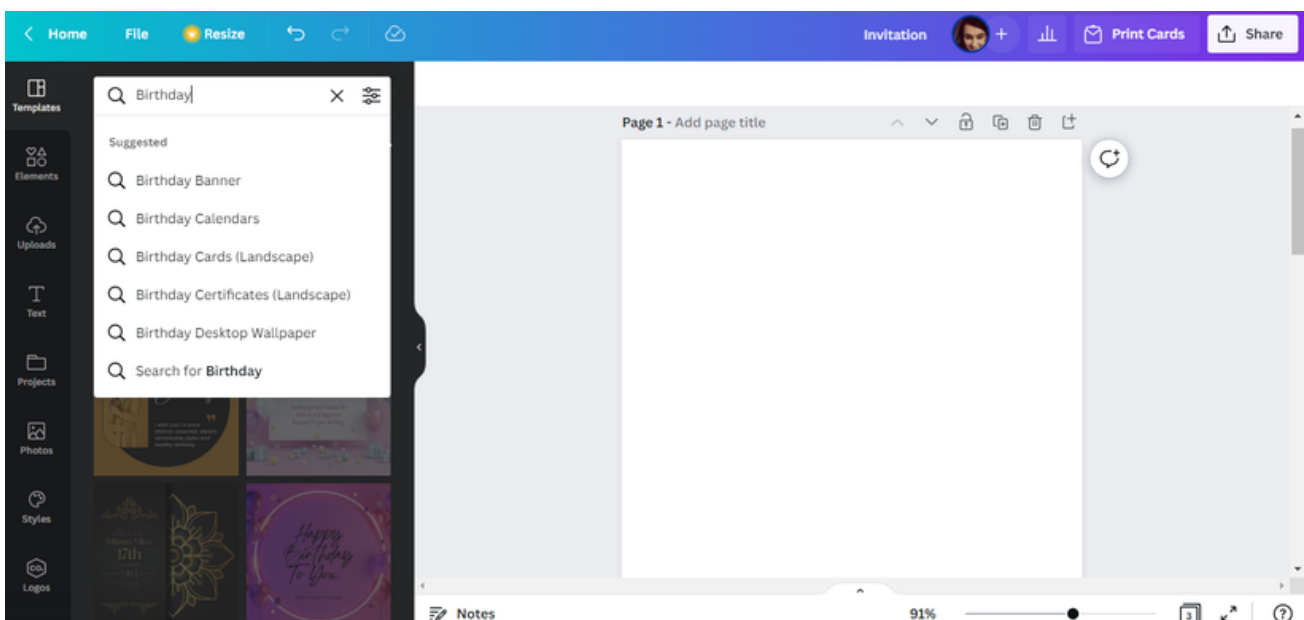
STEP 3. Then select the format of the invitation. You have two options: "Invitation (portrait)" and "Invitation (square)".



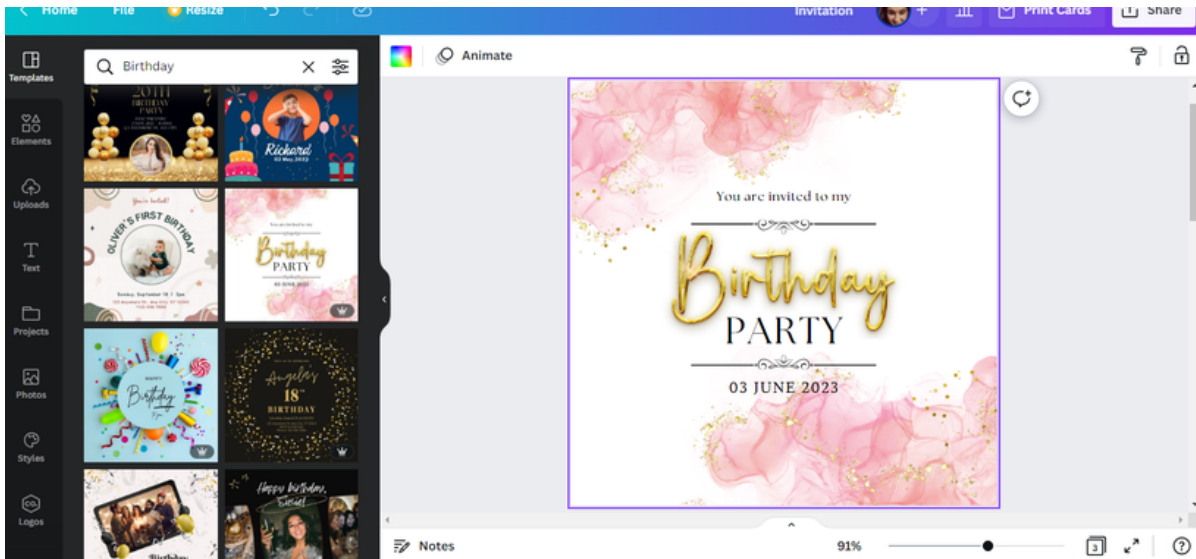
**STEP 4.** Once you have chosen the format of the invitation, the next step will be to choose the template. The "Templates" option is available in the bar on the left side of the interface.



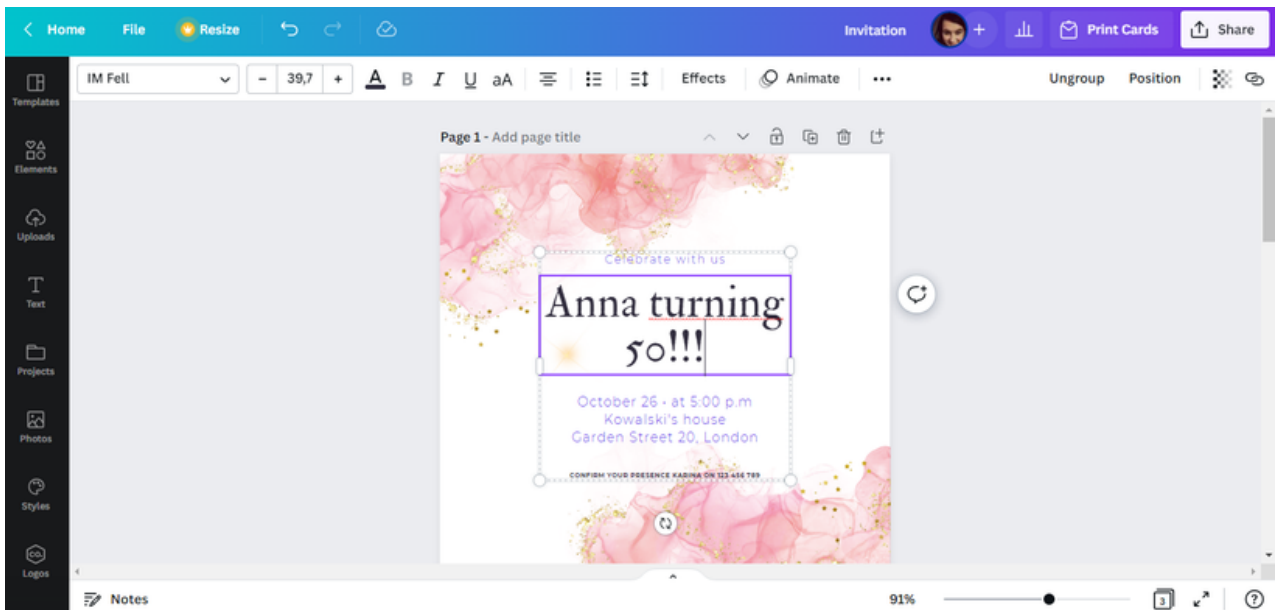
To facilitate the selection of the invitation template, on the template bar in the upper left corner, you can enter the subject of the event for which you are designing the invitation !!!



STEP 5. Choose a template according to your preferences.

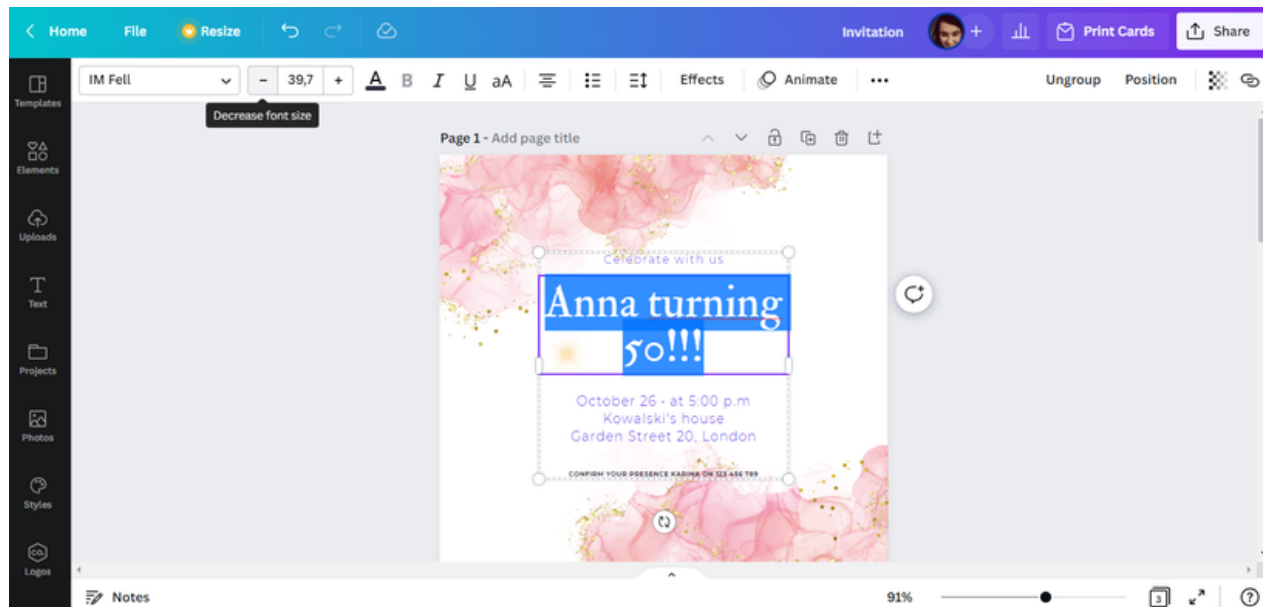


STEP 6. After selecting the template, modify the text of the invitation, entering the details of the party organized by you.



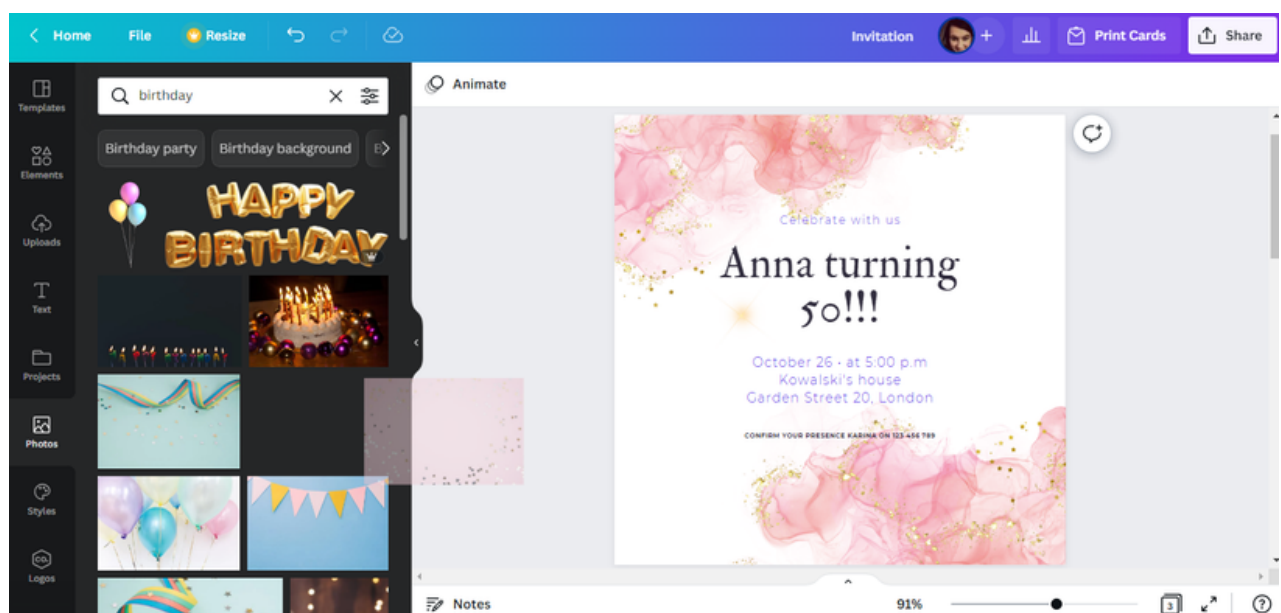
## REMEMBER!!!

In the CANVA program you can change the type, size and color of the font. You can also make the text bold, use the italic option, change the amount of space between words and even letters in a word.

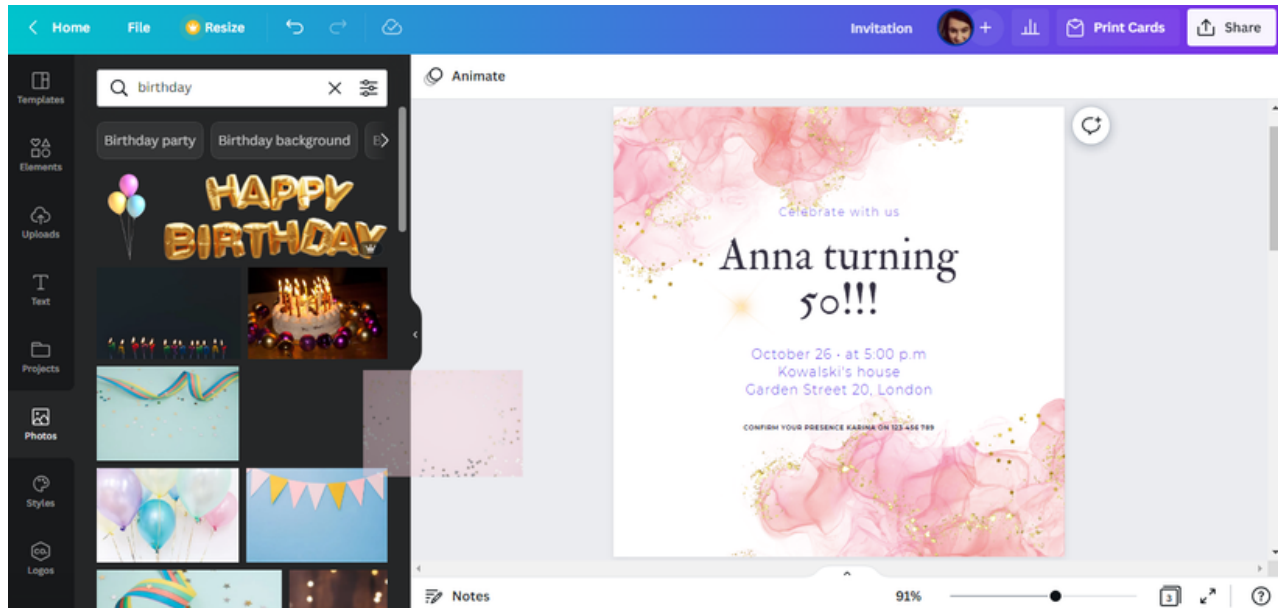


**STEP 7.** The next action you can do is change the graphics of the invitation. It is possible by changing the background (e.g. choosing a different photo).

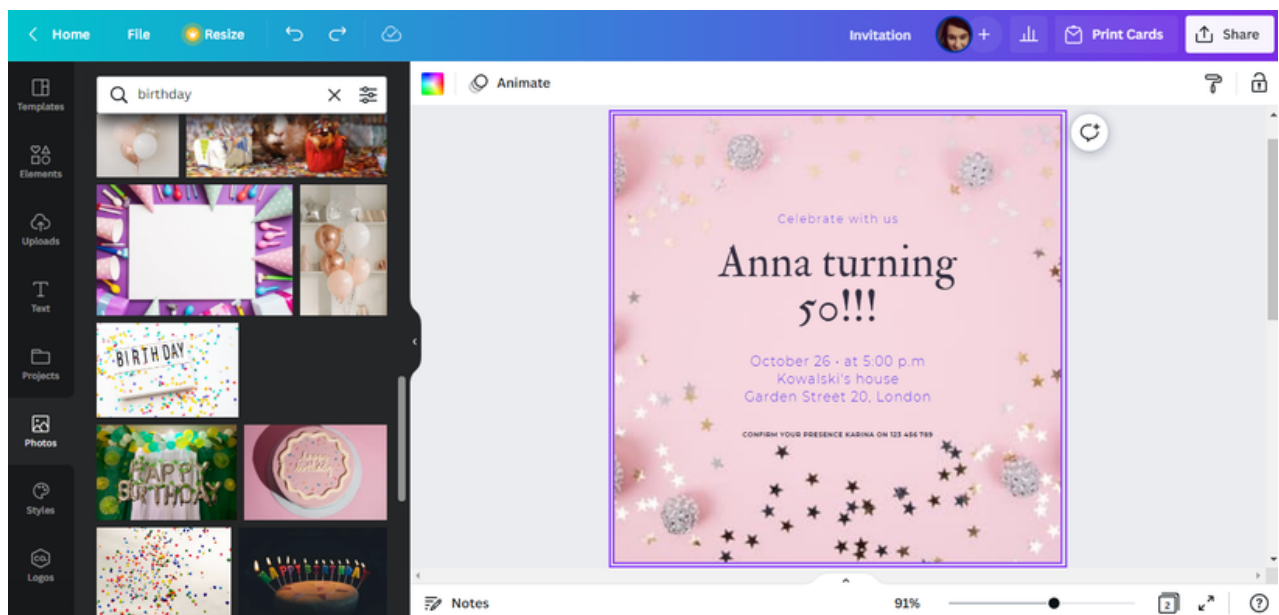
To do this, select the **"Photos"** option, and then enter the subject of the project in the "Search anything from Canva" box. This will give you a full array of photos that you can use.



After making your selection, drag the photo with your mouse towards the invitation design.

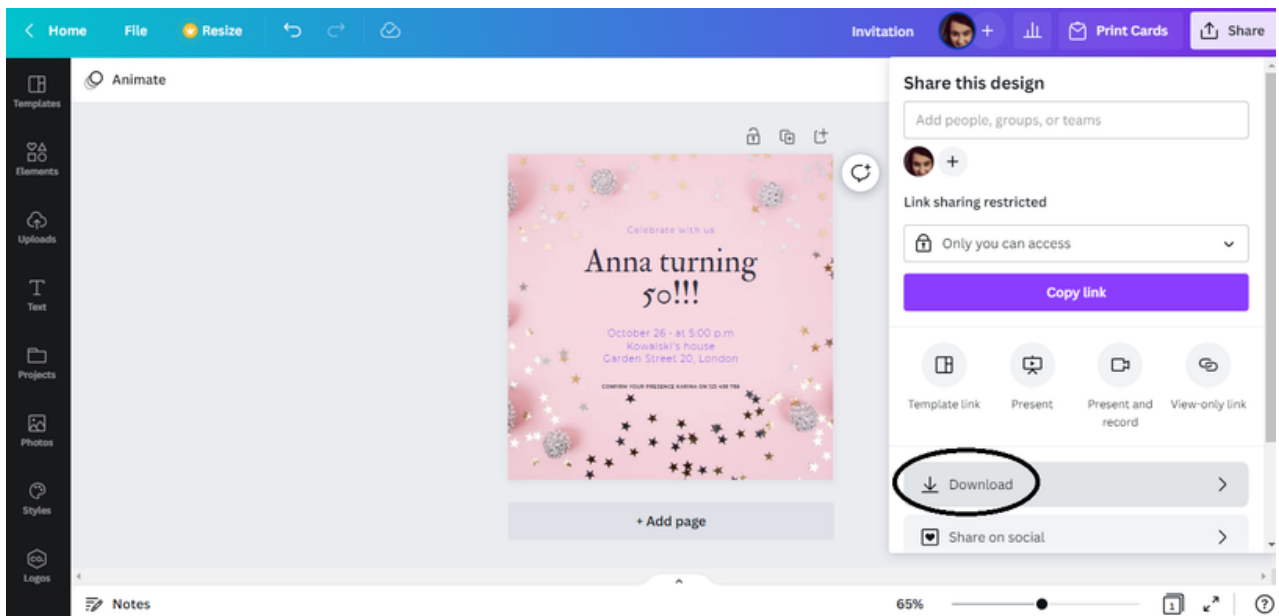


Then plot the photo on the invitation design. The background will change automatically.

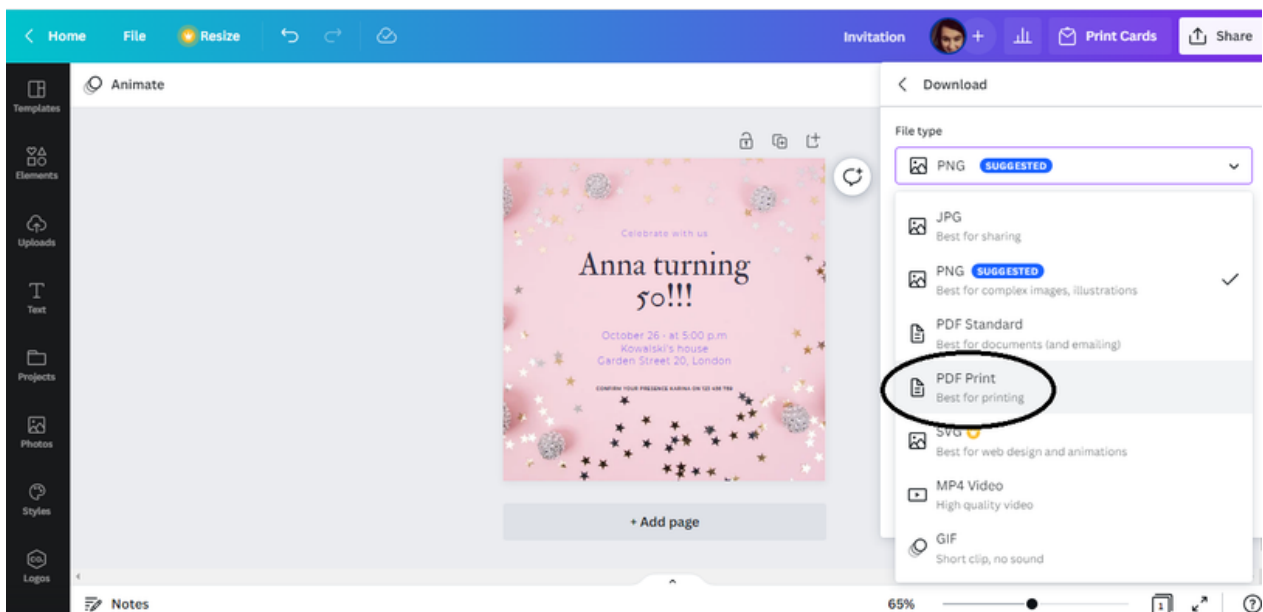




**STEP 8.** After finishing work, download the graphics for printing. You can do this by selecting the "Share" option in the upper right corner of the interface, and then "Download".



The recommended format for downloading graphics is "PDF Print".



#### INVITATION TEXT:

**CELEBRATE WITH US  
ANNA TURNING 50!!!  
OCTOBER 26 • AT 5:00 P.M  
KOWALSKI'S HOUSE  
GARDEN STREET 20, LONDON  
CONFIRM YOUR PRESENCE KARINA ON 123 456 789**

### EXERCISE 1 (30 min.)

The participants, using the CANVA program, are tasked with designing an invitation to the celebration of the 30th wedding anniversary. They then have to download their design in the format that is most preferred for printing.

#### TEXT FOR THE TRAINER:

*On the Worksheet No. 1 I distributed, there is an order to perform a task using the CANVA program. In accordance with the command, please design an invitation to the ceremony, which is organized on the occasion of the 30th wedding anniversary. Then download the developed graphic in the format you prefer for printing. You have 30 minutes for this exercise. In case you had any questions, I'll be glad to help.*



## WORKSHEET 1

Design your 30th wedding anniversary invitation using the CANVA program. Then download in the format that is most preferred for printing.

NOTES:

[illegible]



# PANEL I

## Visible announcement

Our own invitation design is behind us. This short written form is usually given to selected people whose presence is important to us during the event we are organizing. However, sometimes we want to announce a given initiative to a much wider group of recipients.

In this exercise you will try to design an announcement.

How to do it?

It's easy with the CANVA program!

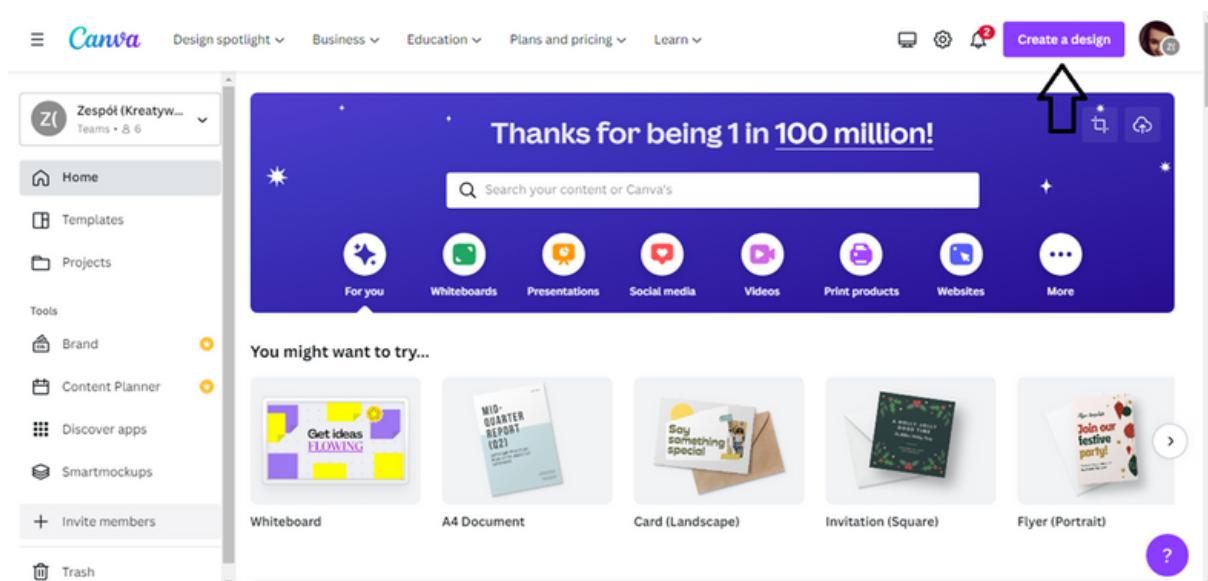
Below you will find instructions on how to design an announcement that attracts the attention of potential recipients.



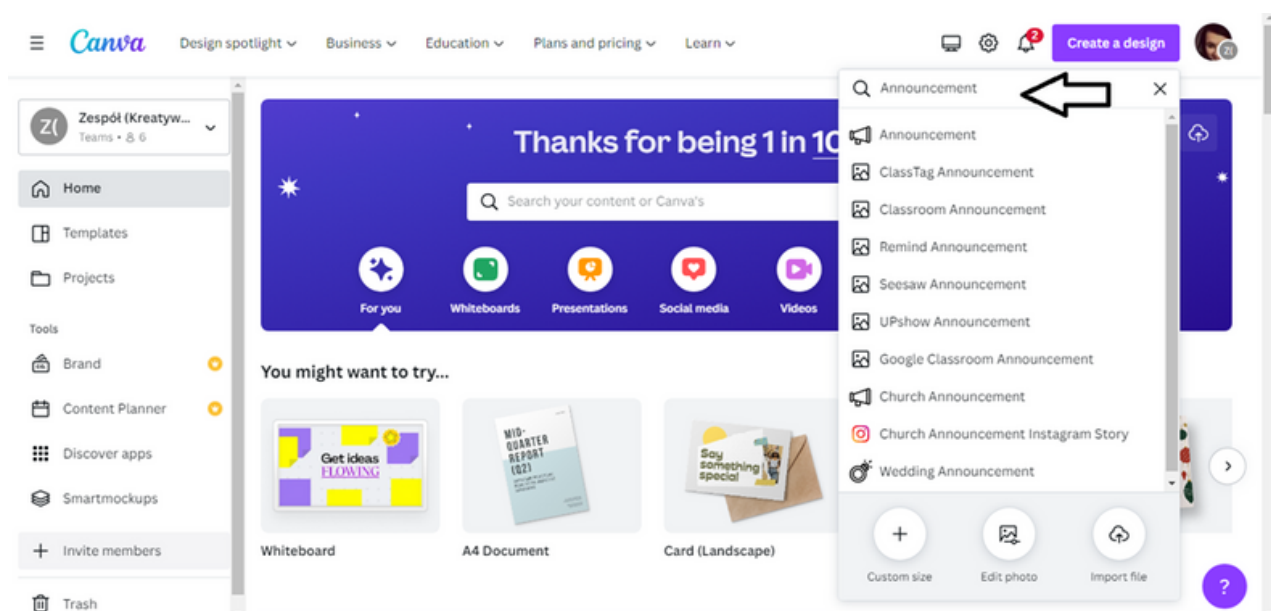
## PREPARATION OF THE ANNOUNCEMENT DESIGN IN THE CANVA PROGRAM - INSTRUCTION

STEP 1. Log in to the CANVA program.

STEP 2. Then, in the upper right corner, check the "Create a design" option.

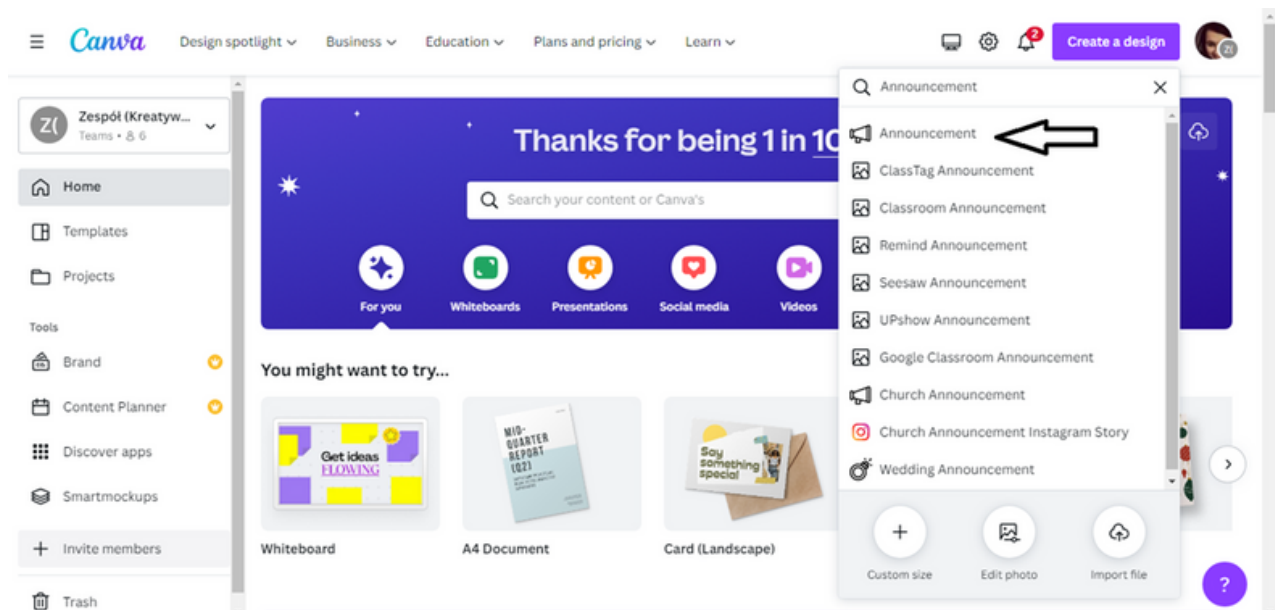


STEP 3. After selecting the "Create a design" option, a bar with default project proposals will appear on the preview. In the space provided for entering the text, enter the type of graphic you plan to design. In this case, it will be an *Announcement*.





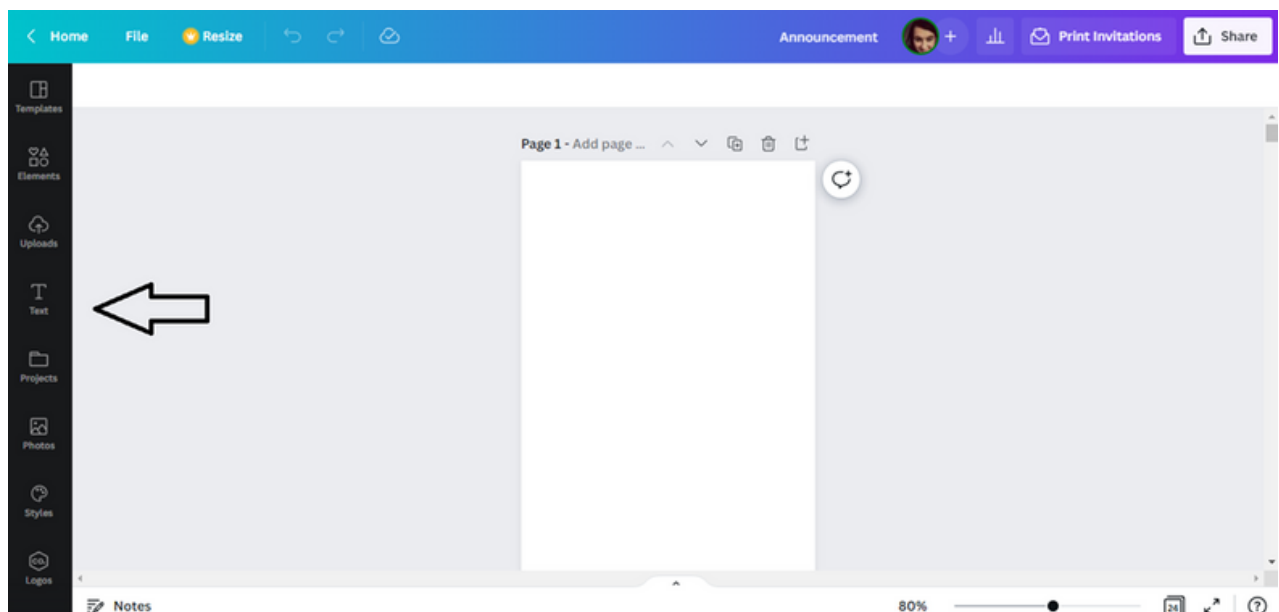
**STEP 4.** After entering the keyword, the bar will offer graphic formats of announcement. For this exercise, select the first option.



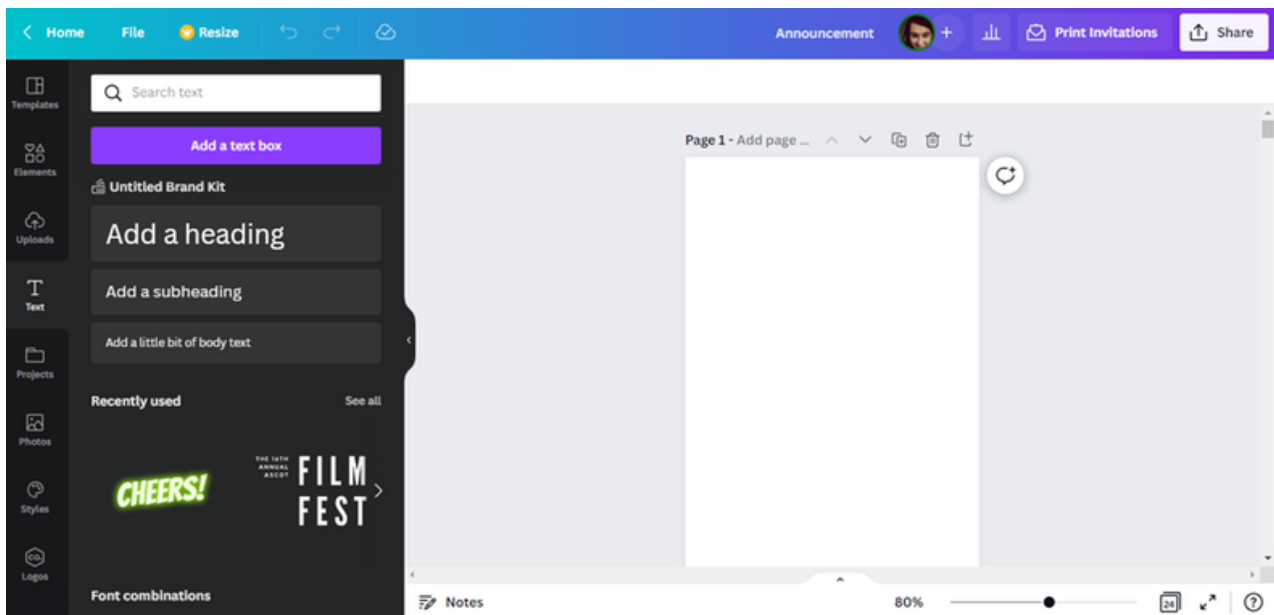
!!!The CANVA program default templates will not be used in this task. An original graphic template will be created with the use of the CANVA program tools!!!

!!!The announcement concerns the upcoming adult training!!!

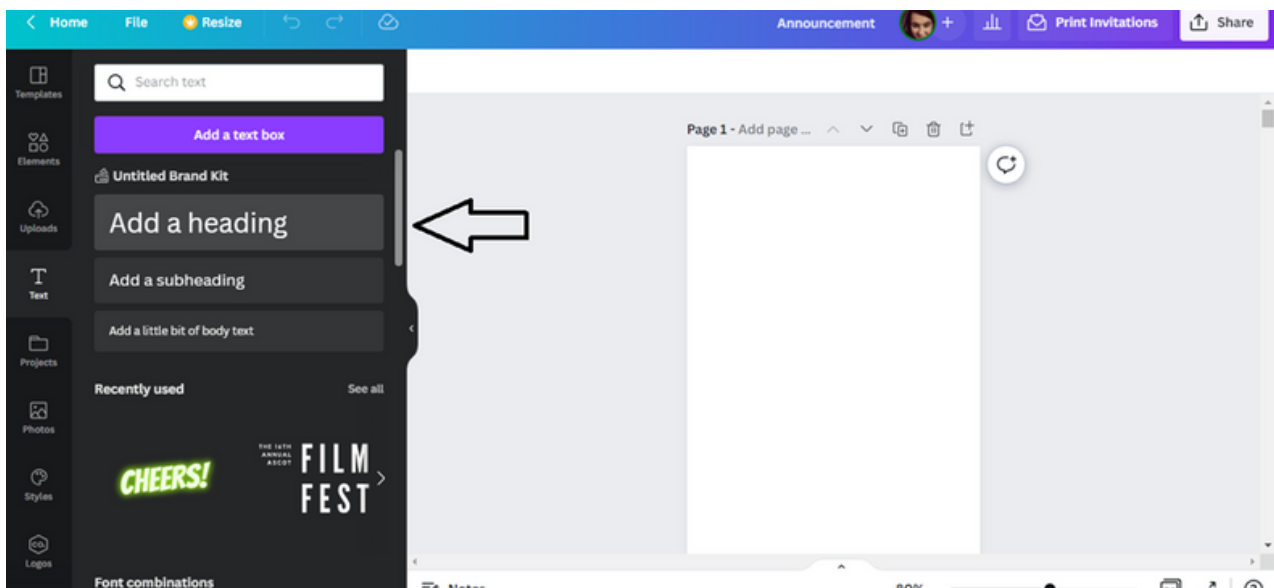
**STEP 5.** The first stage of work on the project will be to introduce the text of the Announcement. To do so, select "the Text" option on the toolbar on the left side of the interface.



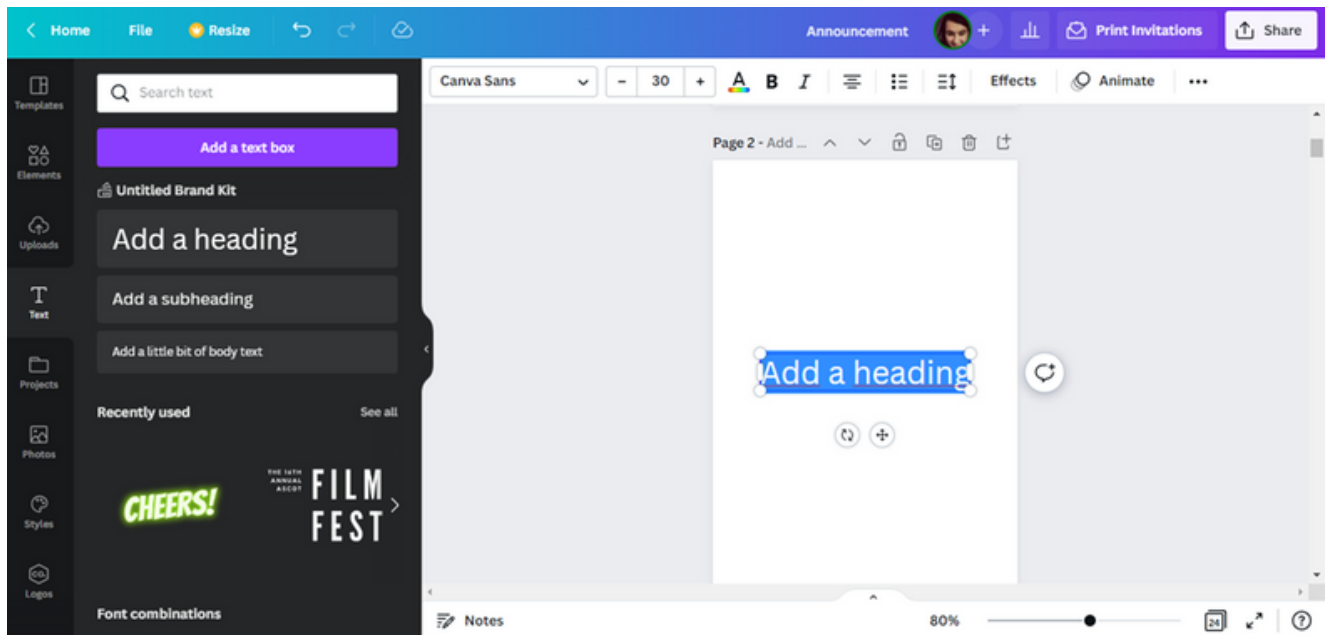
After clicking on “the Text” option, you will be able to enter text into the project.



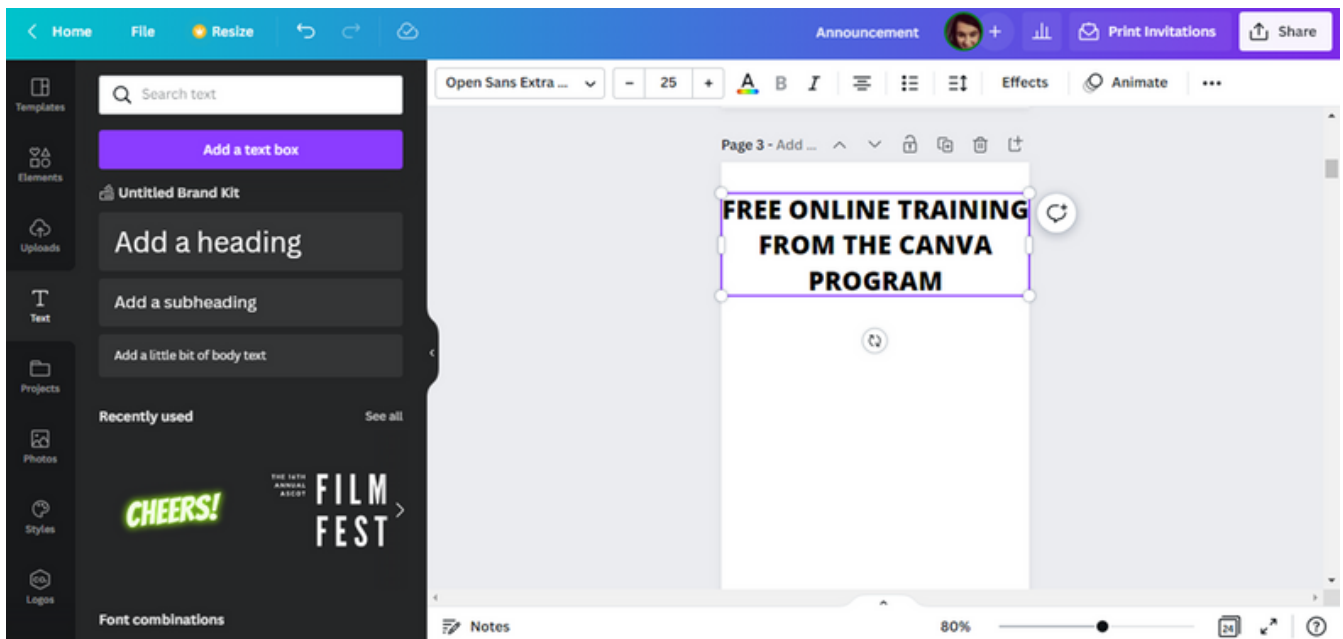
STEP 6. First, add a heading. To do this, click on the "Add a heading" option.



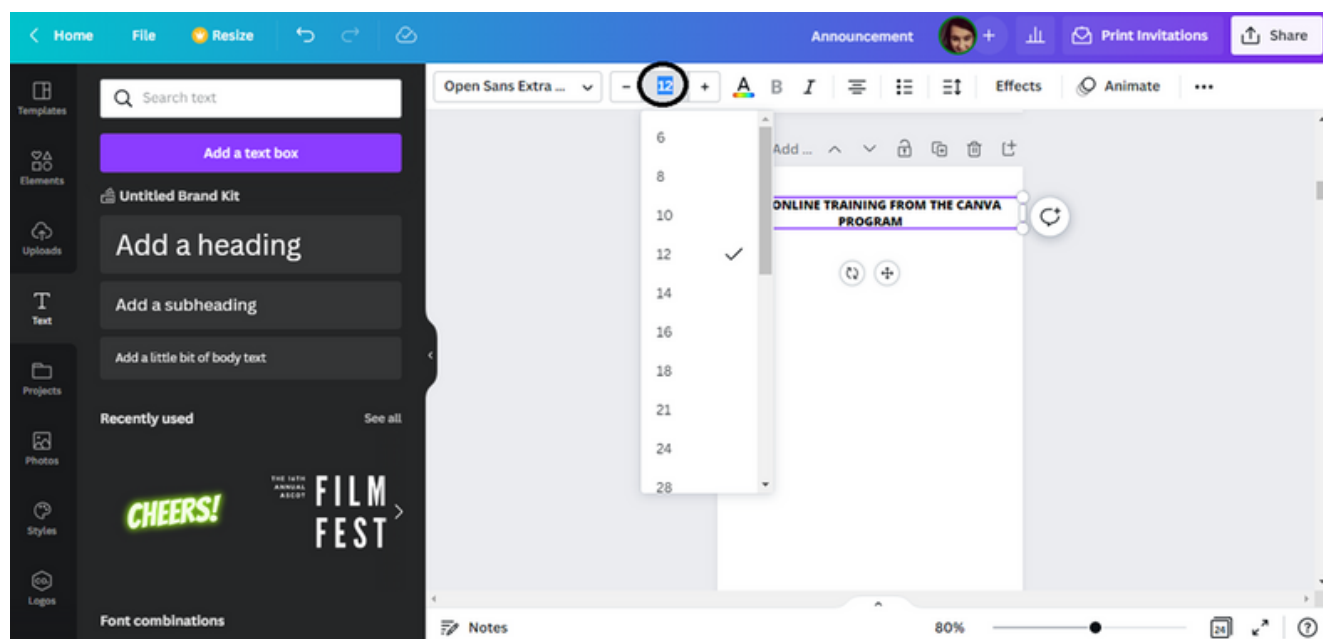
Automatically, a text box will appear on the design card where you can enter the heading of the advertisement.



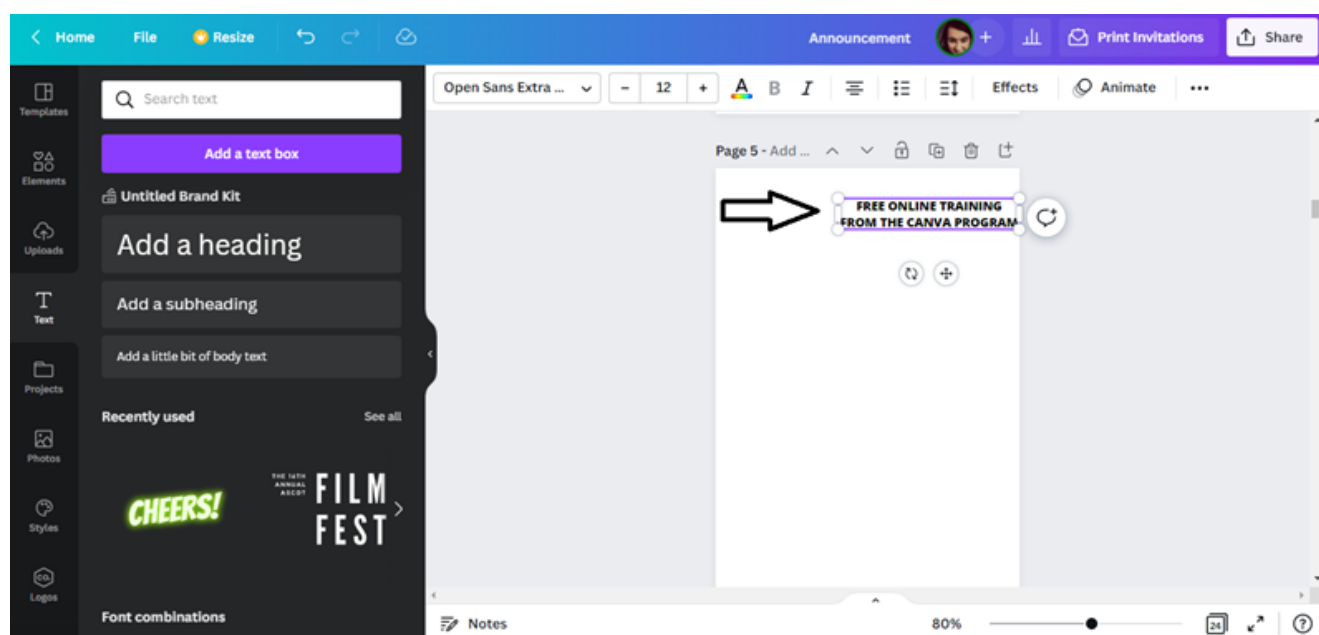
In the header field, enter the following text:  
FREE ONLINE TRAINING FROM THE CANVA PROGRAM.



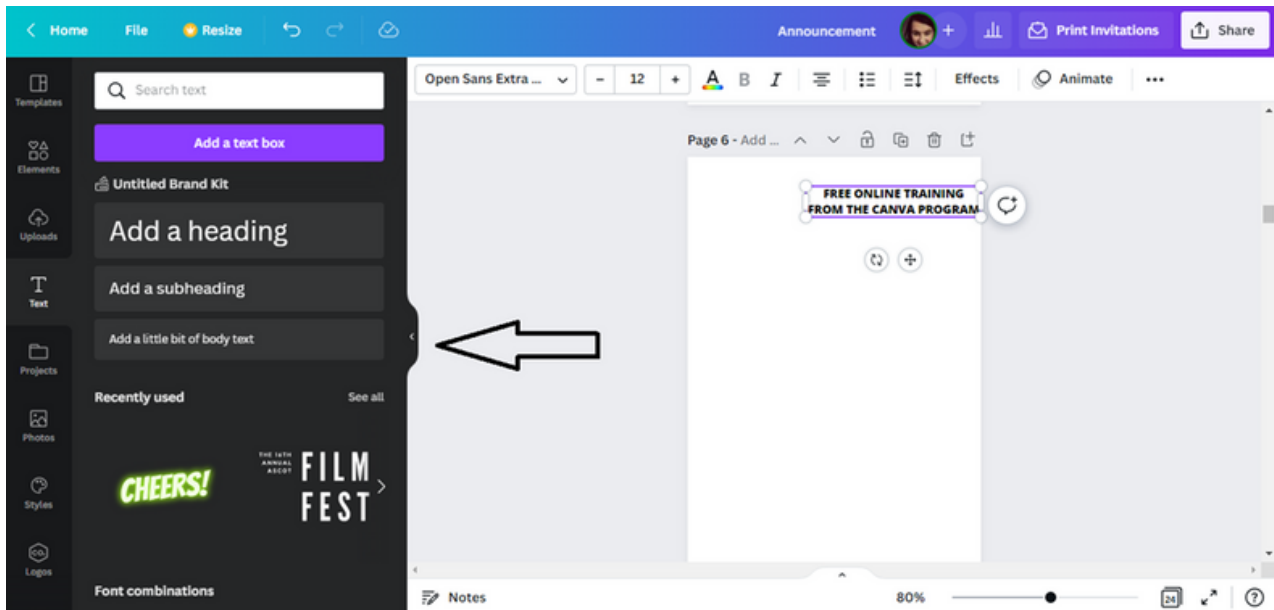
Change the font size to 12.



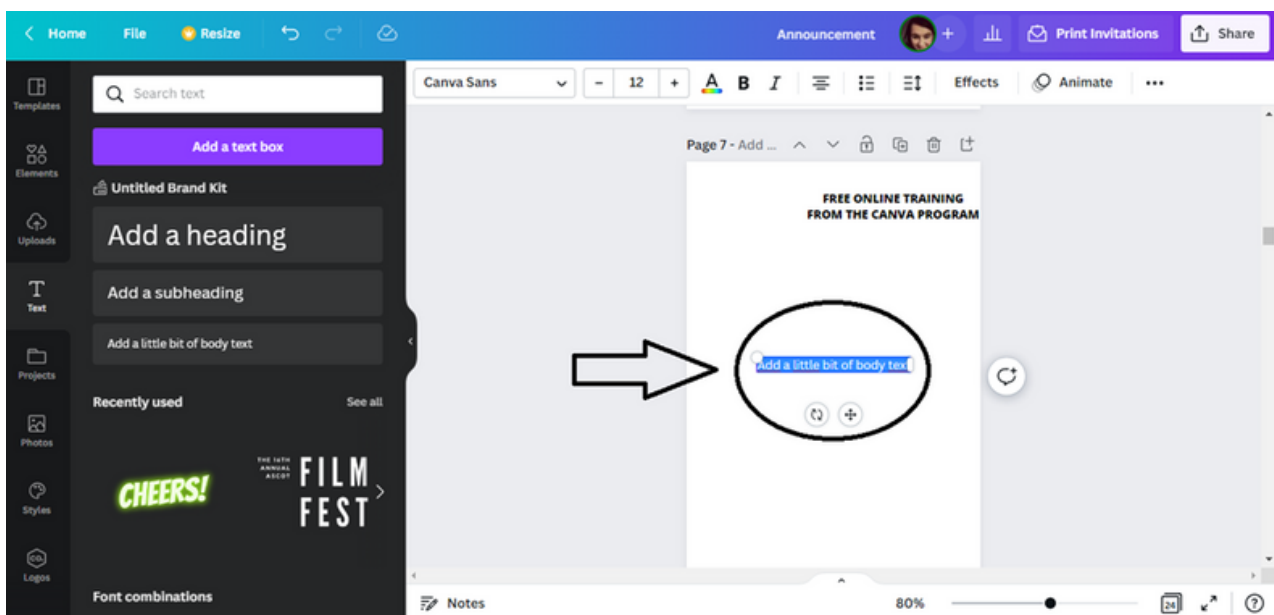
Then use the mouse cursor to collapse the text so that the text arrangement is the same as in the scheme below.



**STEP 7.** After entering the header, enter the main part of the announcement. To do this, you have to repeat the action described in **STEP 5**, i.e. expand the Text option on the toolbar. Then select a variant: **Add the text box**.

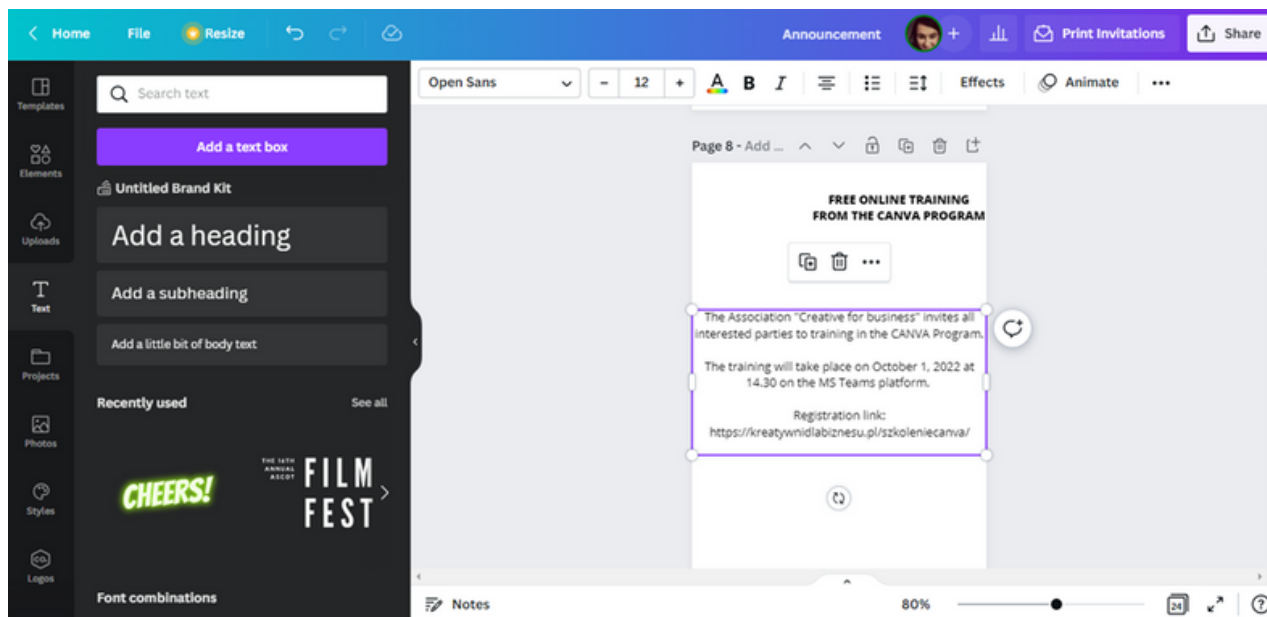


A text box will appear on the design template where you can enter the text of the announcement.

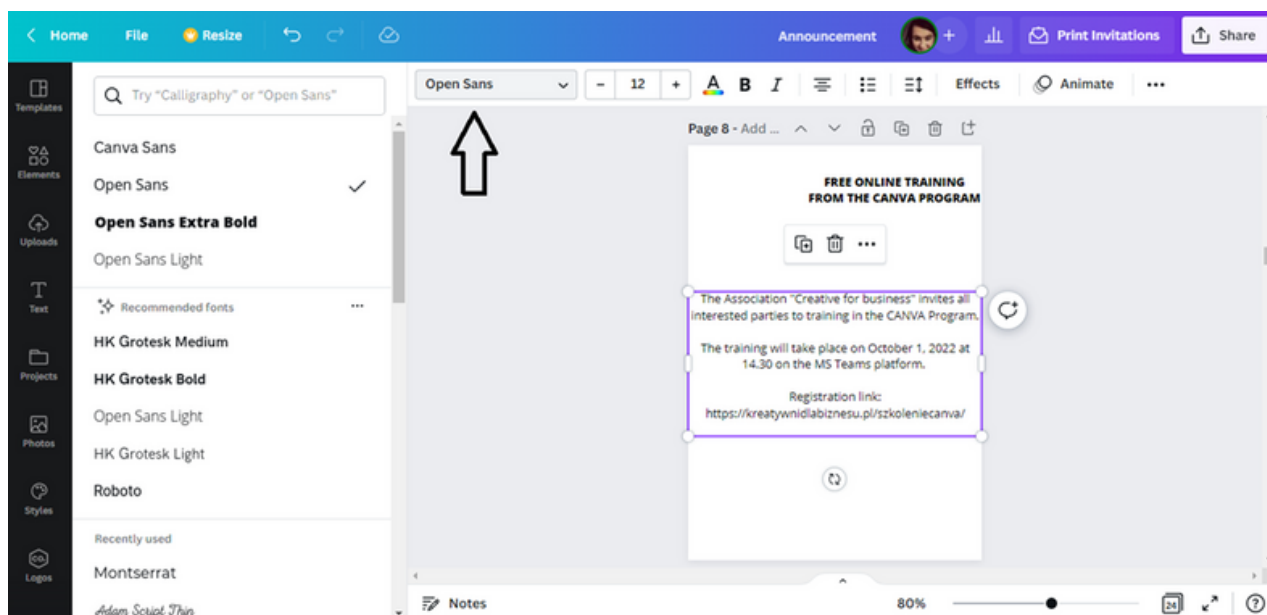




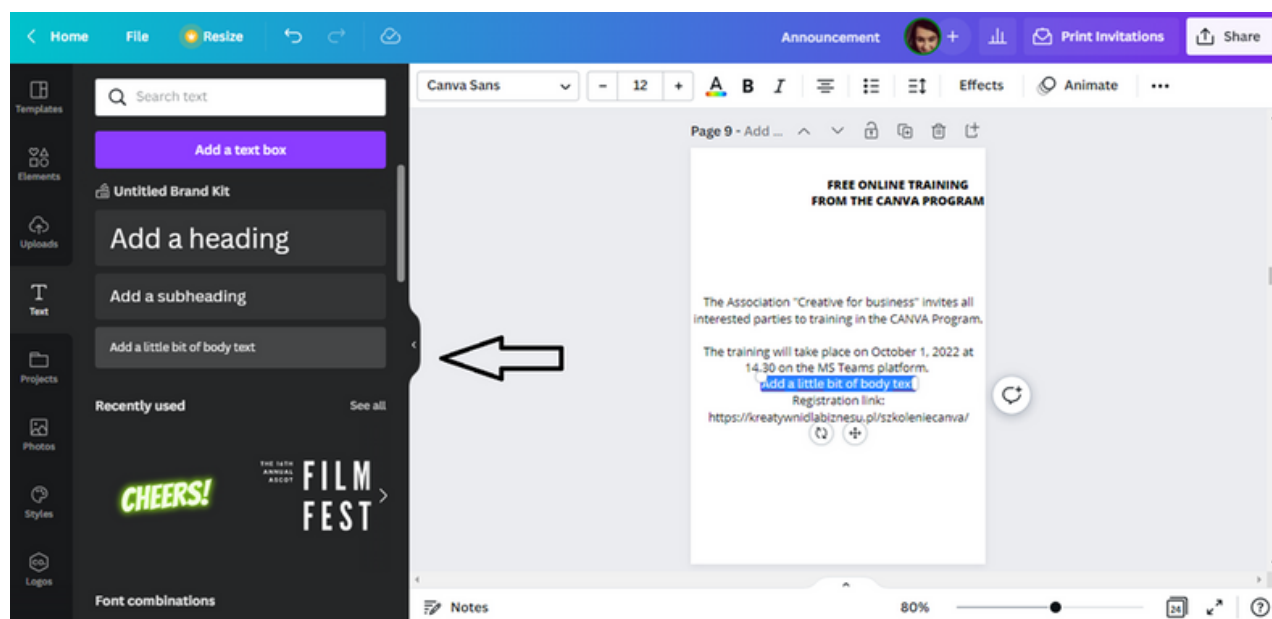
Enter the content of the announcement in the text field.



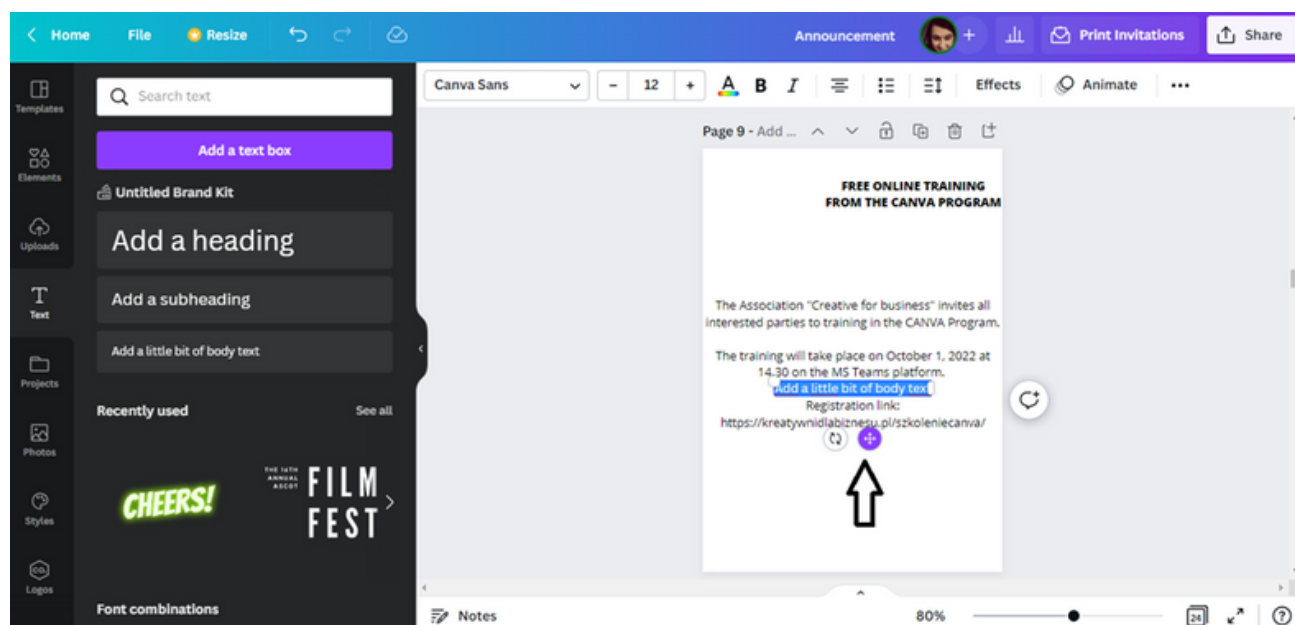
Change the font to Open Sans. The font size is 12.



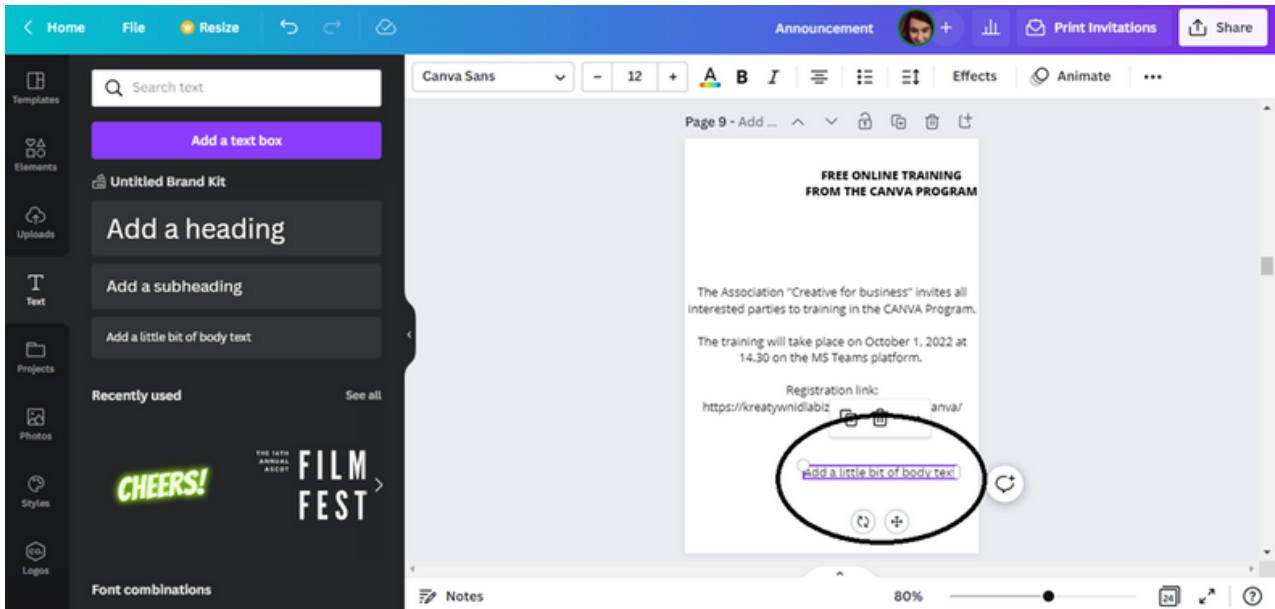
STEP 8. Enter the phrase "Join us!" in the lower right corner of the template. As in the previous steps, select Text from among the editing tools and click Add the text box.



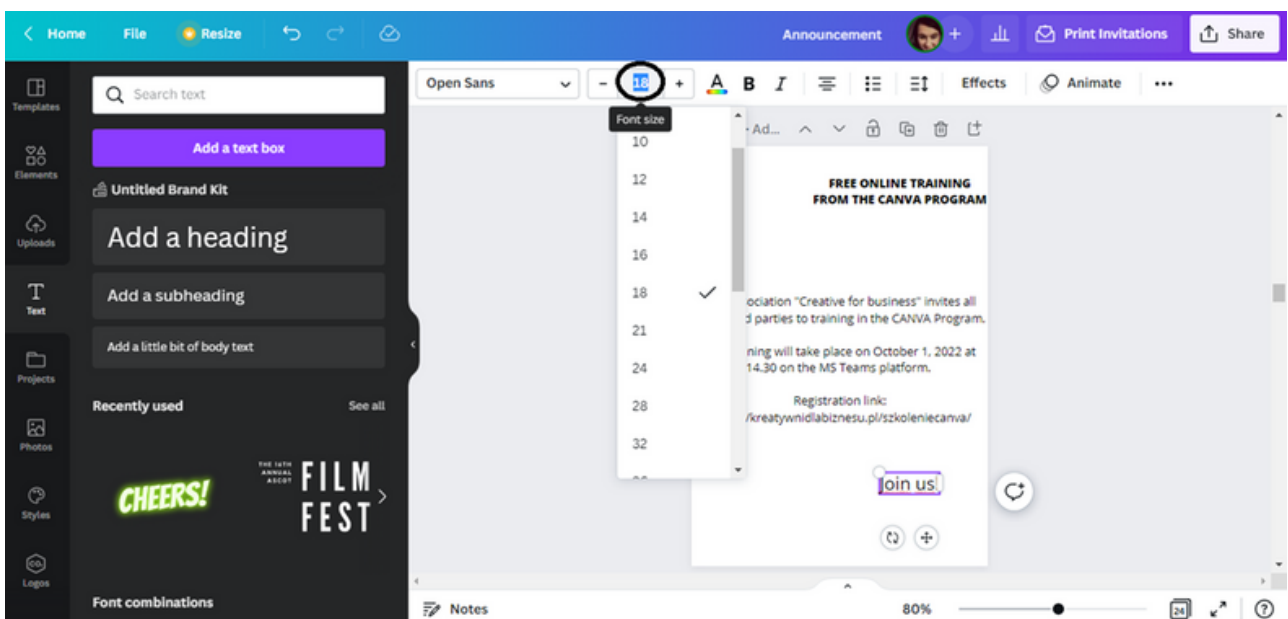
The text box automatically appeared in the center of the template. If you want to move them to the lower right corner of the template, you should hover your mouse over the icon with intersecting coordinates next to the text field.



Then move the text box to the lower right side of the template.



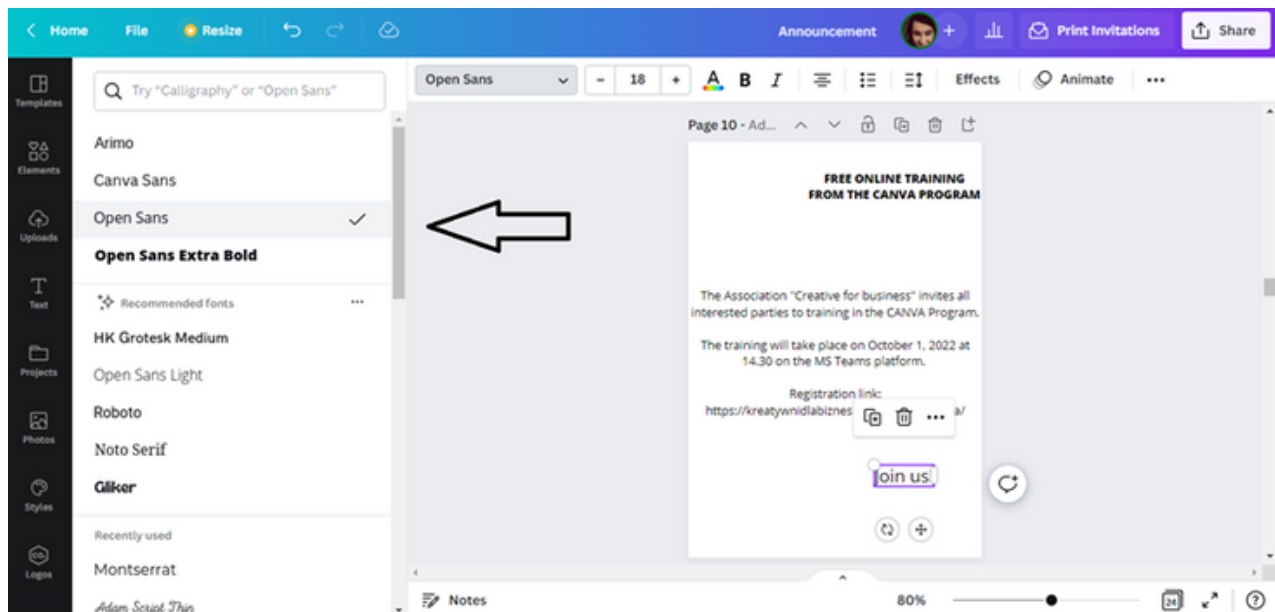
Enter the word "Join us!" in the text field and set the font size to 18.



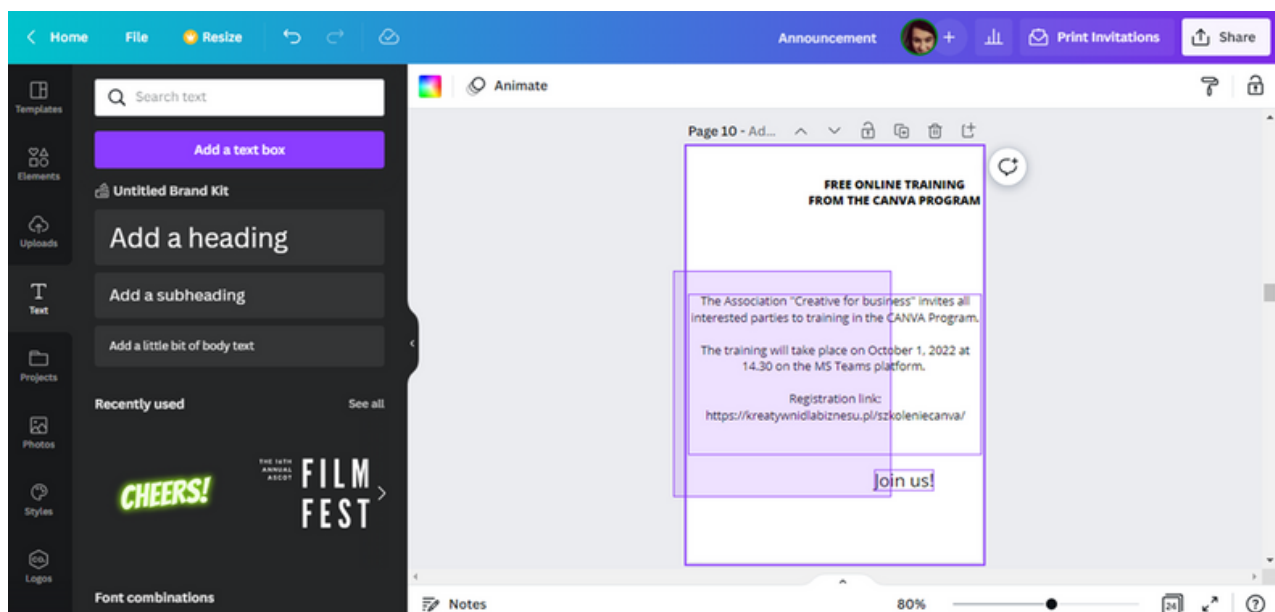
# PANEL I

## Visible announcement

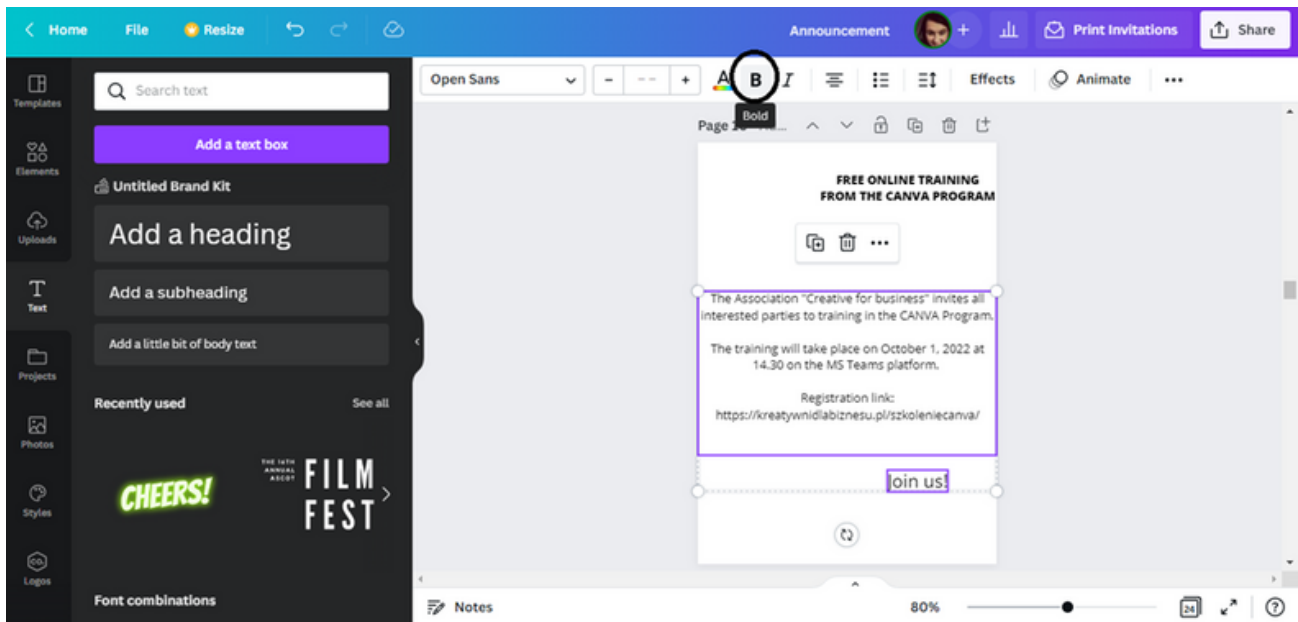
Change the font type to Open Sans.



Finally, select the text of the announcement.

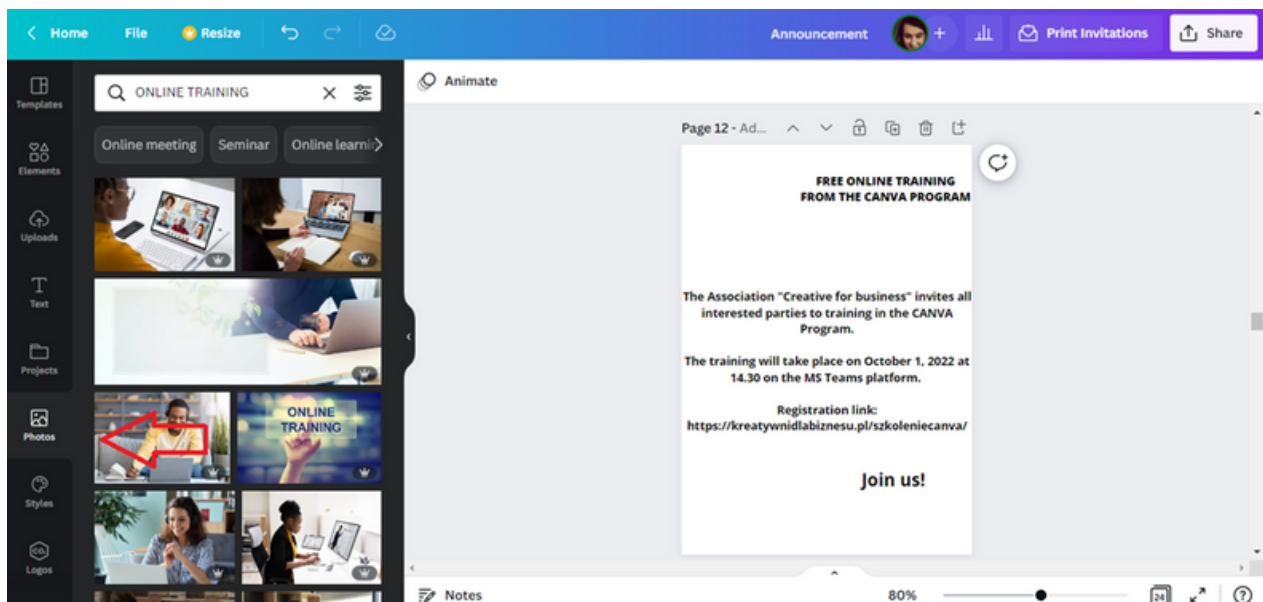


Then you make the font bold.

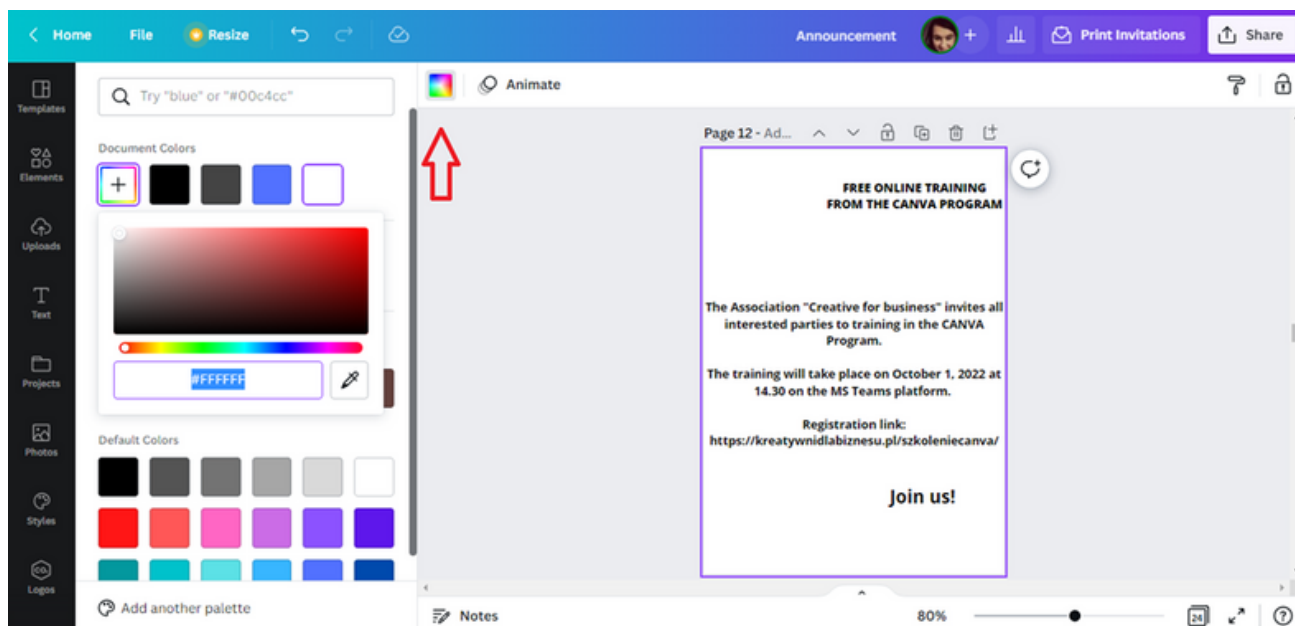


STEP 9. When you have added text to the design template, to diversify the external appearance of the Announcement, enter the graphic elements and background. First, enter a background. The CANVA program has many options for developing the background of the graphic. You can use for this purpose:

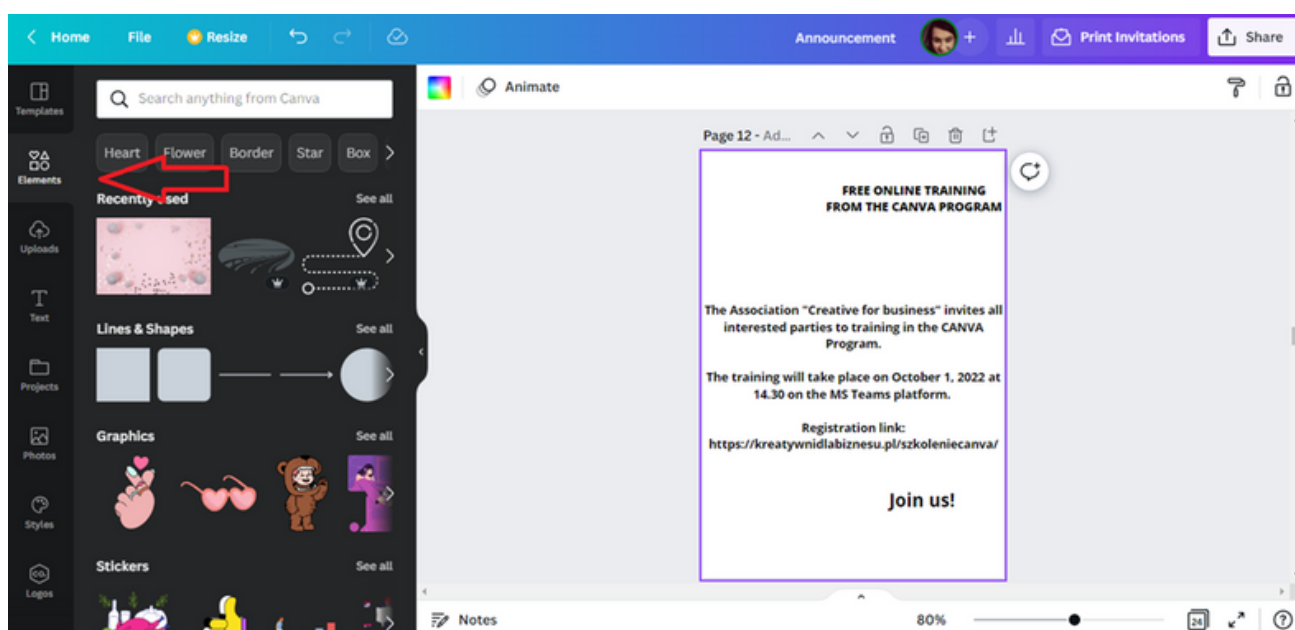
- photo (adequate to the subject of the announcement),



- a wide range of colors,



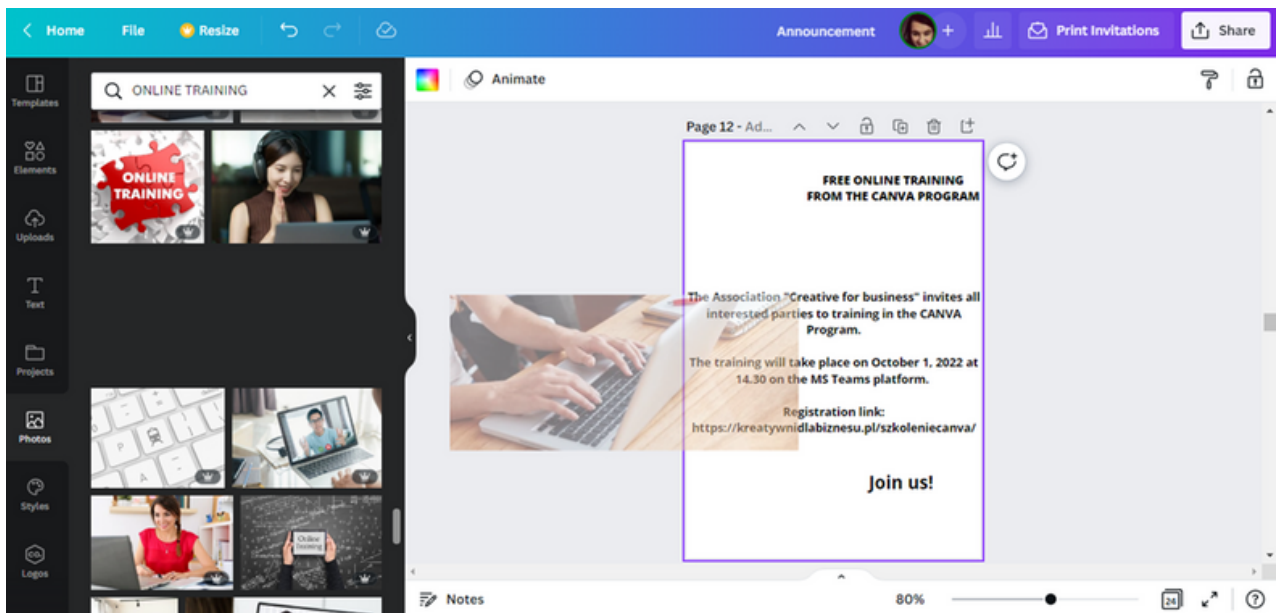
- a set of elements, i.e. lines and shapes, graphics, stickers.



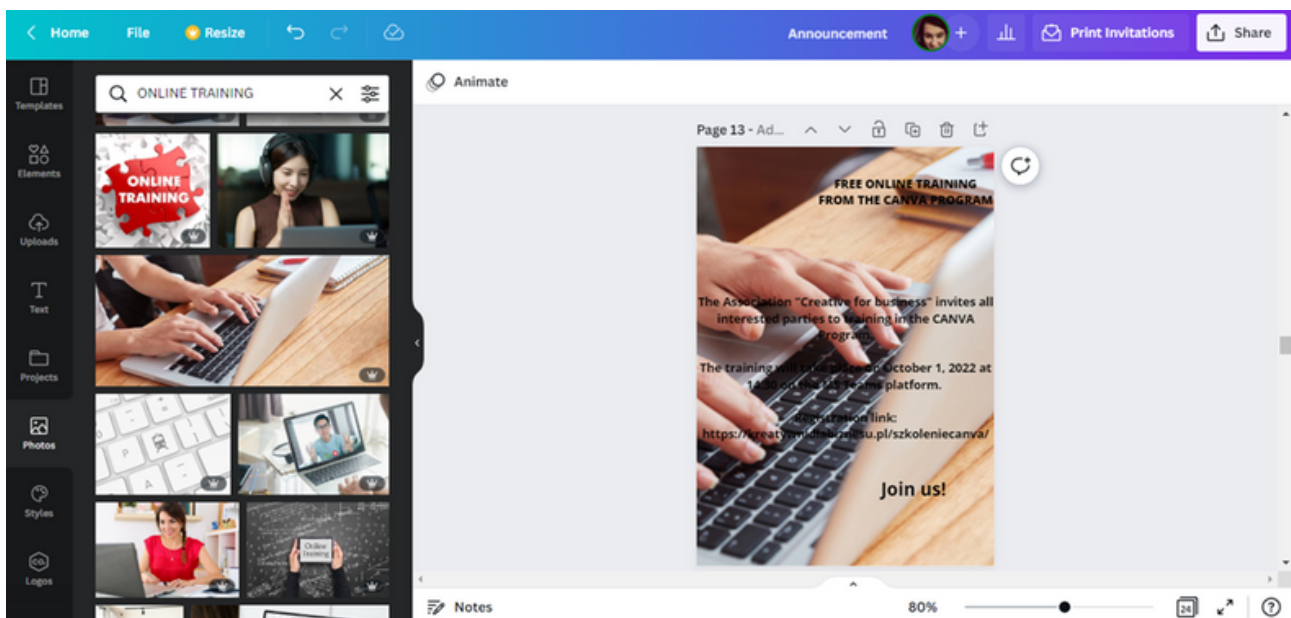
!!!Remember when designing the background of the graphic, you can combine all the available options!!!



**STEP 10.** Using the information provided in the previous step, select the appropriate background. For this activity, set a photo as the background. In order for the photo to stick as the background, move it to the project with the mouse cursor.

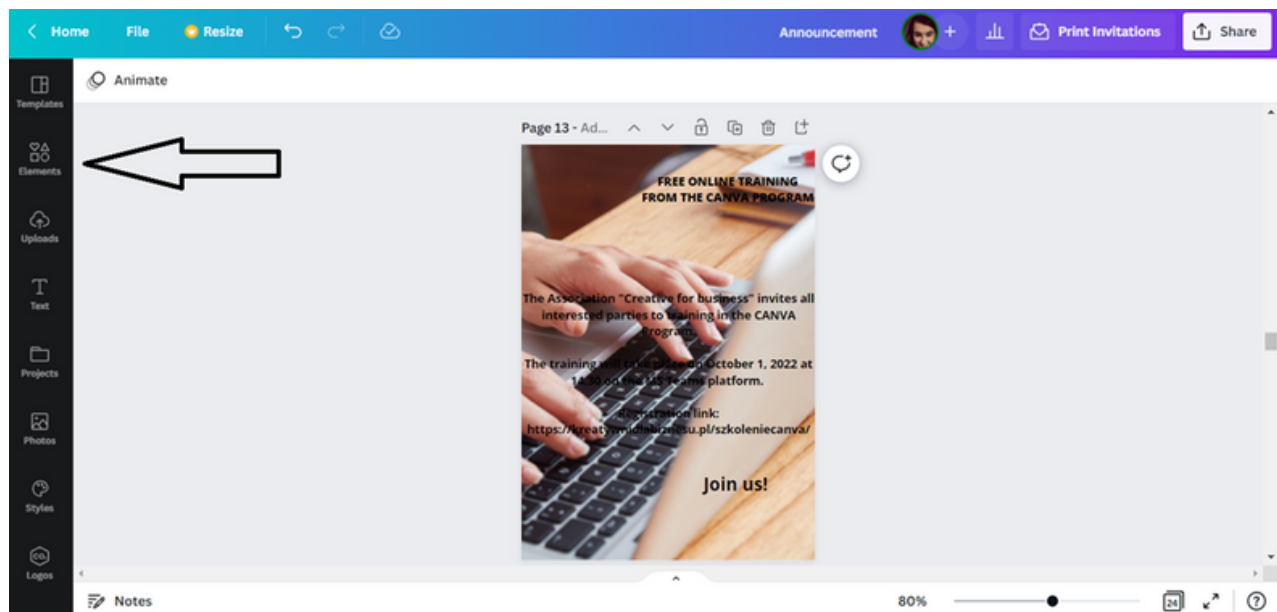


**STEP 11.** After setting a photo in the background, the text of the announcement is hardly visible.

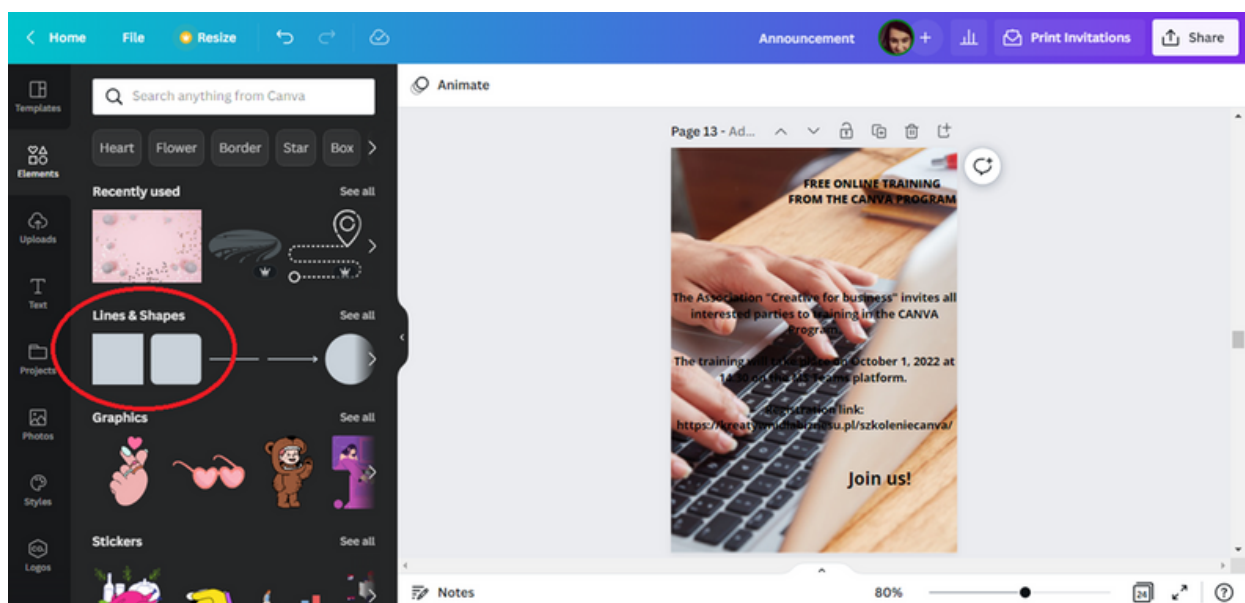




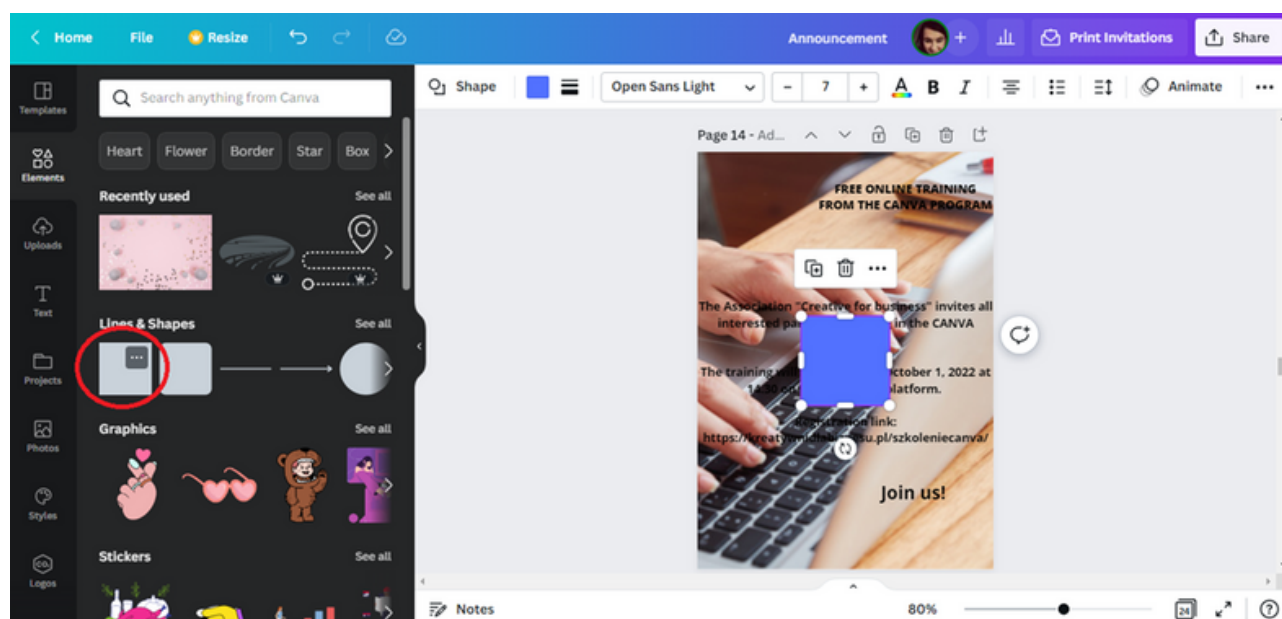
If you want the content of the announcement to be visible, you can use a tool such as Elements.



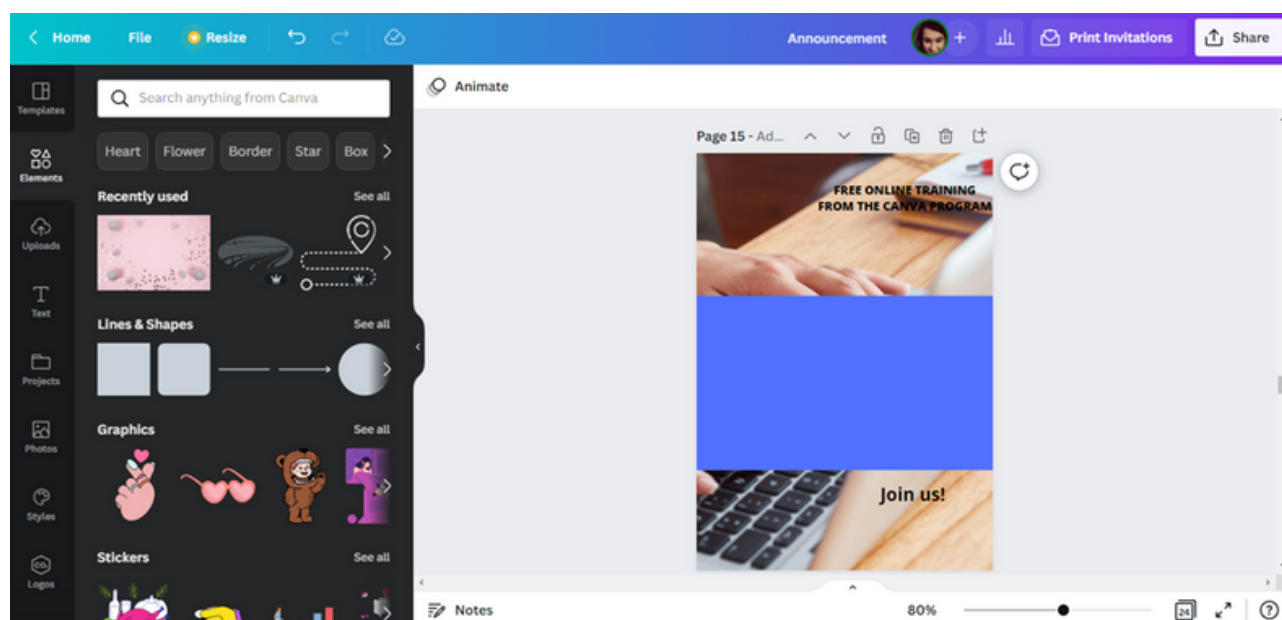
Among the elements is the set of the Lines and Shapes.



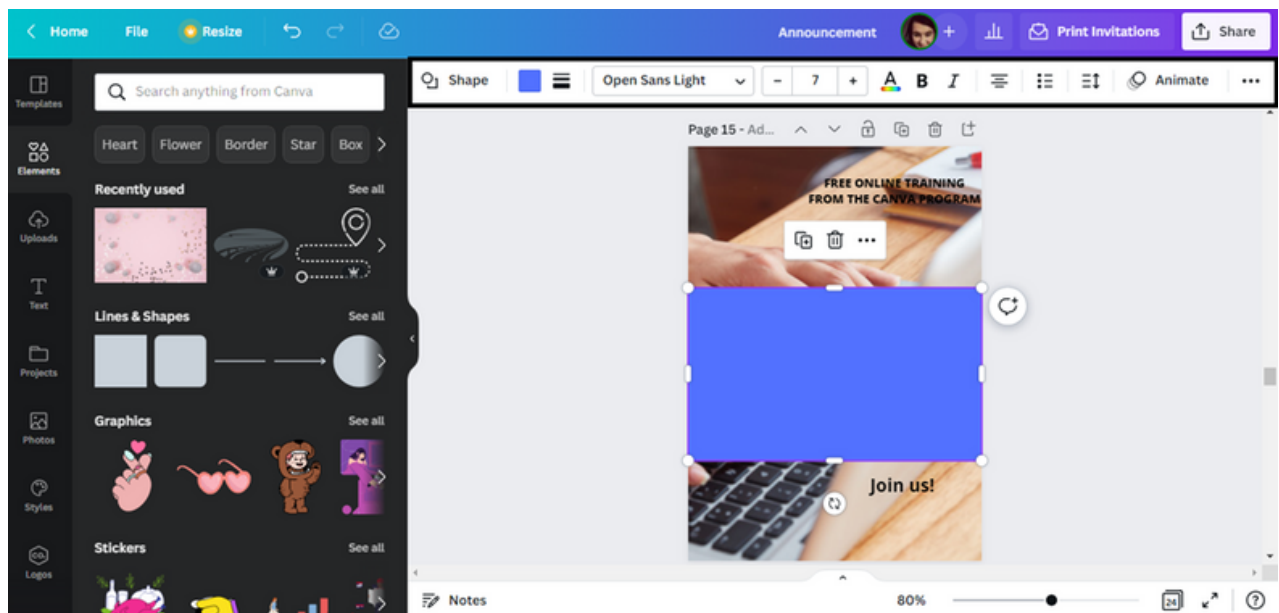
Choose a square from the set of the **Lines and Shapes**. After clicking on this shape, it will appear on the announcement template.



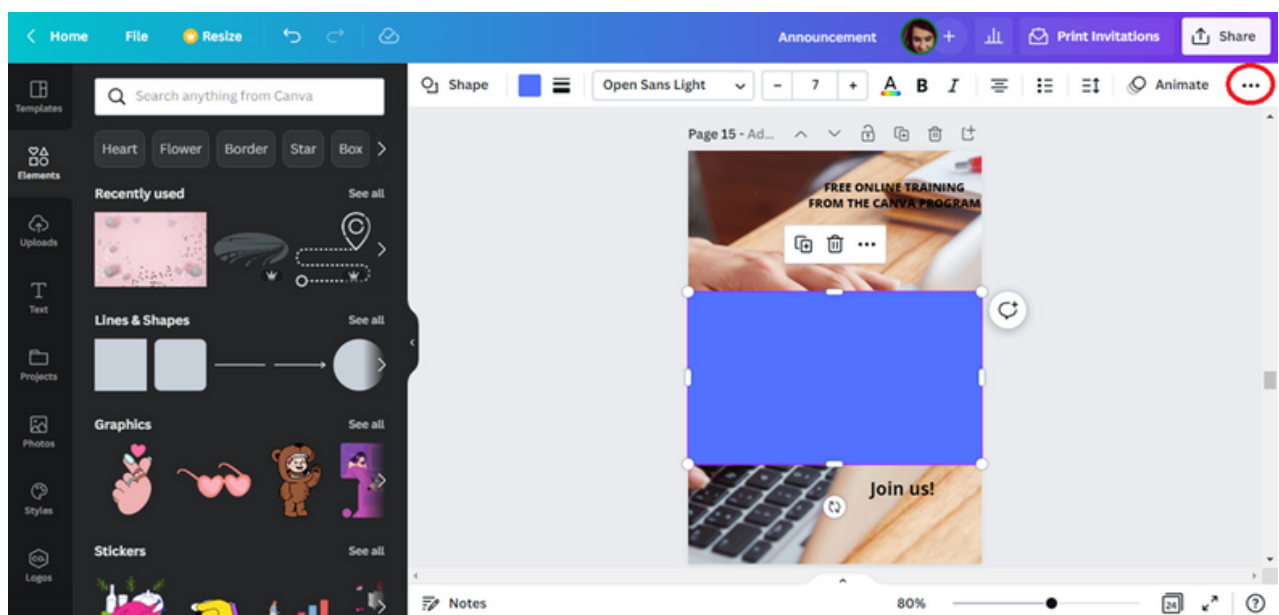
Then widen the shape so that it covers the content of your announcement.



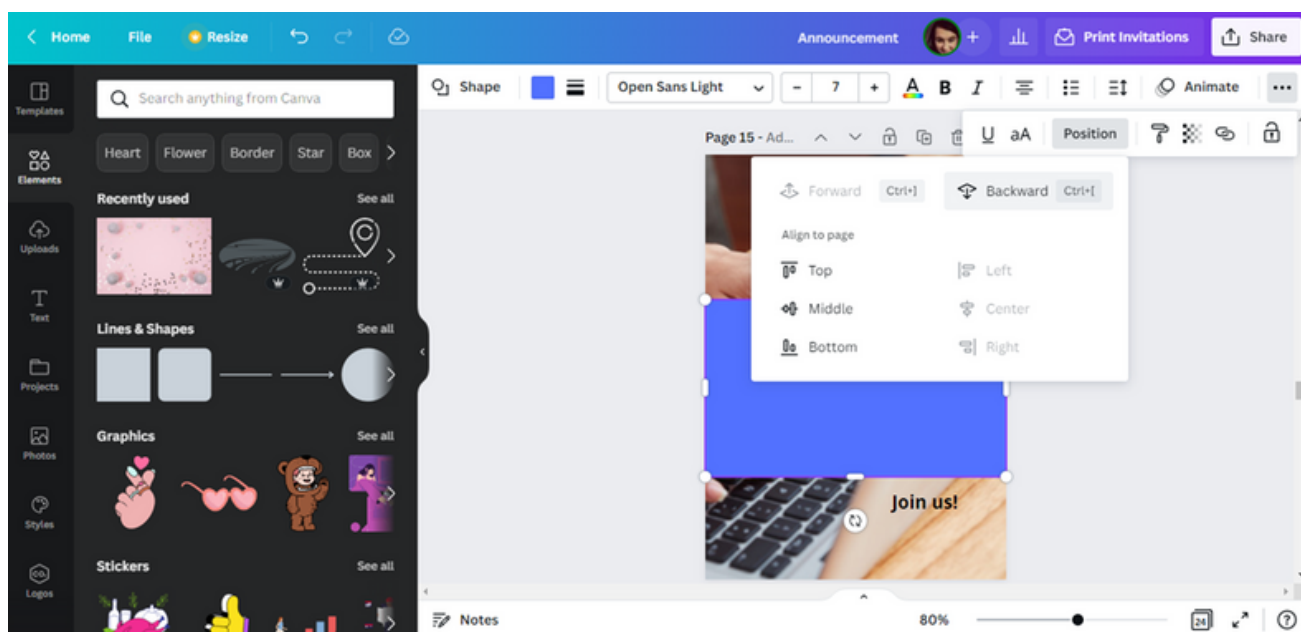
STEP 12. The next step is to flip the shape backwards so that the text is visible again. To do this, select a shape. A toolbar appears above the project template.



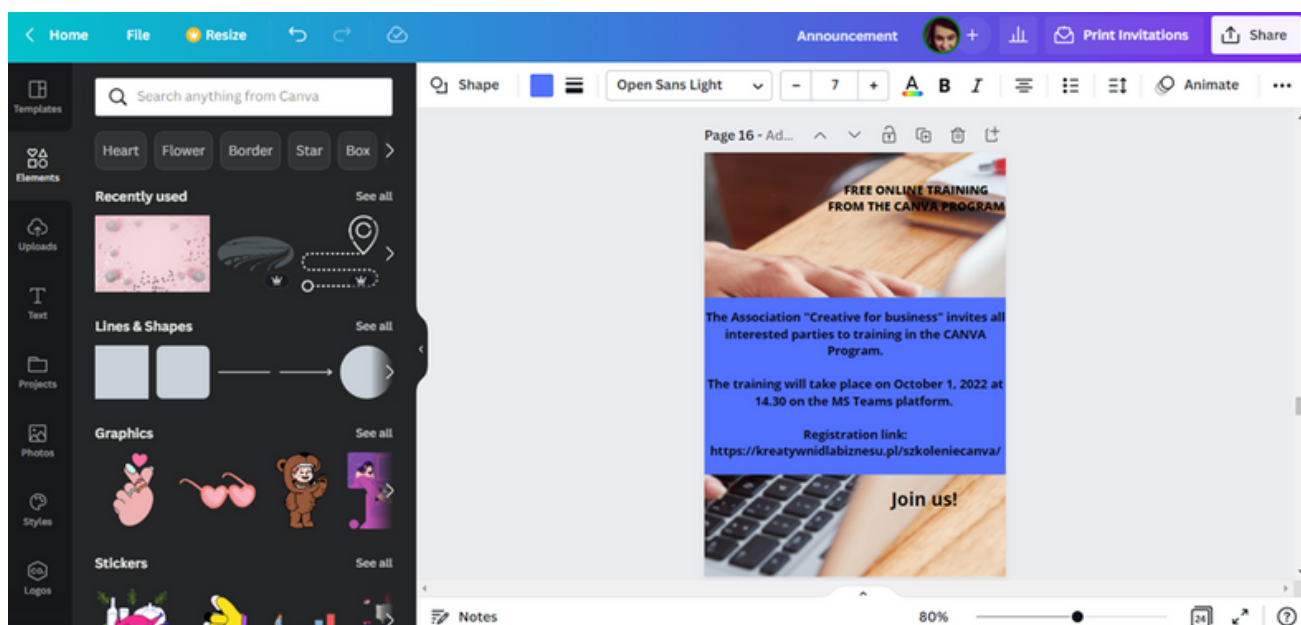
From the toolbar, select the icon representing three dots.



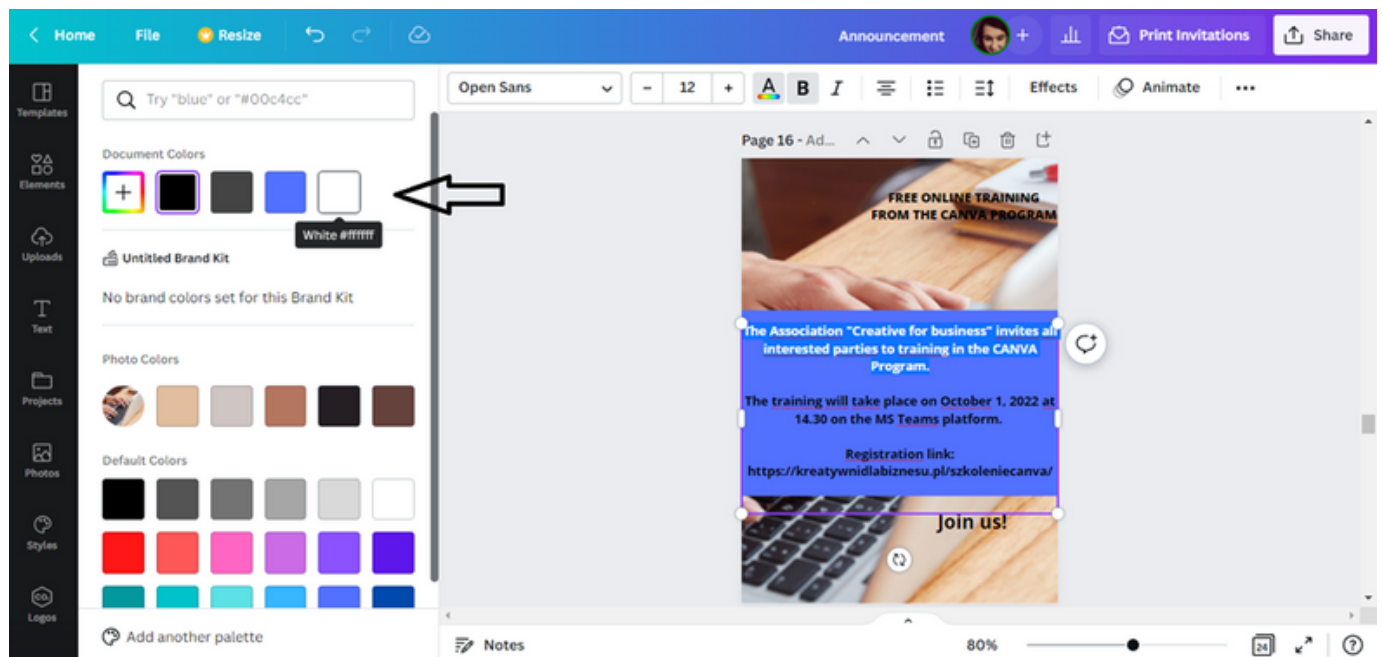
After clicking on the icon, you will see a bar with additional tools to help you create graphics. Select **Position** option and then **Backward**.



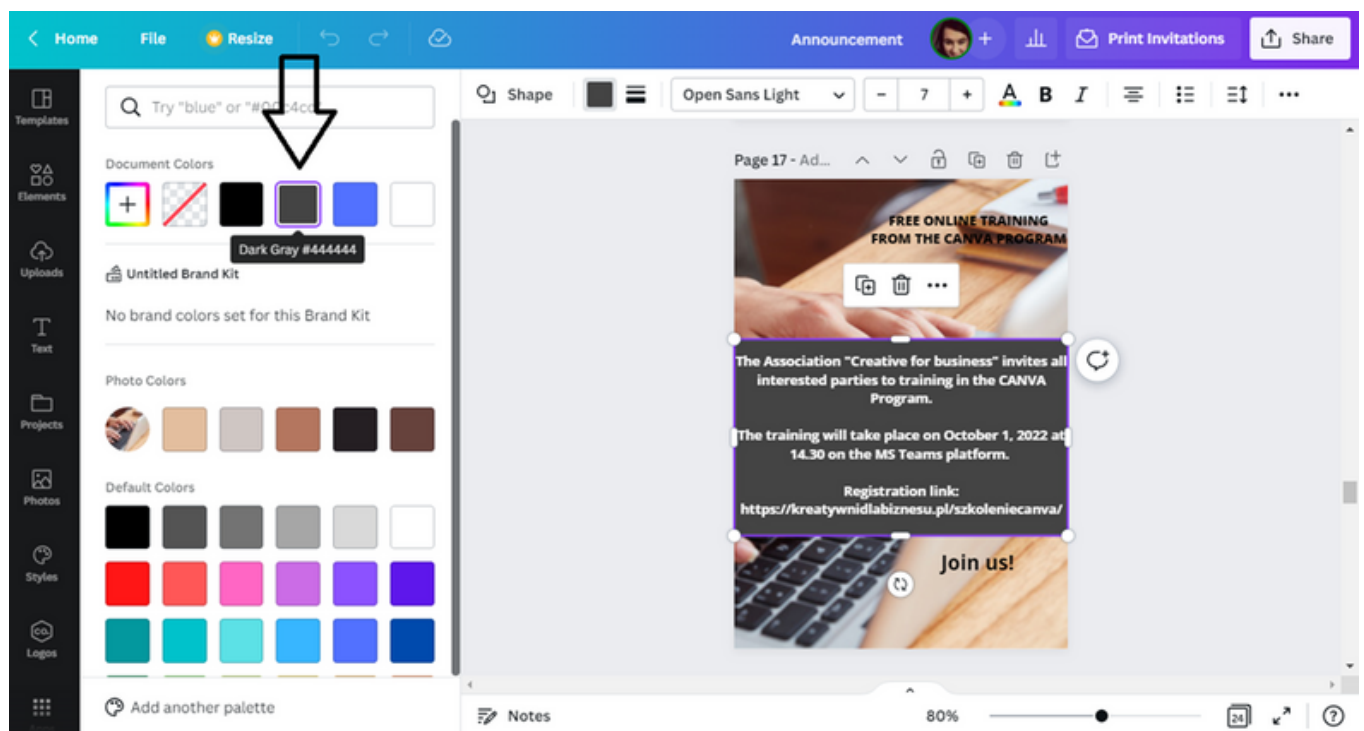
As a result, the shape will flip to the back and the text will be visible.



Change the font color of the announcement main text to white.

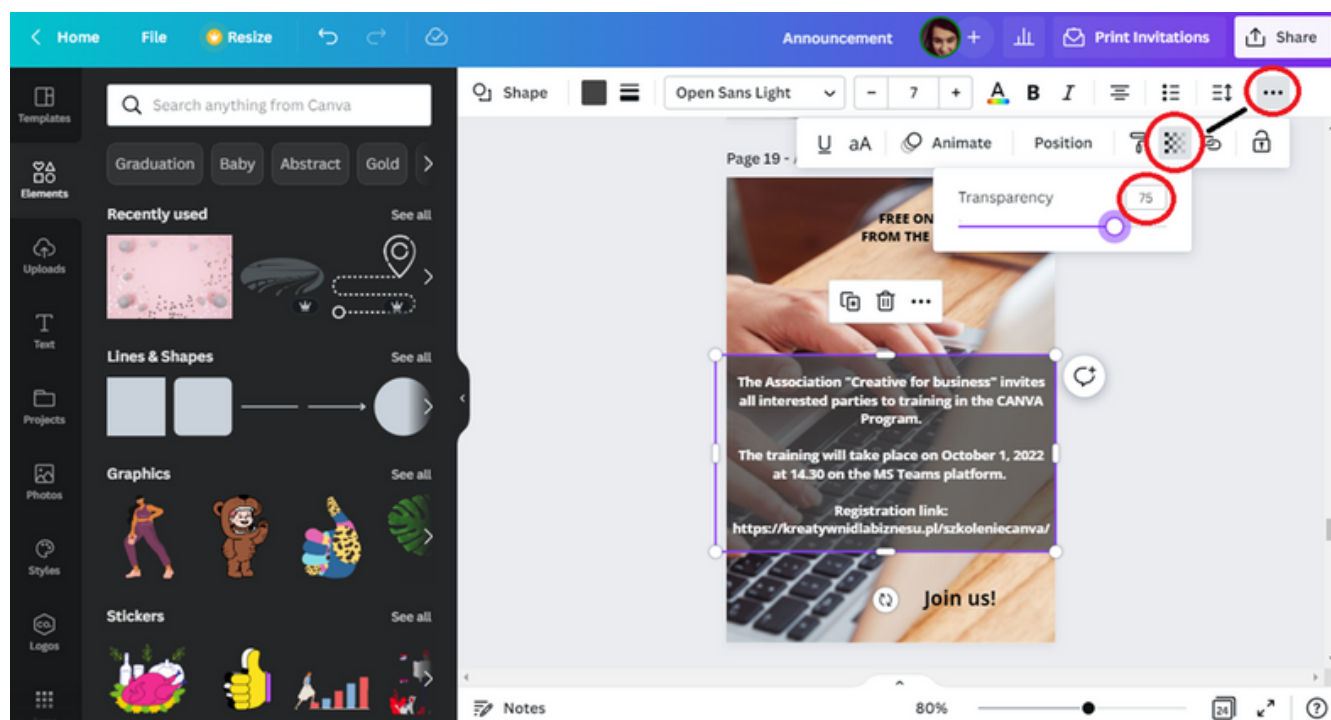


Then change the background color of the text to dark gray.

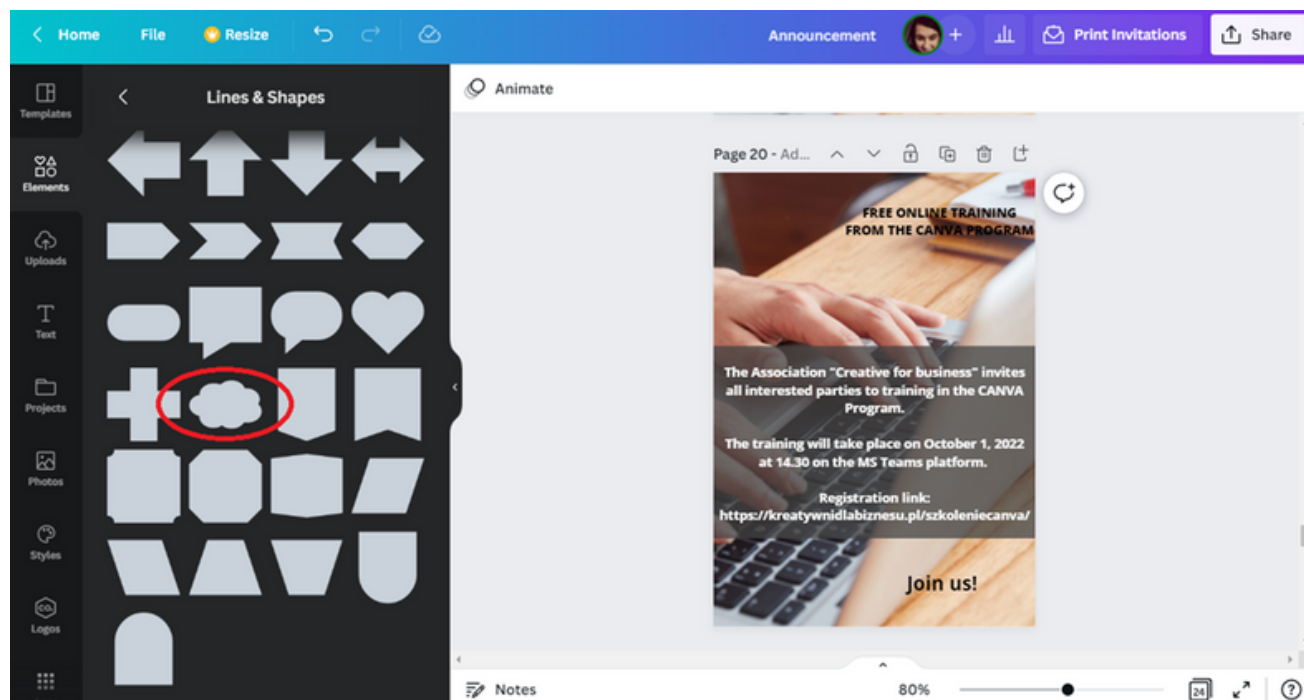




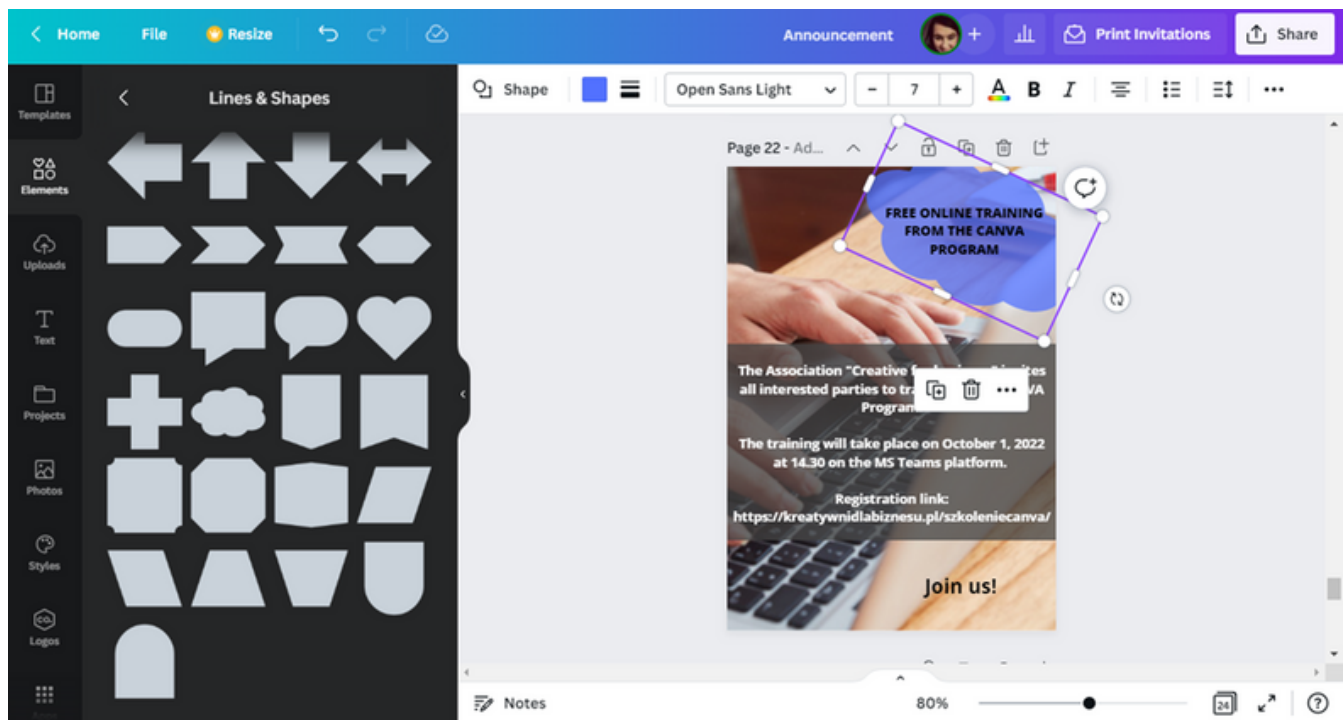
To lighten the background, set the transparency to 75 points.



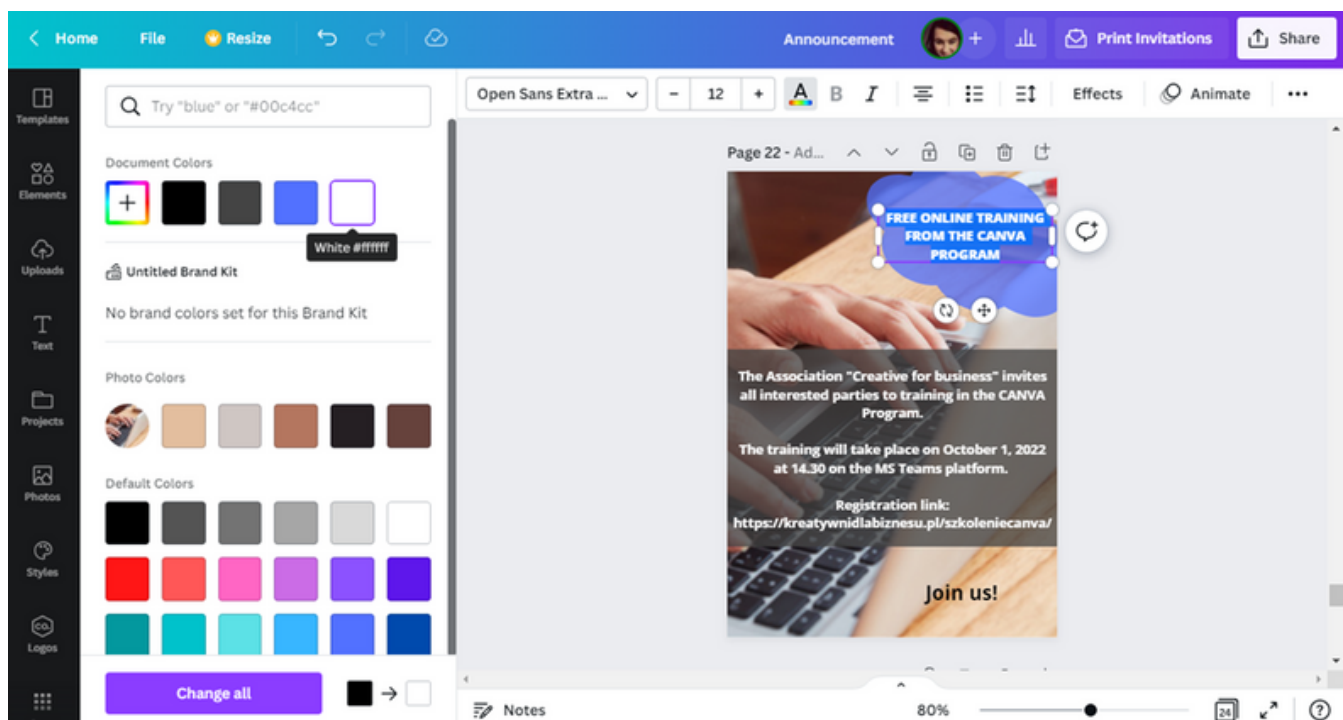
STEP 13. The next step will be to select the shape shown below from the Elements.



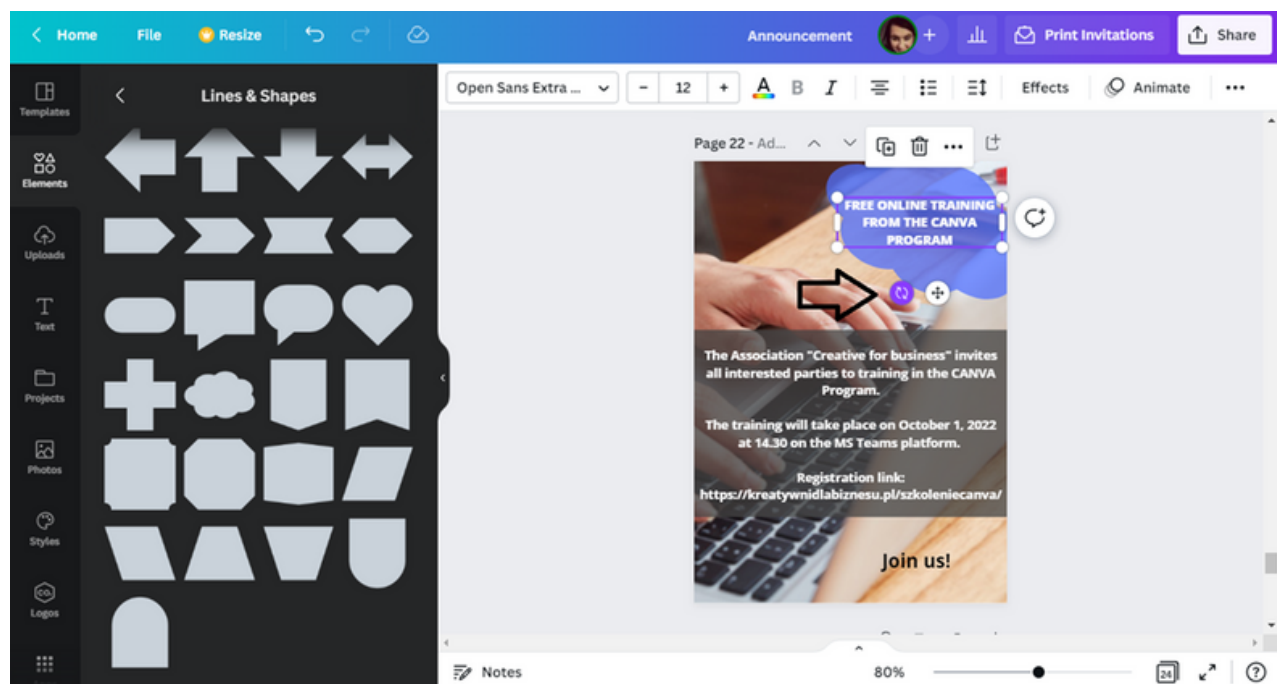
Then, according to the template, put the shape on the heading of the announcement, set the color to blue, set the transparency to 75 points and transfer the shape to the back of the text.



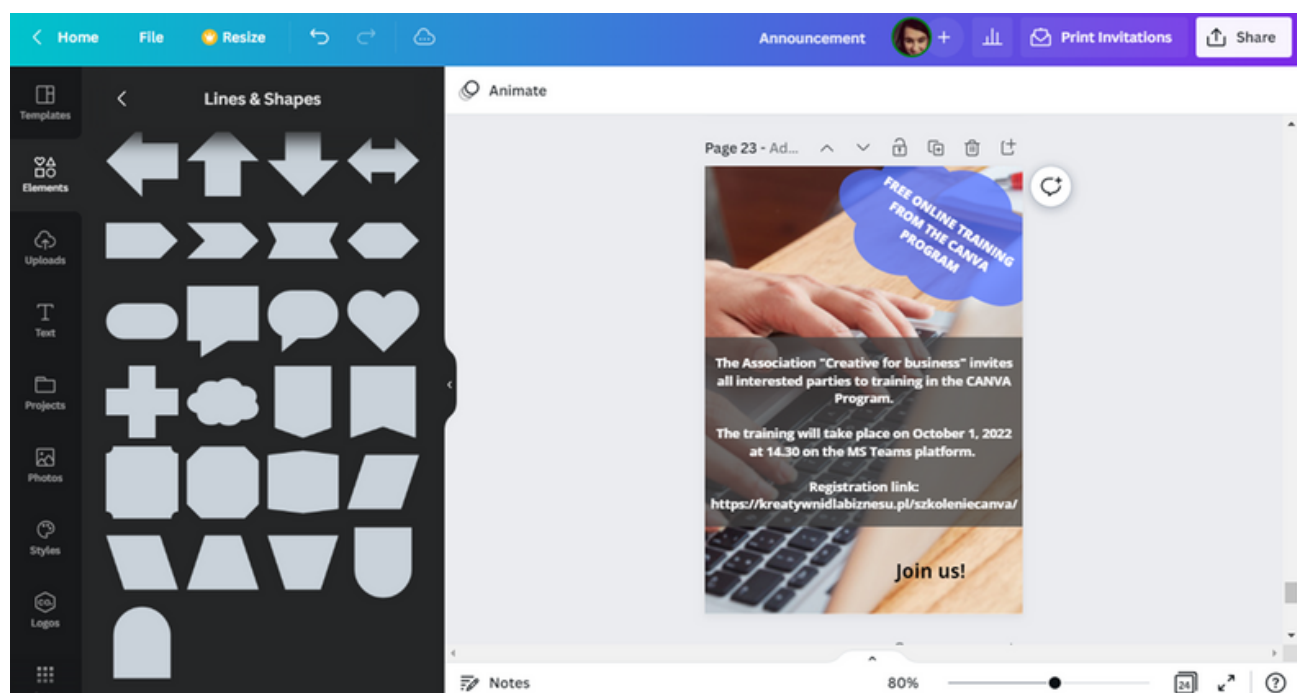
Change the heading font color to white.



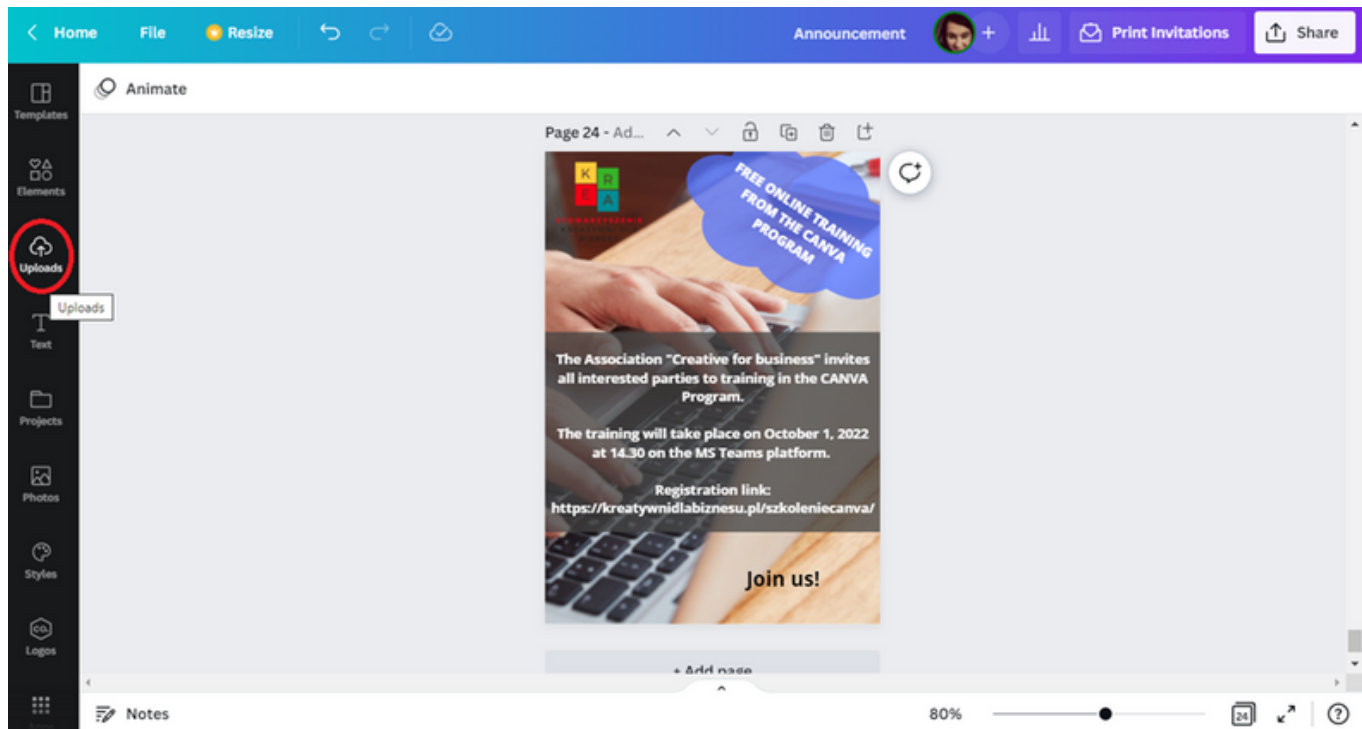
Select the heading text, use the icon below to slightly rotate the text towards the right side of the sheet.



The announcement heading should look like as follows.



**STEP 14.** It is welcomed to add the organizer's logo to the announcement. The logo is uploaded using the Uploads option.



**STEP 15.** After finishing work, download the graphics for printing. You can do this by selecting the "Share" option in the upper right corner of the interface, and then "Download".

#### **ANNOUNCEMENT TEXT:**

**FREE ONLINE TRAINING FROM THE CANVA PROGRAM**

**THE ASSOCIATION "CREATIVE FOR BUSINESS" INVITES ALL INTERESTED PARTIES TO TRAINING IN THE CANVA PROGRAM.**

**THE TRAINING WILL TAKE PLACE ON OCTOBER 1, 2022 AT 14.30 ON THE MS TEAMS PLATFORM.**

**REGISTRATION LINK:**

**[HTTPS://KREATYWNIDLABIZNESU.PL/SZKOLENIECANVA/](https://kreatywnidlabiznesu.pl/szkoleniecanva/)**

**JOIN US!**

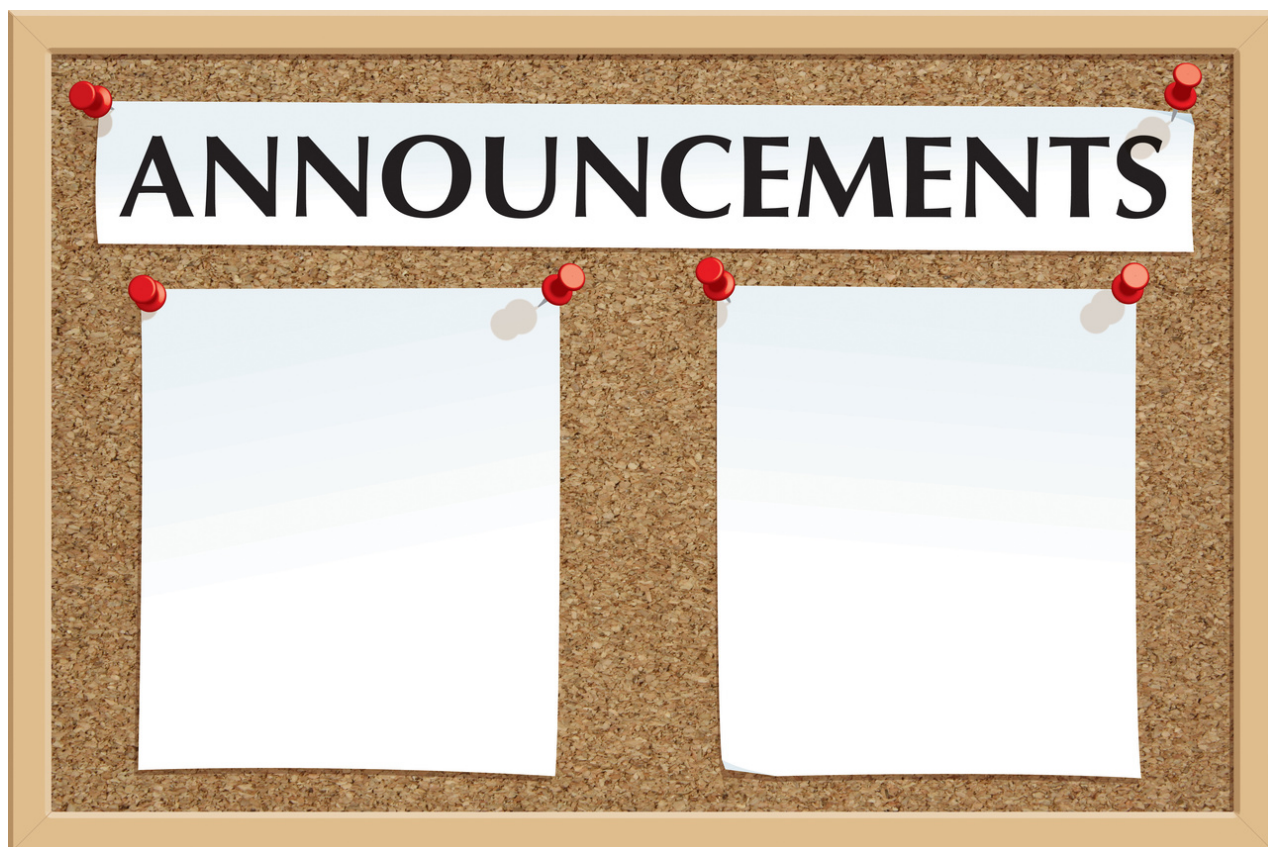


## EXERCISE 2 (30 min.)

With the help of the CANVA program, the participants are to design an announcement for free preventive examinations organized by the Municipal Health Center for people over 50 years of age. They then have to download their advertisement draft in the format that is most preferred for printing.

### THE TEXT FOR THE TRAINER:

*On the Worksheet 2 that I have handed out, there is an order to perform a task using the CANVA program. In accordance with the content of the recommendation, please design an announcement that concerns free preventive examinations for people over 50, organized by the Municipal Health Center. Then download the developed graphic in the format you prefer for printing. You have 30 minutes for this exercise. In case you have any questions, I'll be glad to help.*





## WORKSHEET 2

With the help of the CANVA program, design an announcement informing about free preventive examinations organized by the Municipal Health Center for people over 50 years of age. Then download the prepared announcement in the format you prefer for printing.

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# PANEL I

## Professional certificate

The announcement is done!

This is the perfect moment to prepare certificates for training participants, which will confirm their participation and the competences they have acquired.

How to do it?

With the CANVA program you can do it without any problems!

Below you will find instructions on how to design a professional certificate for participants of training, workshops and courses.



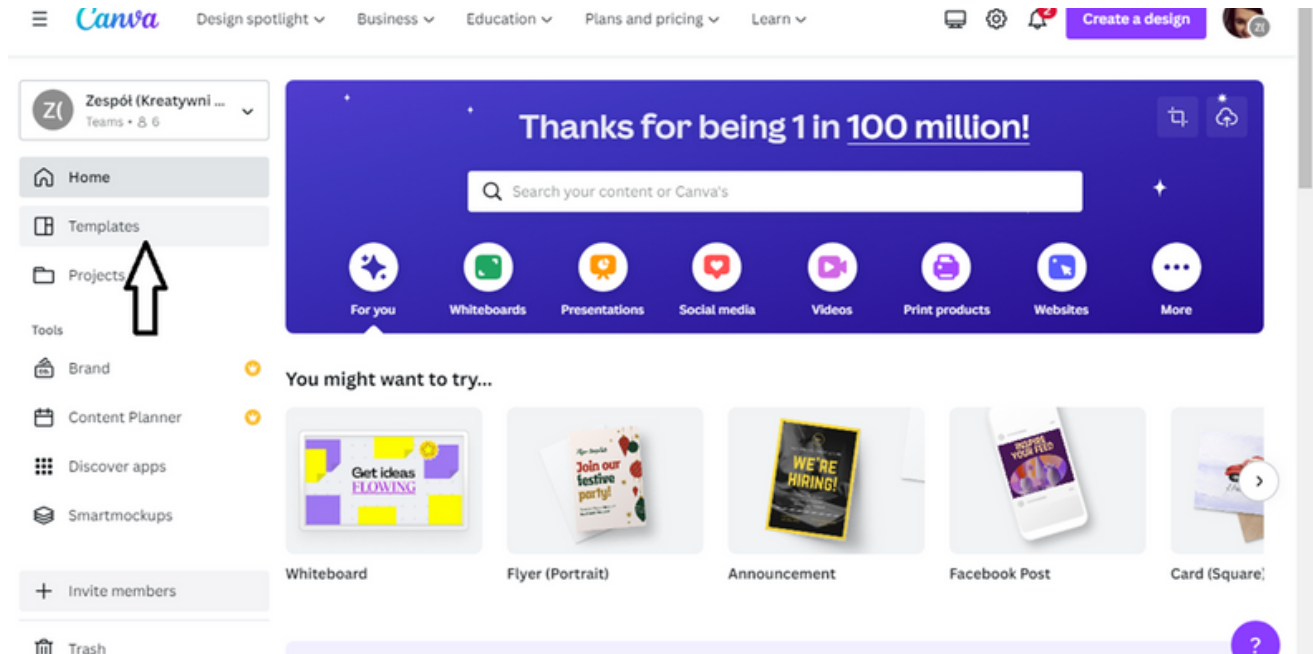
# PANEL I

## Professional certificate

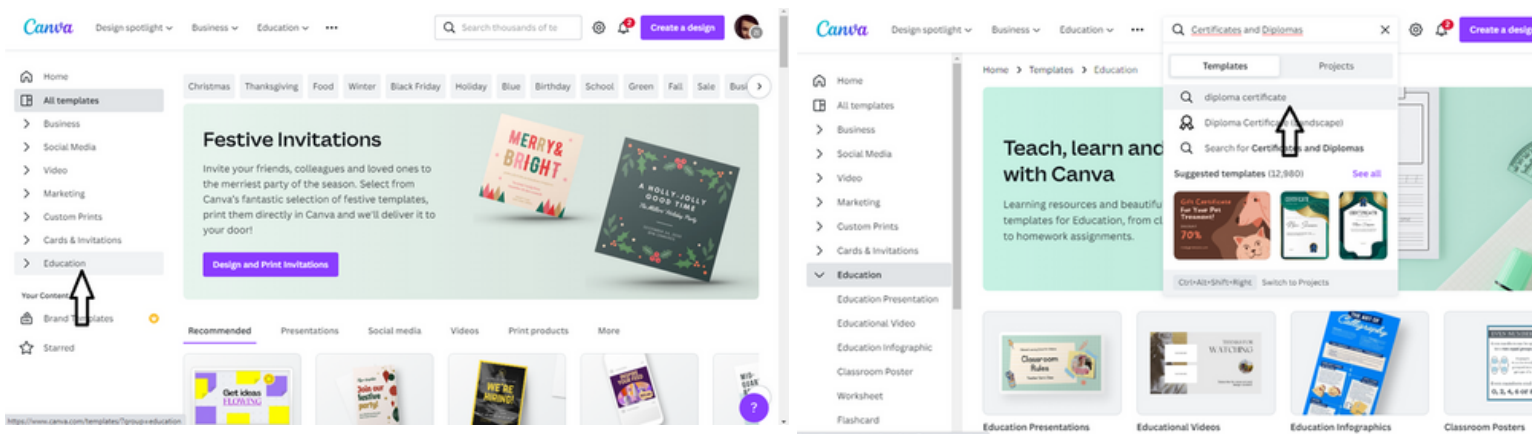
### PREPARATION OF THE CERTIFICATE DESIGN IN THE CANVA PROGRAM - INSTRUCTION

STEP 1. Log in to the CANVA program.

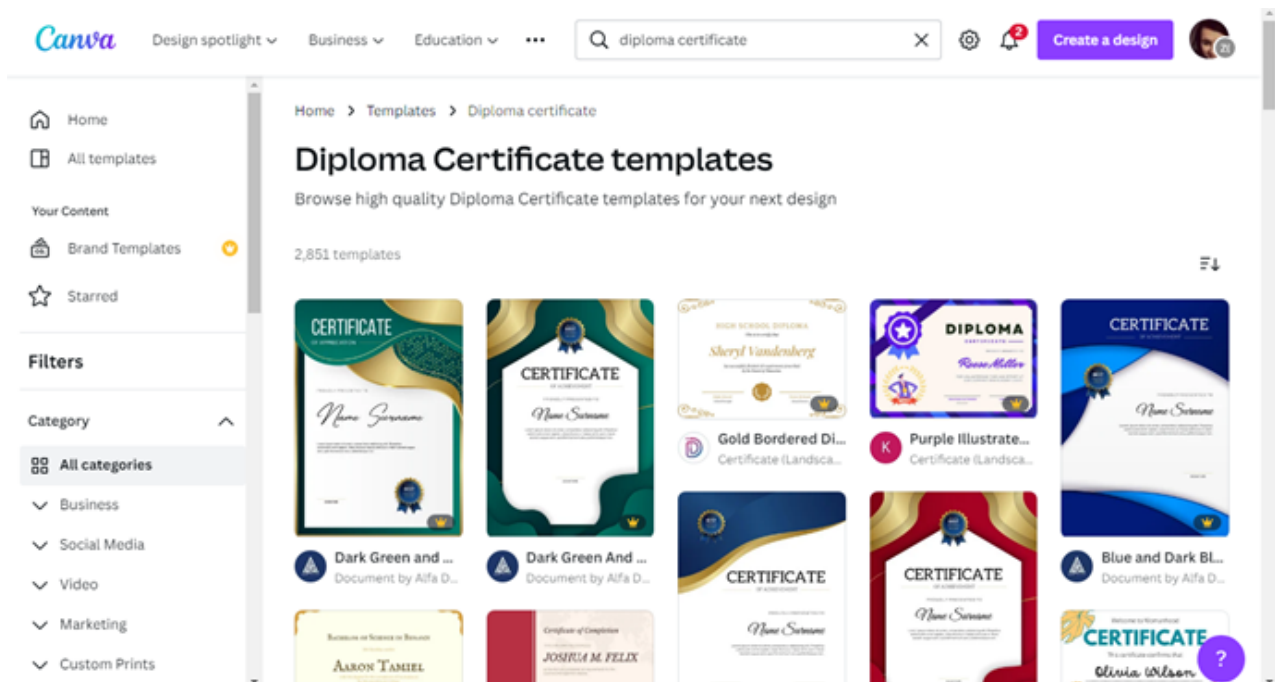
STEP 2. To prepare the certificates, select the All templates folder.



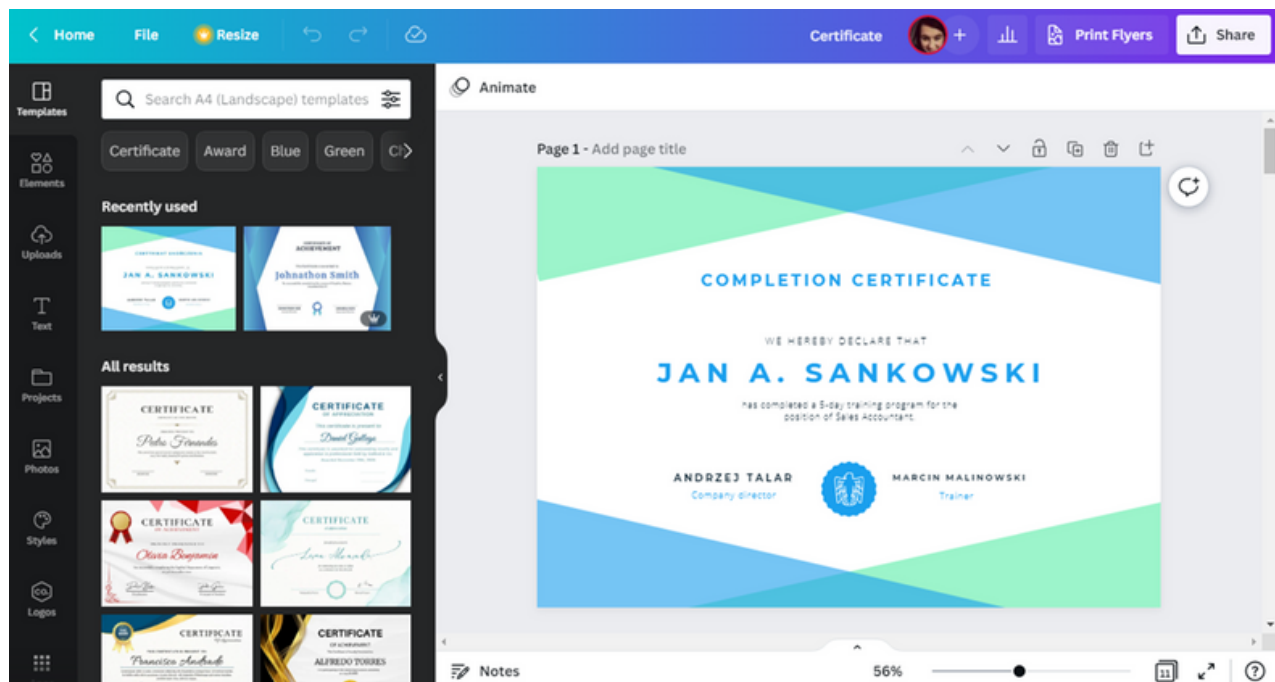
STEP 3. Then, from the Templates category, select the Education option. After selecting the Education option, enter term Certificates and Diplomas to search for a suitable template.



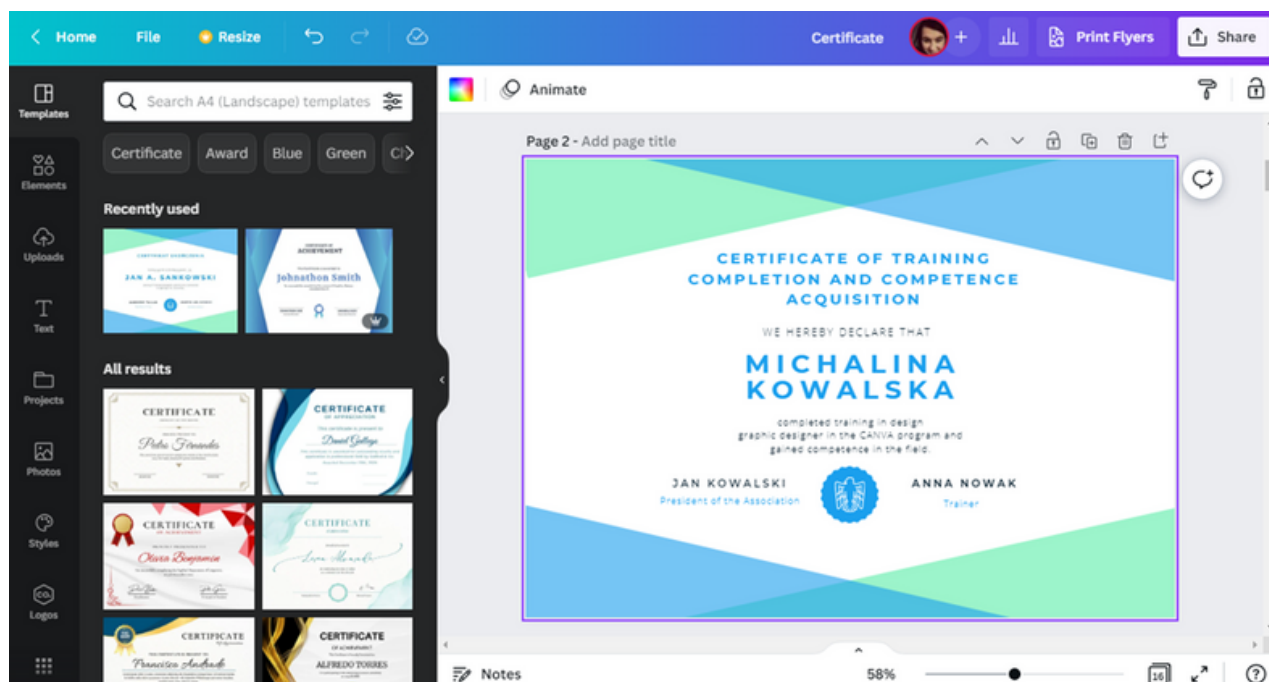
After selecting the Certificates and diplomas option, a page with several dozen to several hundred templates will open.



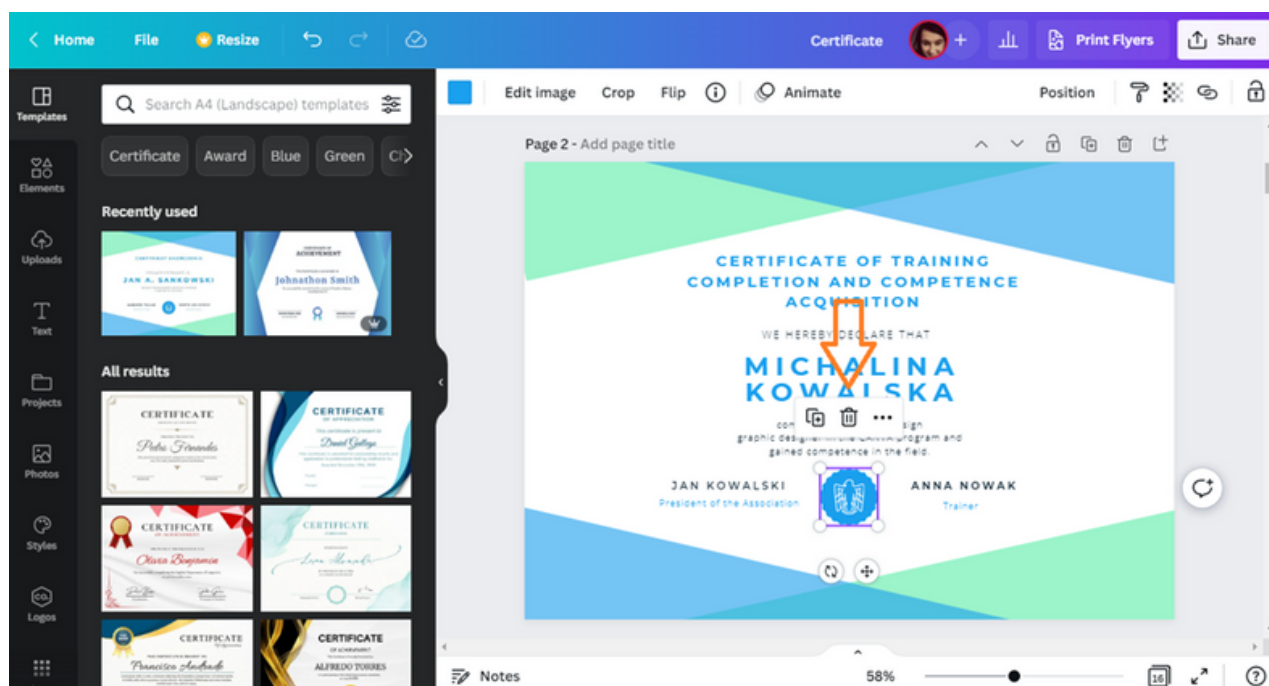
STEP 4. Choose one of the templates according to your preferences. The template you selected will open in a new tab.



**STEP 5.** First, adjust the text data to the situation. Enter the name and surname of the training participant, name of the training, name and surname of the trainer / president of the association. You can also change the content of the certificate at your own discretion.

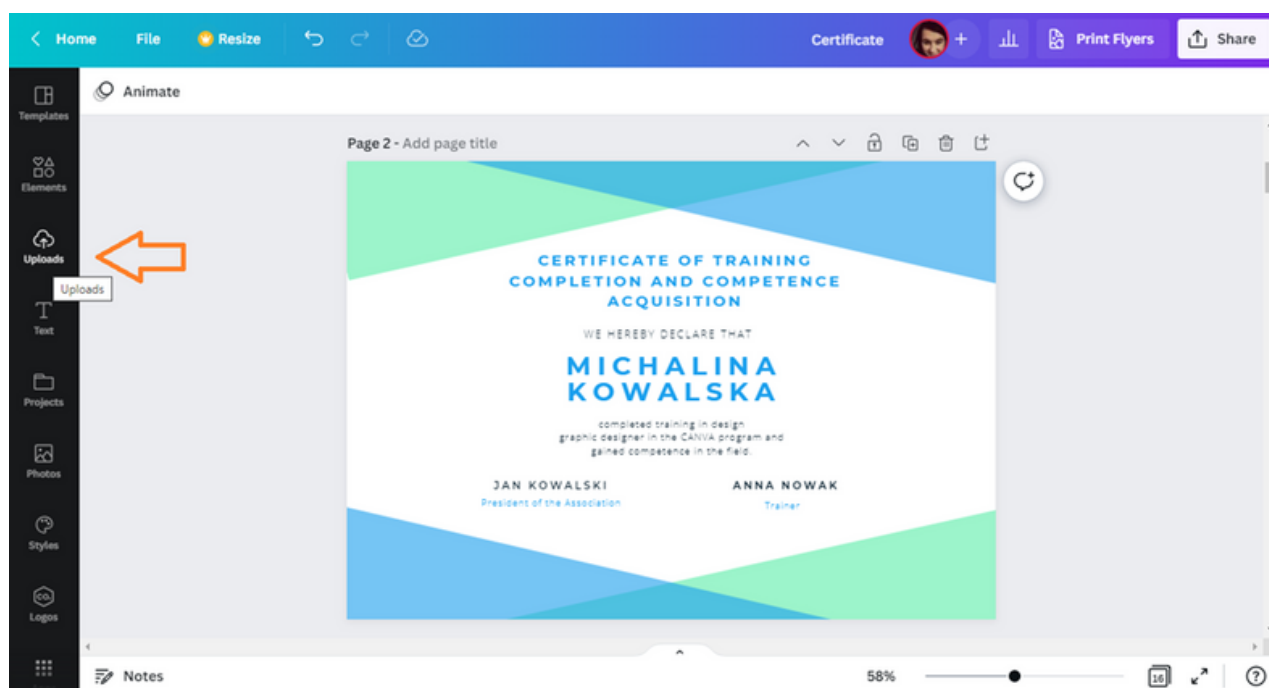


**STEP 6.** After updating the text of the certificate, attach the organizer's logo. First, delete the one that was in the template as an example. To do this, just select the logo and then click the Trash icon.



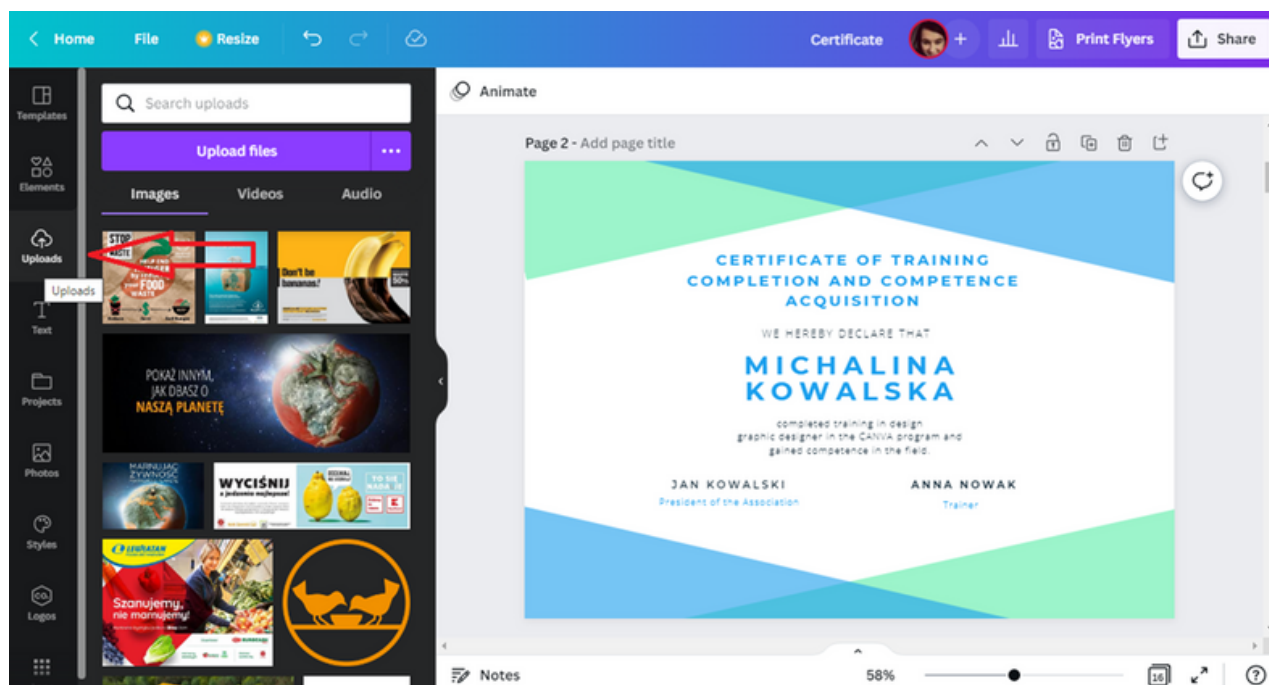


**STEP 7.** Then add the organizer's logo. If you have a logo loaded in the CANVA program, just select it from the **Uploads** tab.

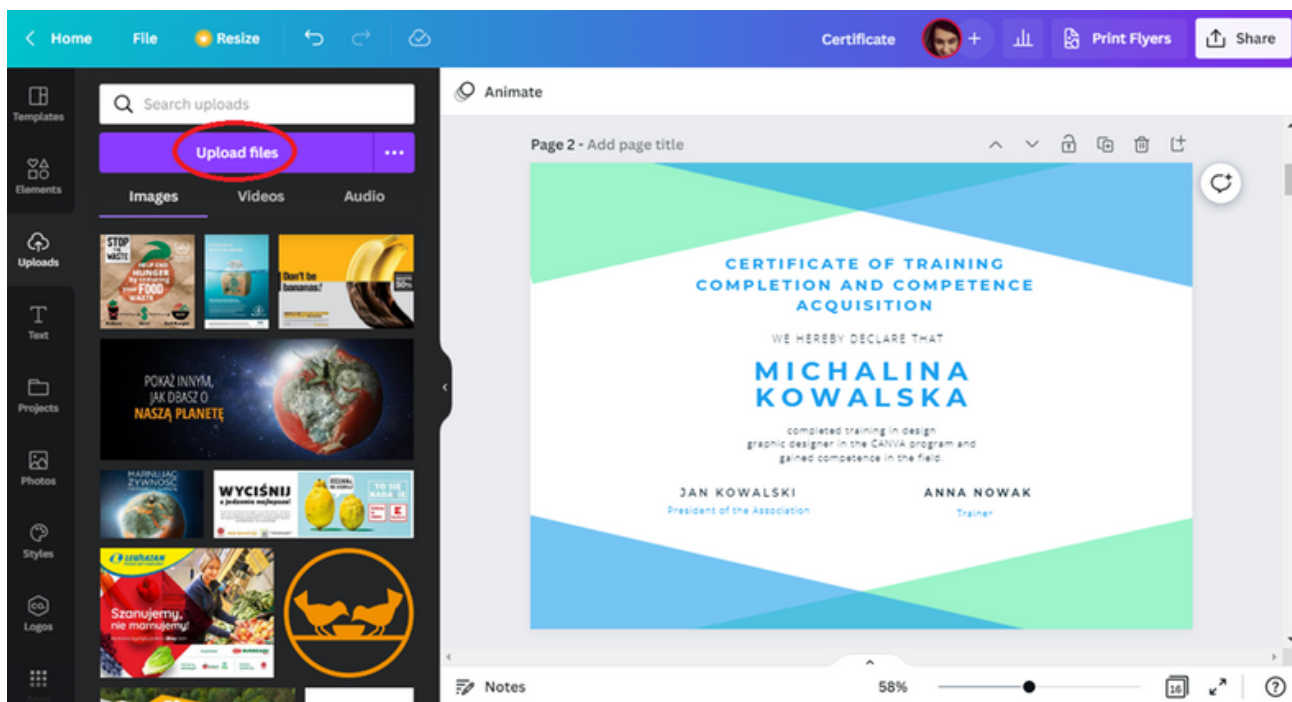


If there is no organization logo uploaded to the CANVA program, proceed as follows:

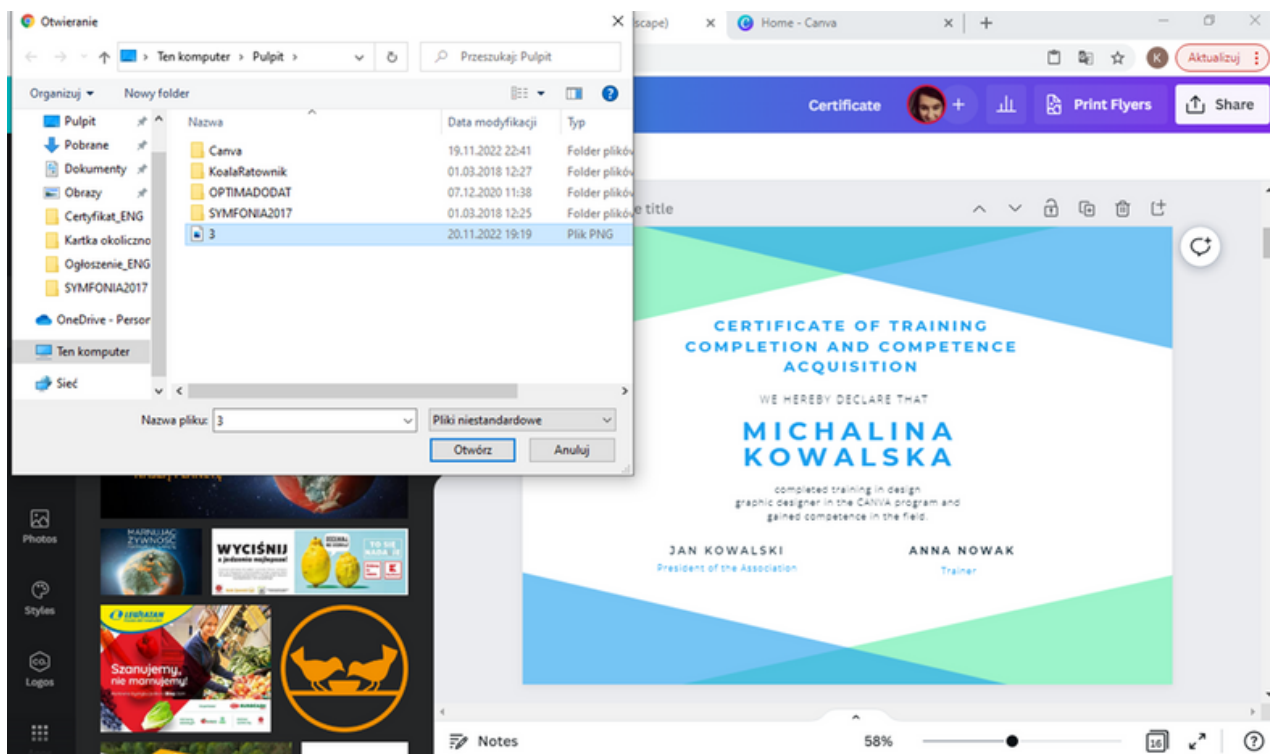
- go to the Uploads tab;



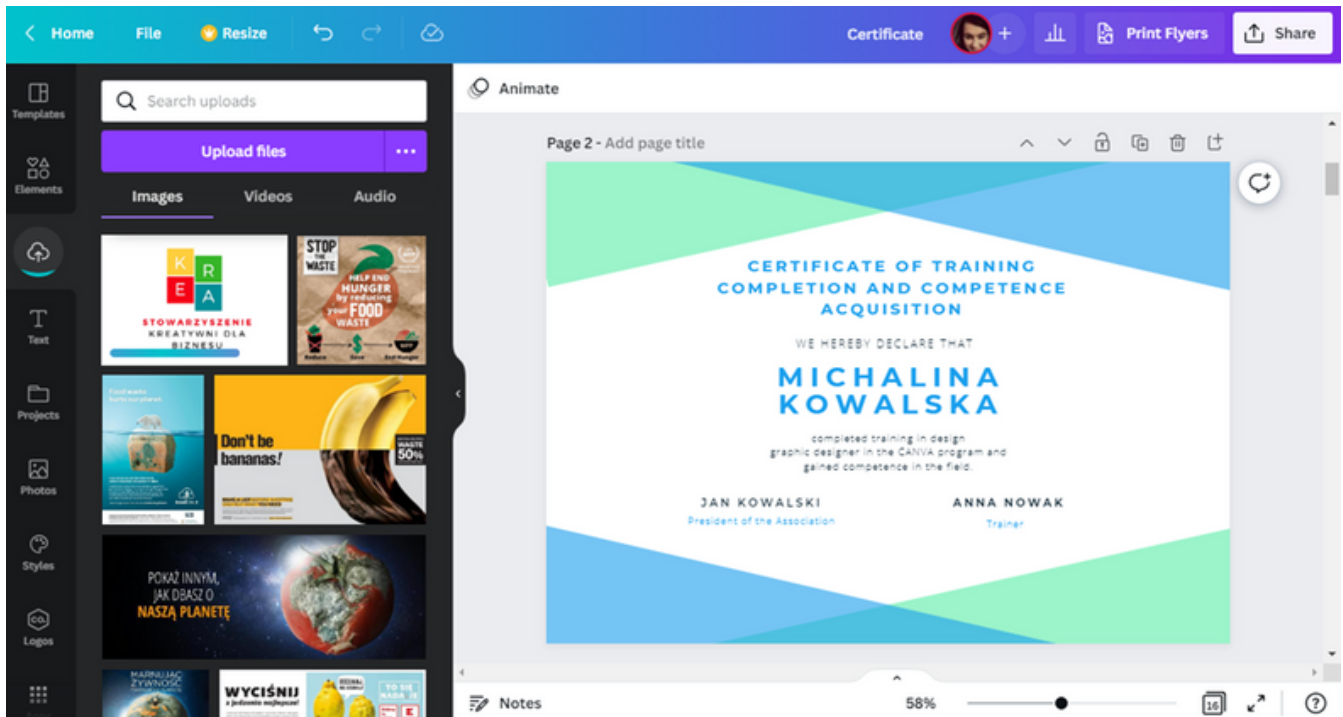
- click on Upload files;



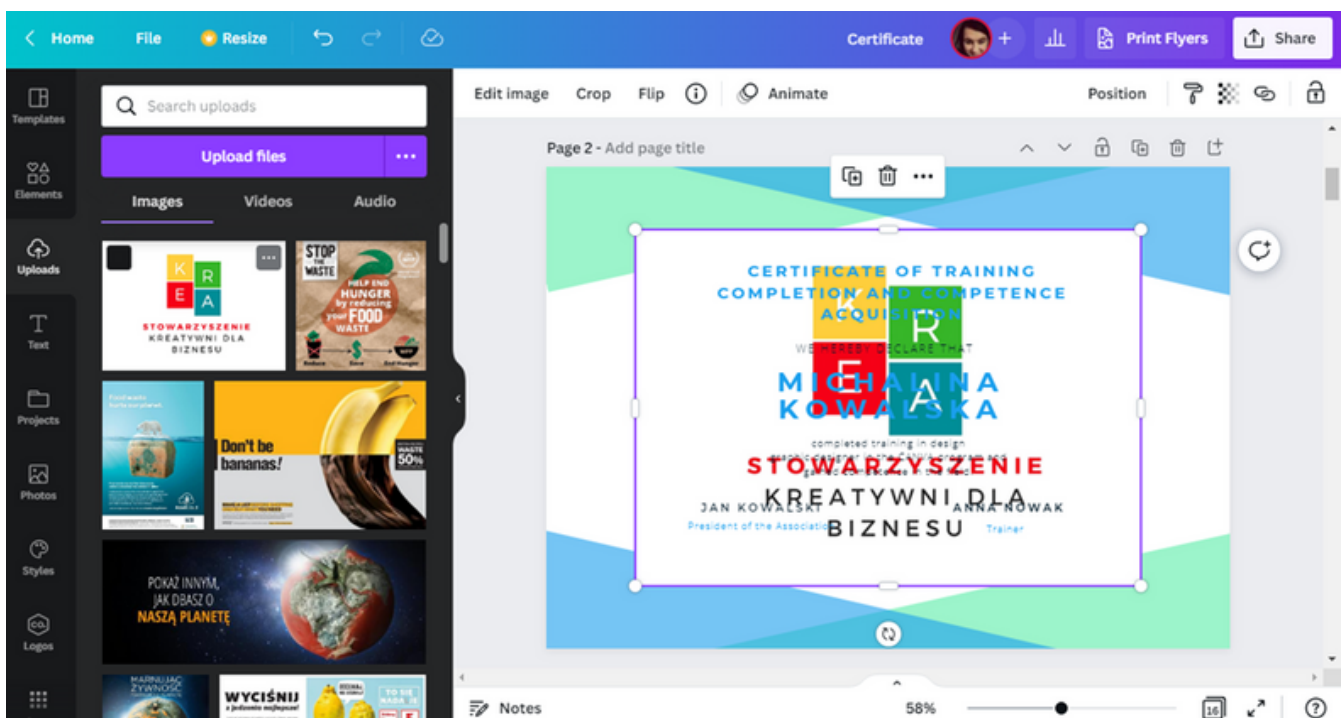
- after clicking on this option, the desktop window with the files will appear. Choose the organizer logo from them;



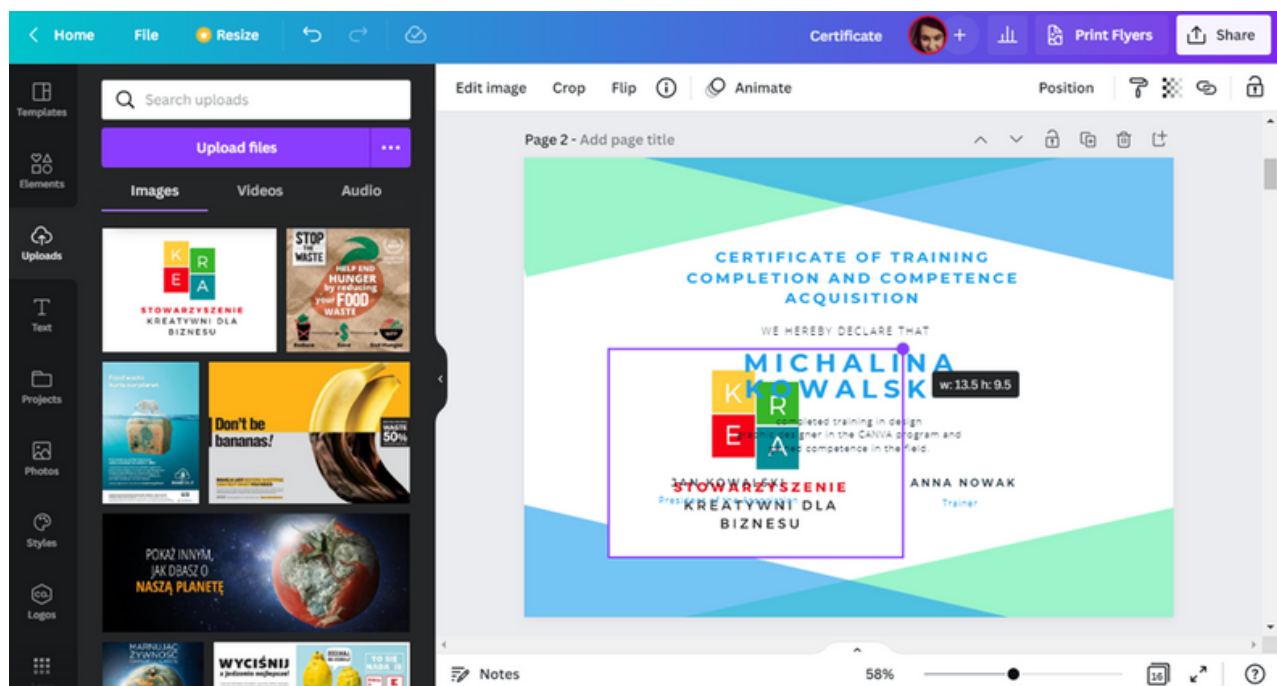
- after selecting the file, the logo will be loaded in the Uploads folder;



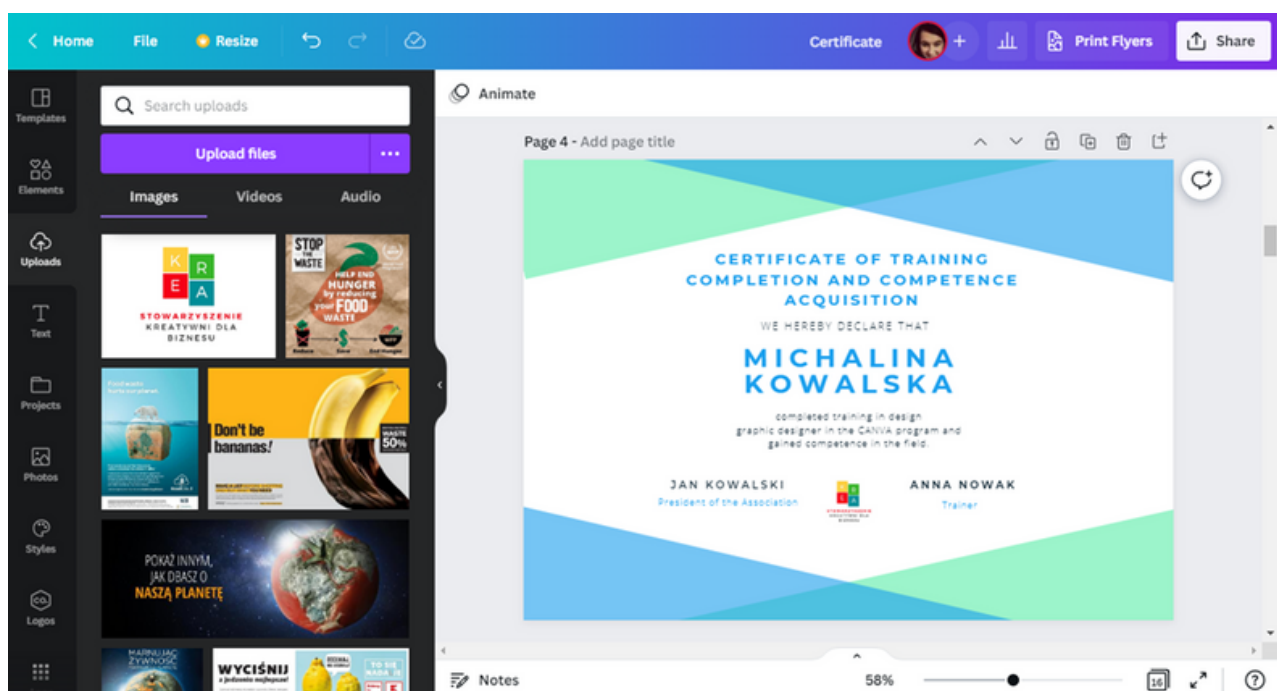
- then put the logo on the template. Just click on them;



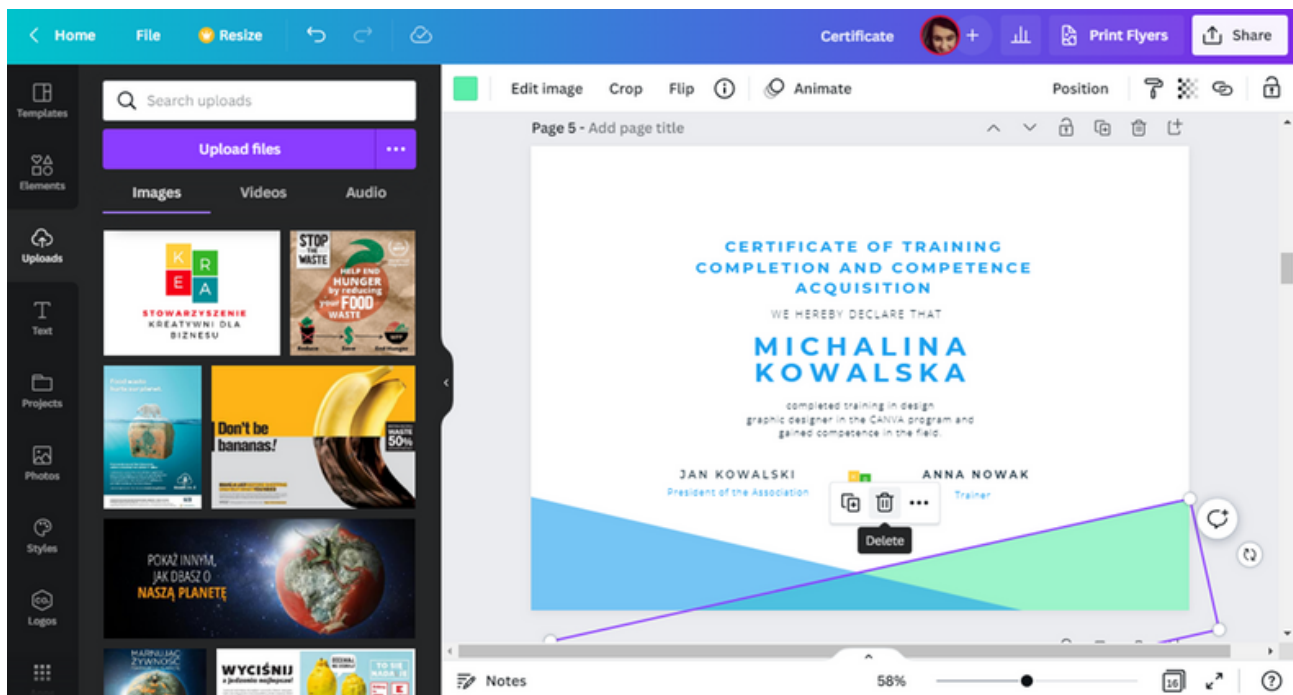
STEP 8. A large-size logo has appeared on the design template. The size of the graphic can be reduced using the cursors.



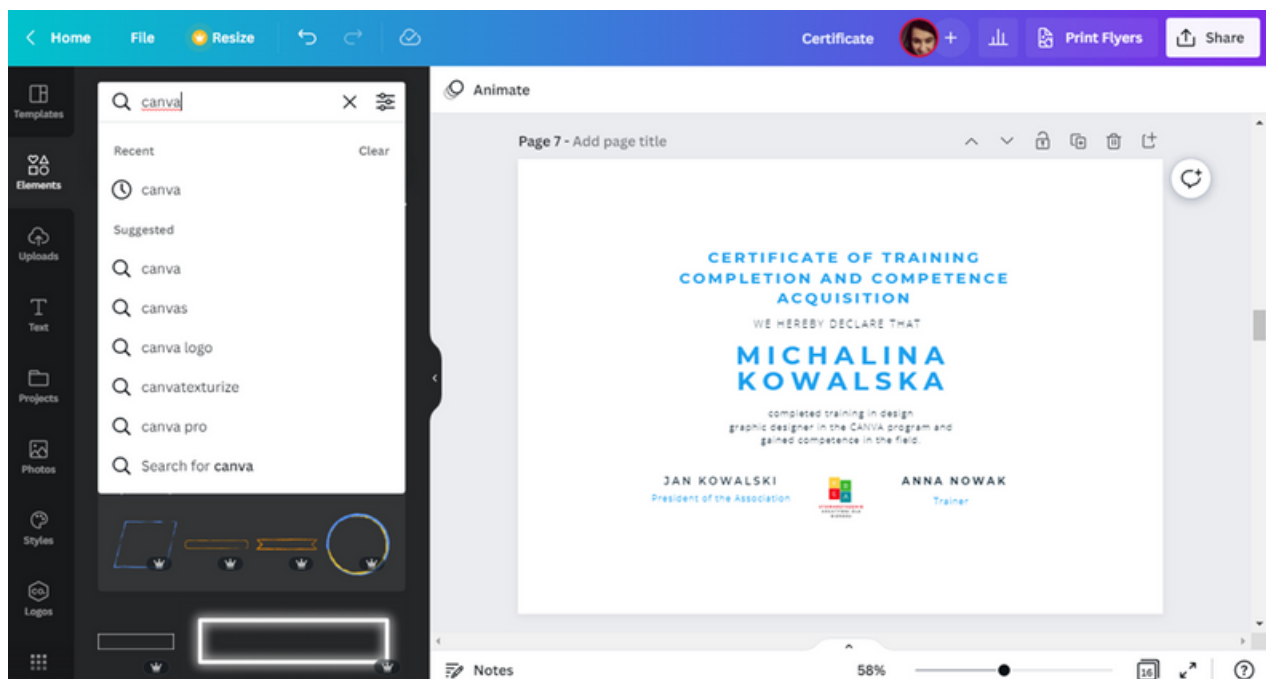
Place the logo in a dedicated place.



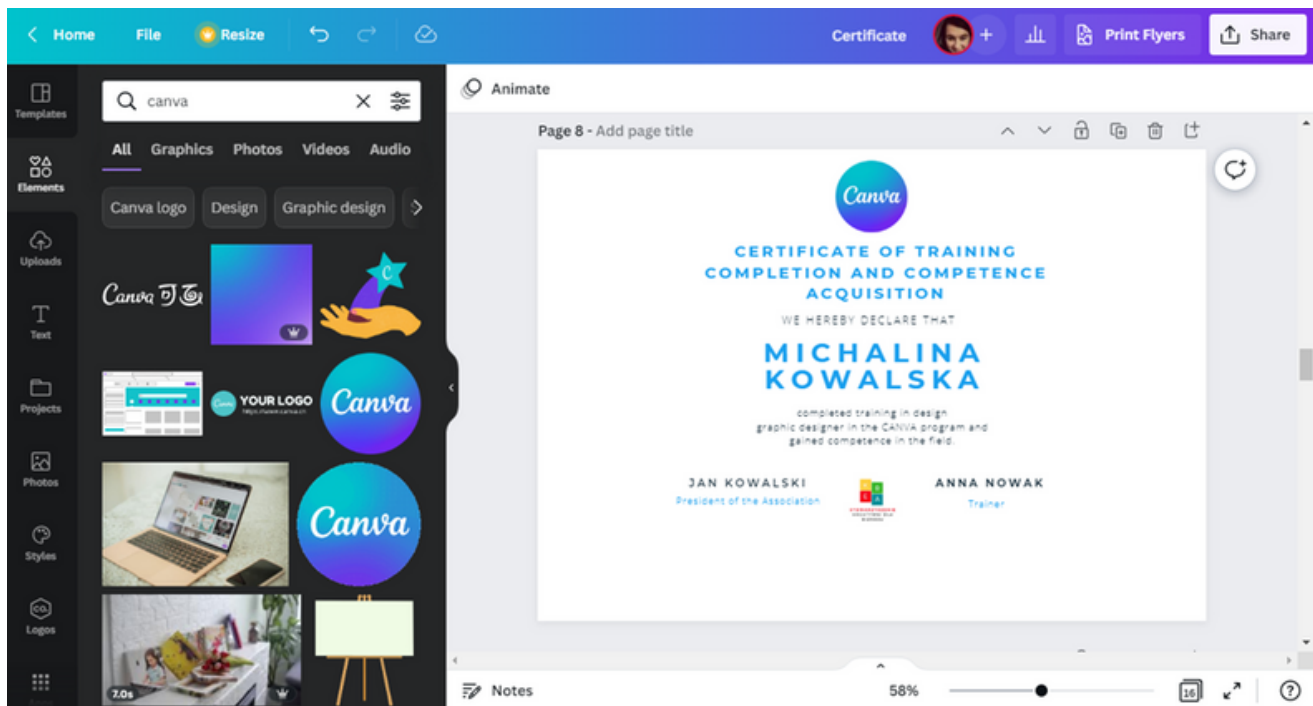
**STEP 9.** Next to changing the text or logo, you can also change the graphic design. First, remove the one that was initially proposed by the CANVA program. As with the logo, delete items by selecting them and clicking the Trash icon.



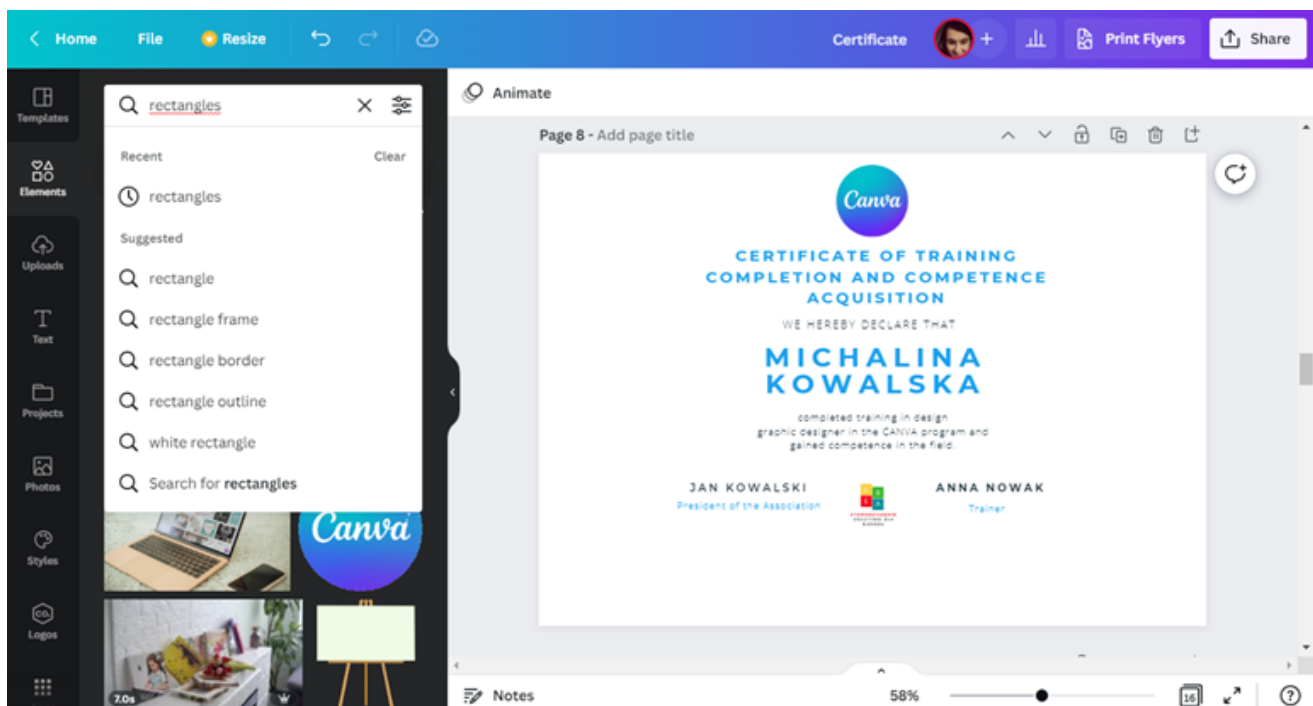
In order to design a new graphic design, use the **Elements** folder. Find the CANVA logos in the folder and put them on the certificate template.





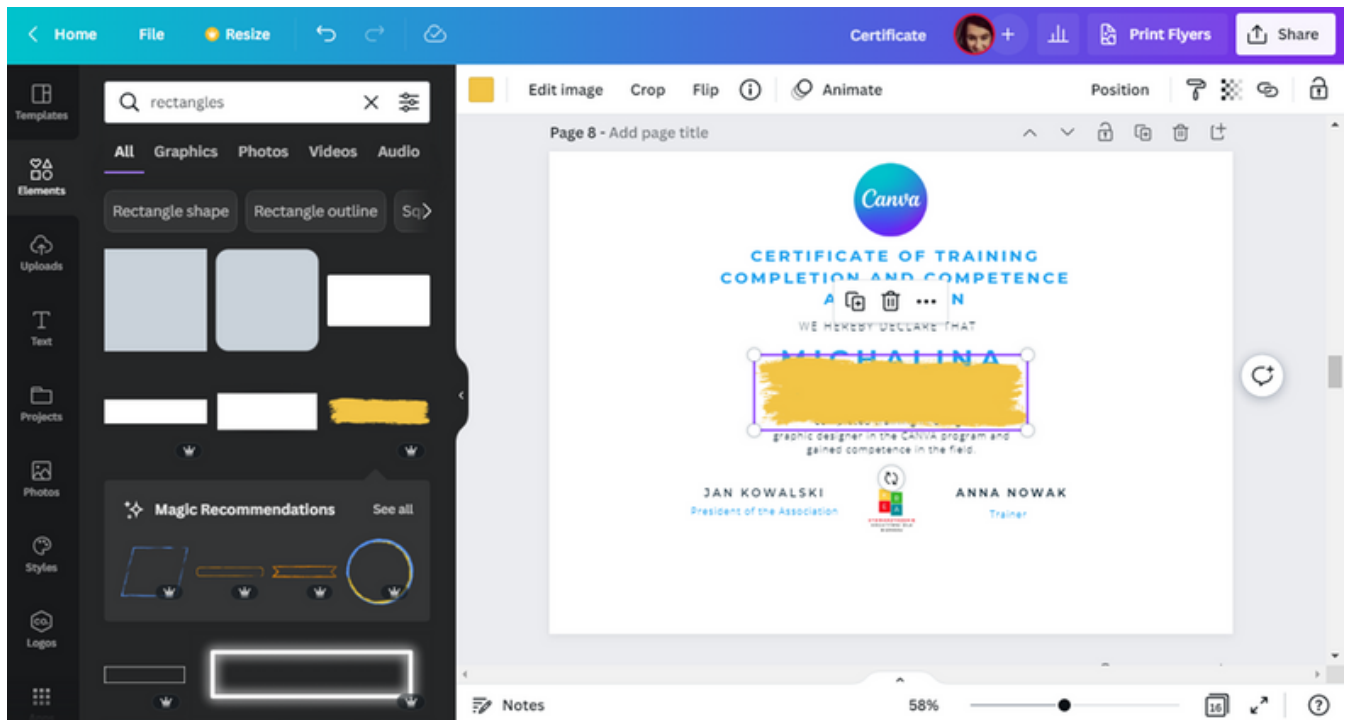


STEP 10. In the same folder (i.e. Elements) search for the rectangle shape.

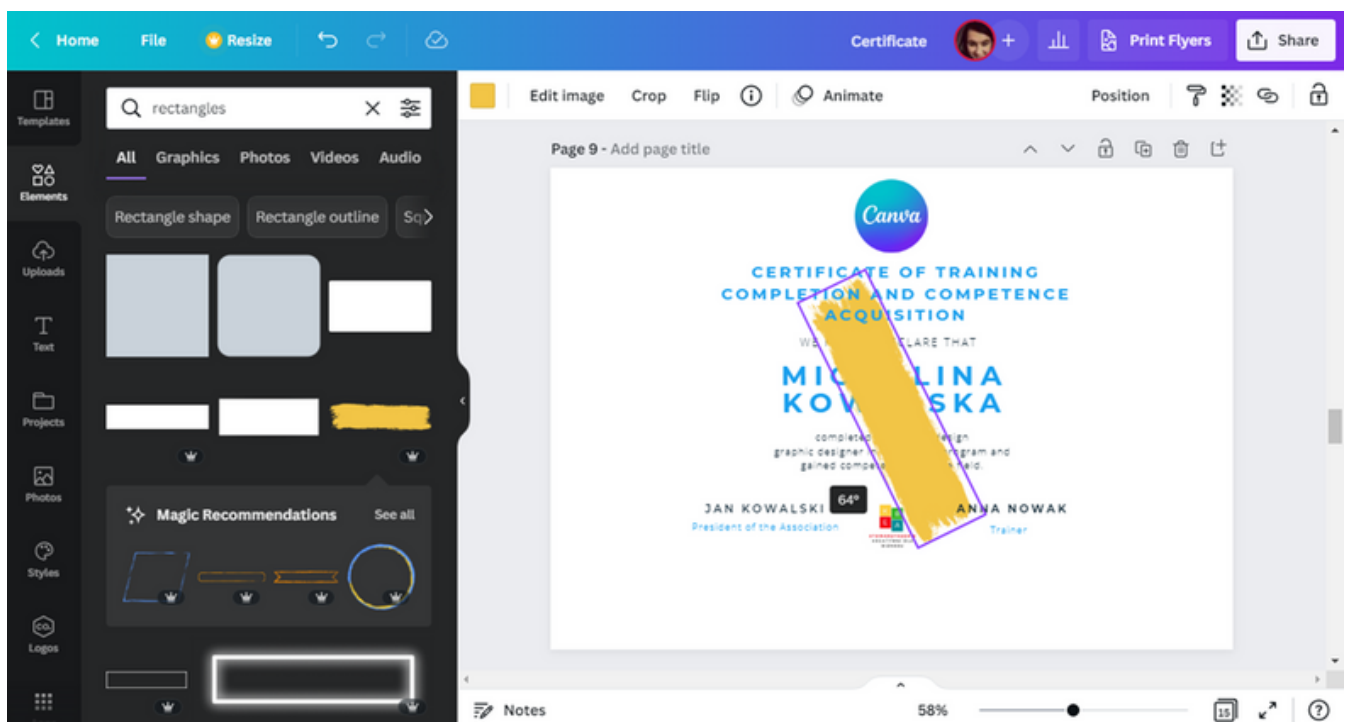




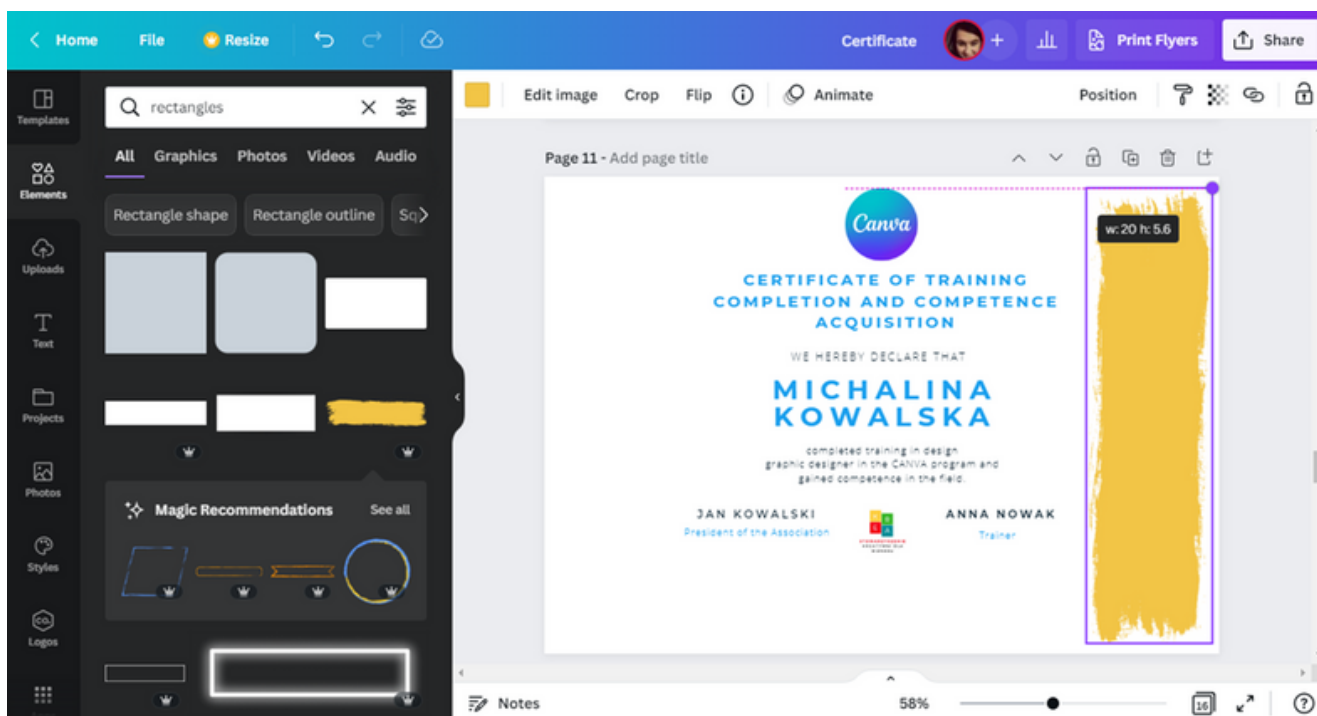
From among all the search results, choose the shape that suits you best.



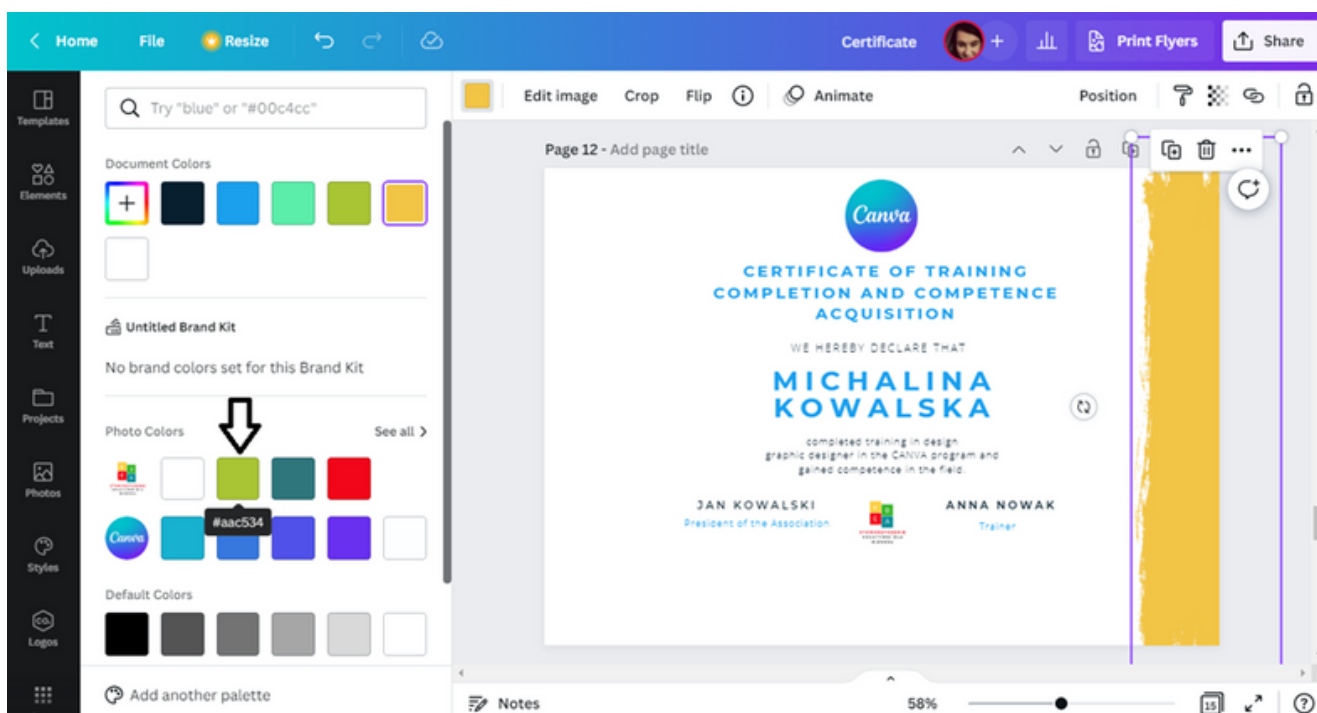
Use the cursor to reposition the shape by 90 degrees (horizontal to vertical).



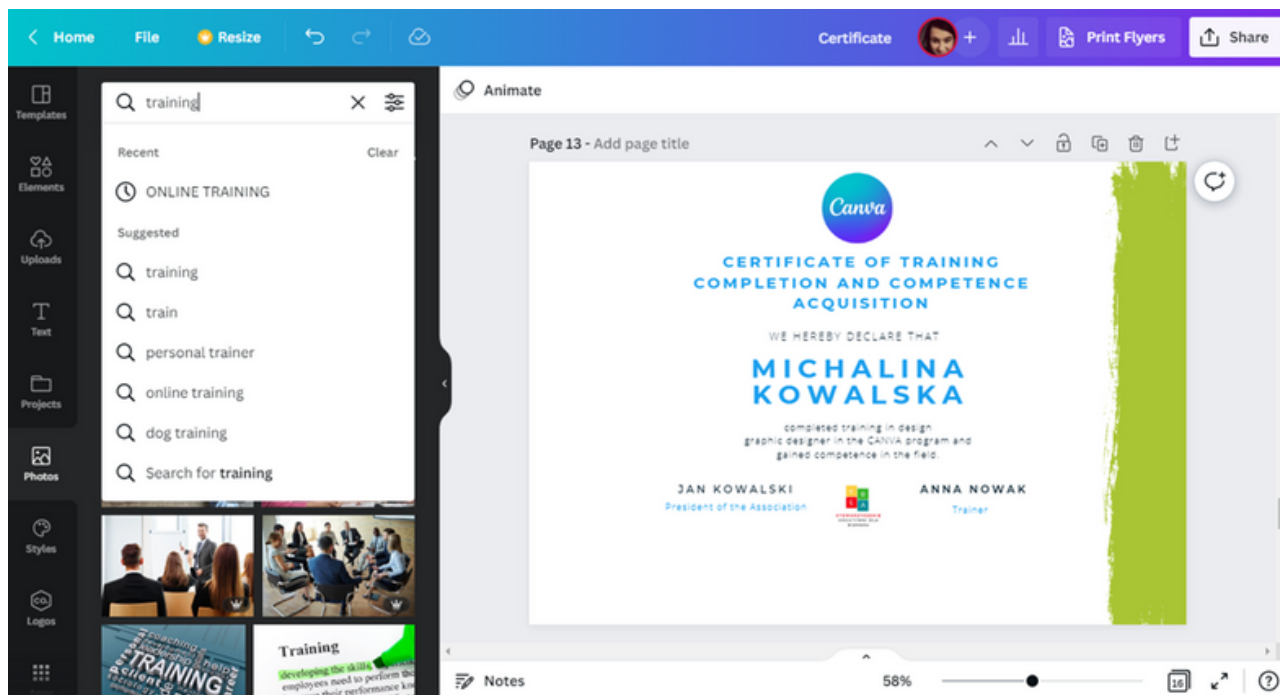
Move the shape to the right edge of the design and enlarge it.



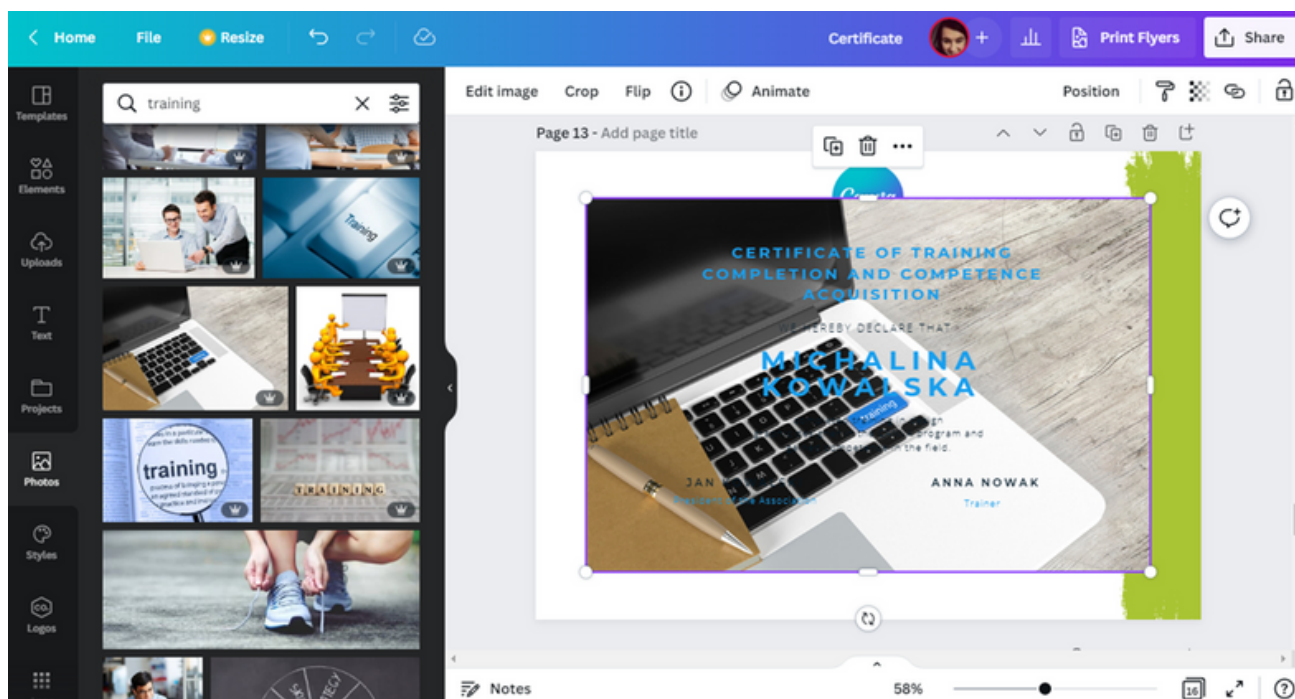
Change the color to green. The same one that is in the organizer's logo.



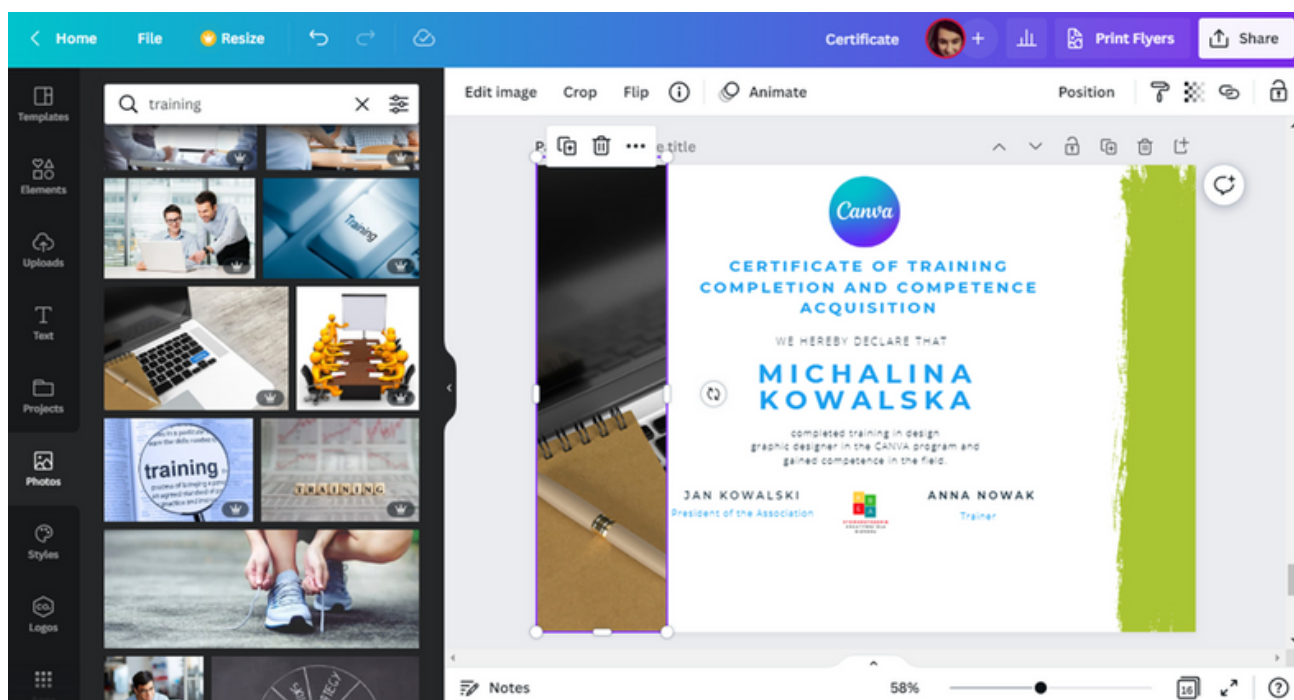
STEP 11. On the left side of the certificate template, post a themed photo. To do this, in the Photos folder, enter the word training.



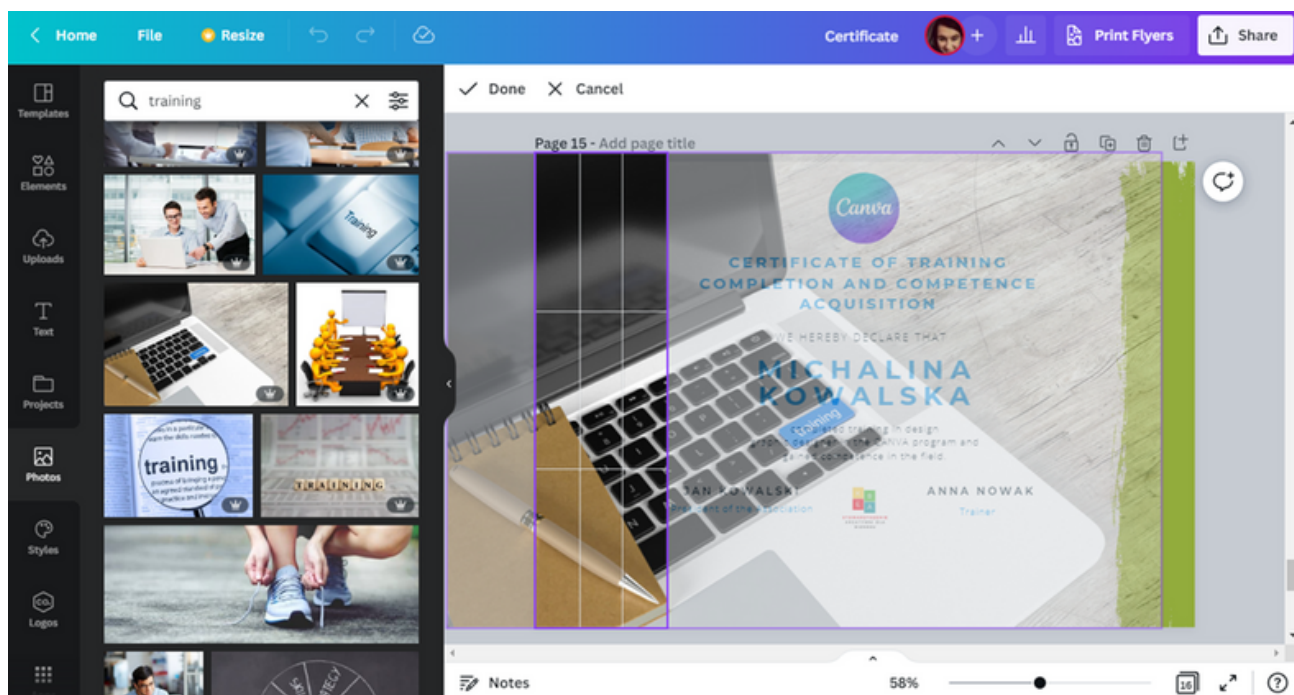
Choose one from the set of photos offered by the CANVA program.



Use the cursors to compress the photo to the right edge.

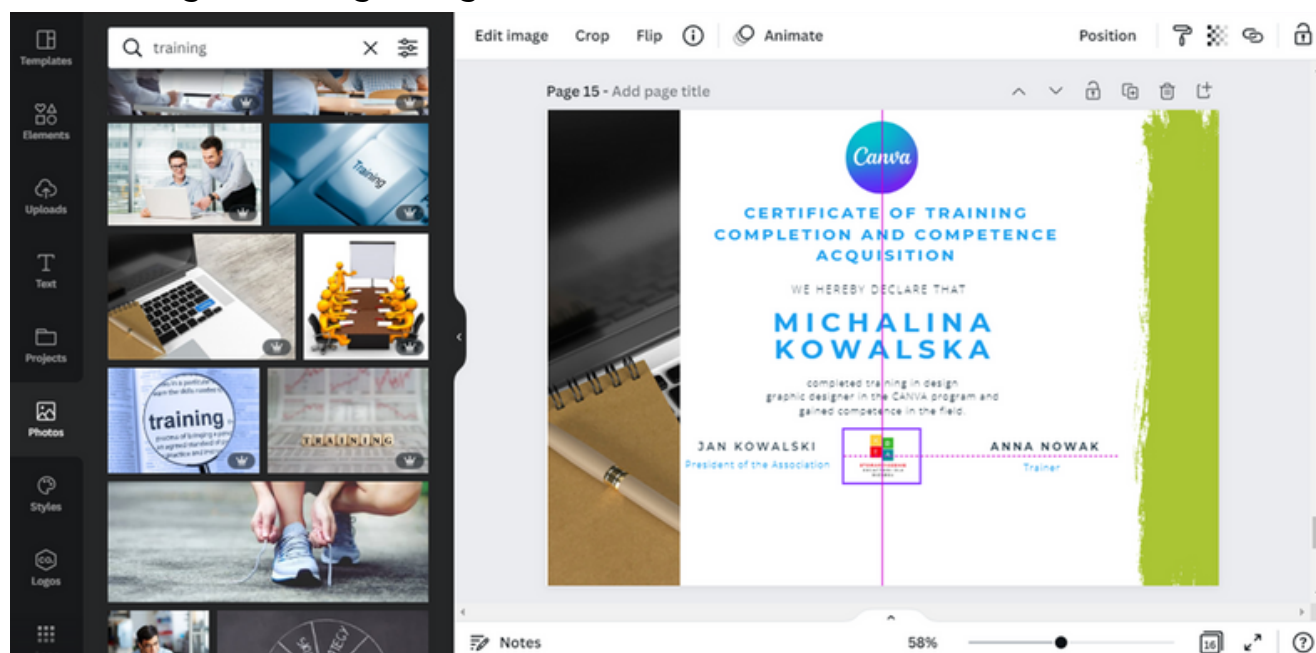


After that action, part of the photo will be hidden. Only a small fragment of it will be visible. You can change the fragment you want to see. This can be done by double clicking on the photo. A preview of the entire photo will appear, allowing you to control it left and right.



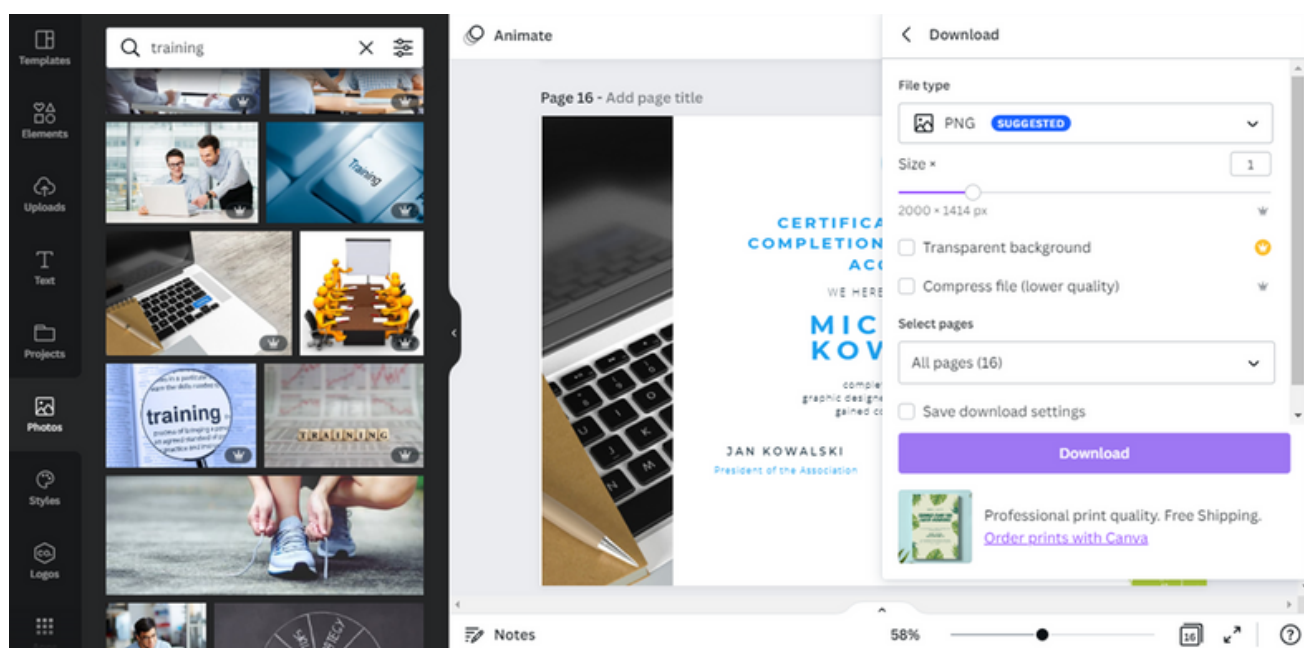


STEP 12. For a better visual effect, you can move the text of the certificate along with the logs to the right edge.



The CANVA program has "default levels", thanks to which the user can place text, photos, graphics evenly to each other.

STEP 13. After finishing work, download the graphics for printing. You can do this by selecting the "Share" option in the upper right corner of the interface, and then "Download".



Certificate text:

Certificate of training completion and competence acquisition  
We hereby declare that  
Michalina Kowalska  
completed training in design  
graphic designer in the CANVA program and gained competence in the field.  
  
President of the Association  
Trainer



### EXERCISE 3 (30 min.)

Using the CANVA program, the participants are to design a certificate of participation in workshops on assertive refusal in practice. They then have to download the prepared certificate draft in the format that is most preferred for printing.

#### THE TEXT FOR THE TRAINER:

*On the Worksheet No. 3 I distributed, there is an order to perform a task using the CANVA program. According to the instruction, please prepare certificates of participation in workshops on assertive refusal in practice. Then download the developed graphic in the format you prefer for printing. You have 30 minutes for this task. In case you have any questions, I'll be glad to help.*



## WORKSHEET 3

With the help of the CANVA program, design a certificate of participation in the workshop on assertive refusal in practice. Then download the prepared certificate in the format that you prefer to print.

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# PANEL I

## Original greeting card

Birthdays, name days, anniversaries, holidays are some of the many occasions for which we give out a greeting card. Most often we use what the market offers us, but there are people who appreciate something new and original. The best way is to make a greeting card for special occasions yourself.

How to do it?

Take advantage of the CANVA program!

Below you will find instructions on how to design an original greeting card.





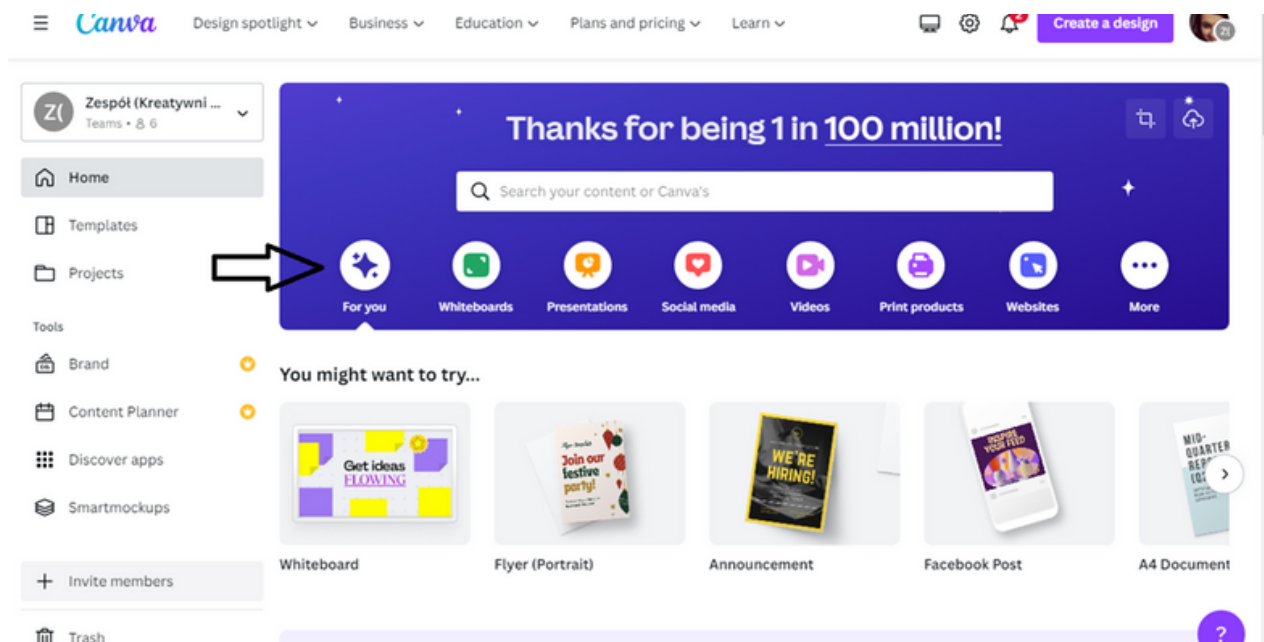
# PANEL I

## Original greeting card

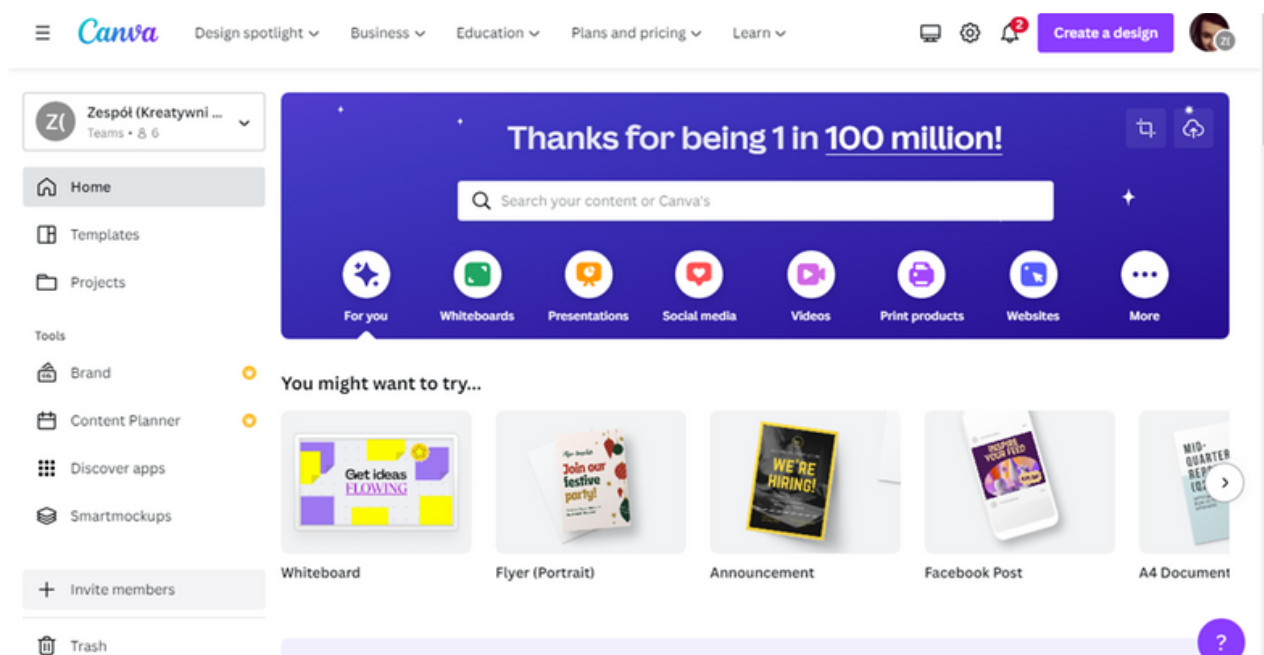
### PREPARATION OF THE GREETING CARD IN THE CANVA PROGRAM - INSTRUCTION

STEP 1. Log in to the CANVA program.

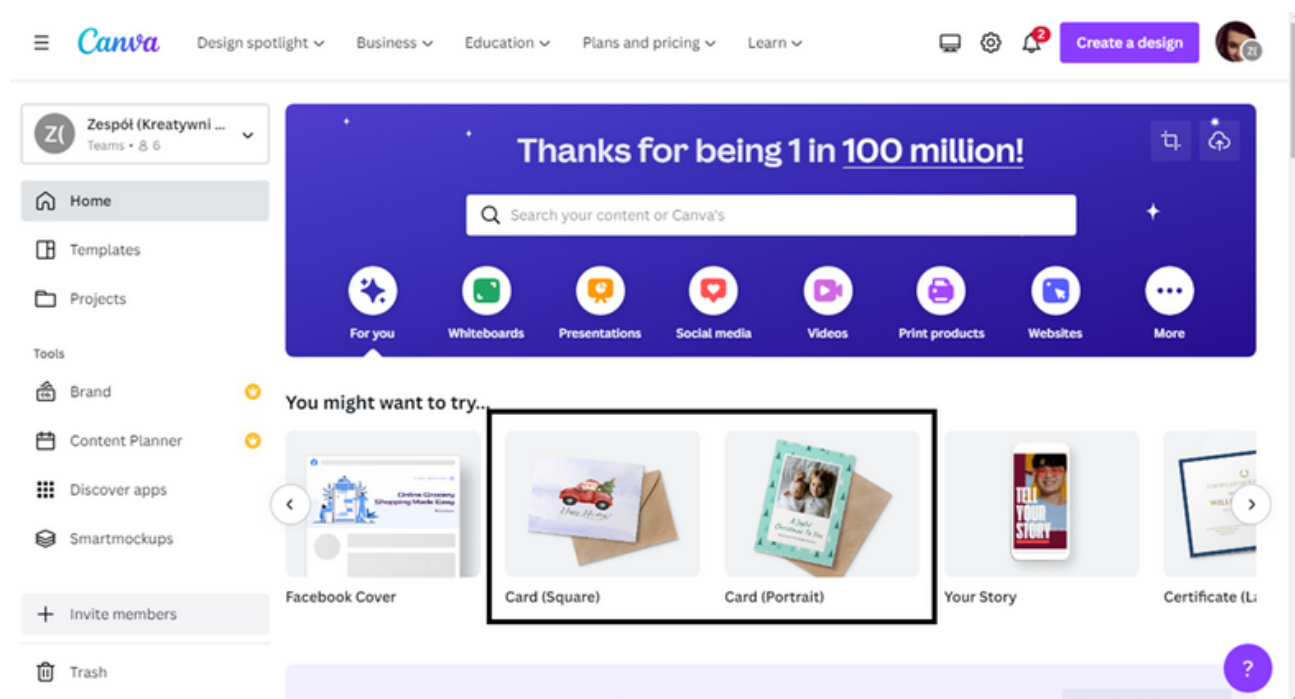
STEP 2. Then select a set of templates For You.



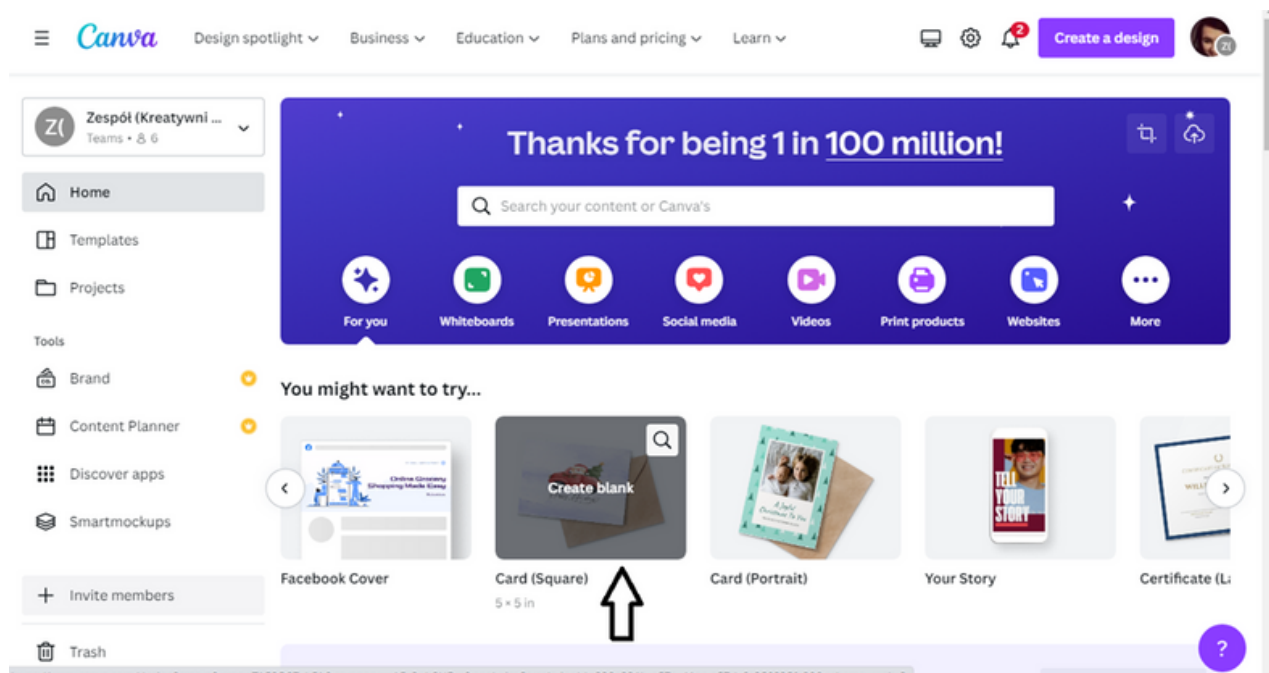
STEP 3. A bar with suggestions will appear. From among the proposals, search for a template dedicated to greeting cards. You can use the cursor on the right side of the proposal bar to do this.



CANVA offers two templates for the design of the greeting card.

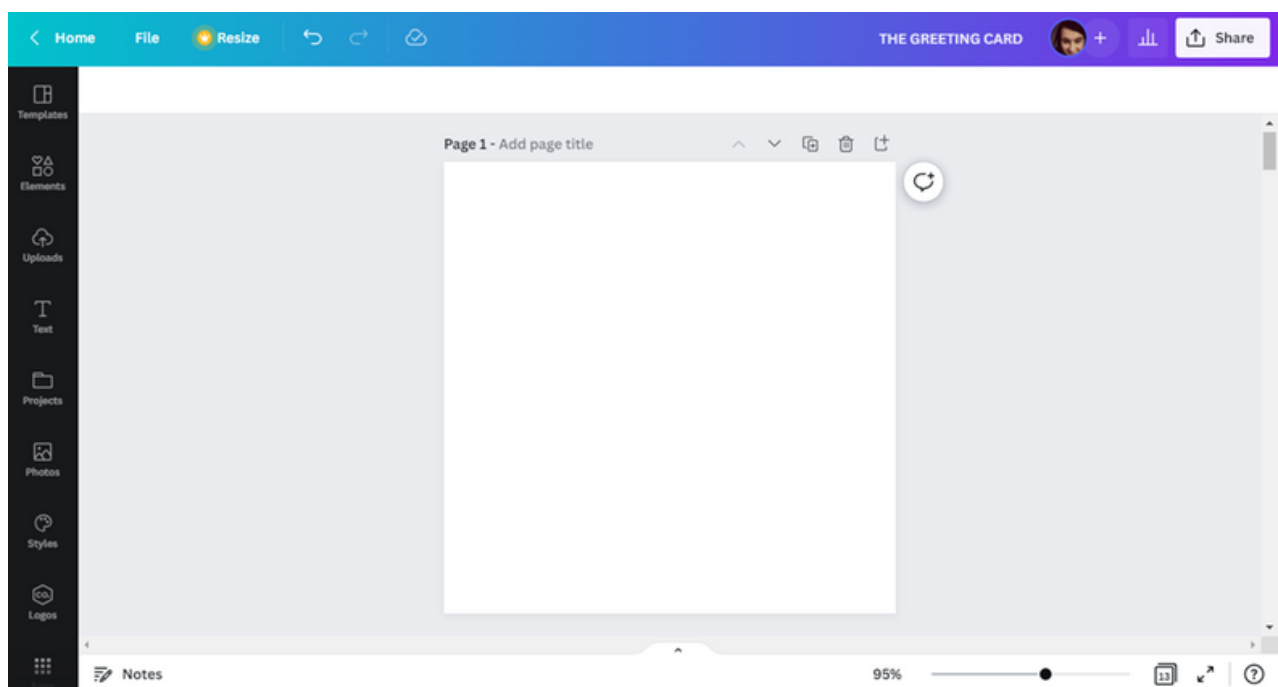


STEP 4. Choose the template that suits you best.

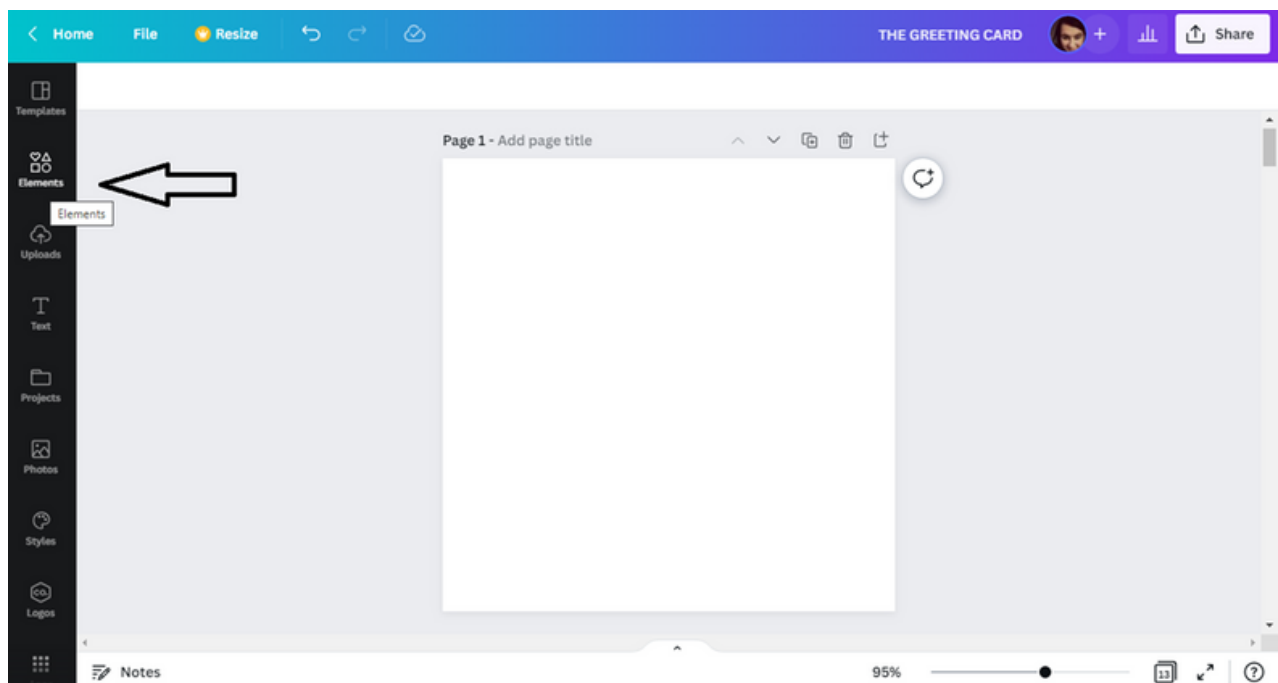




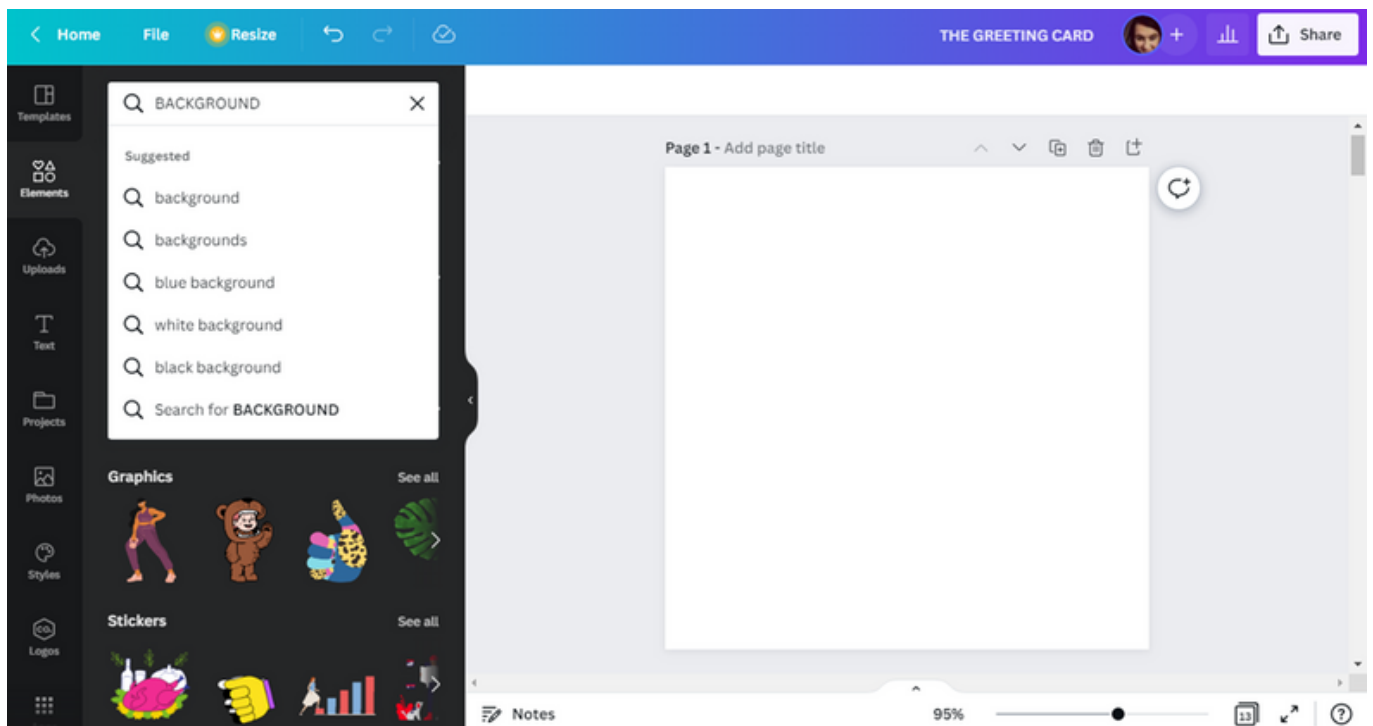
After clicking on the option you have chosen, the template will open in a new browser window.



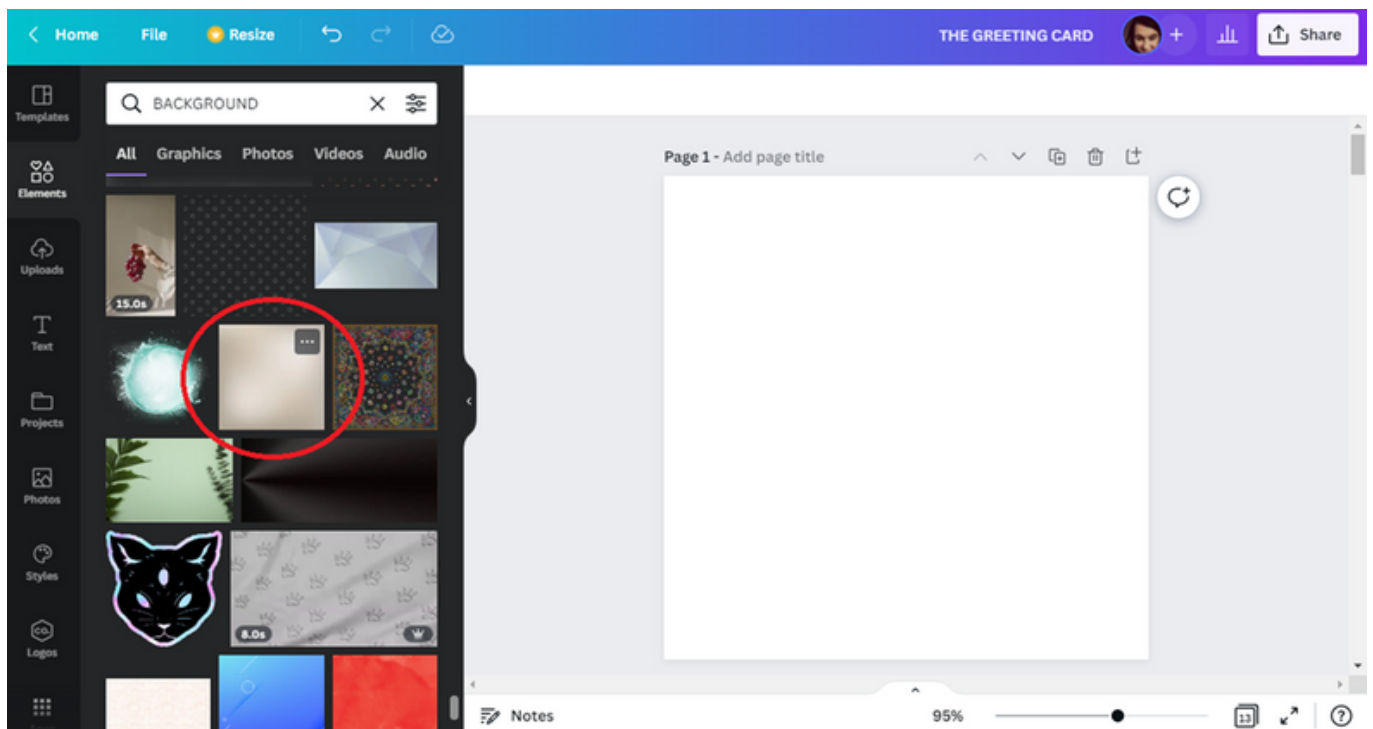
STEP 5. Due to the fact that we do not use the available designs, first select the background. To do this, open the **Elements** tab.



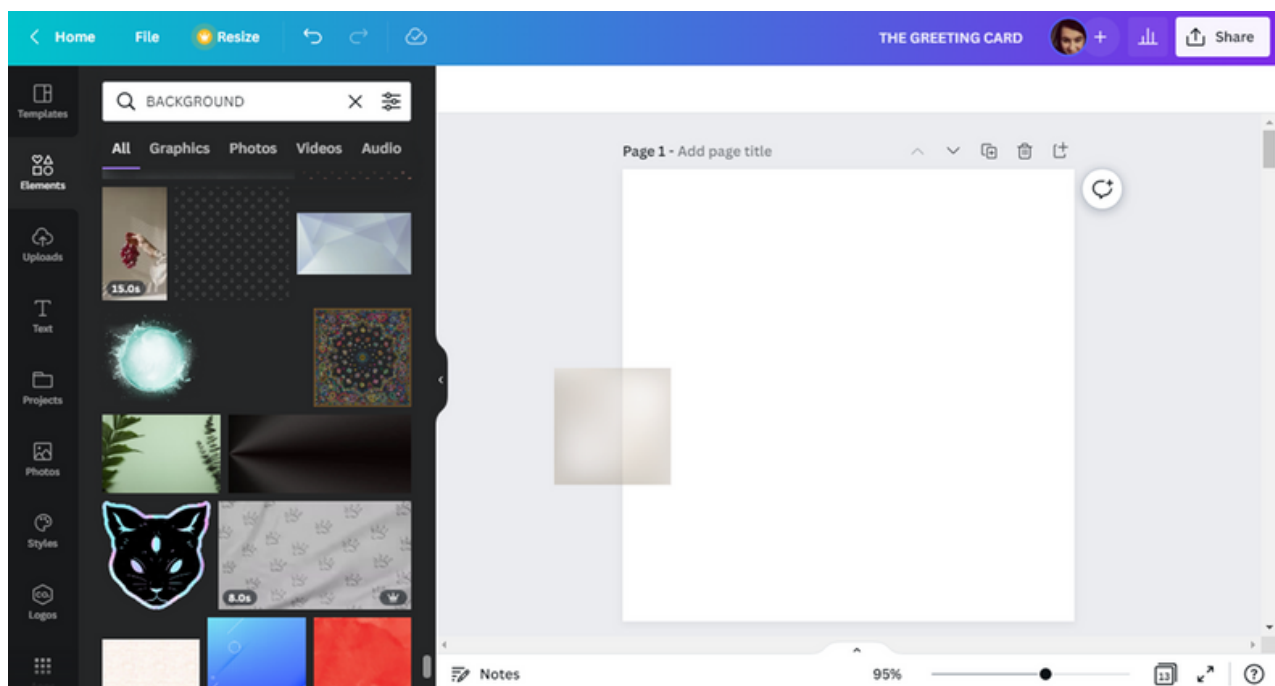
Type **BACKGROUND** in the search window.



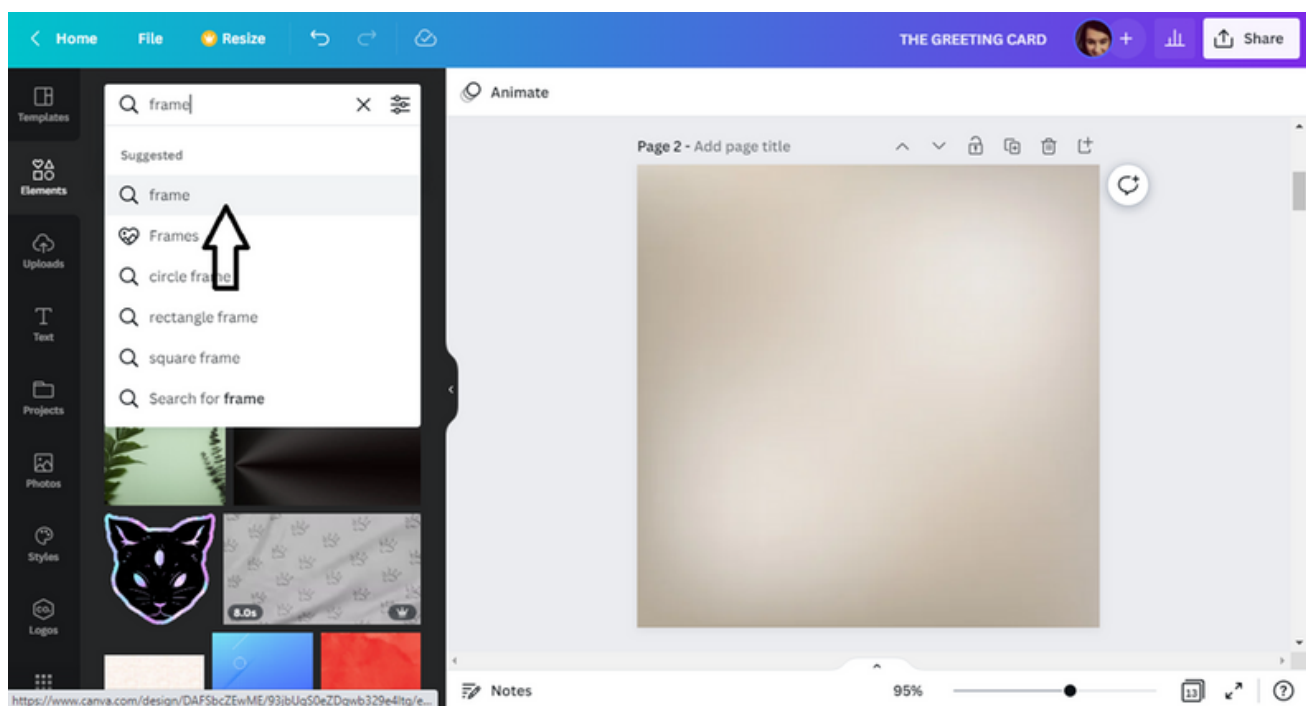
Choose a background.



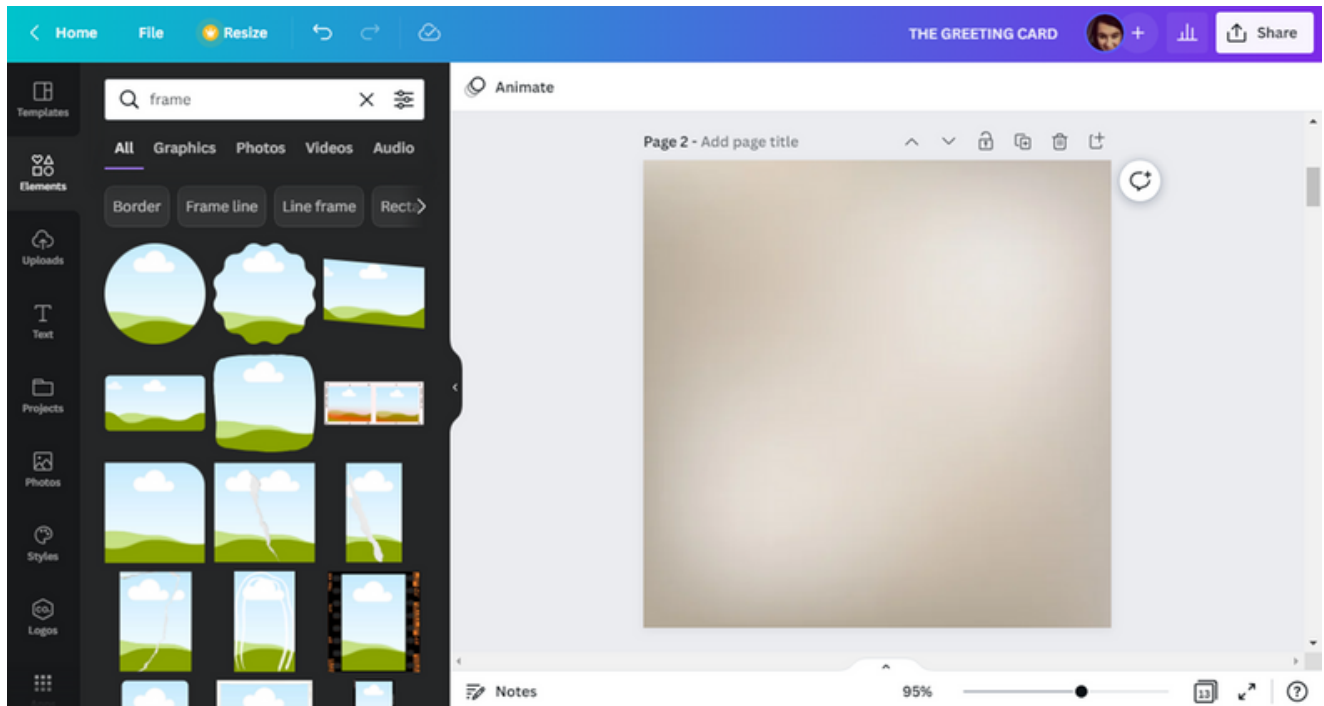
Select the background by dragging the selected item onto the template.



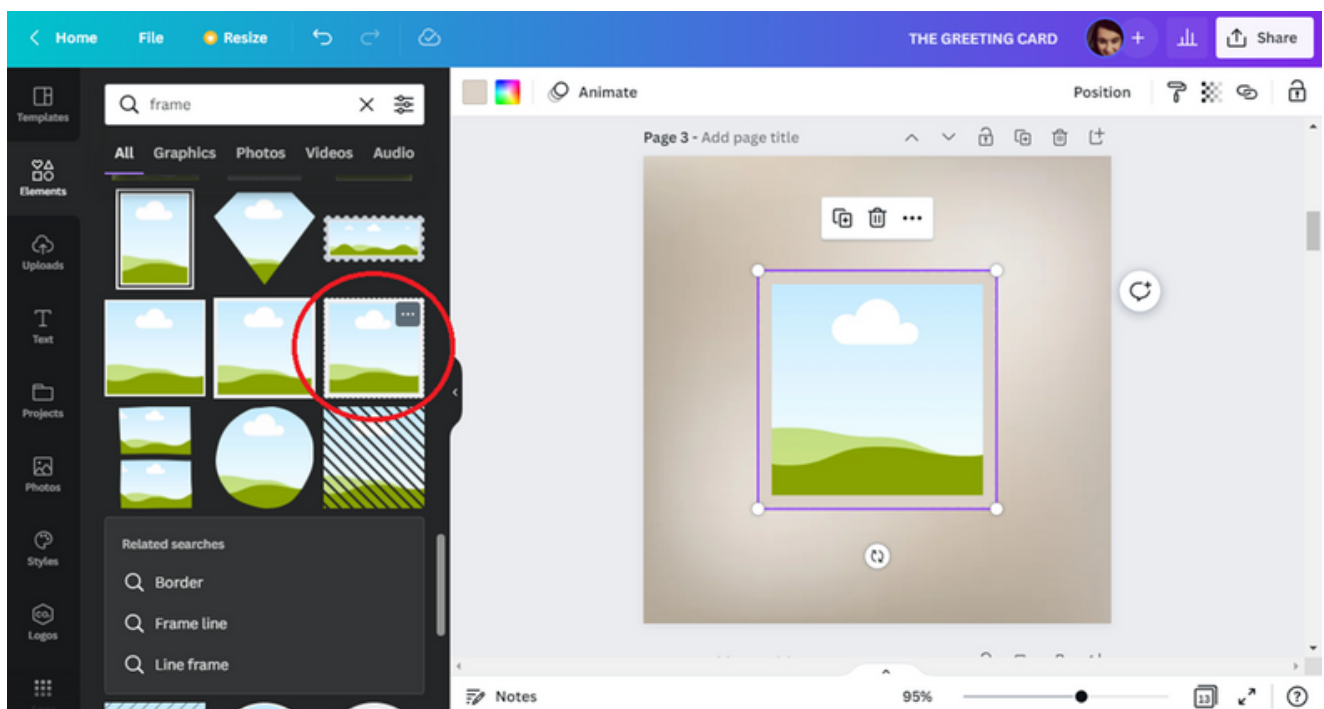
**STEP 6.** After selecting the background, the next step is to choose the frame that will be necessary in the further part of the work on the card design. You will find the frame in the same tab as the background (i.e. Elements).



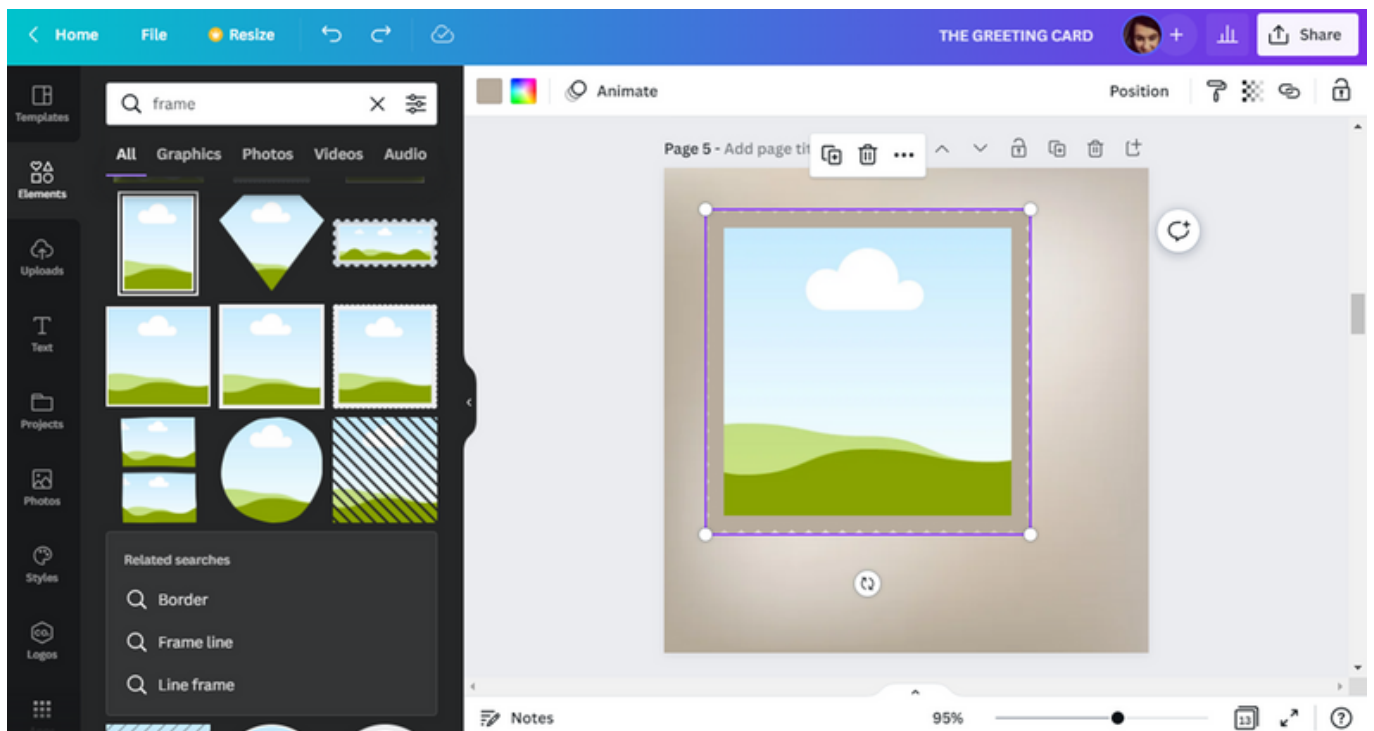
After searching for an element, i.e. a frame, a set of available proposals will appear.



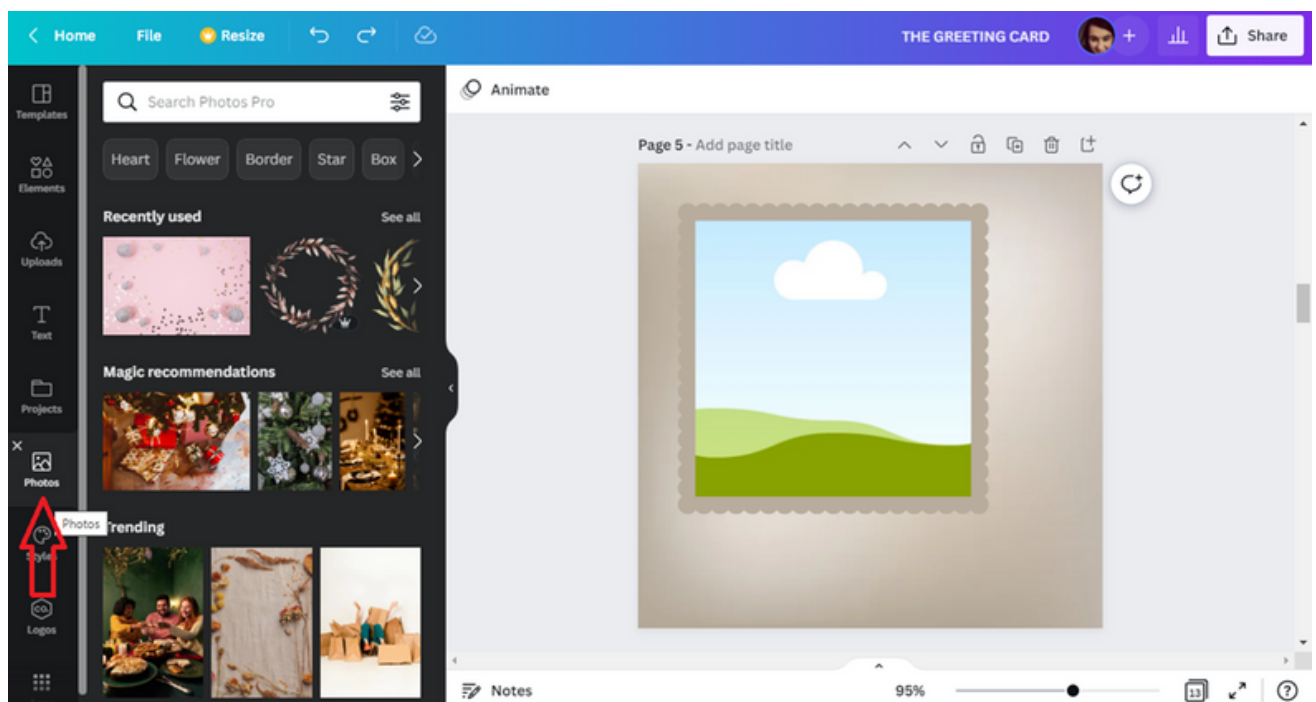
Choose one of the proposals.



Enlarge the frame and then move it to the upper left corner of the template.

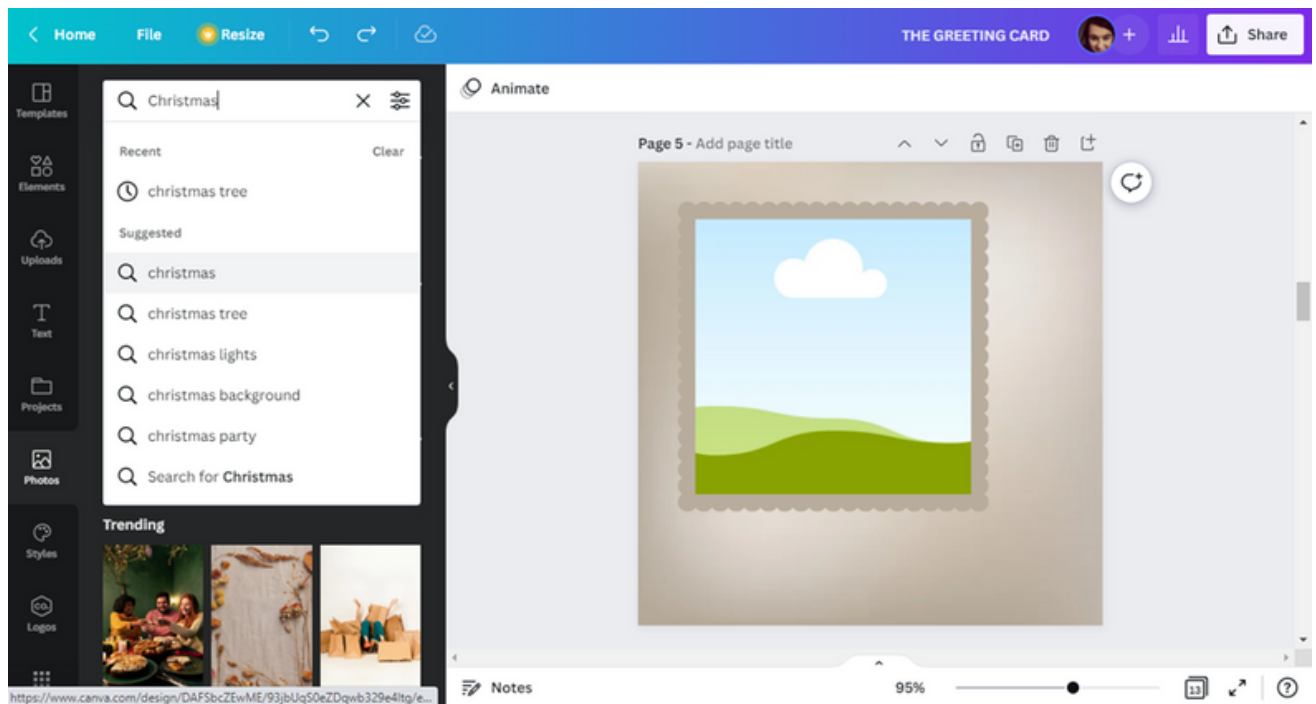


STEP 7. The next stage of work is selecting a photo for the frame. To do this, go to the Photos tab.

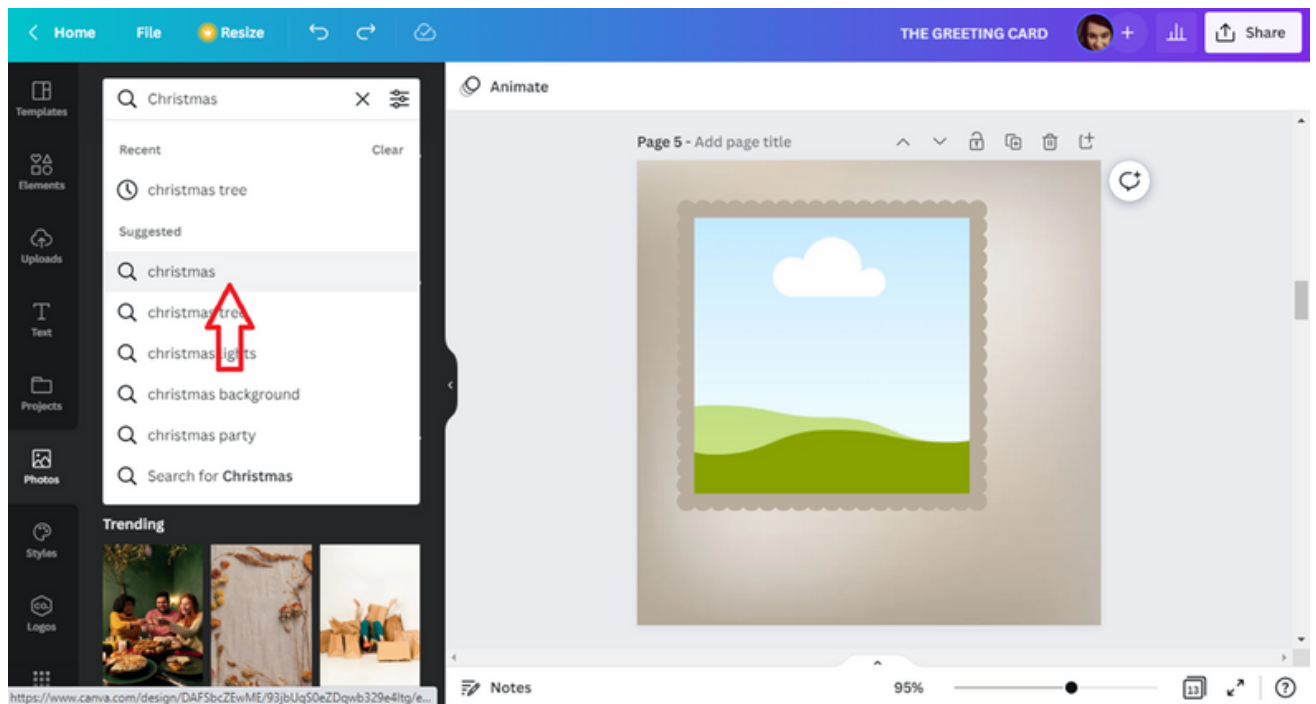




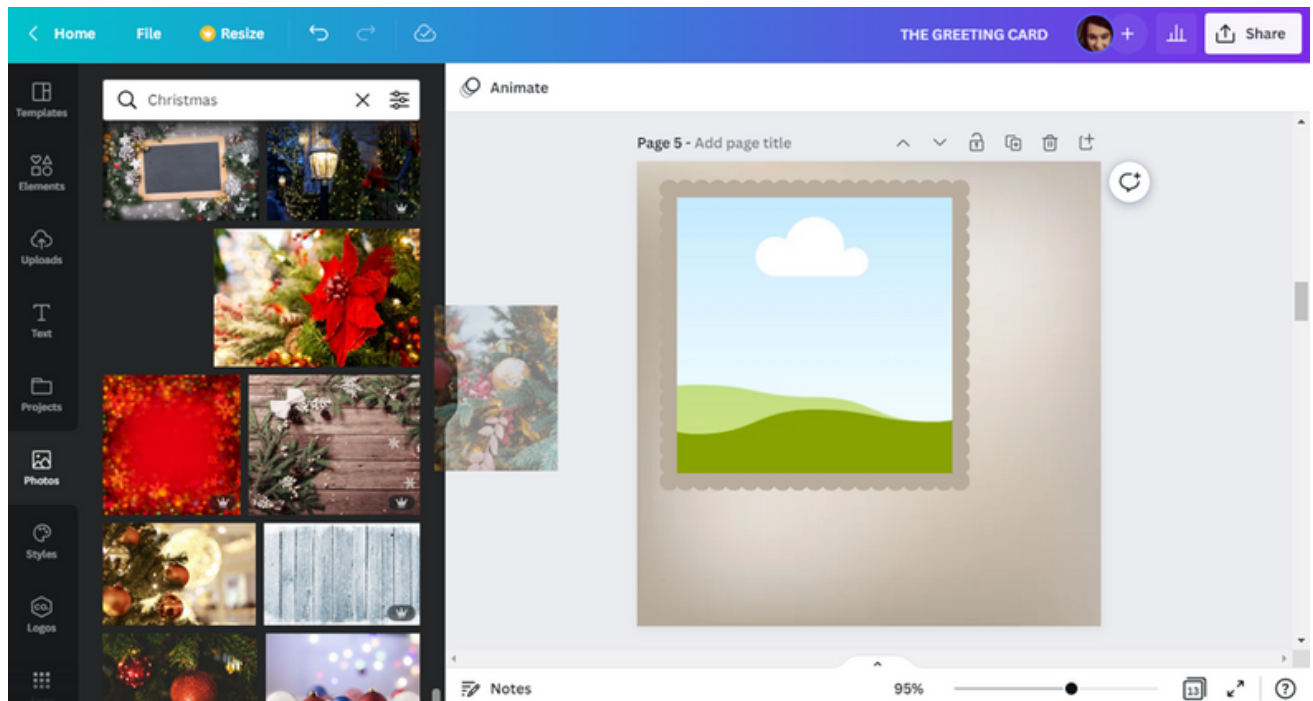
In the search field, enter Christmas.



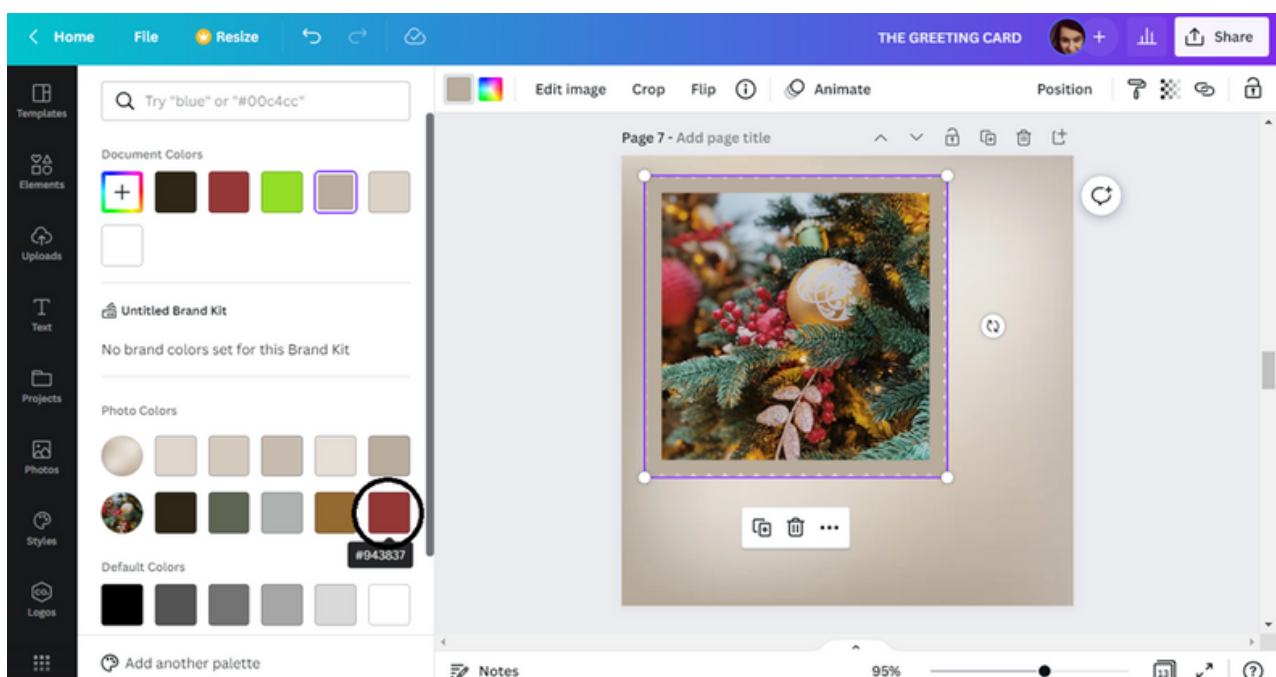
Then select one of the results that appeared.



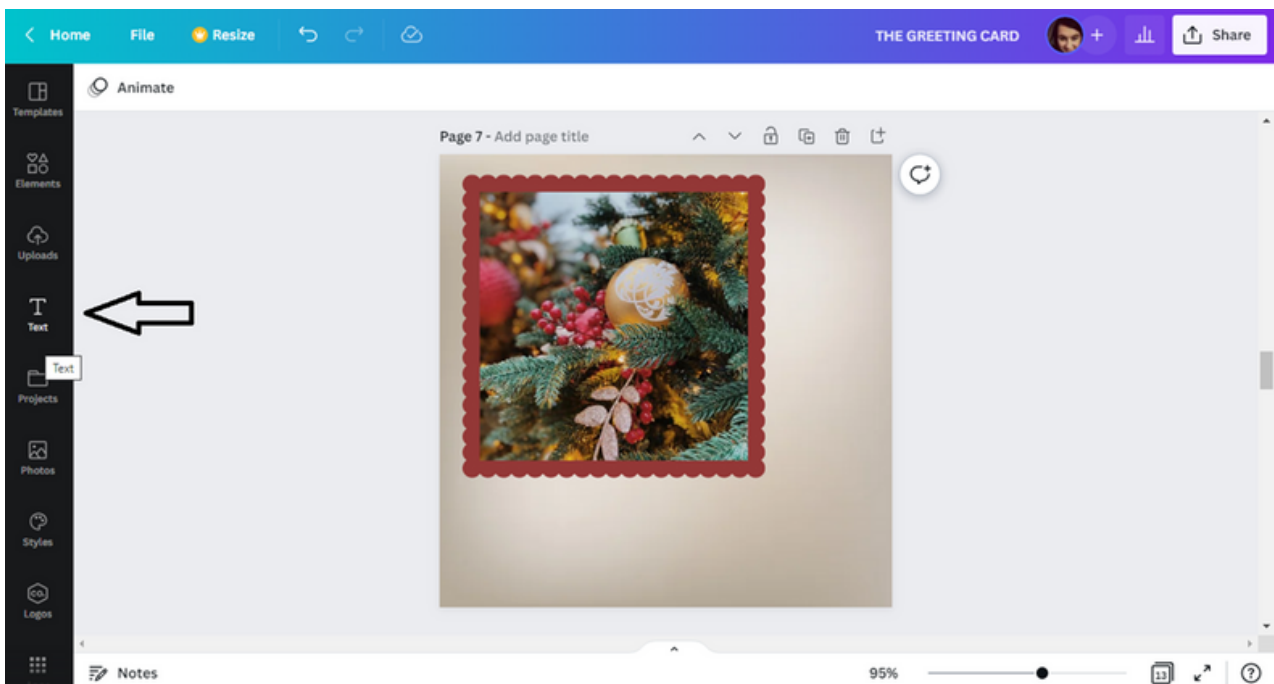
Make your photo selection. To place it in a frame, drag the photo to the frame area.



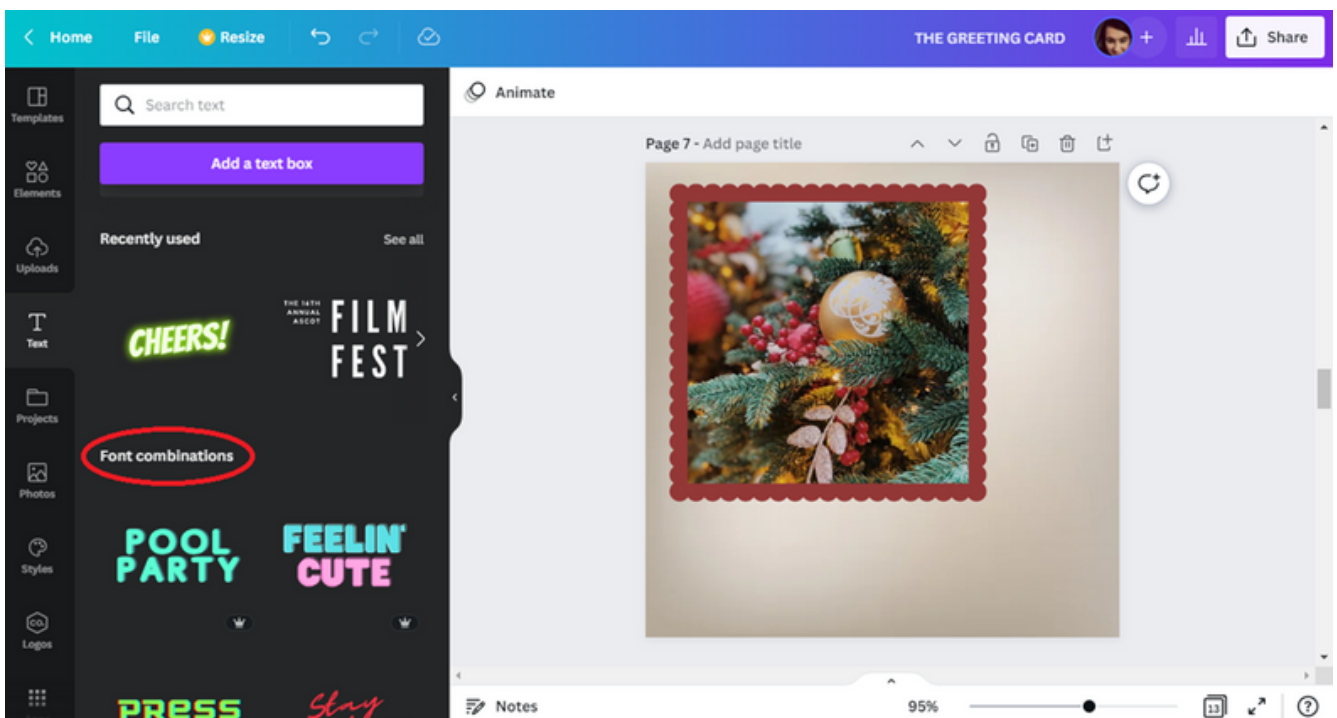
**STEP 8.** When the photo is in the center of the frame, the next step is to select the color of the frame's border. When you select a frame, you will find a box in the top bar that indicates the color of the item. To change the color scheme, press the field. In order to best match the colors, you can use the suggestions of the CANVA program, which selects a color proposal for photos or graphics applied to the project.



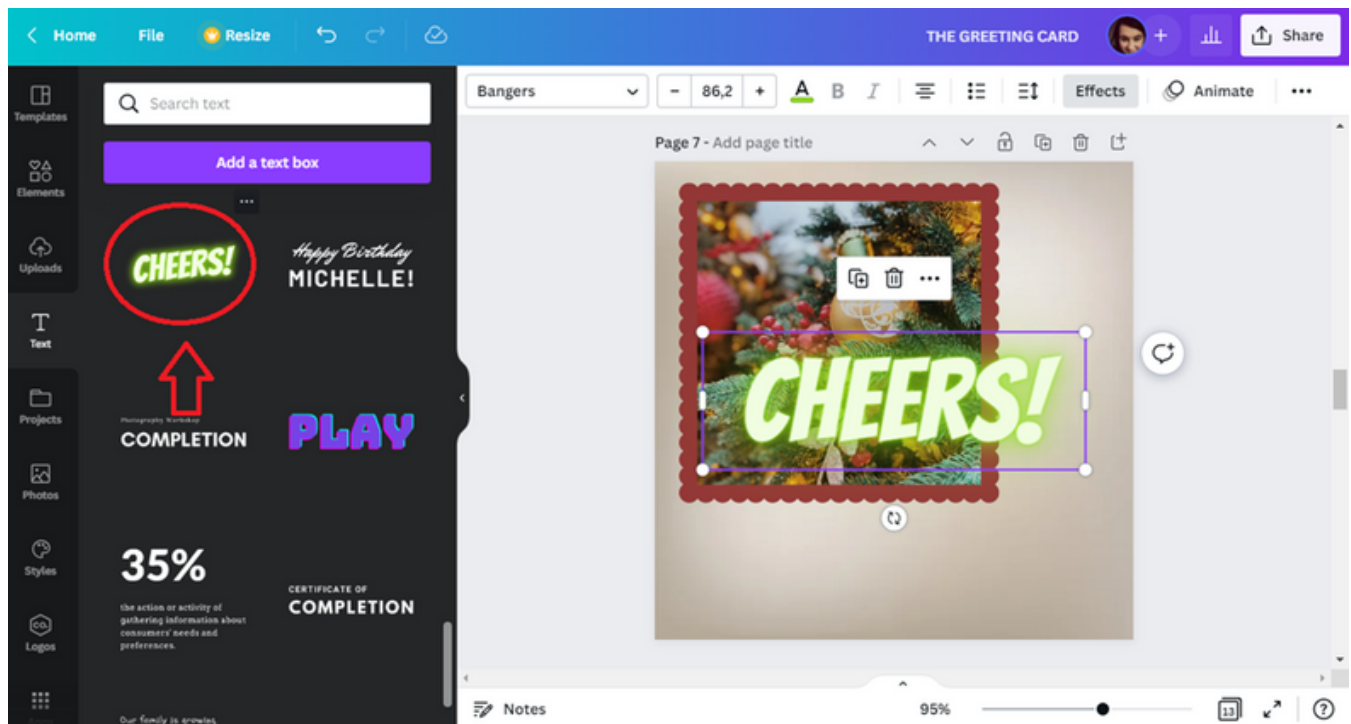
STEP 9. After you finish working on the frame, start entering the text. To do this, go to the Text tab.



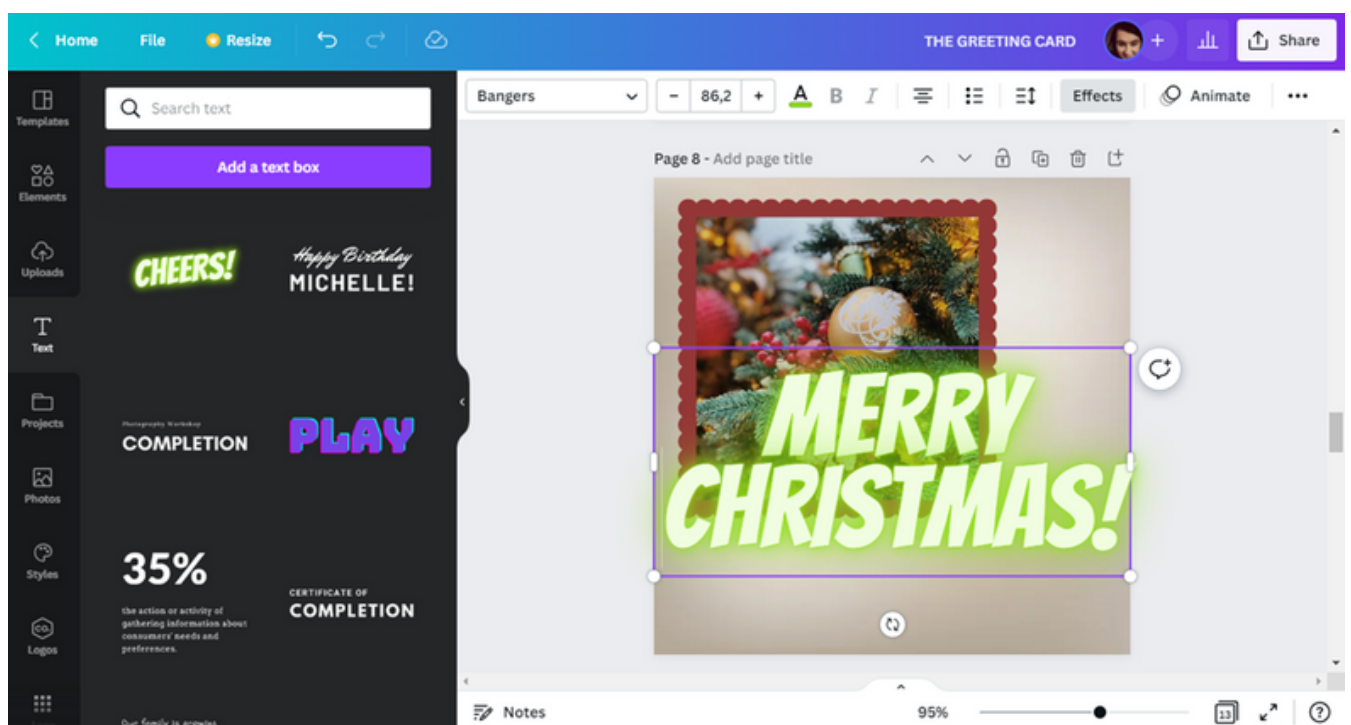
This time, use the Font Combinations option.



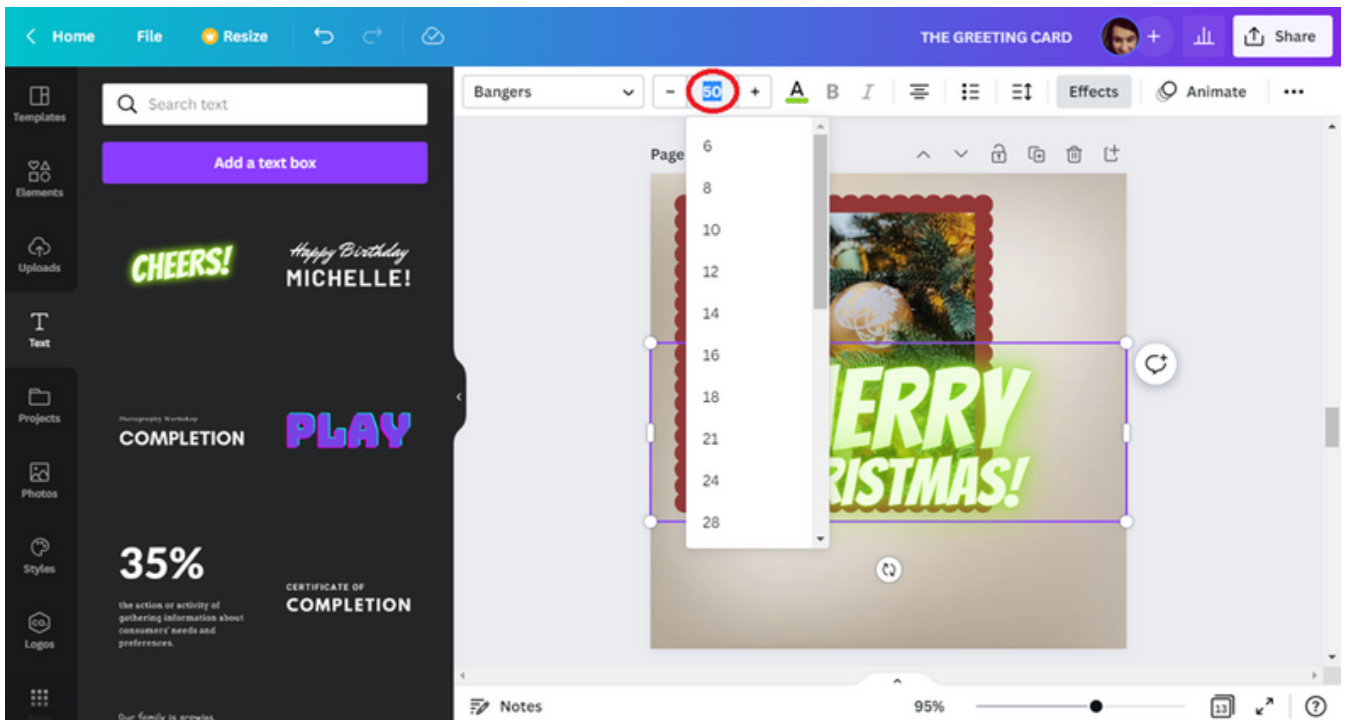
Choose one of the options.



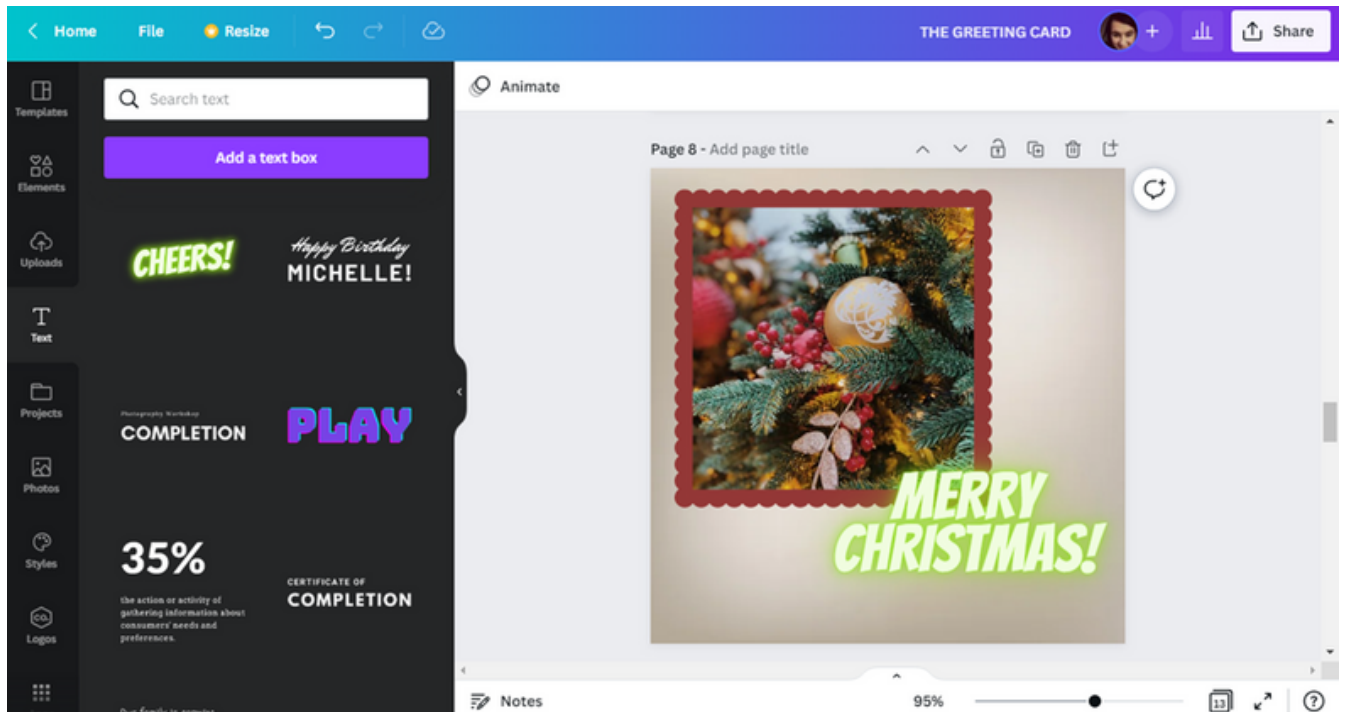
Enter the text: MERRY CHRISTMAS!



Change font size to 50.

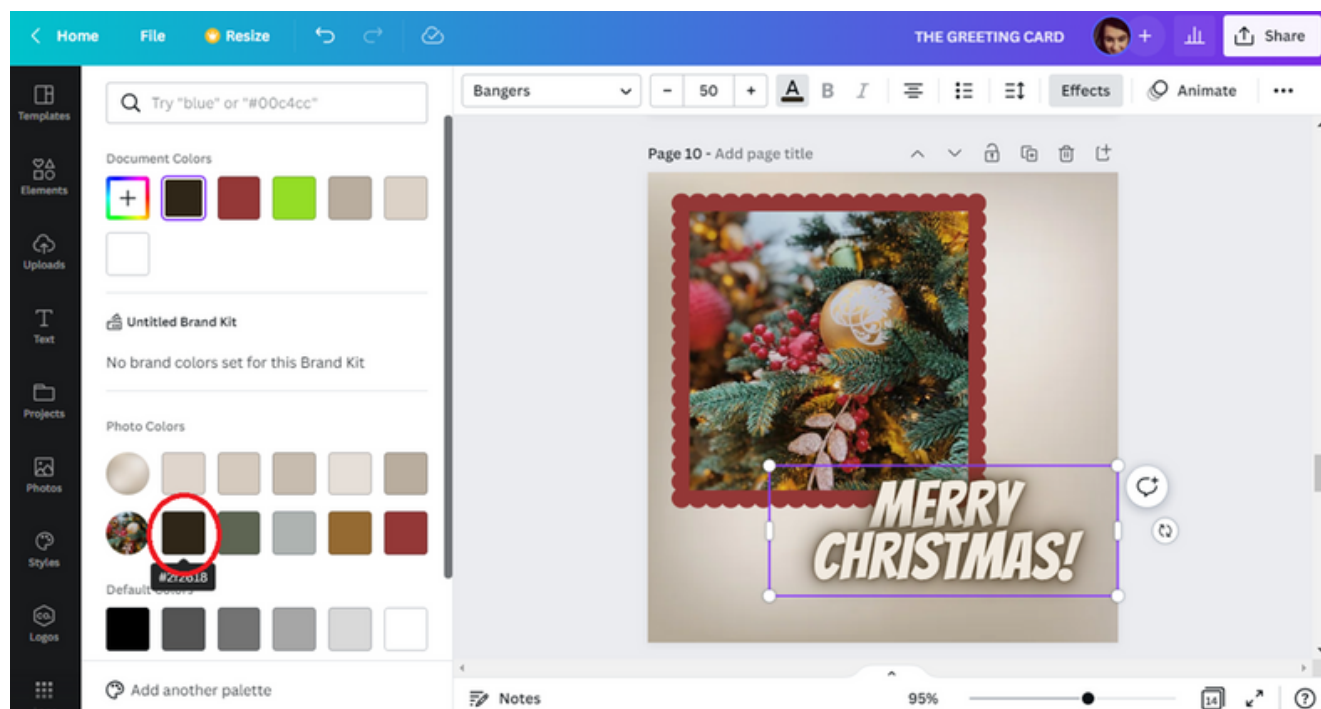


Move the text box to the lower-right edge of the frame.

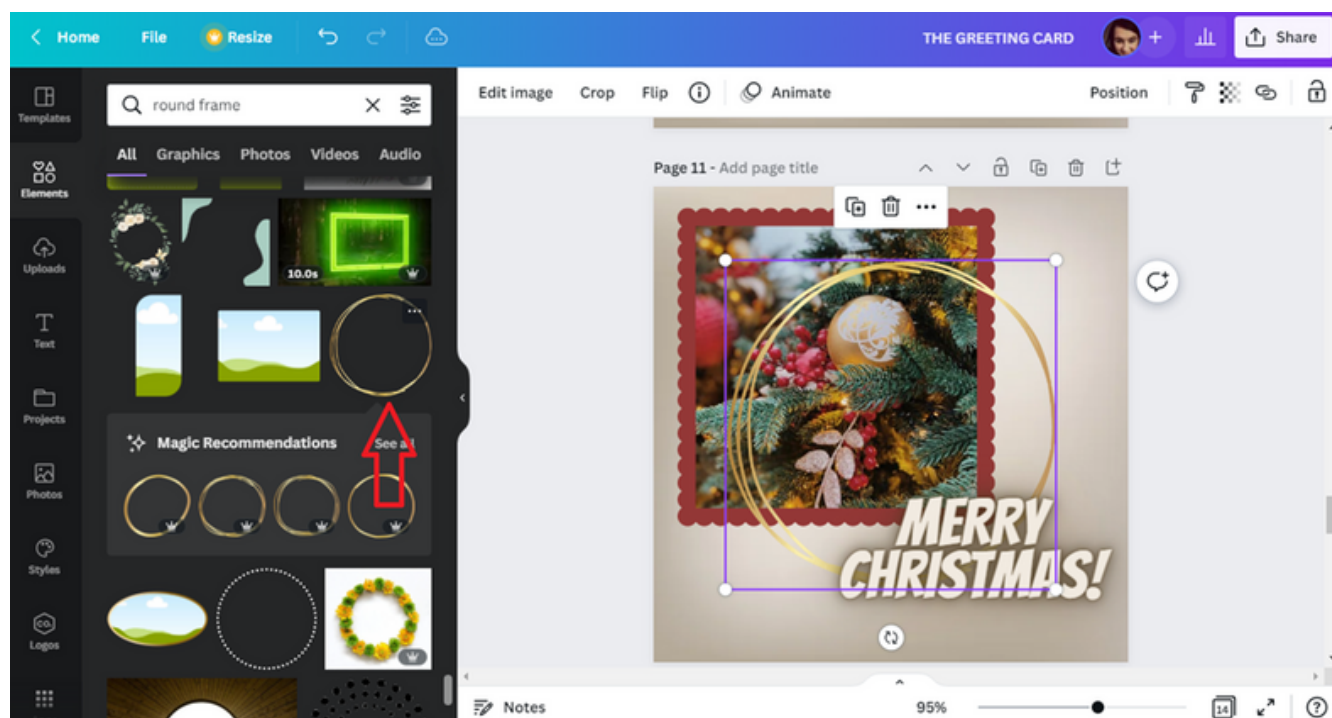




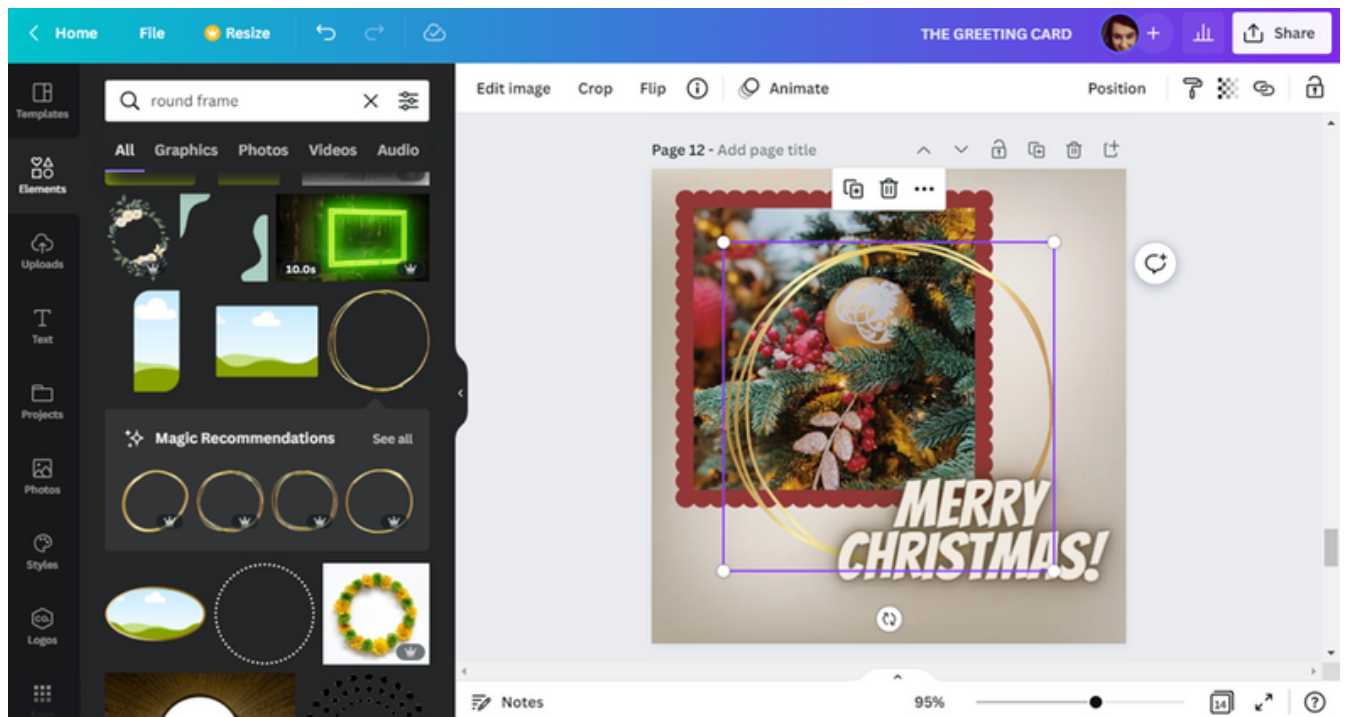
Change the font color.



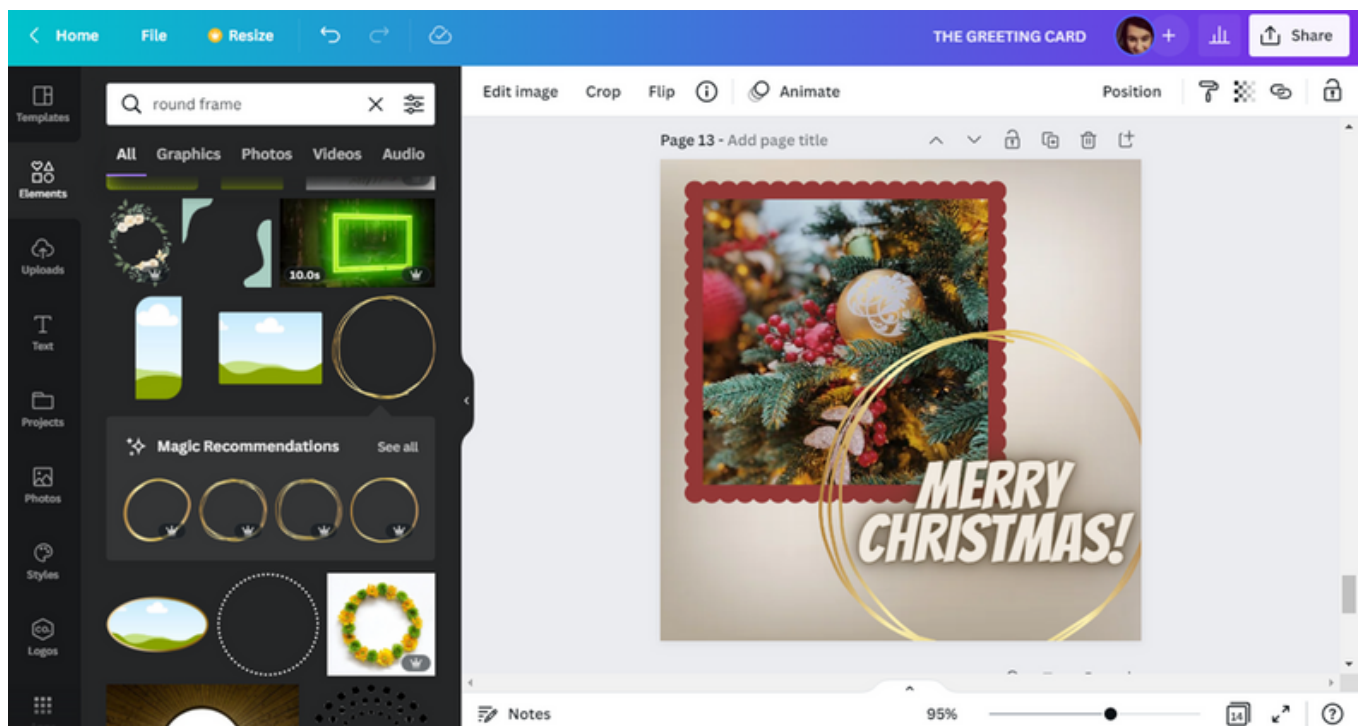
STEP 10. To add variety to the design, choose a shape. To do this, search for circular frames in the Elements tab. Then select one of the found suggestions.



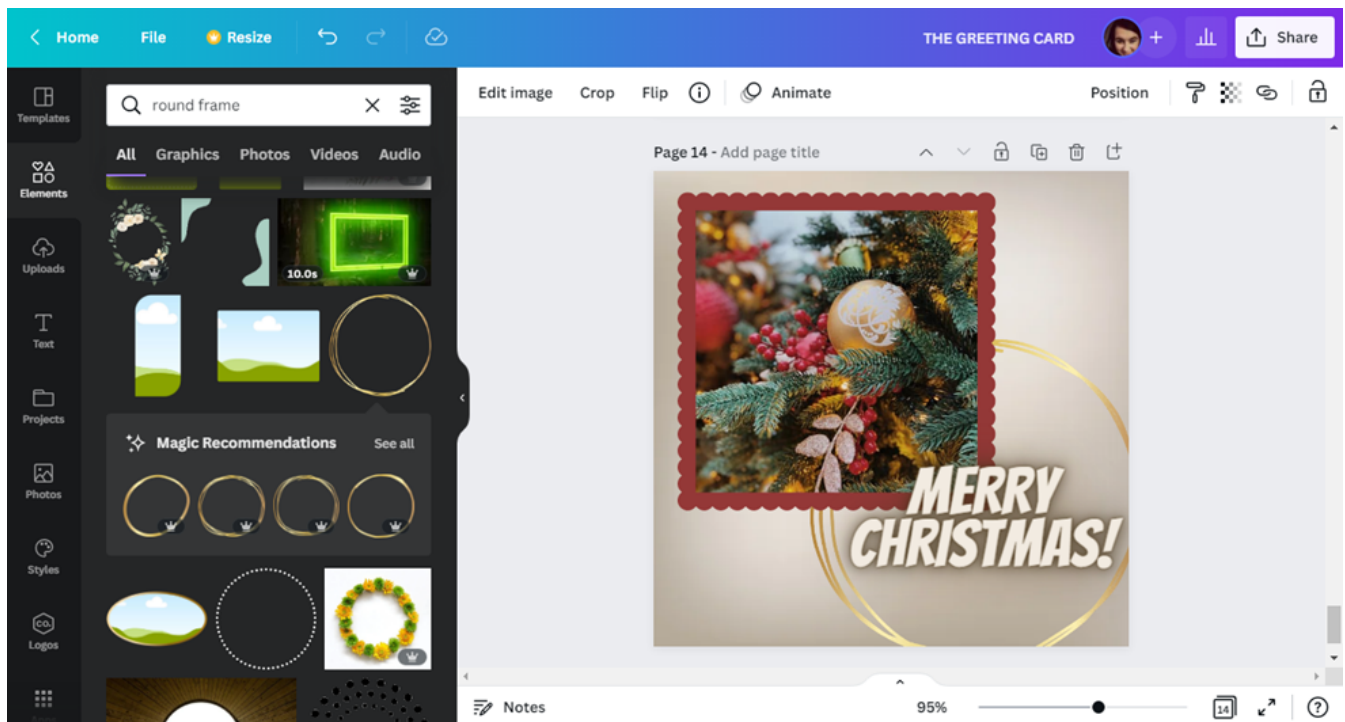
We can change the size and location of the selected element. First, enlarge it.



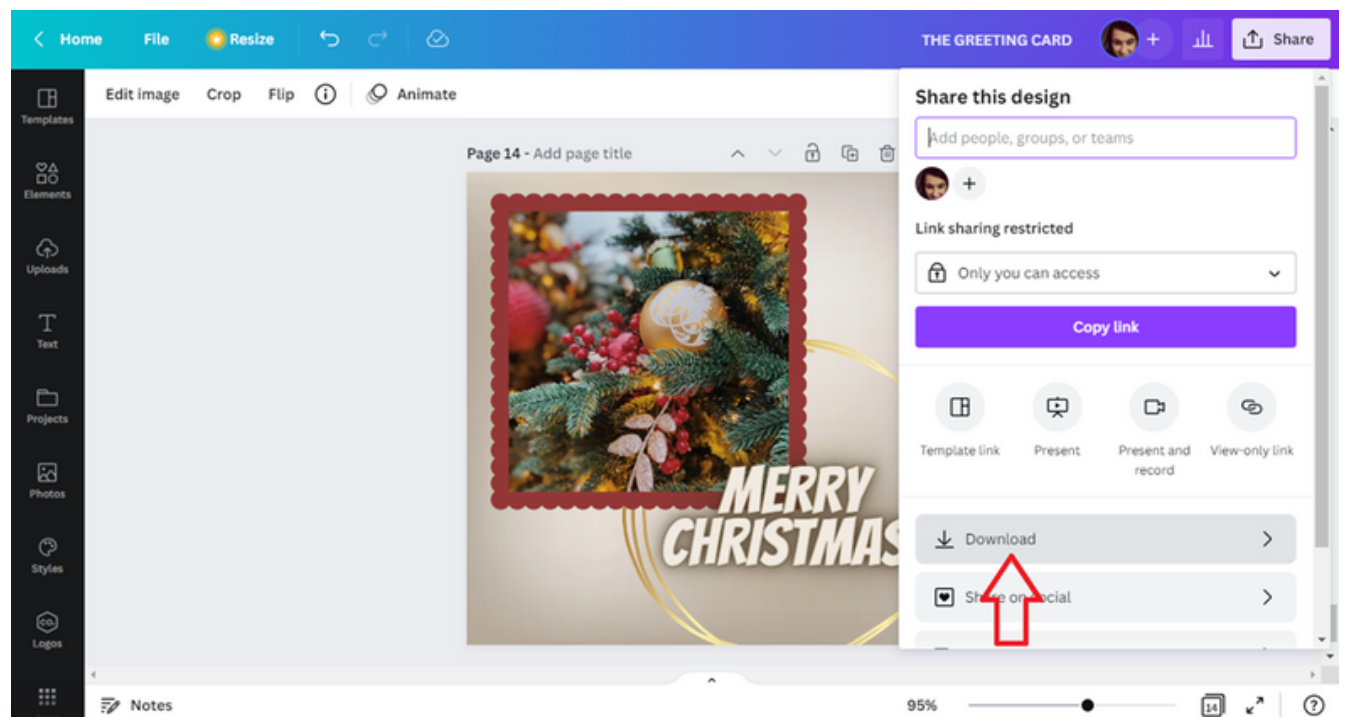
Then change the position by moving the circle to the lower left corner of the design.



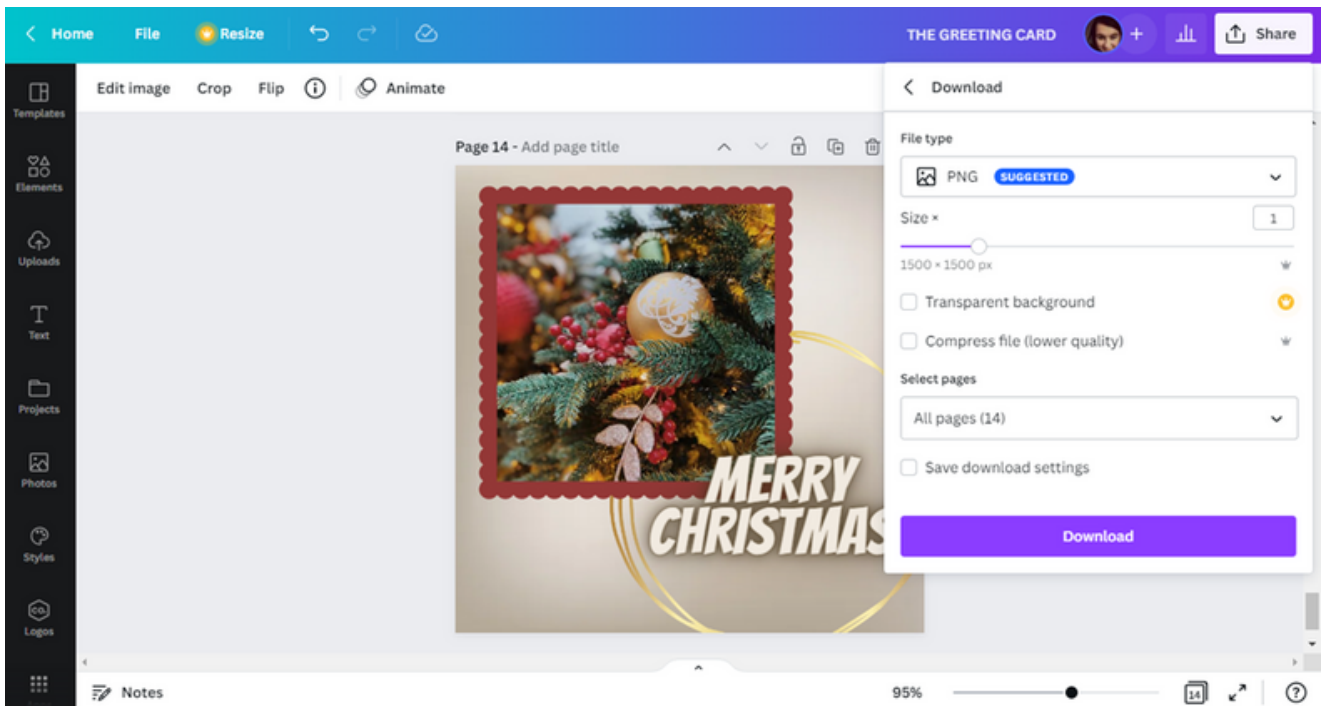
Finally, flip the circle to the back, using the **Position** option.



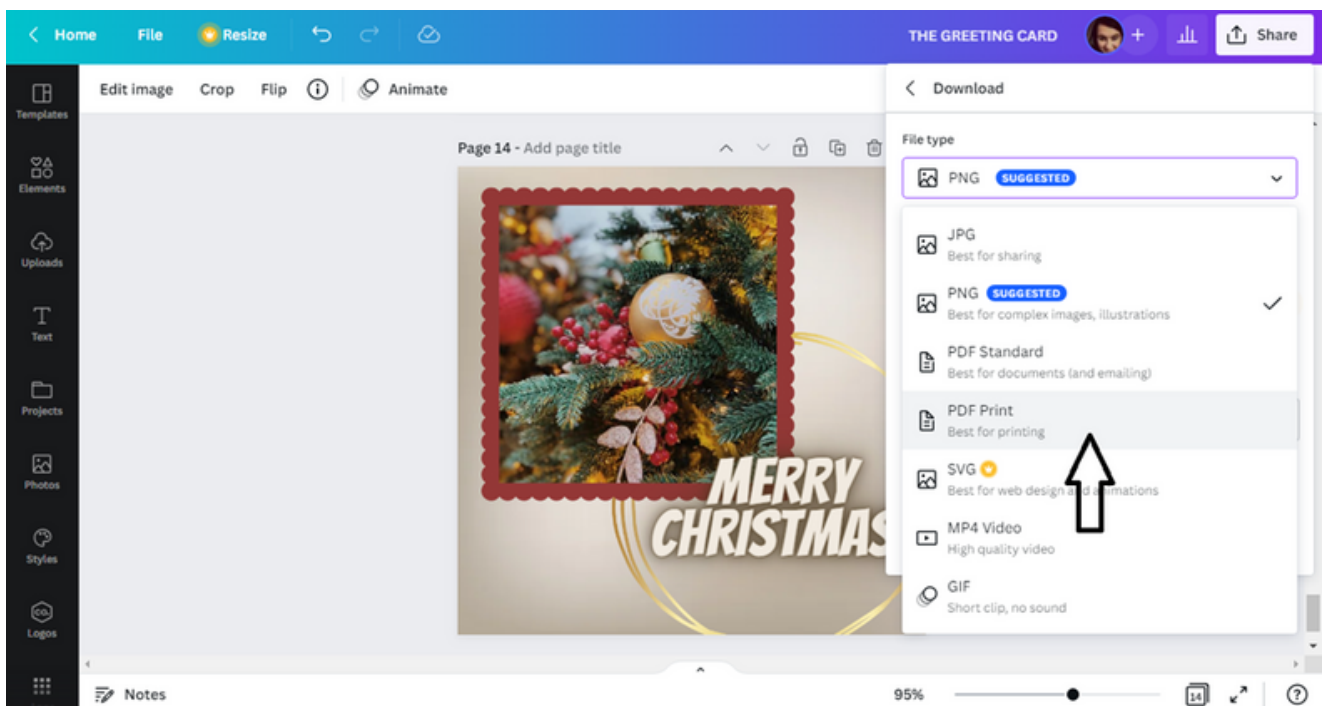
**STEP 11.** After completing work on the project, download the prepared sheet. This can be done using the **Share** option.



There are two ways to download the document. One of them is the one suggested by the CANVA program, ie **PNG suggested**.

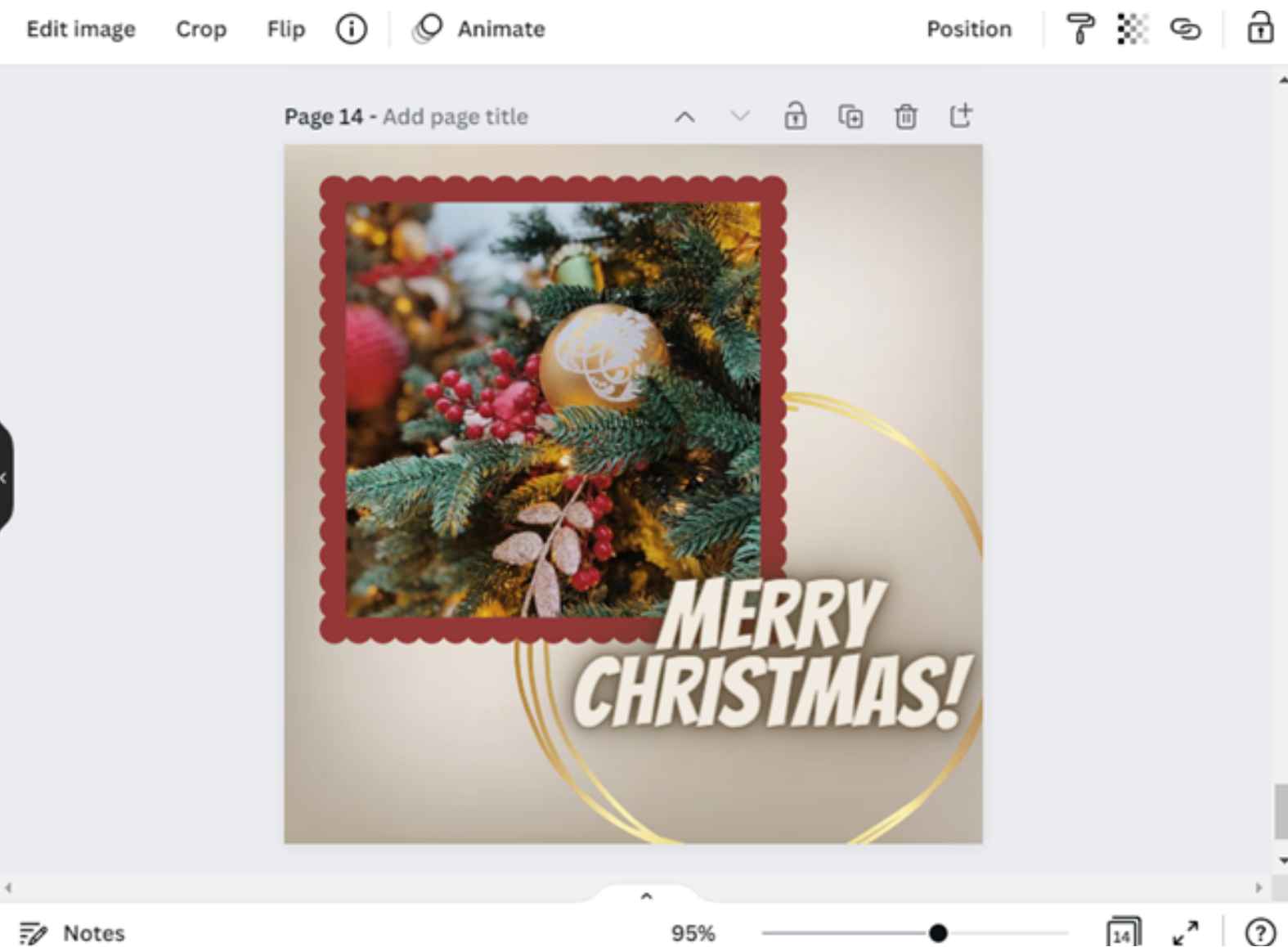


The second is **PDF print**. This option is more advantageous when we not only want to send the card electronically, but also want a paper version. The quality of the graphics does not deteriorate after printing.





THE CARD IS READY!





# PANEL I

## Original greeting card

### EXERCISE 4 (30 min.)

With the help of the CANVA program, participants are tasked with designing a greeting card for their friend / acquaintance on the occasion of the 25th anniversary of their professional work. They then have to download the prepared draft in the format that is most preferred for printing.

#### THE TEXT FOR THE TRAINER:

*On the Worksheet No. 4 that I have handed out, there is an order to perform a task using the CANVA program. According to the recommendation, please prepare a greeting card for your friend / acquaintance on the occasion of the 25th anniversary of your professional work. Then download the developed graphic in the format you prefer for printing. You have 30 minutes for this task. In case you have any questions, I'll be glad to help.*



# PANEL I

## Original greeting card

### WORKSHEET 4

With the help of the CANVA program, design a greeting card for your friend / acquaintance on the occasion of the 25th anniversary of your professional career. Then download the prepared draft in the format that is most preferred for printing.

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# PANEL II

## UPLOADING PHOTOS TO CANVA

### WORK SHEET 1 “Photos”

Take three artistic photos of interesting objects currently in your surroundings. In your notes, write down the names of these items and why you chose these items. Use the selected photos in Task 1 according to the instructions.

#### NOTES

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## Task 1 Uploading photos to the CANVA program (20 min.)

Using Canva gives you plenty of opportunities to create fun designs such as invitations, social media posts and resumes. To give your designs an original and personal touch, it is worth adding your own photos, to do so, upload them to Canva. In this task, upload your photos taken in accordance with Job Card No. 1 to the program.

### EXAMPLE SENTENCE FOR THE LEADER:

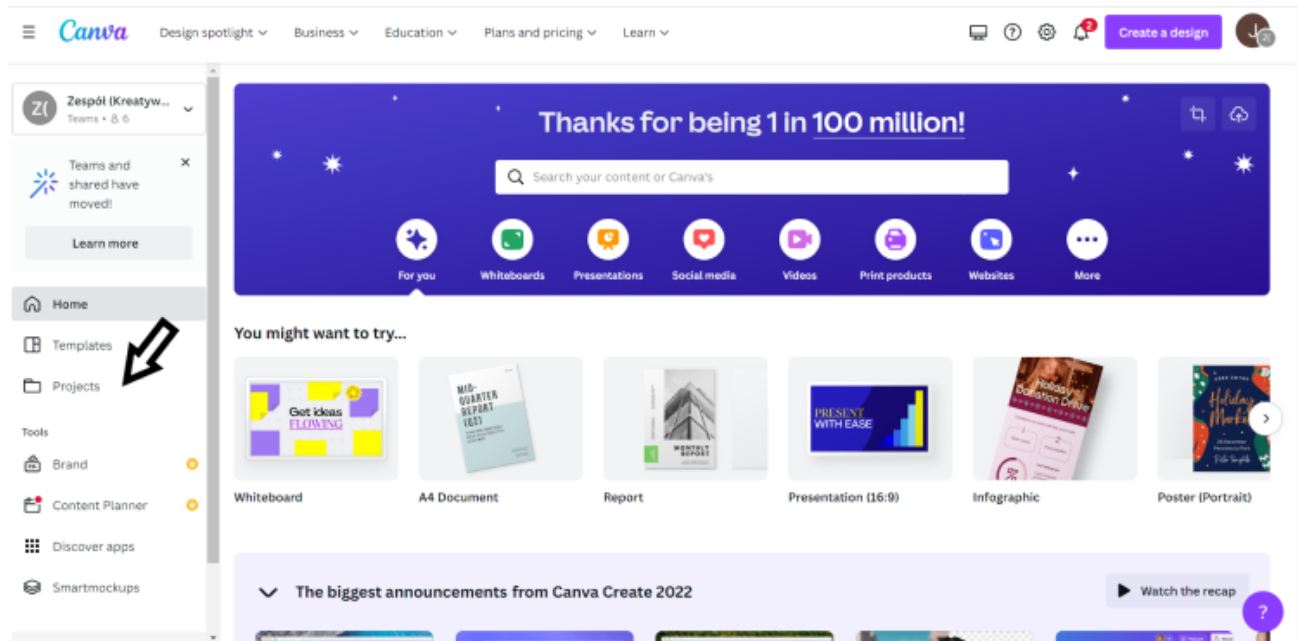
*Upload photos taken in accordance with Worksheet # 1 to Canva. The following instruction will help you to complete this task. You have 20 minutes for this task. In case you had any questions, I'll be glad to help.*



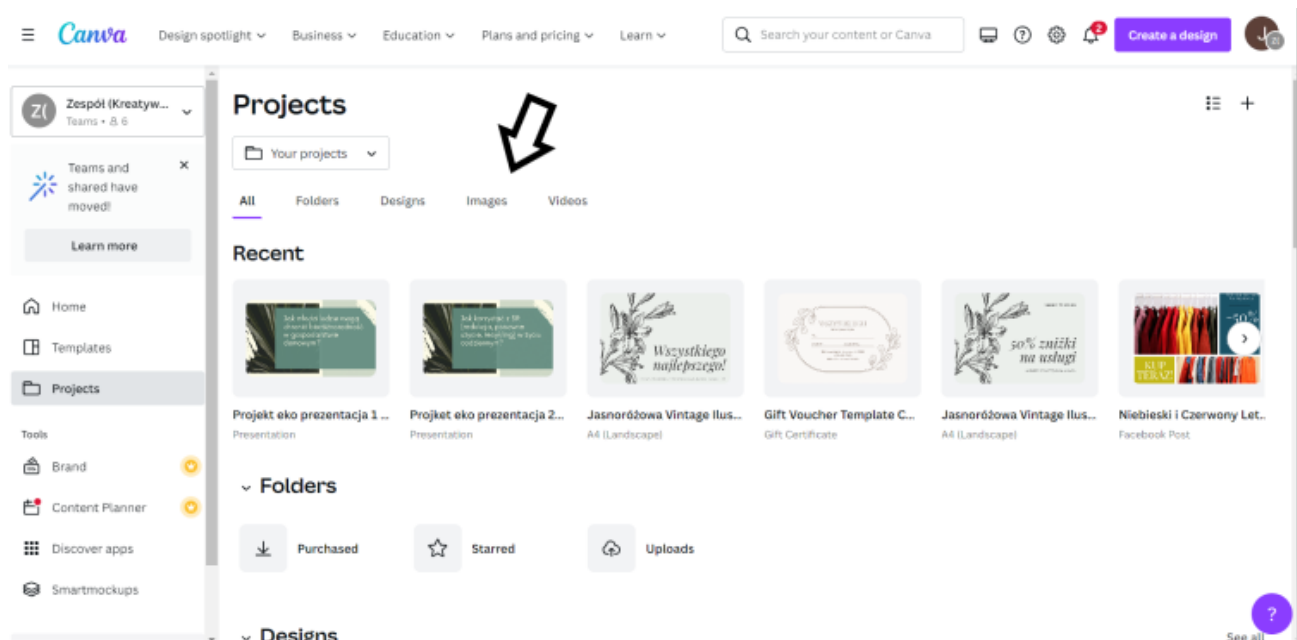
## How to do it?

STEP 1. Log in to Canva.

STEP 2. On the main page, in the left bar, select the "Projects" option.

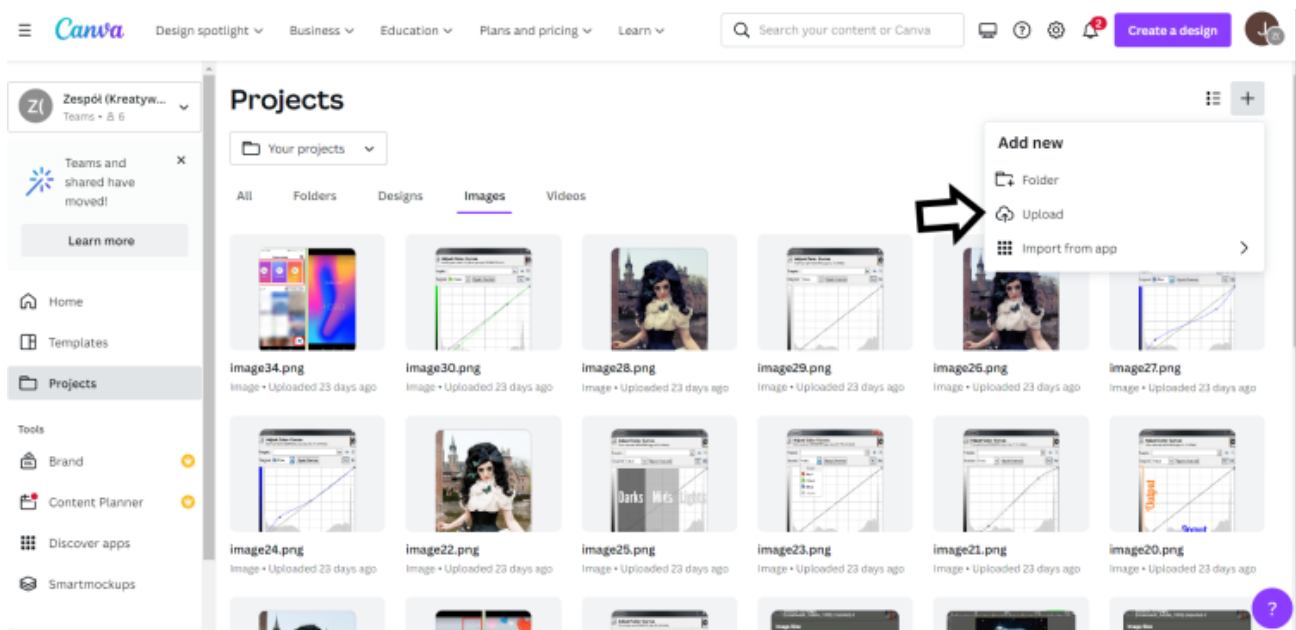


STEP 3. Then select the "Images" option.

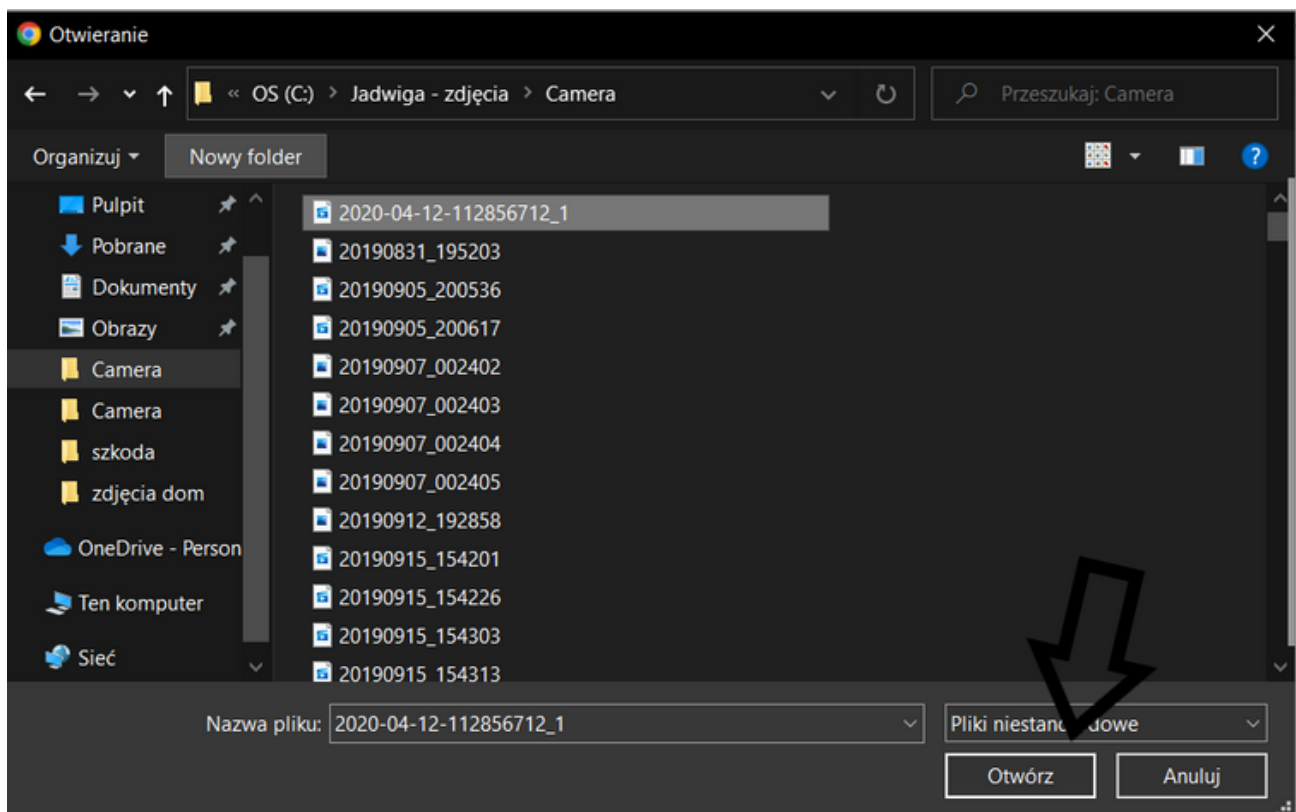




STEP 4. In the images tab in the upper right corner there is a "+" press it and then select the option "Upload".



STEP 5. After selecting photos from your computer, press the "Open" button.



AND READY! FROM NOW ON, YOU CAN ADD UPLOADED PHOTOS TO YOUR PROJECTS.

## SCENARIO I | DESIGNING IN CANVA IN A NUTSHELL

# PANEL II

## CREATE A COLLAGE IN CANVA

### WORK SHEET 2 Artistic photos

The photos taken in accordance with the instructions in the Work Sheet No. 1 will be used to create a collage in Task No. 2. In the notes below, describe what connects the three photos selected by you and come up with the title of the collage.

#### NOTES

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## Task 2 COLLAGE (20 min.)

Create a collage with photos taken according to Worksheet 1.

Thanks to task 1, you already know how to upload photos to Canva. This skill will come in handy in this task!

### EXAMPLE SENTENCE FOR THE LEADER:

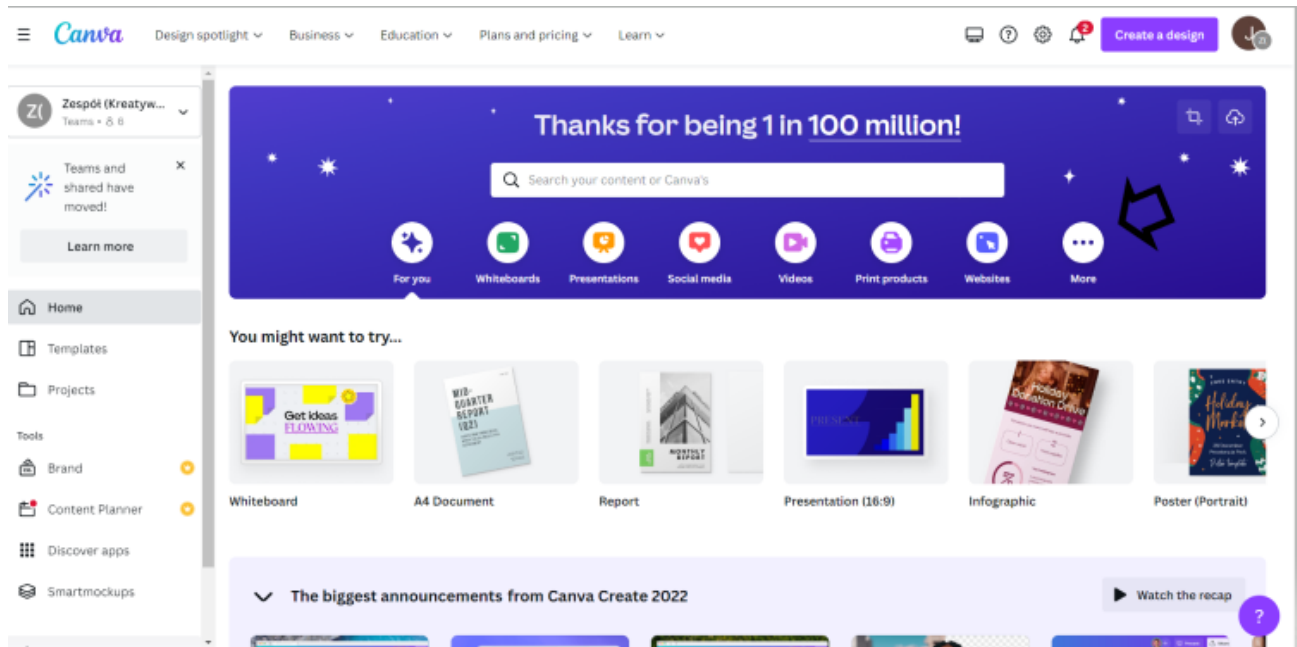
*Photos taken according to Worksheet 1 will now be used to create a collage in Canva. The following instruction will help you to complete this task. You have 20 minutes to complete this task. In case you had any questions, I'll be glad to help.*



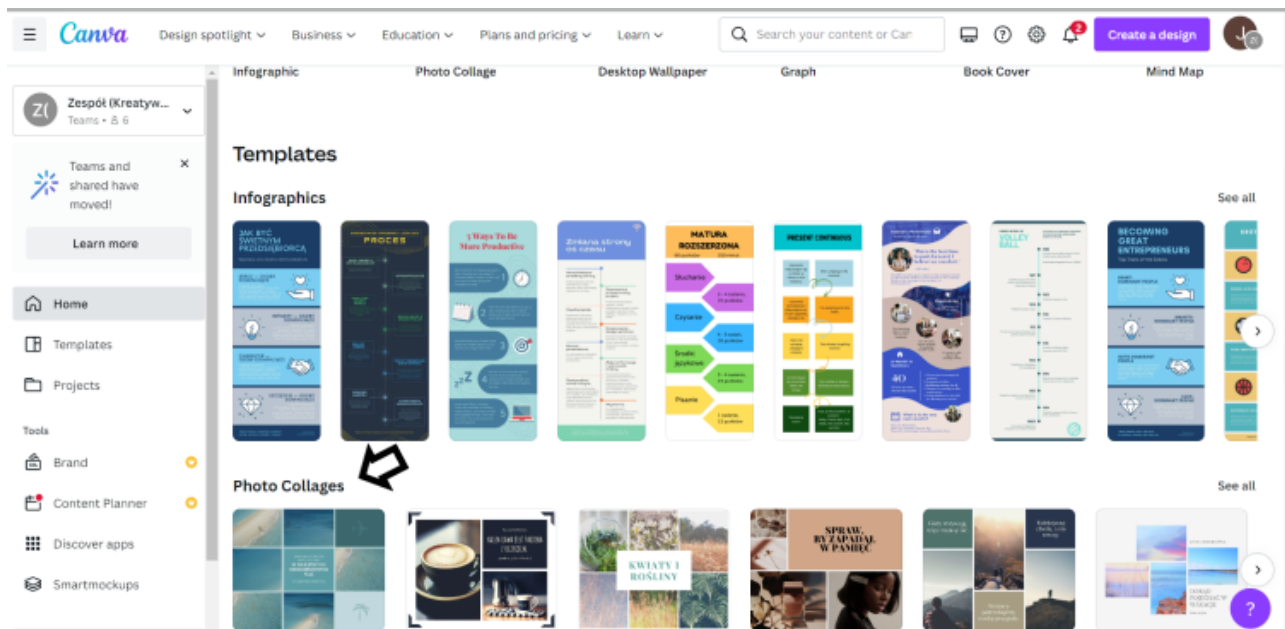
## How to do it?

STEP 1. Log in to Canva.

STEP 2. Click on "More".



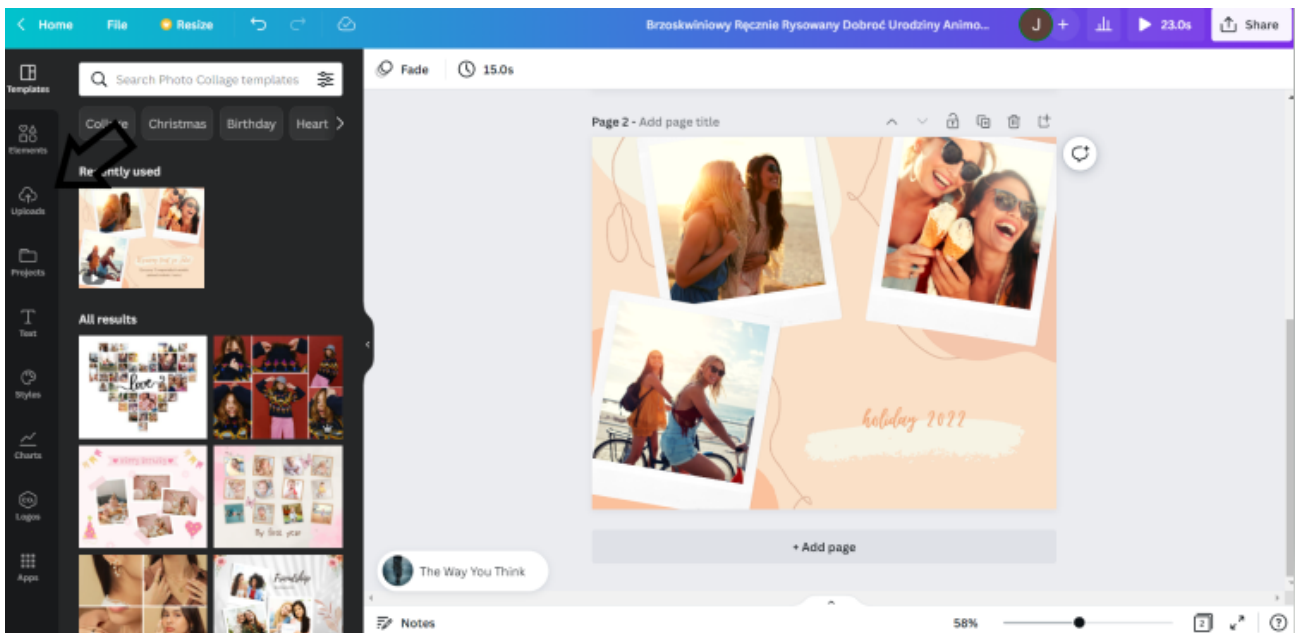
STEP 3. In the "Templates" option, select the "Photo Collages" option.





STEP 4. In the "Photo collages" tab, choose a template according to your preferences.

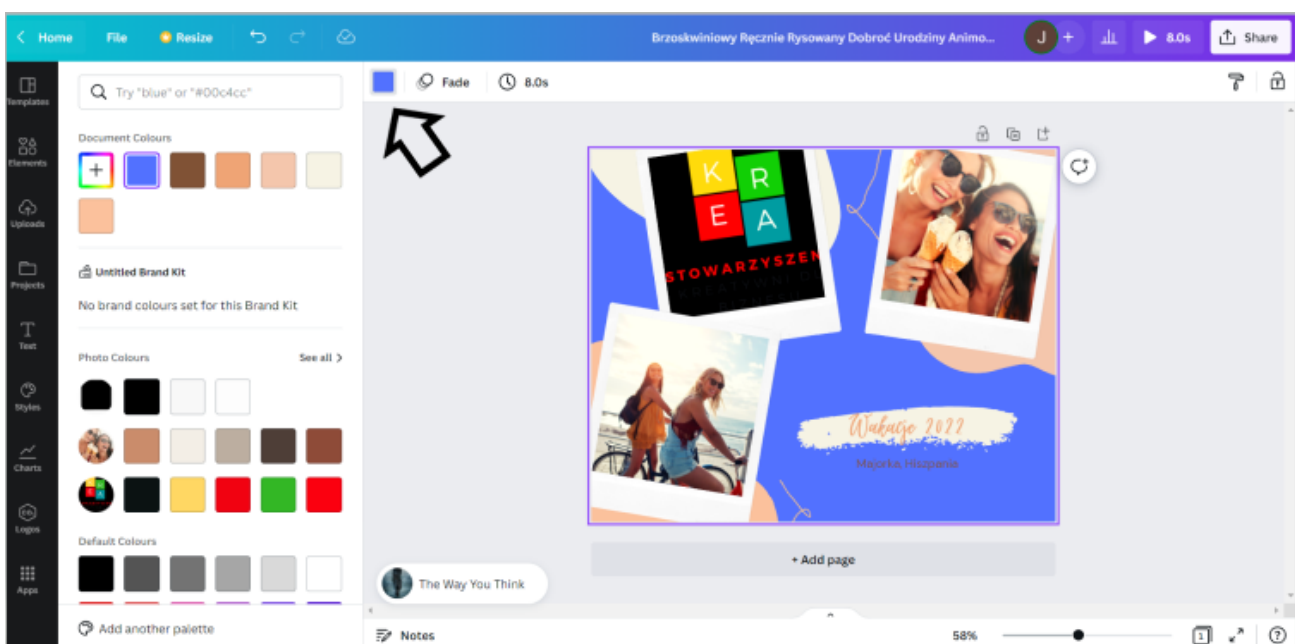
STEP 5. After choosing a template, edit the collage by adding your own photos. Select "Upload" in the left bar and select the "Images" tab.



STEP 6. From the "Images" tab, select the photos you want to add to the collage and drag them with the mouse cursor towards the project.

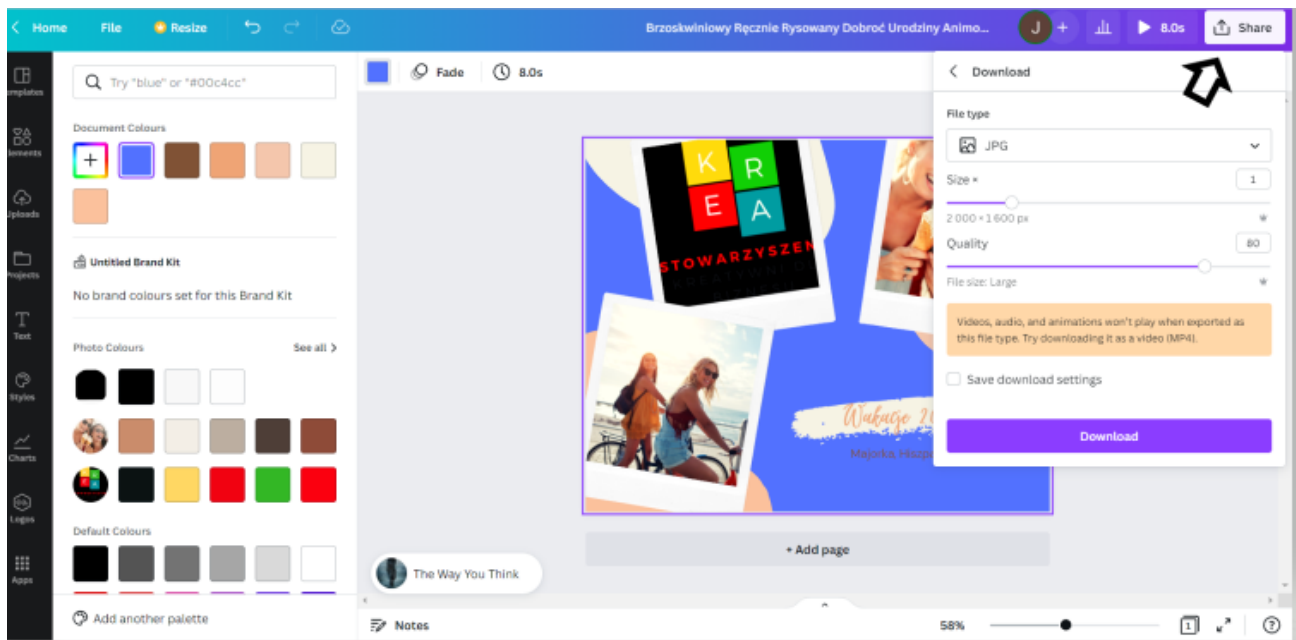
STEP 7. Change the collage title by clicking in the text place and typing your own.

STEP 8. Change the background in the graphic by clicking on the collage and then in the upper left corner on the icon with colors and choose the color you prefer.





**STEP 9.** Download the collage as a JPG file by clicking on the top right corner "Share" then "Download" and select "File Type" → "JPG" and click "Download".



# PANEL II

## CREATING AN ORIGINAL POSTER IN CANVA

### WORKSHEET 3 EVENT

On the worksheet, describe the event you have invented in which you would like to participate. List the exact details of this event and your preferred guests.

#### IMPORTANT!

Remember to precisely specify the date, place and the most important information about the event.

#### NOTES

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### Task 3 Poster (30 min.)

Design your event poster with Canva using the information from Work Sheet 3.

#### EXAMPLE SENTENCE FOR THE LEADER:

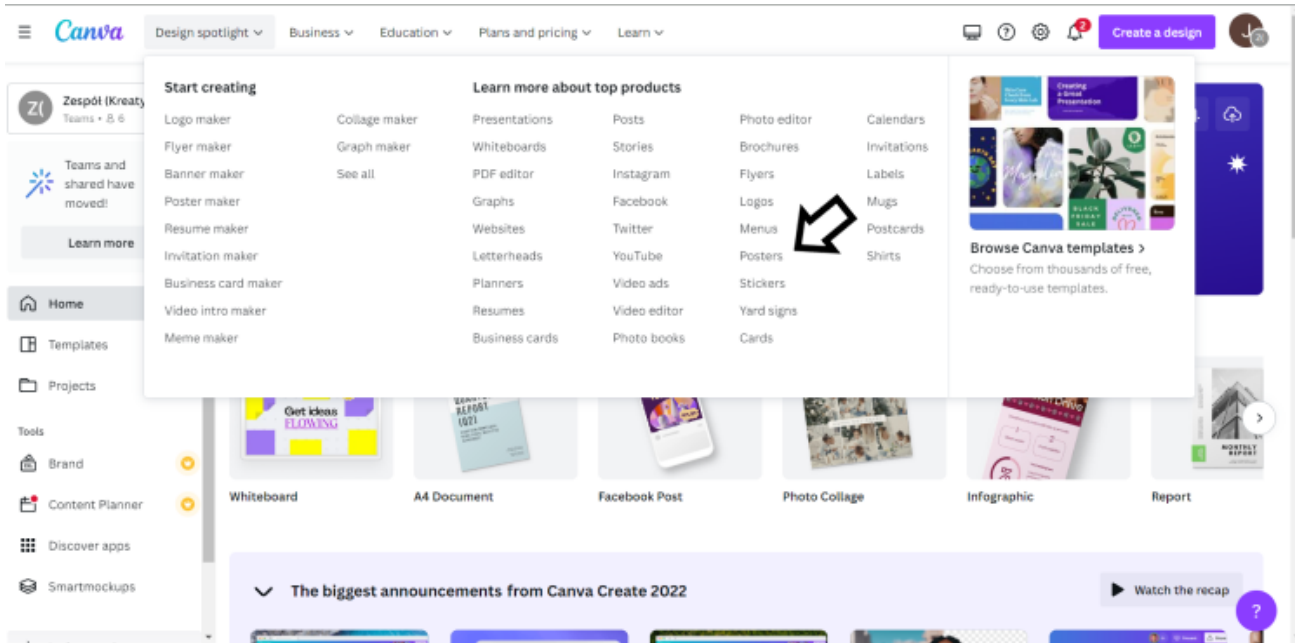
*On the Job Card No. 3 I have distributed, you have described in detail the event that you would like to participate in. Use the saved information in Task 3 when designing the poster of your event. You have 30 minutes for this task. Below is an instruction. In case you had any questions, I'll be glad to help.*



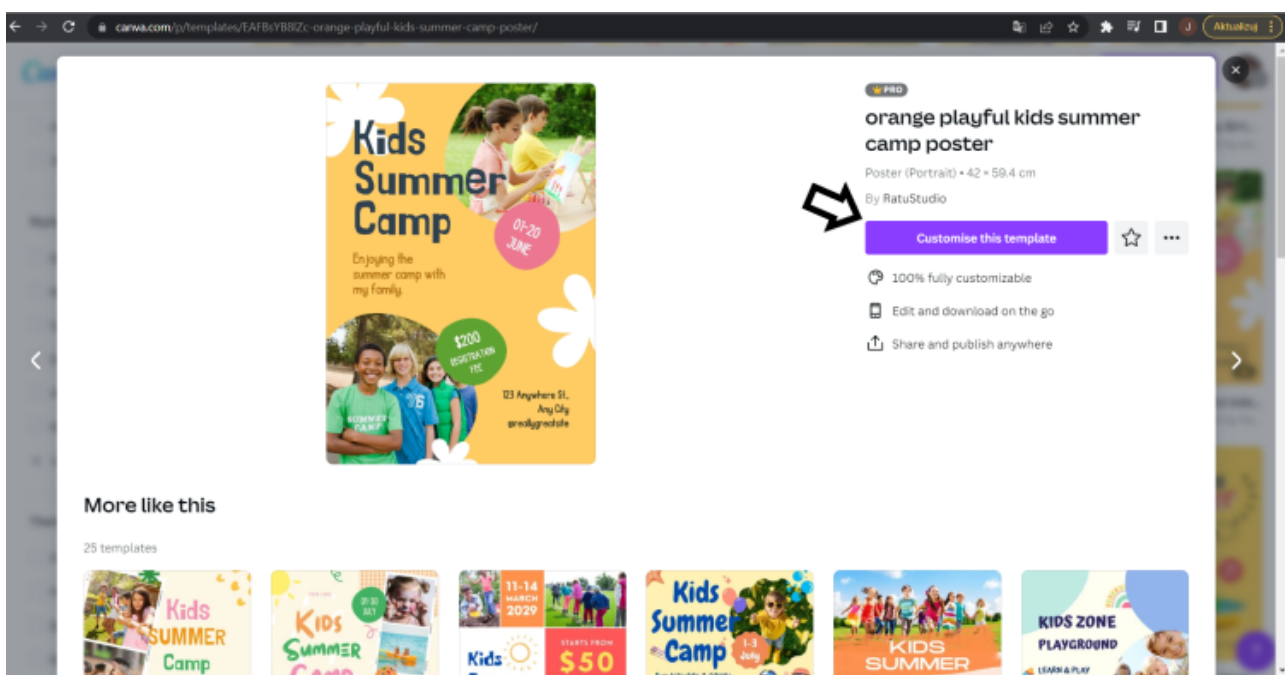
## How to do it?

STEP 1. Log in to Canva.

STEP 2. On the main page, in the upper left corner, in the "Design spotlight" tab, select the "Posters" option.



STEP 3. Click on the poster template of your choice and then select "Customize this template".



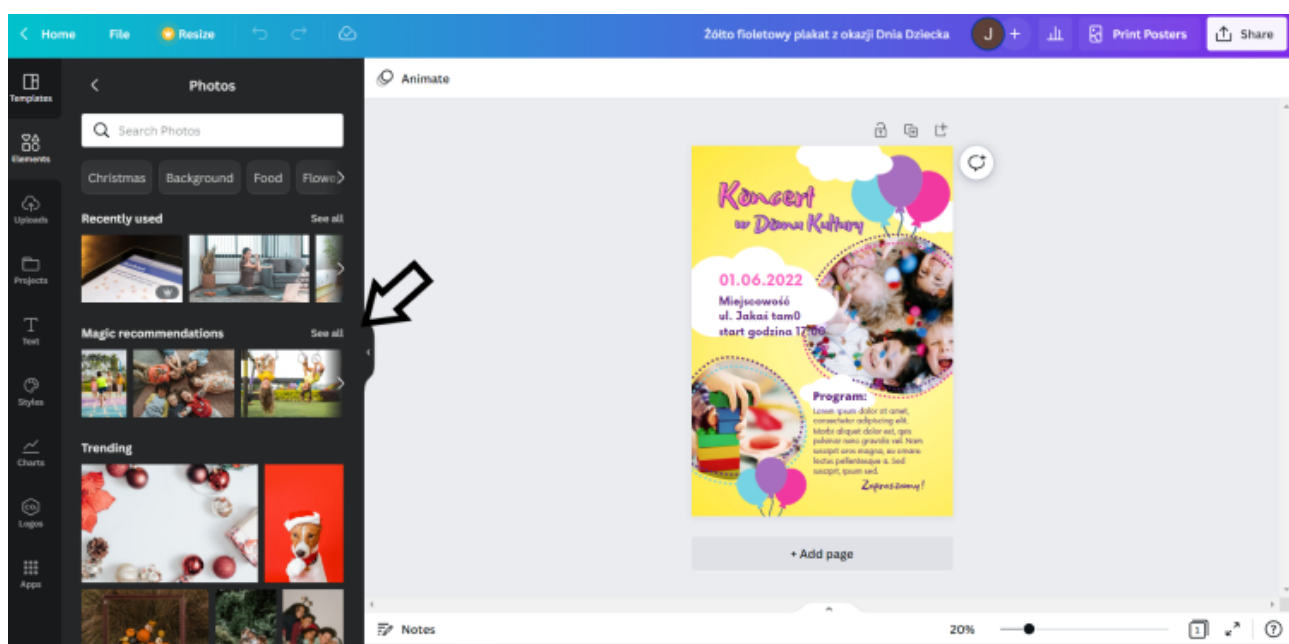
**STEP 4.** From now on, you can freely edit the poster of your choice. According to the content of the task, transfer the information about the event from Job Card No. 3 to the poster.

Change the content of the advertisement by clicking in the place of the text and entering your own.

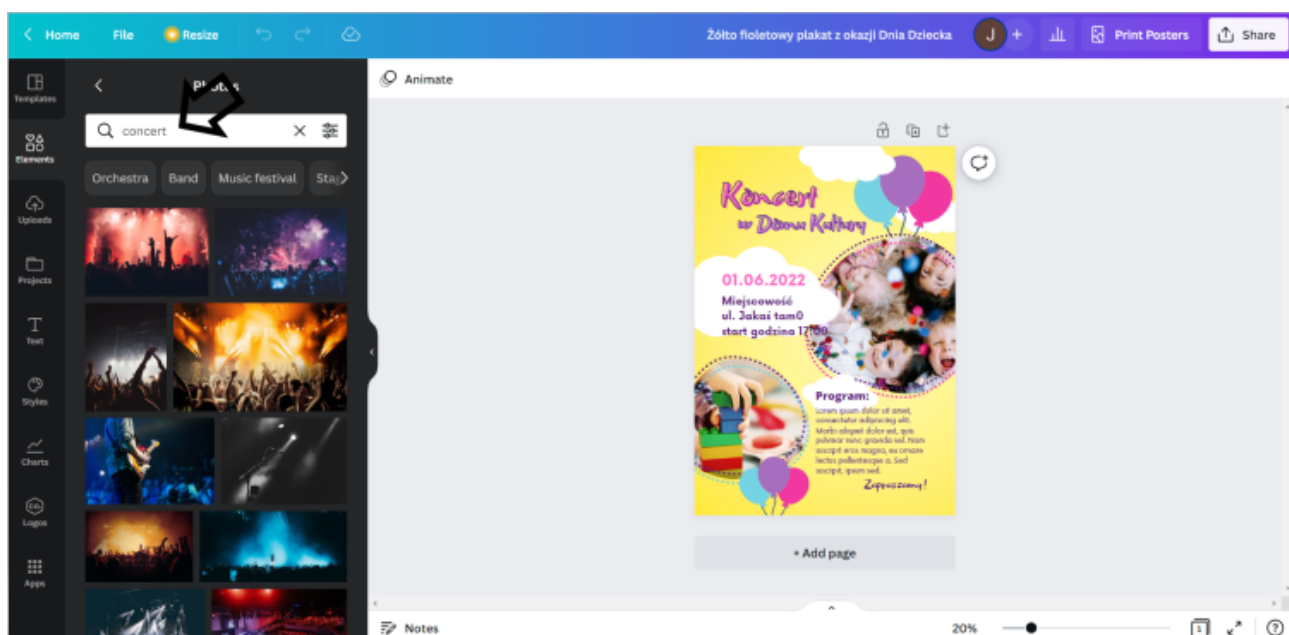
You can also change photos by adding photos selected from Canva.

**STEP 5.** Are you wondering how to change the photos on the poster?

Select the "Elements" tab on the left side of the bar and then "Photos - see all".

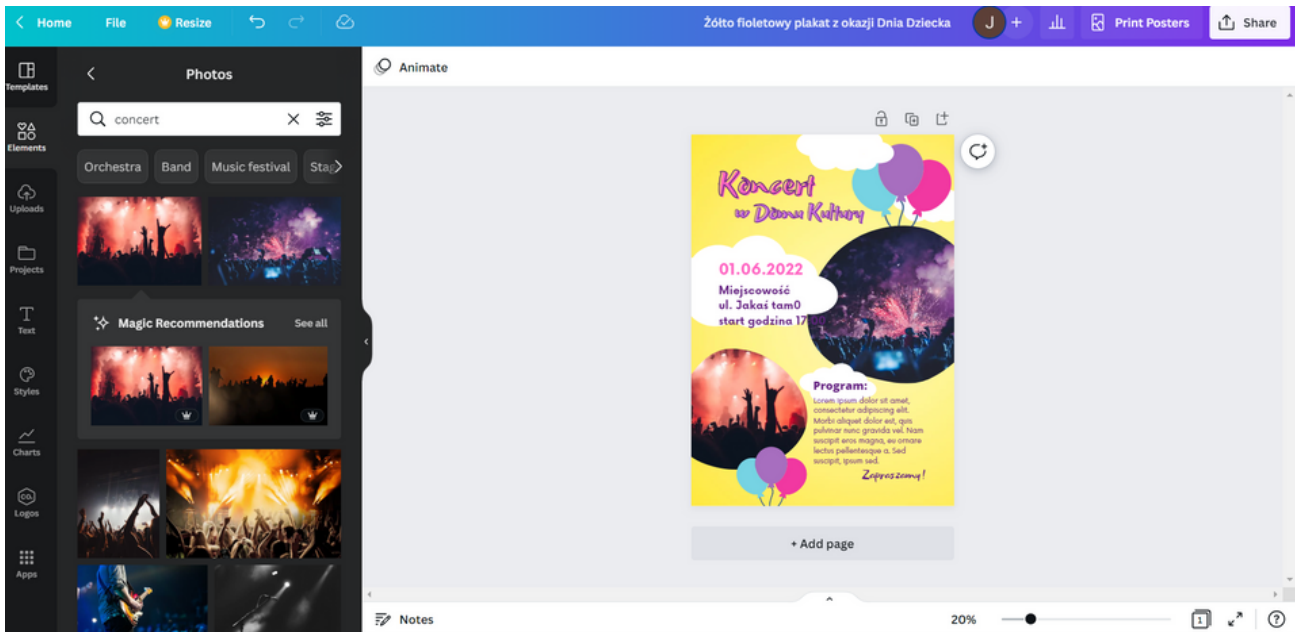


In the search box, you can enter the type of photos you are interested in and choose one of them.

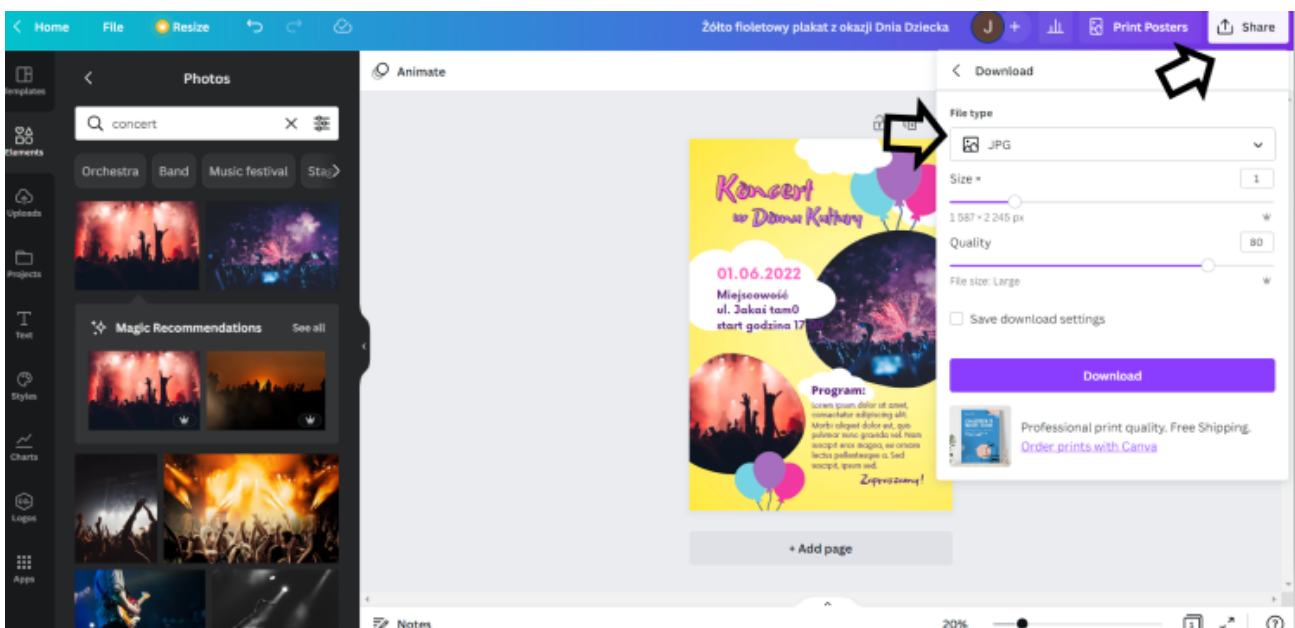




Select the photos you want to add to the poster and drag them with the mouse cursor towards the project.



STEP 6. Download the poster as a JPG file by clicking on the top right corner "Share" then "Download" and select "File Type" → "JPG" and click "Download".



# PANEL II

## CREATING A FACEBOOK POST

### WORKSHEET 4 Business

On the worksheet, describe in detail the company you invented.

Unsubscribe:

- company name,
- what he does,
- where is,
- and come up with one event / promotion about this company.

### NOTES

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#### Task 4 Post on Facebook (30 min.)

Using the information from Job Card No. 4 regarding your company's event / promotion - use Canva to design an entry for your company fanpage on Facebook.

#### EXAMPLE SENTENCE FOR THE LEADER:

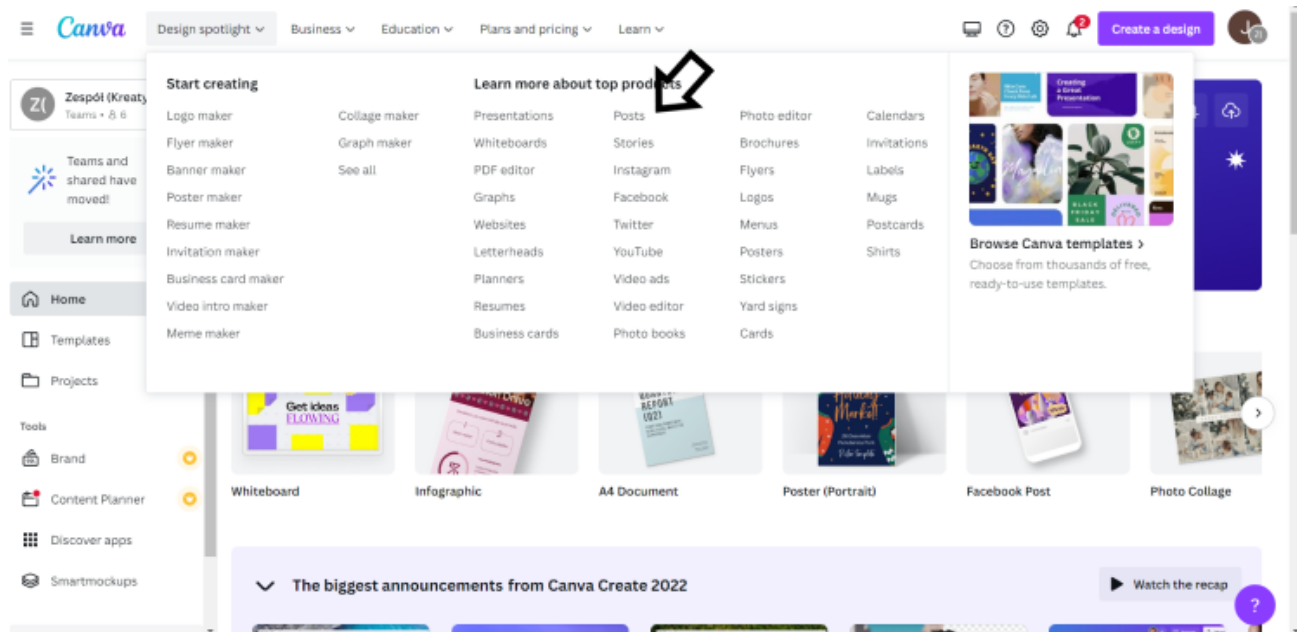
*On the Worksheet No. 4 you described the event / promotion regarding your company. In this task, use this information to create a post for your company fanpage on Facebook. You have 30 minutes for this task. Below is an instruction. In case you had any questions, I'll be glad to help.*



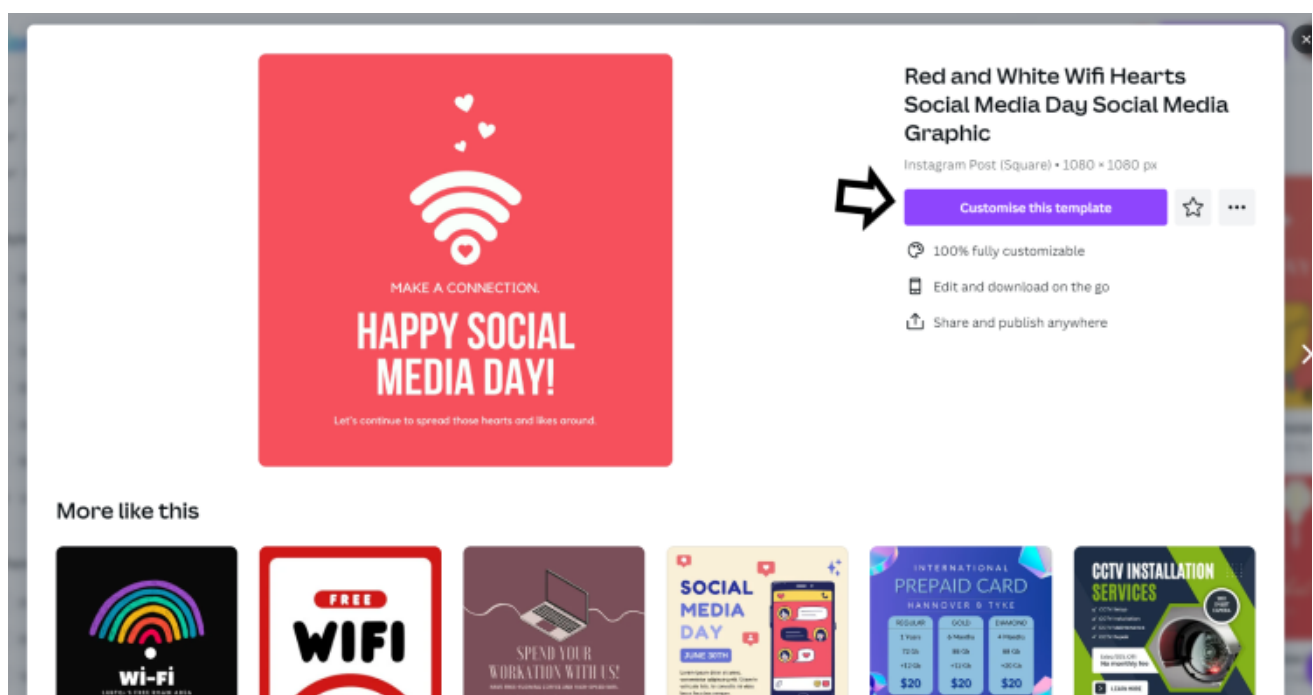
## How to do it?

STEP 1. Log in to Canva.

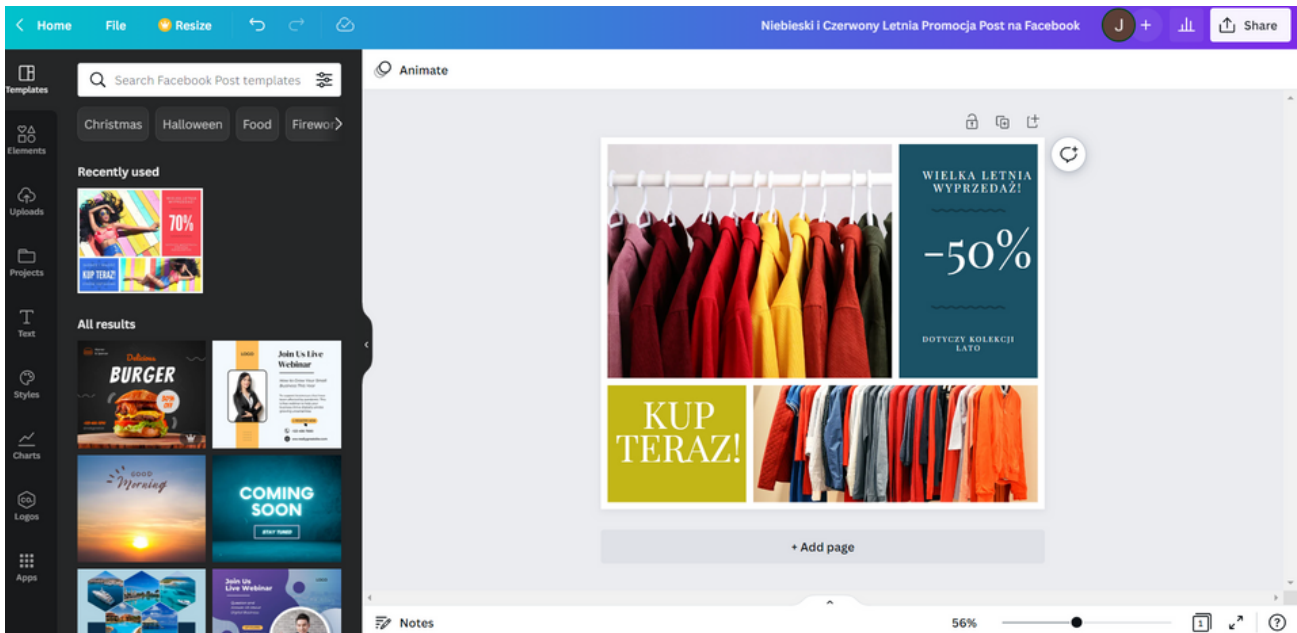
STEP 2. On the home page in the upper left corner, under the "Design spotlight" tab, select the "Posts" option.



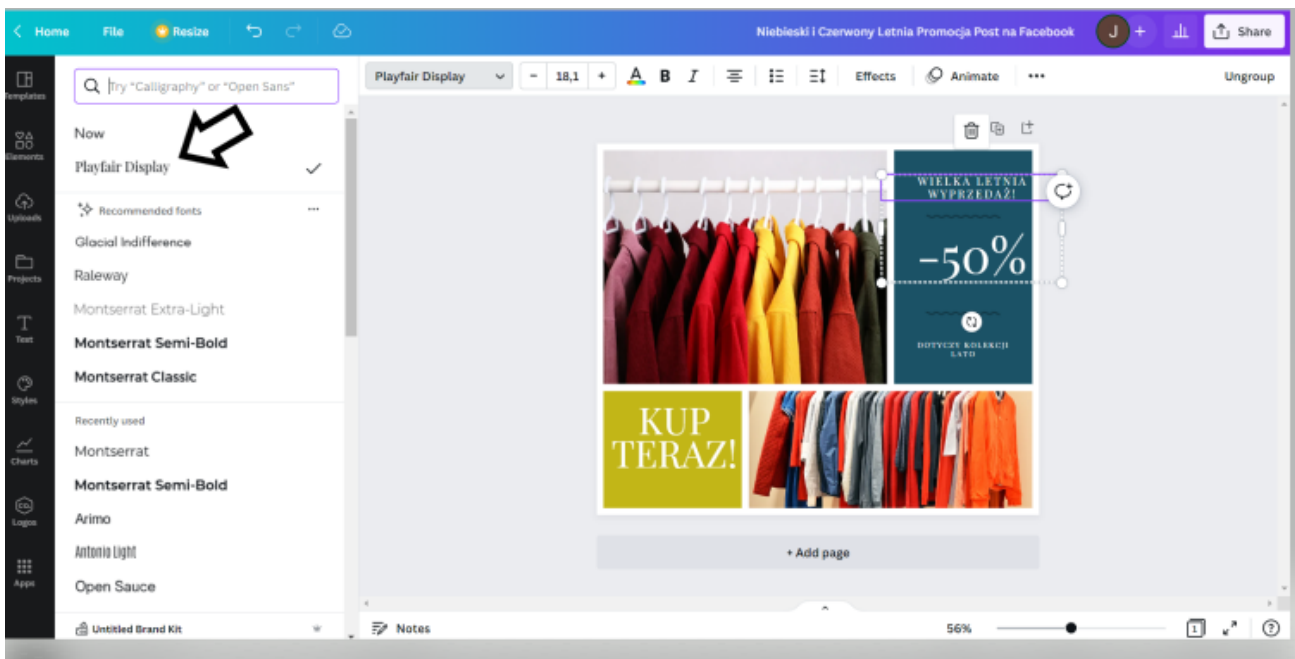
STEP 3. Click on the template of your choice and then select "Customize this template".



STEP 4. Edit the template by changing photos and adding information from Work Sheet 4.

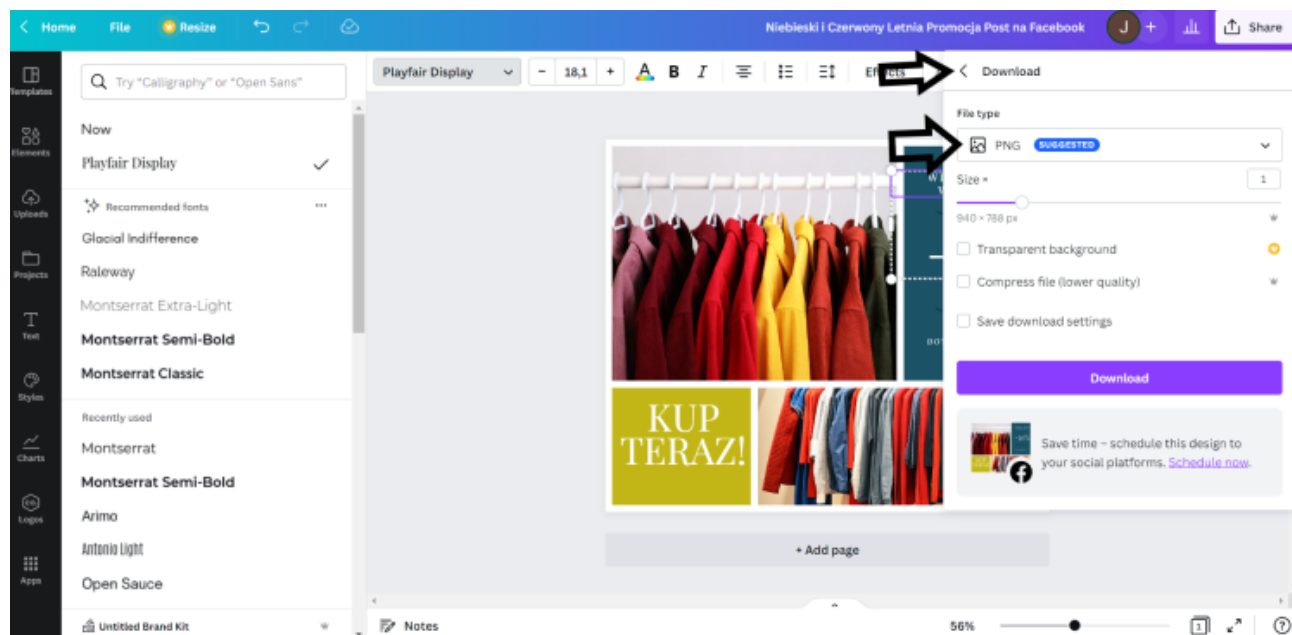


STEP 5. Change the font by selecting the text you want to edit and then select the “Playfair Display” font in the upper left corner.





**STEP 6.** Download the graphic as a PNG file by clicking on the top right corner "Share" then "Download" and select "File Type" → "PNG" and click "Download".



# PANEL III

## CREATING A UNIQUE LOGO ON CANVA

### Mini lecture

Explanation of terms:

- Logotype
- Visual identity



**Logotype** – is a logo centered around a company name or initials, while a logomark is a logo centered around a symbolic image or icon. The general term logo refers to all marks that represent a brand.

**Visual identity** – is all of the imagery and graphical information that expresses who a brand is and differentiates it from all the others. In other words, it describes everything customers can physically see, from the logo to the interior design of a store.

### LOGO WITH BADGE

Canva's badge logo maker makes designing a breeze. It does not matter if you create them for your organization or finally enter the business world with the desire to build your own brand. Certainly, each of you will find a template that will meet your expectations and preferences. You will achieve whatever you want with just a few simple clicks. Work with a free template or develop a project from the very beginning. Unleash your creativity and enjoy the possibilities of the CANVA program by changing color combinations and mixing and matching fonts and icons until you find the ones that perfectly match the name and colors. To work!

## WORK SHEET 1

Think about a brand / company / organization that you own or would like to create in the future. Define your personal brand image by answering the following questions.

Type of organization (company, NGO's, informal group, small company, large enterprise, agritourism, etc.): .....

Organization name: .....

Logotype style (minimalist, classic, bold, elegant, calligraphic, humorous):  
.....

Logotype type (1,2,3,4,5): .....

1. Logotype - The logotype, or wordmark, consists only of letters written in a characteristic typeface. This type of logo only contains the brand name - an excellent choice if your brand name is interesting and catchy.
2. Monogram - A letter sign or a monogram (letterform) is a kind of a logotype - it is also a project based on the use of typography itself. The monogram only contains the first letters, initials, or the acronym of the brand name (eg, IBM, CNN, HBO).
3. Pictogram - A symbol or pictogram uses a single icon to represent the brand - it is the graphic symbol itself (signet ring), without any text. These types of symbols have great potential, but it is worth remembering that reaching the recognition stage will require time and effort, because the lack of the company's name in the logo makes it difficult for recipients to associate the mark with the brand and remember the brand.
4. Abstract Symbol - Deviating from specific associations, the abstract logo uses geometric patterns to create a truly unique effect. Over time, this initially obscure symbol may become synonymous with your brand (such as the Nike swoosh symbol).
5. Complex logo - A logo composed of various elements contains both text and an image (logotype and signet). An example of such a logo can be a monogram with a pictogram, a logotype with an emblem or an abstract signet ring, and any other combination.

Logo colors:.....

**Attention! When choosing a multi-color logo, limit yourself to a maximum of three colors.**

Font: .....

## NOTES

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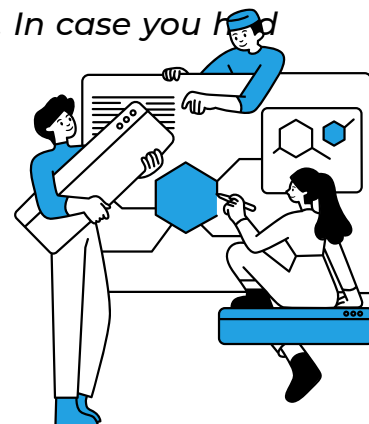
 serif	<b>Serif</b> posiada ozdobne, krótkie kreski (szeryfy) stosowane do zwiększenia dekoracyjności
 sans-serif	<b>Sans-serif</b> nie posiada dekoracyjnych kresek (szeryfów)
 script	<b>Script</b> naśladuje odręczne pismo lub kaligrafię
 decorative	<b>Decorative</b> czcionki dekoracyjne, często o nieregularnych kształtach

## EXAMPLE SENTENCE FOR THE LEADER:

*On the WORK SHEET No. 9 I have distributed, describe in detail your concept of creating a logo for your current company / organization or which you would like to create in the future. You have 20 minutes for this task. In case you had any questions, I'll be glad to help.*

Canva 

### How to create a badge logo?



1. Get started with Canva
2. Open Canva and search for "Badge Logo" for professionally designed templates you can use that can also inspire you.
3. Match them to your brand
4. Canva's library has thousands of templates, so you're sure to find the one that best suits your brand. Each template is fully customizable. Choose the one that best reflects the nature of your company. You can also start from scratch to develop your logo with the utmost precision.
5. Personalize your logo with a badge
6. Customize your badge logo by changing the template's color scheme and font combinations and sizes. Browse through our extensive library of stickers, icons, gallery images, and more. Upload your own photos or icons to personalize your design.
7. Collaborate in real time
8. Collect feedback from business partners or associates by giving them access to projects. Show them how amazing design is with Canva and get them to work together to create the best badge logo for your brand.
9. Stamp your brand materials
10. Once your badge logo is ready, save the design and download it in JPEG or PNG format to show off to the world. Include this logo in your marketing materials to give your brand impressive brand recognition. You can also create these promotional materials in Canva.

## Task 1 - Creating a unique logotype ( 30 min.)

Using ready-made templates in the CANVA program, create your own logo of the organization you are a member / owner of or the organization that you would like to create in the future, for example, Rural Housewives' Clubs based on the Work Card No. 1.

### THE TEXT FOR THE TRAINER:

*Using the ready-made templates in the CANVA program, create your own logotype of the organization of which you are a member / owner or an organization that you would like to create in the future, e.g. Circles of Country Housewives based on Worksheet No. 1. You have 30 minutes for this task.*

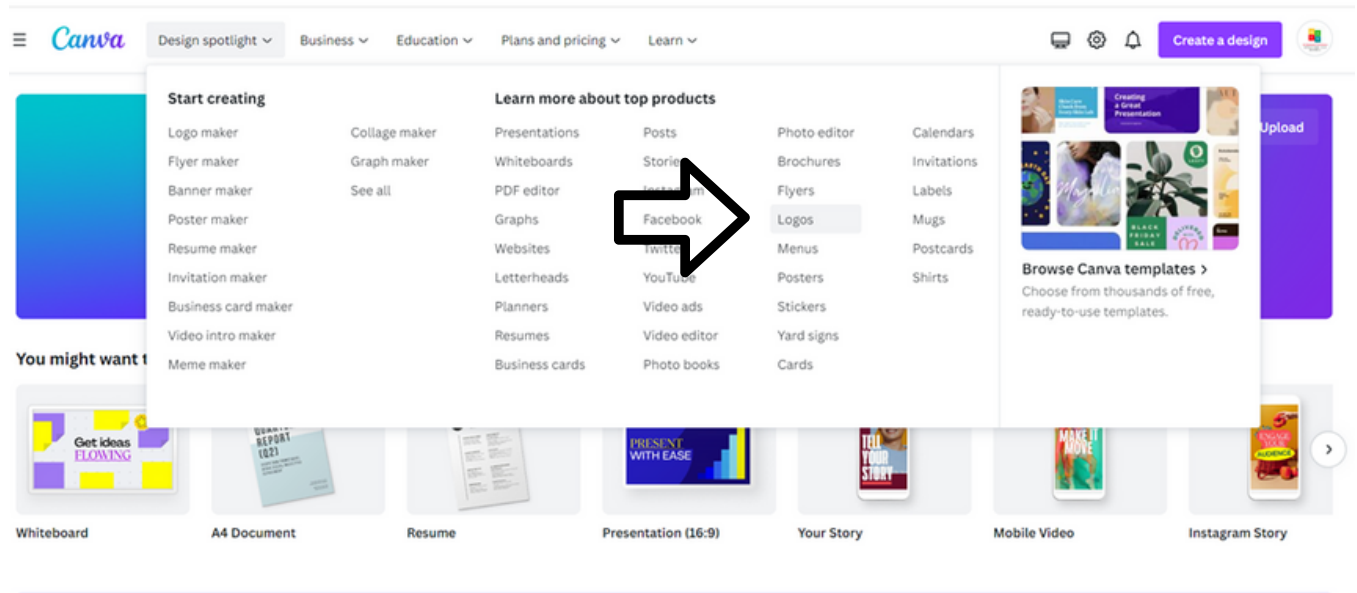




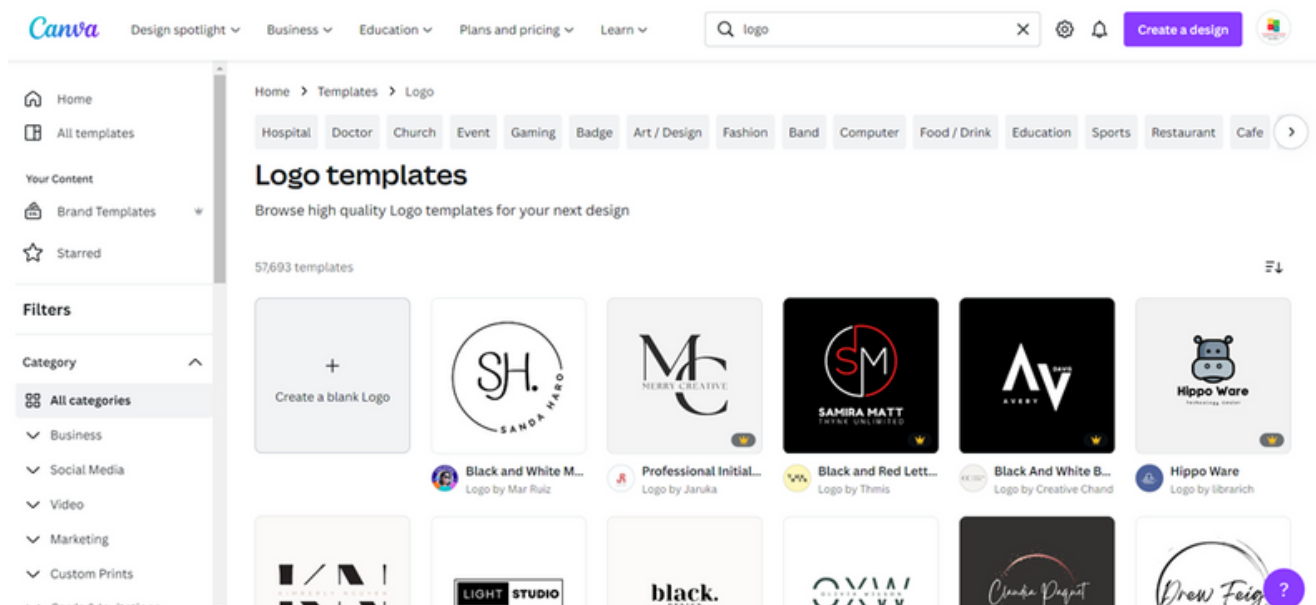
## How to do it?

STEP 1. Log in to CANVA.

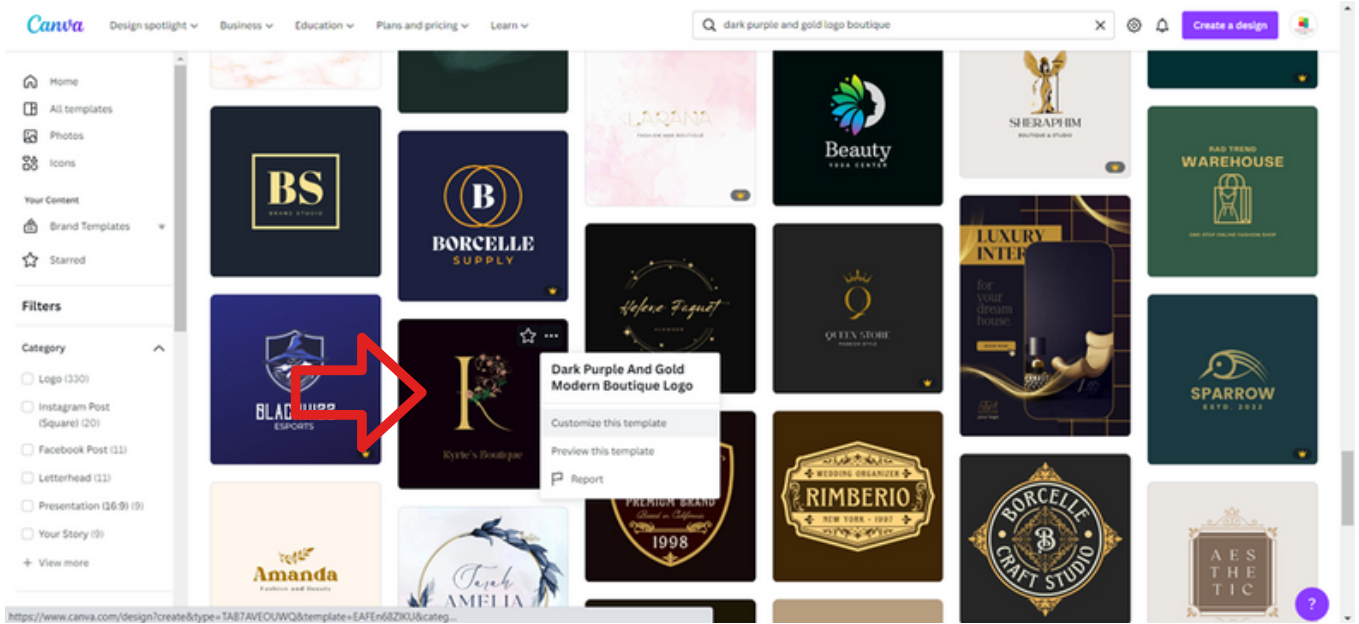
STEP 2. On the main page, in the upper left corner, in the "Templates" tab, select the "LOGOTYPE" option.



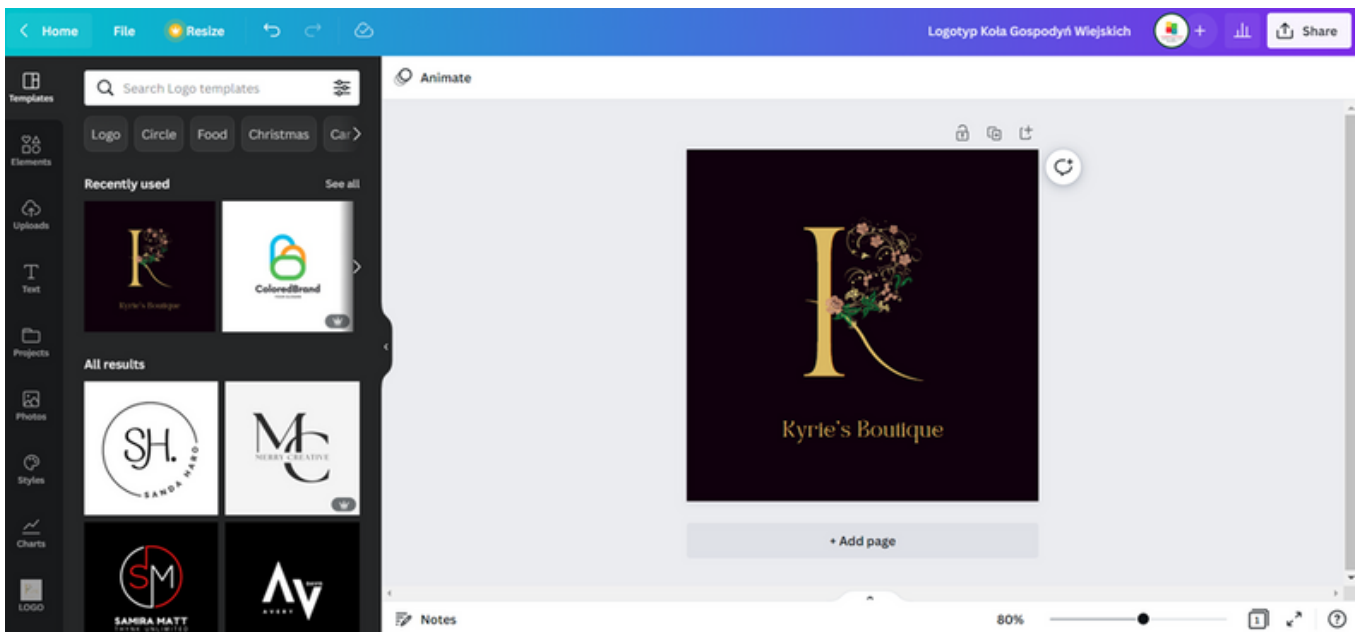
STEP 3. Click on the template of your choice and then select "Customize this template".



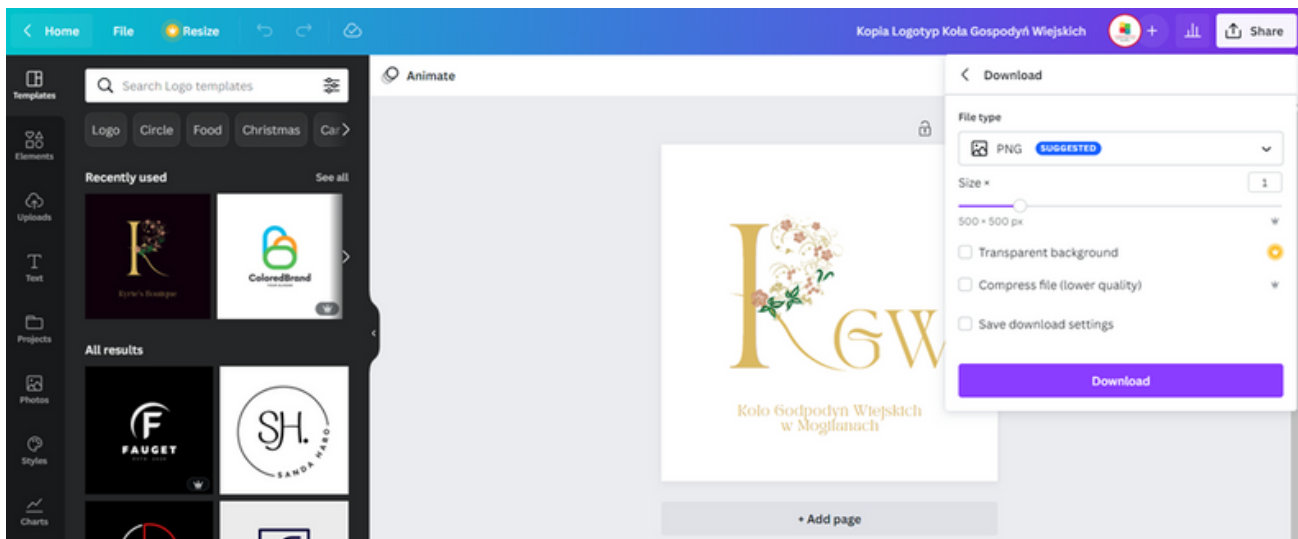
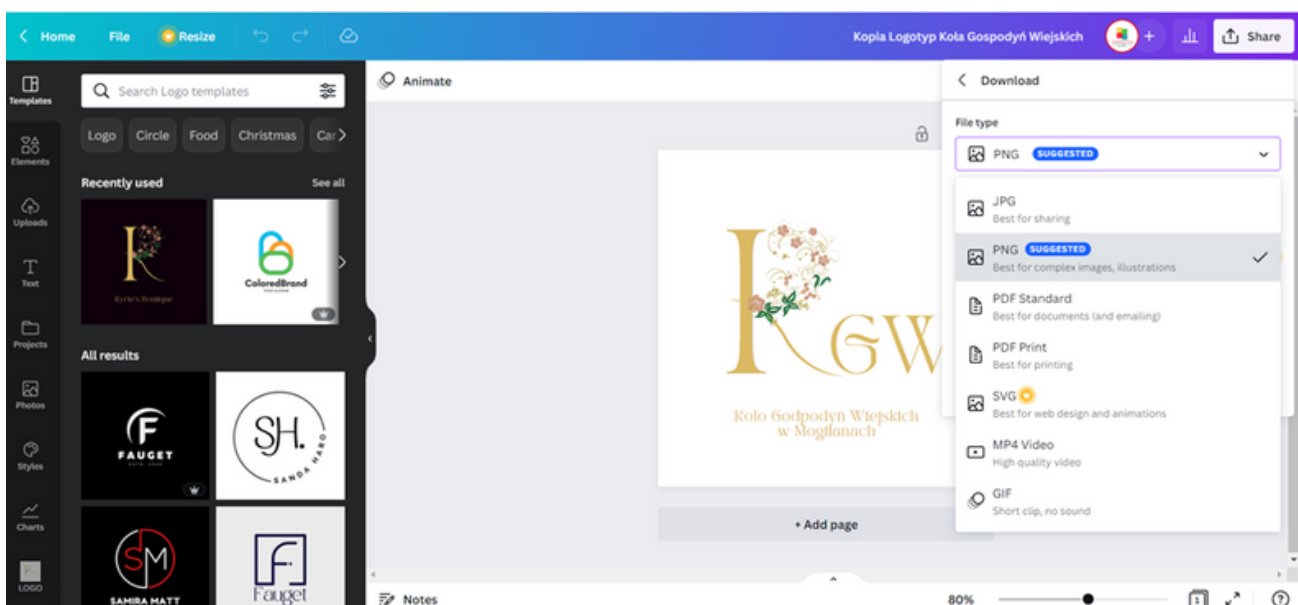
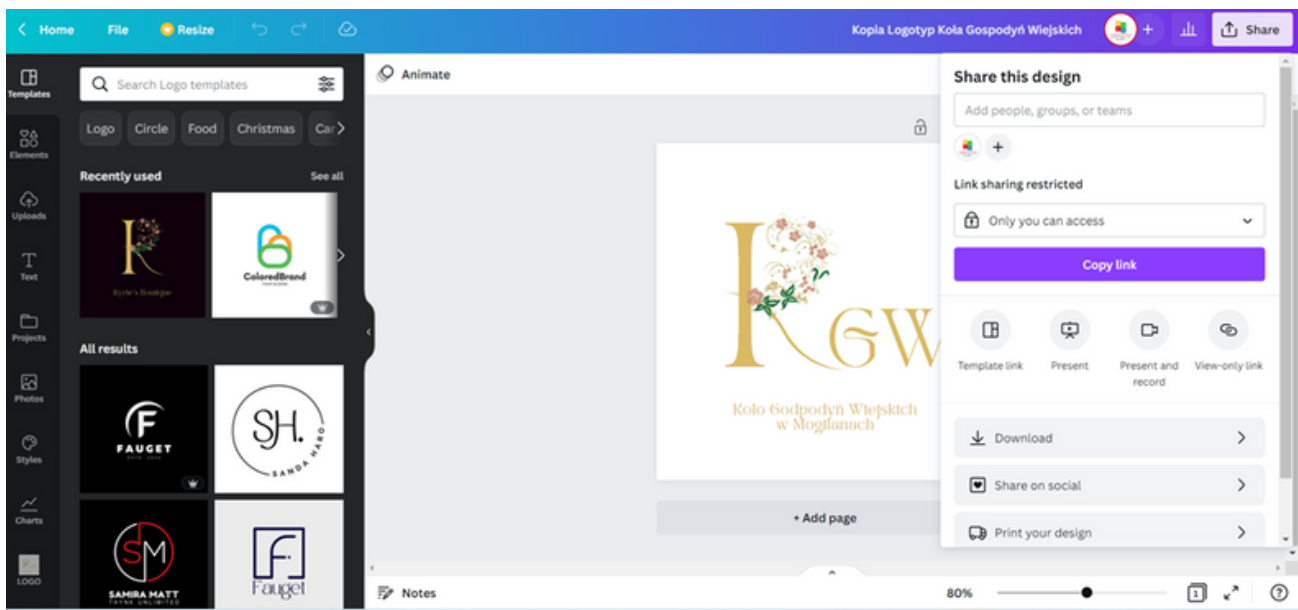
**IMPORTANT! ON THE LEFT SIDE YOU CAN SELECT "STYLE", "THEME" AND "COLOR" OF THE TEMPLATE YOU ARE LOOKING FOR, EG STYLE - MINIMALIST, THEME - BUSINESS, COLOR - RED.**



**STEP 4.** Edit the template by changing the photos and adding information from Work Sheet 9



STEP 5. Download the graphic as a PNG file by clicking on the top right corner "Share" and then "Download" and select "File Type" → "PNG" and click "Download".



# PANEL IV

## CREATING A PROFESSIONAL WRITING ON CANVA



### Mini lecture

#### The most important right style

An official letter is always written in an official style, and its basic features are:

- simple, not very elaborate sentences that will present the most important information and the essence of the matter,
- using the passive voice or impersonal forms of the verb, e.g. “ordered”, “wrote”, “given”,
- neutrality towards the described matter, the letter must be devoid of emotional expressions.

### LAYOUT

#### Sample Format for Formal Letters

**Your Contact Information** — John Doe • 35 Chesnut St • 555-555-5555 • john@doe.com

**Date** — May 15th 2019

**Contact Information** — Cesar Julius  
Manager  
Crystal Lake Company  
53 Oak Avenue, Ste 5  
Dell Village, Wisconsin 54101  
Of the person or company you are writing to

**Greeting** — Dear Mr. Julius,

**Body of Letter** — I'm writing to resign my position as customer service representative, effective August 15, 2019.  
The first paragraph should provide an introduction

In the following paragraphs, provide more info & specific details

The last paragraph should restate the reason you are writing & thank the reader for reviewing your request

I've recently decided to go back to school, and my program starts in early September. I'm tendering my resignation now so that I can be as helpful as possible to you during the transition.

I'm particularly grateful for your guidance while I was considering furthering my education. Your support has meant so much to me.

Thanks, and best wishes, — **Closing**

*John Doe* — **Signature**

## WORKSHEET 2

Think about an interesting initiative that you would like to carry out in your area. Based on the created go, create a model letter to a representative of local authorities (commune administrator, mayor, president) with a request for funding for your project.

**IMPORTANT!** Remember to keep the correct writing (see below).

## Sample Format for Formal Letters

**Your Contact Information**

Date

**Contact Information**  
Of the person or company you are writing to

**Greeting**

**Body of Letter**  
The first paragraph should provide an introduction

In the following paragraphs, provide more info & specific details

The last paragraph should restate the reason you are writing & thank the reader for reviewing your request

John Doe • 35 Chesnut St • 555-555-5555 • john@doe.com

May 15th 2019

Cesar Julius  
Manager  
Crystal Lake Company  
53 Oak Avenue, Ste 5  
Dell Village, Wisconsin 54010

Dear Mr. Julius,

I'm writing to resign my position as customer service representative, effective August 15, 2019.

I've recently decided to go back to school, and my program starts in early September. I'm tendering my resignation now so that I can be as helpful as possible to you during the transition.

I'm particularly grateful for your guidance while I was considering furthering my education. Your support has meant so much to me.

Thanks, and best wishes,

Closing

*John Doe*

Signature

[illegible]



## EXERCISE 2 (30 min.)

Using the letter created on WORKSHEET 10, create a graphical version of it in CANVA.

### THE TEXT FOR THE TRAINER:

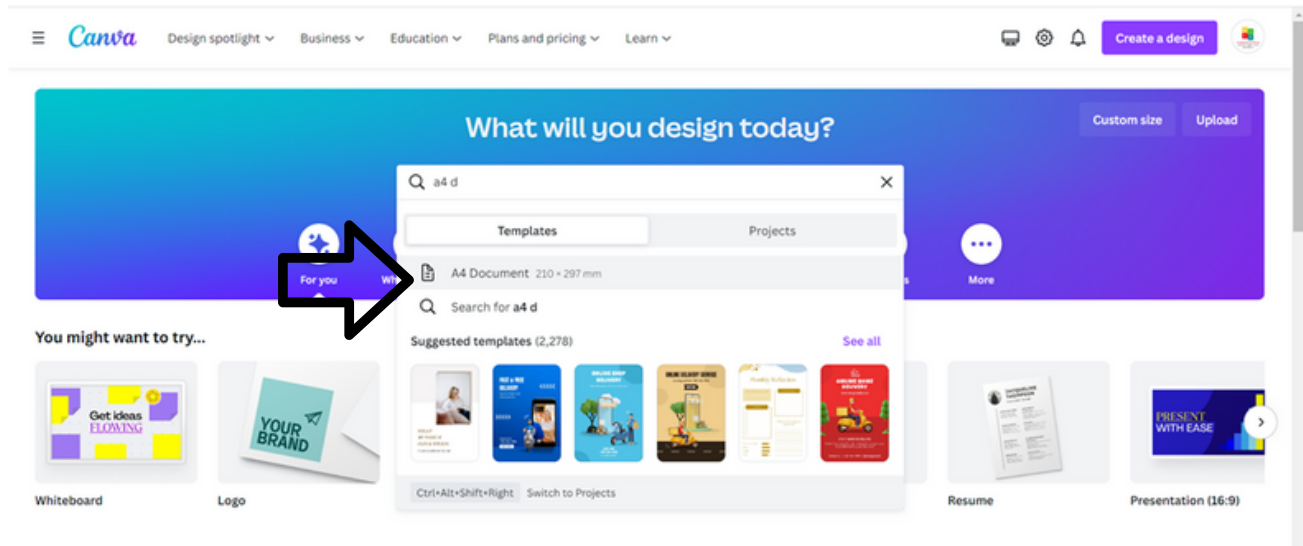
*Using ready-made templates in the CANVA program, create a graphic version of the letter based on WORKSHEET 2. You have 30 minutes for this task.*



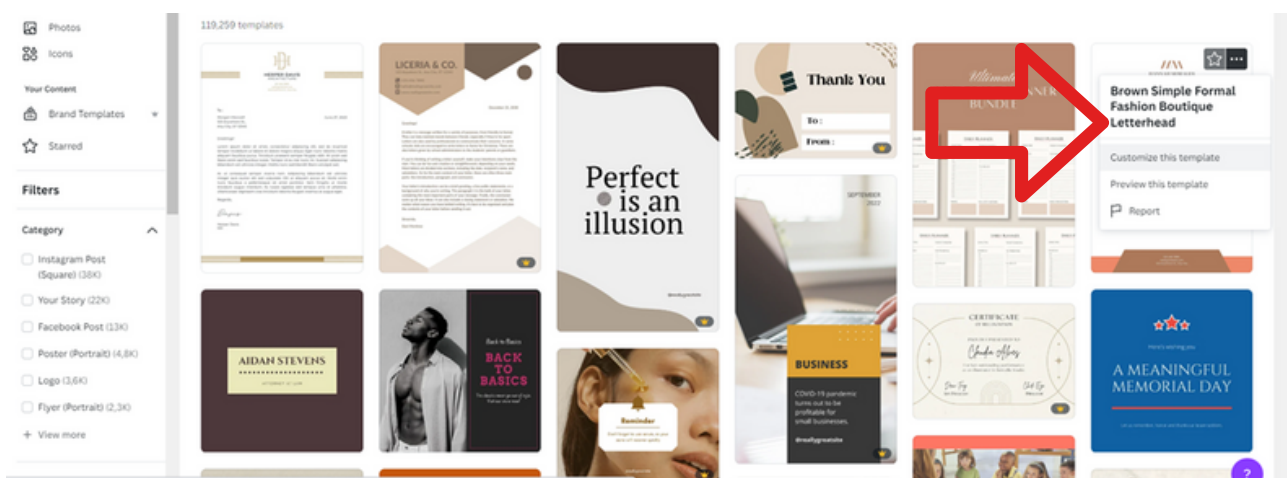
## How to do it?

STEP 1. Log in to CANVA.

STEP 2. On the main page, in the upper left corner, in the "Templates" tab, select the "A4 documents" option.

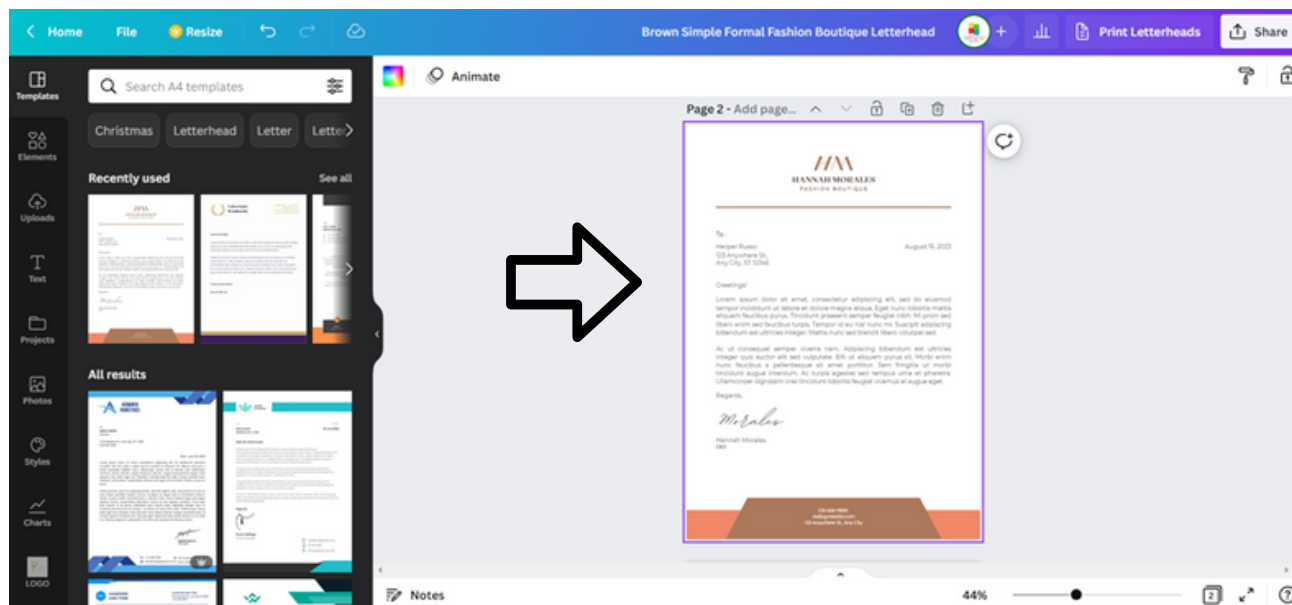


STEP 3. Click on the template of your choice and then select "Customize this template".

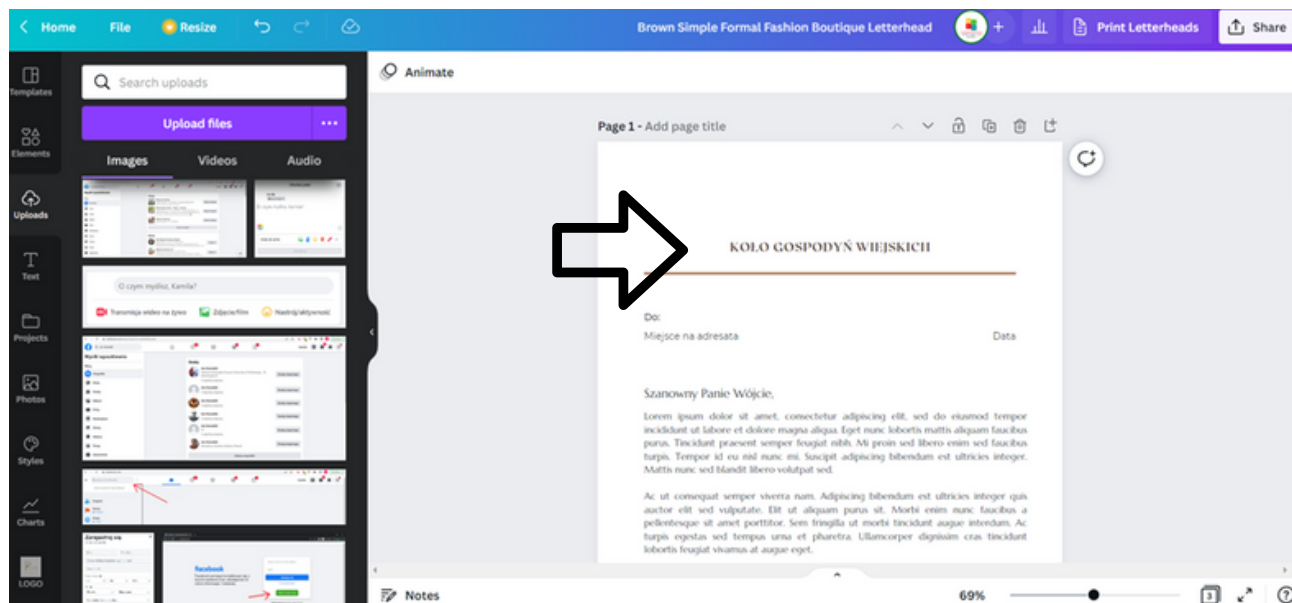


**IMPORTANT! ON THE LEFT SIDE YOU CAN SELECT "STYLE", "THEME" AND "COLOR" OF THE TEMPLATE YOU ARE LOOKING FOR, EG STYLE - MINIMALIST, THEME - BUSINESS, COLOR - RED.**

STEP 4. Edit the template by changing the photos and adding information from Work Sheet No. 10

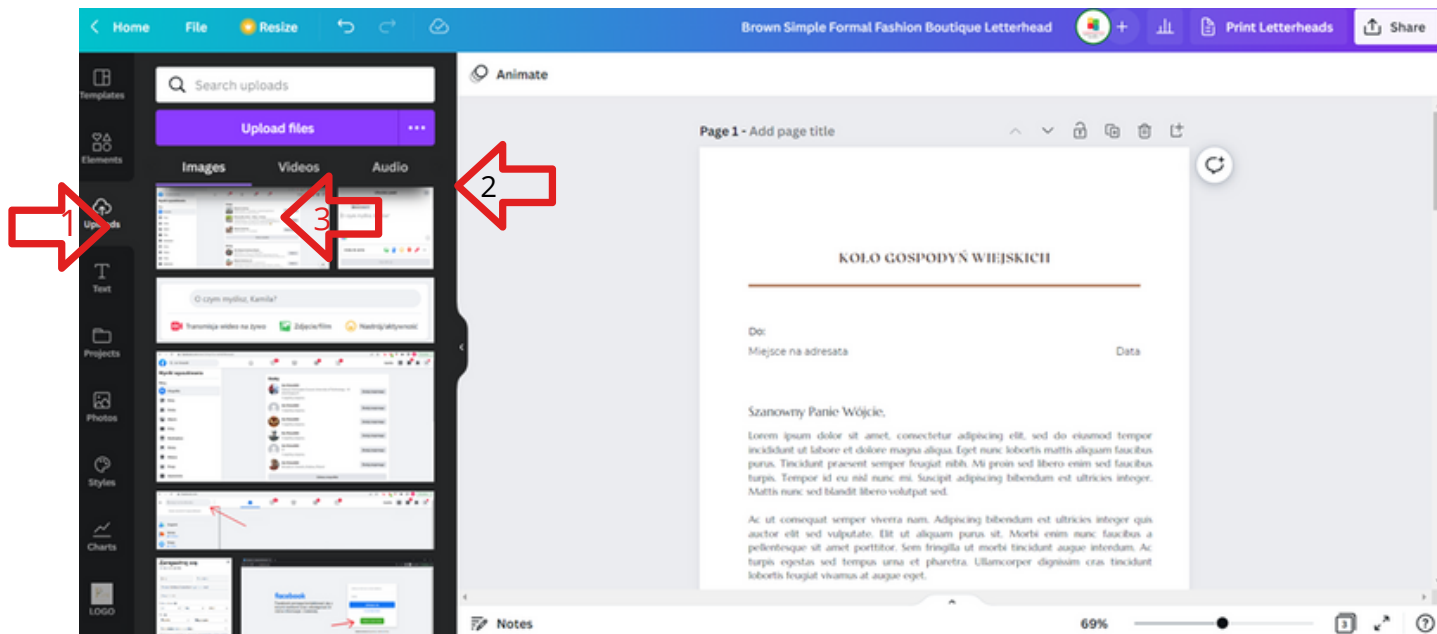


STEP 5. Change the title, eg University of the Third Age.

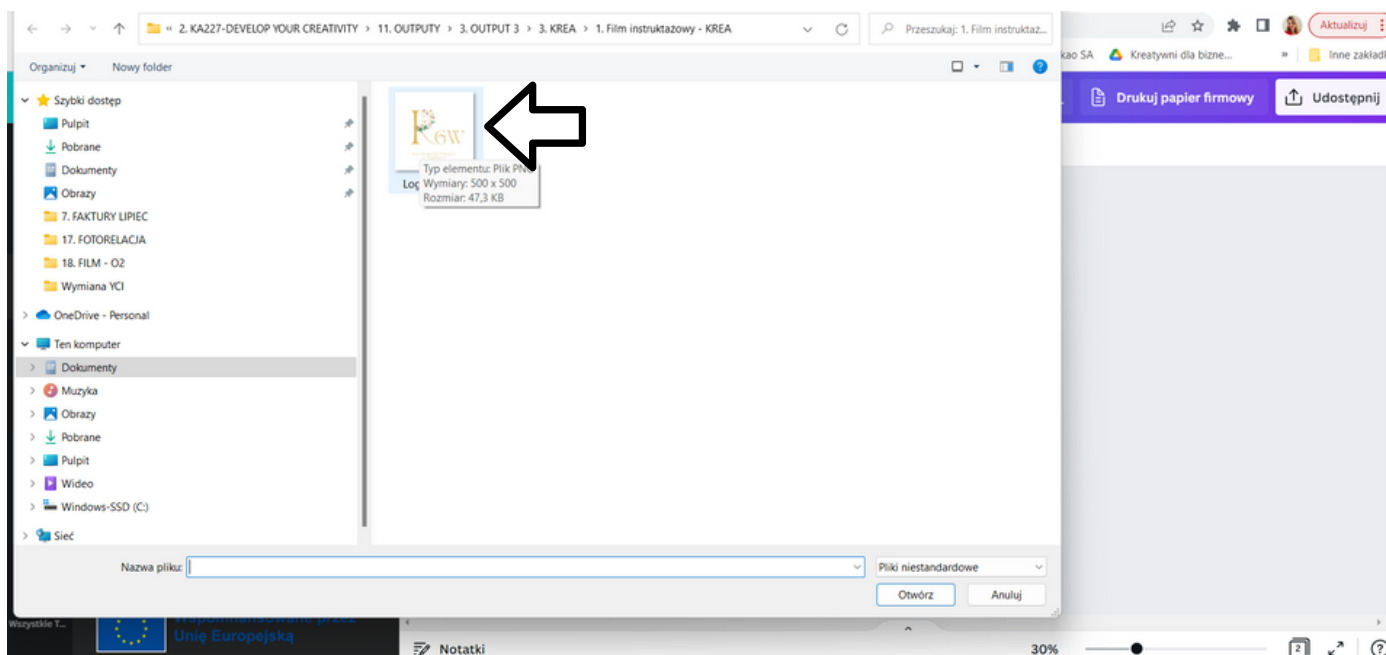


You can also add the logotype created in task 9. How to do it?

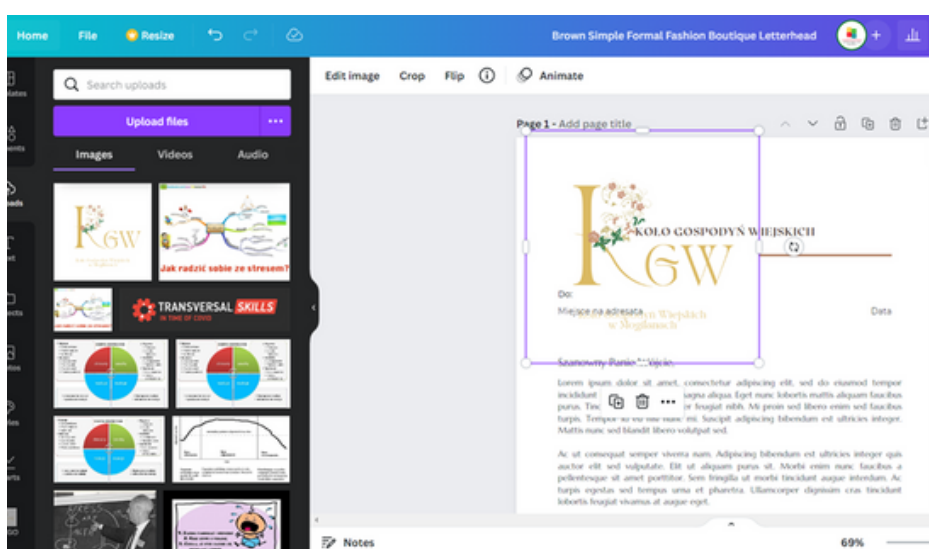
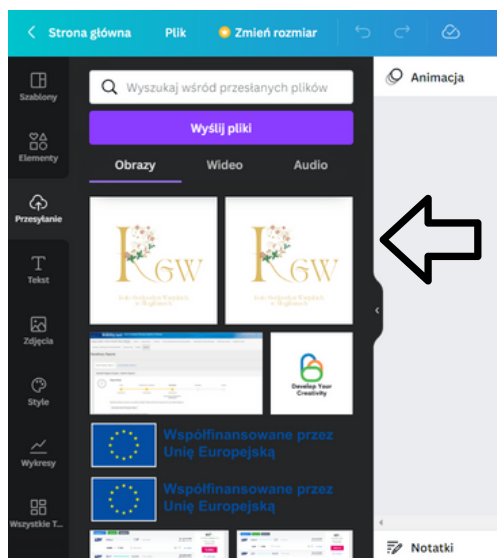
- On the left side, press the "Upload" icon, then click "Send Files", "Upload"



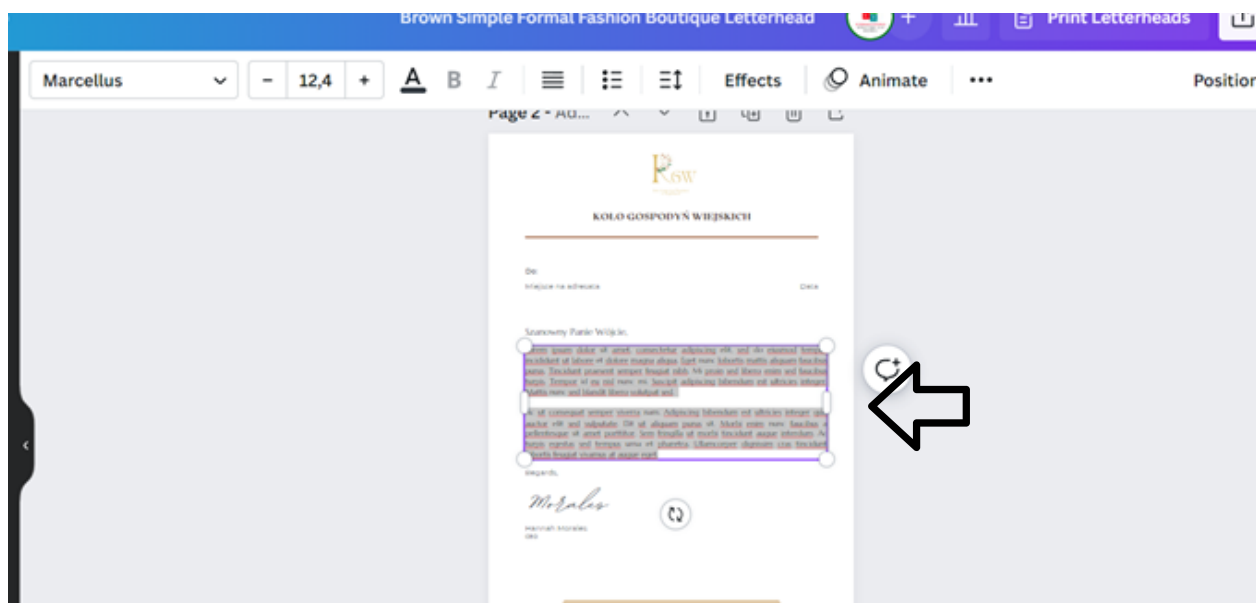
- Select a PNG or JPG file from the list and add it to the CANVA UPLOAD folder



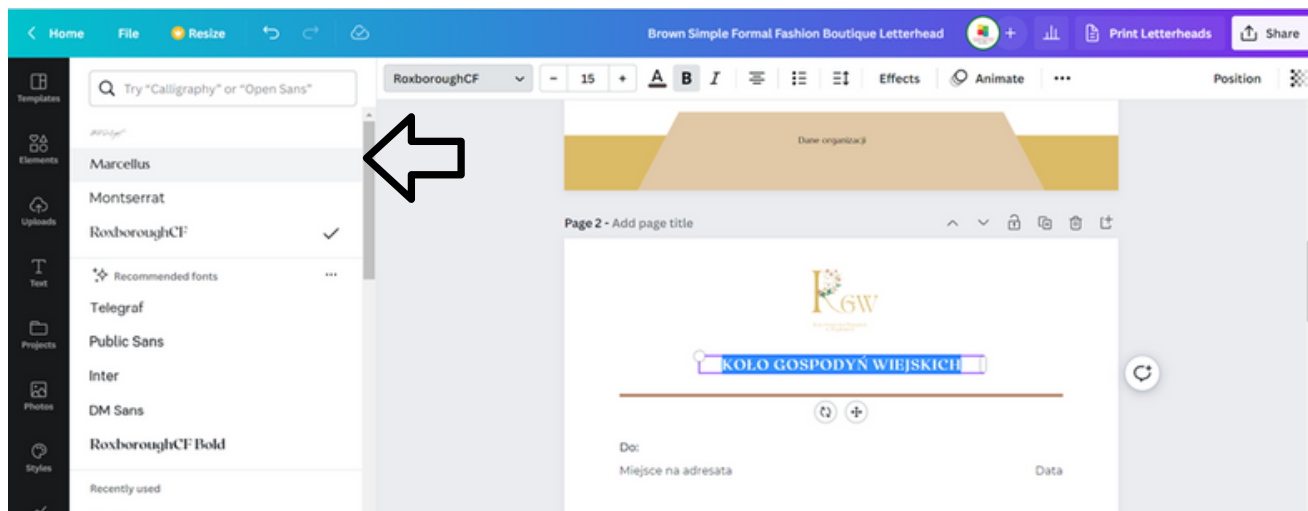
- The file should be visible on the CANVA website in the "Upload" folder
- Now CLICK on the logotype. The logotype will appear on the page you are editing. You can now edit it freely and adjust its position on the page.



STEP 4. Edit the content of the letter by adding information from TASK 10.



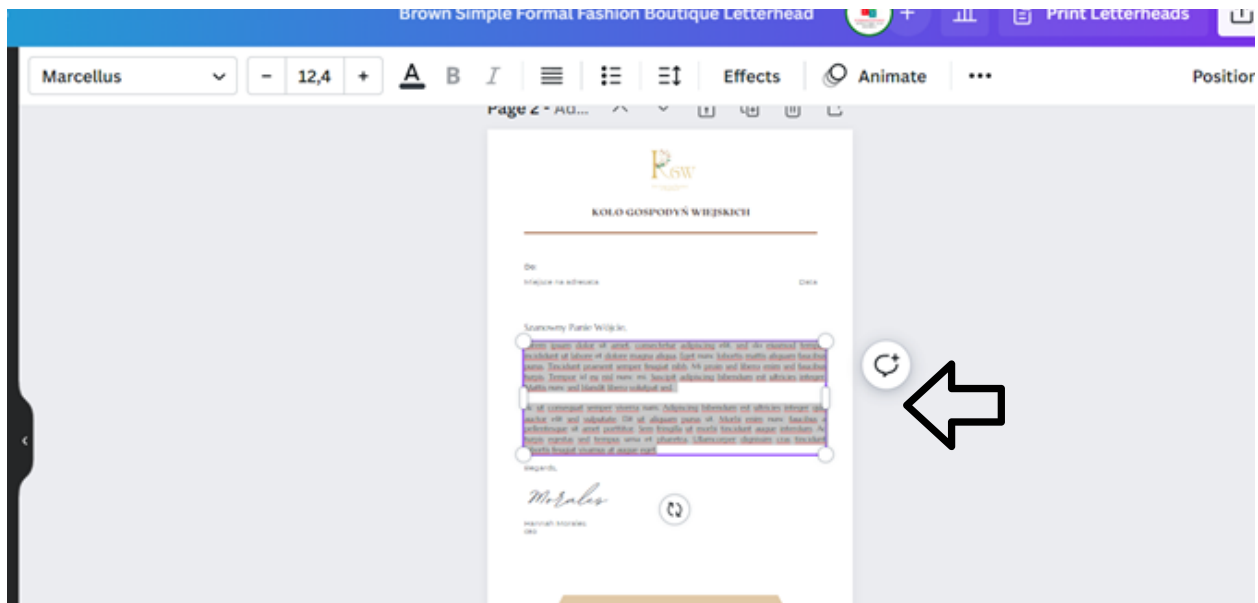
STEP 5. Change the font to "MARCELLUS"



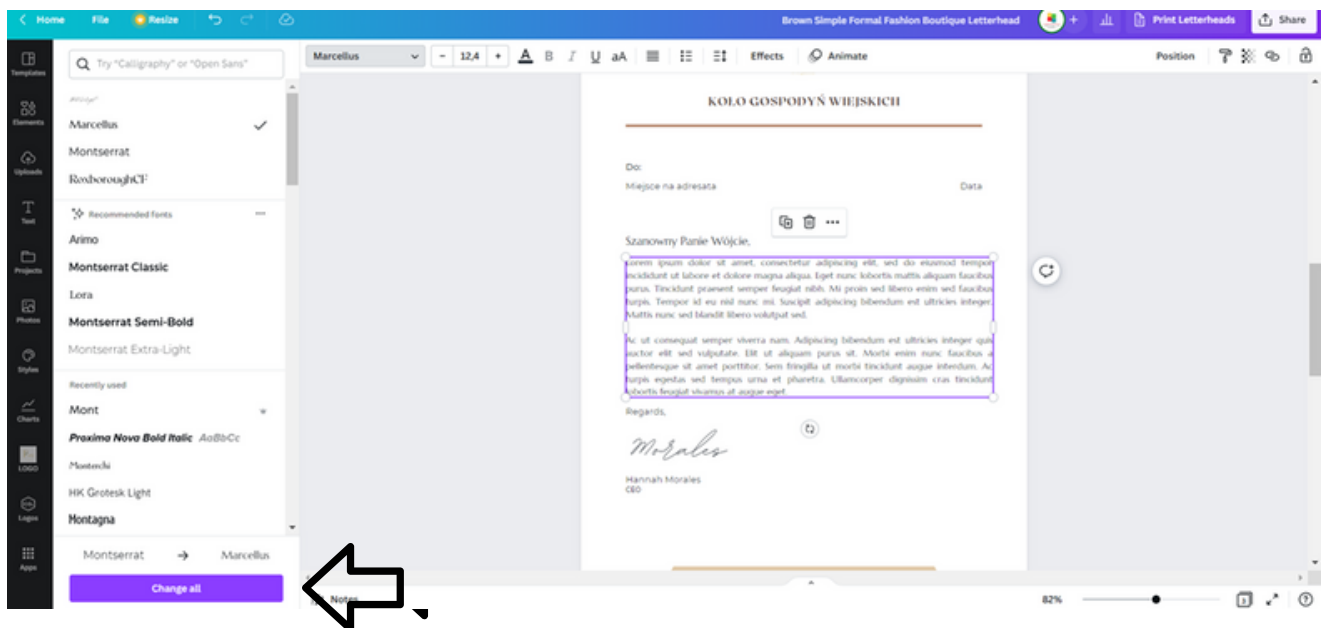


## How to do it?

- Select the text where you want to change the font.



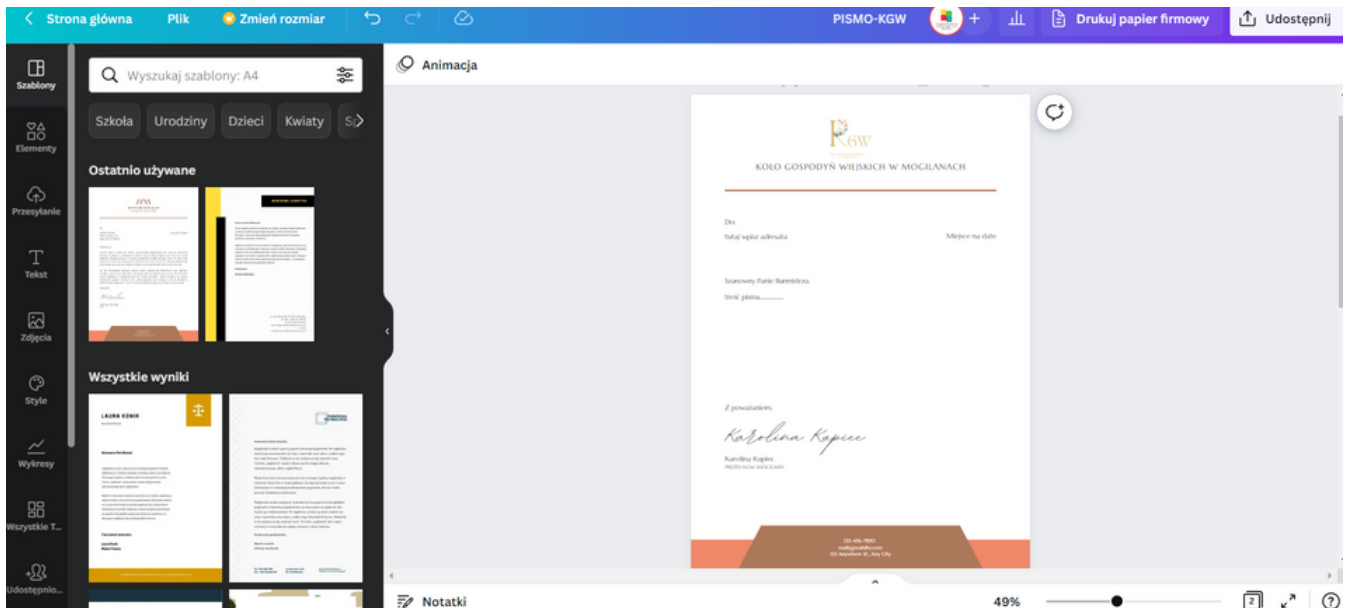
- At the top, click Fonts. Type "Marcellus" in the magnifying glass and click on that font



- At the top, click on "FONTS". In the place with a magnifying glass, type "Marcellus" and click on this font. Then click on "CHANGE ALL".
- The font has been changed throughout the document.

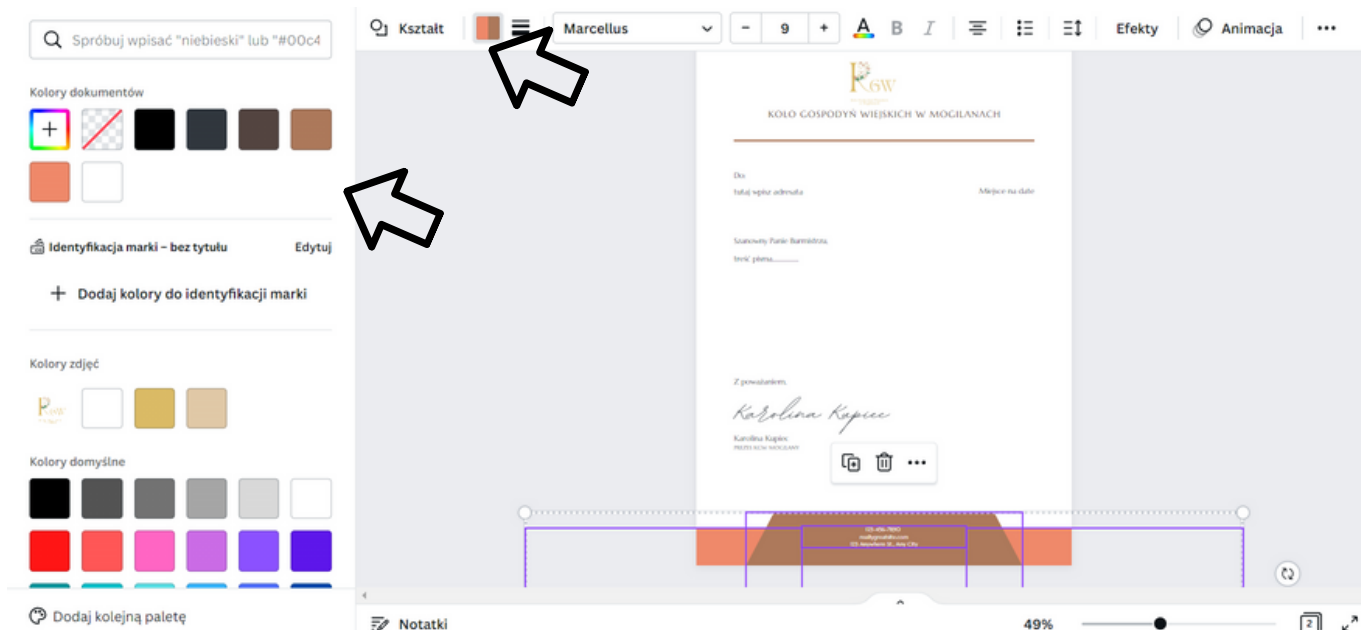


STEP 6. Change the colors on the footer at the very bottom to RAL no. And add your information data.

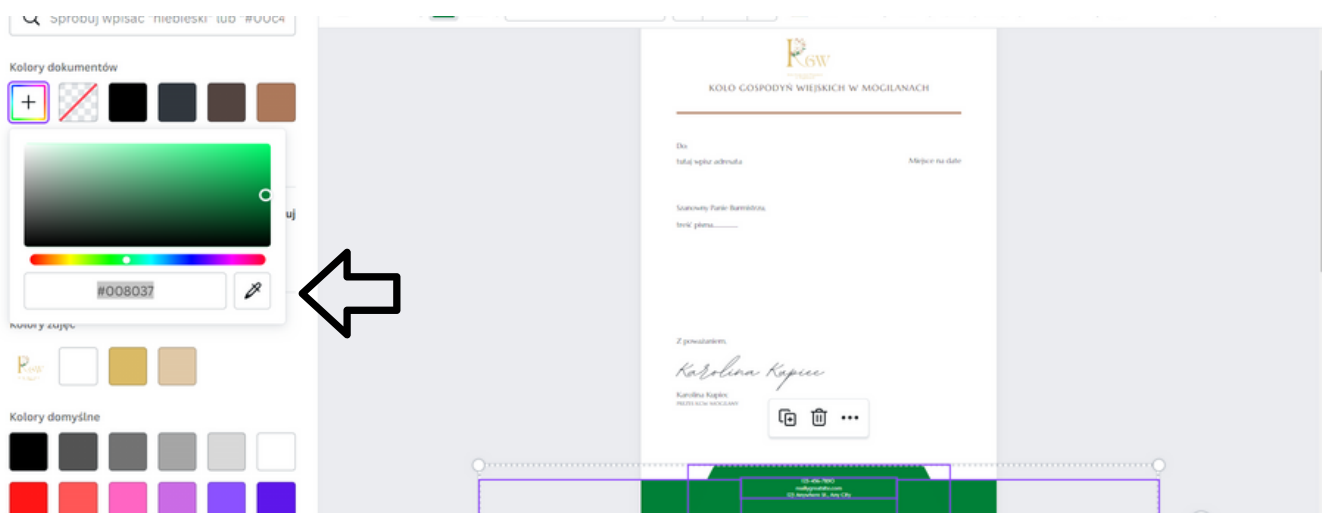


### How to do it?

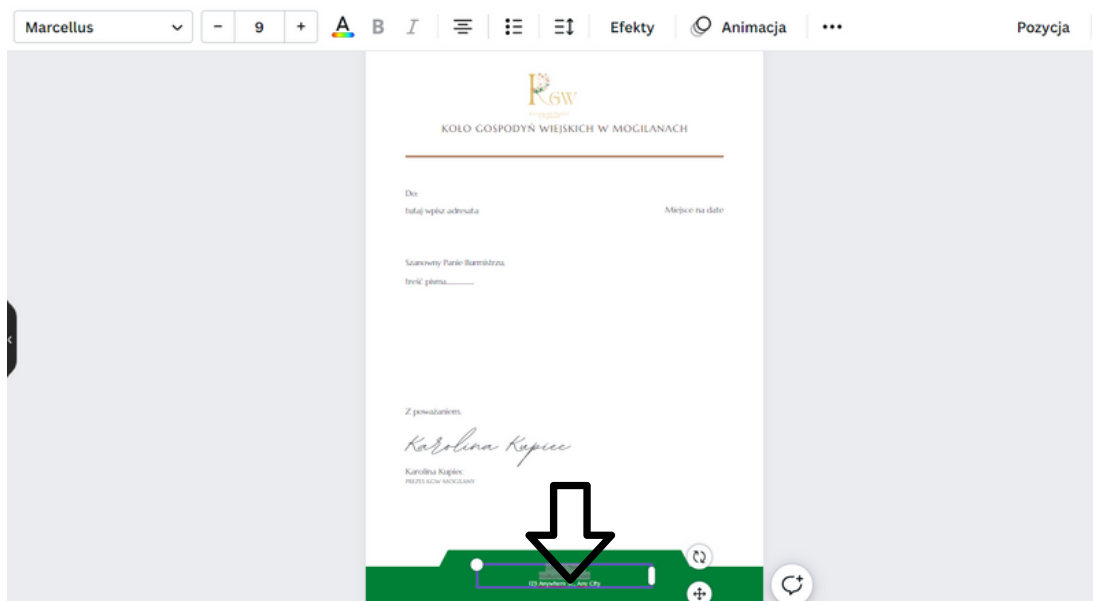
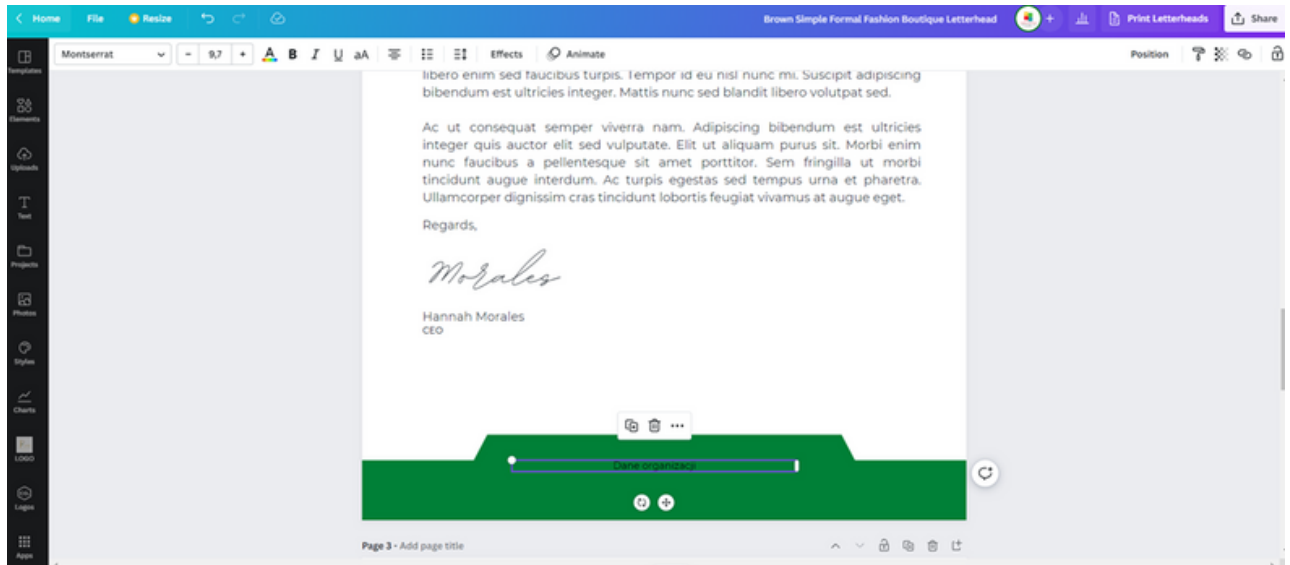
- Click on the colors above the document.



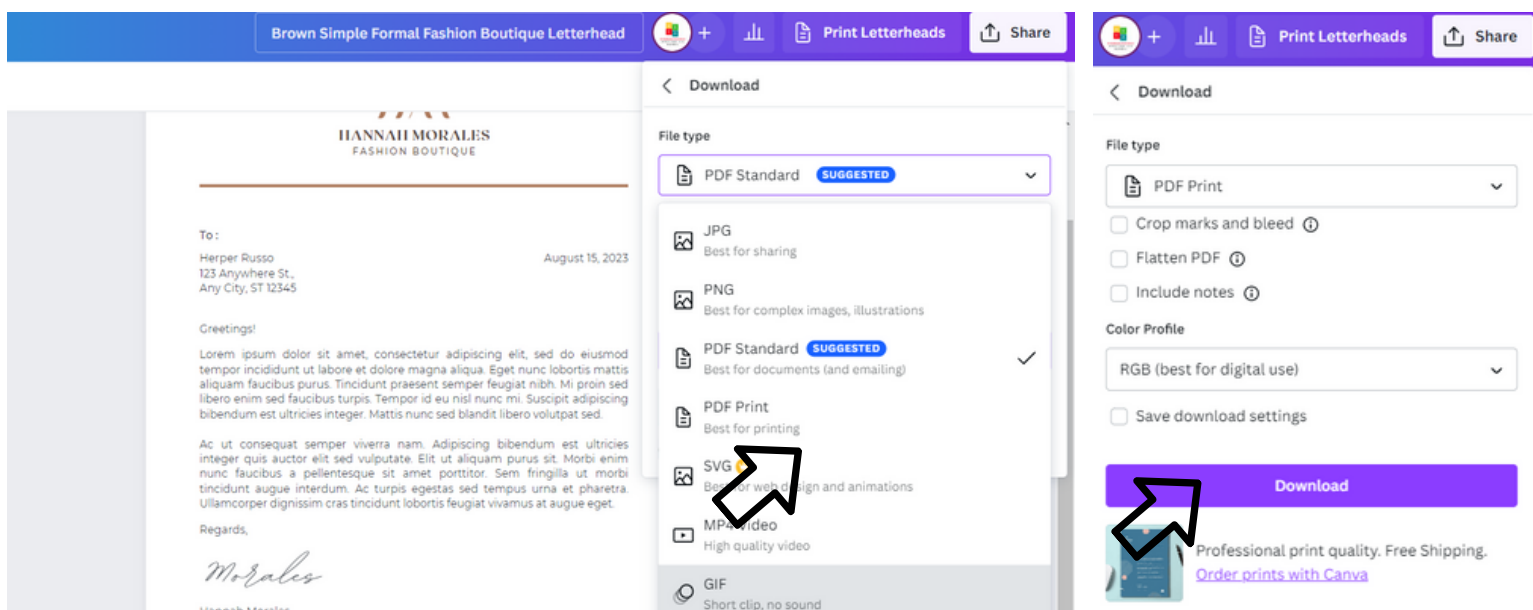
- Enter the number of RAL colors "# 008037"



- Change the information data in the footer.



**STEP 7.** Download the graphic as a PDF file for printing by clicking on the top right corner "Share" and then "Download" and select "File Type" → "PDF FOR PRINTING" and click "Download".



## IV End of the workshop (20 MIN.)

The facilitator asks the participants to sit in a circle and each answer the question:

- *What did you like the most about today's workshops?*
- *What will you take for yourself?*
- *What surprised you the most and caught your attention?*
- *How did the workshops affect you?*
- *What things are you going to change in your behavior?*

After the participants have finished speaking, the facilitator would like to thank you for your participation in workshops and the teacher asks you to fill in evaluation questionnaires.

After taking the questionnaires, the teacher will distribute the diplomas.



# V Evaluation Questionnaire



## ASSERTIVE REFUSAL IN PRACTICE, EXPRESSING DIFFICULT EMOTIONS AND ACCEPTING CRITICISM

DEAR PARTICIPANT/DEAR PARTICIPANT,  
WE HOPE THAT THE WORKSHOP WAS INTERESTING FOR YOU AND YOU  
COULD LEARN MANY INTERESTING THINGS. WE WANT TO RECEIVE  
FEEDBACK FROM YOU, SO WE WILL BE VERY GRATEFUL FOR YOUR TIME AND  
FOR COMPLETING THE QUESTIONNAIRE BELOW.  
THE QUESTIONNAIRE IS ANONYMOUS.

**1.DID THE WORKSHOPS ALLOW YOU TO GET ANSWERS TO THE QUESTIONS THAT  
HAVE ARISEN IN YOUR LIFE?**

☐ DEFINITELY YES    ☐ RATHER YES    ☐ RATHER NO    ☐ DEFINITELY NO

**2. DID THE WORKSHOP PROVIDE YOU WITH USEFUL DESIGN TIPS AND TECHNIQUES  
IN CANVA?**

☐ DEFINITELY YES    ☐ RATHER YES    ☐ RATHER NO    ☐ DEFINITELY NO

**3. DID THE WORKSHOPS PROVIDE YOU WITH USEFUL TIPS THAT MAY HELP YOU  
OVERCOME STAGE FRIGHT RELATED TO CONTACTS WITH A GROUP?**

☐ DEFINITELY YES    ☐ RATHER YES    ☐ RATHER NO    ☐ DEFINITELY NO

**4. WHICH PART OF THE WORKSHOP DID YOU LIKE THE MOST AND WHY?**

.....

.....

**5. WOULD YOU LIKE TO TAKE PART IN OTHER THEMATIC WORKSHOPS?**

☐ YES    ☐ NO



**6. 6. IF YES, PLEASE LIST THE TOPICS THAT WOULD BE INTERESTING FOR YOU.**

.....

.....

**7. SHARE YOUR REFLECTION AND COMMENTS**

.....

.....

**THANK YOU FOR YOUR CONTRIBUTION.**



Develop Your  
Creativity

# CERTIFICATE

IT IS CONFIRMED THAT

.....  
(FULL NAME)

TOOK PART IN THE WORKSHOP  
"DESIGNING IN CANVA IN A NUTSHELL"

DEVELOP YOUR CREATIVITY  
ERASMUS PROJECT NO. 2020-1-PL01-KA227-ADU-095783

WORKSHOP FACILITATOR:

PLACE:

DATE:



Funded by  
the European Union