
Chapter Communications Training



2/08/22



What We're Covering

- What is Canva?
- Canva Premium
- Using Canva
- Basic Design Principles
- Canva Demo



What is Canva?



Canva

- Web-based Graphic Design Program: <http://www.canva.com>
- Edit photos and create posters, videos, graphics, and more
- Utilize built-in templates, fonts, graphics, editing effects and more
- Save designs



Trailtessa
They're out there, hunting for a woman or girl who gets out on the Ice Age National Scenic Trail to experience adventure, freedom, and a new way to live.

Be Blissful!
Trail retreats designed by women for women. Sign up today!

February 19, 2022 - 10:00 am - 1:00 pm
Hartman Creek State Park,
Portage/Waupaca County

For details and to register:
www.iceagetrail.org/Trailtessa-Retreats-2022 or
call (608) 798-4453.

Registration Open!

The Ice Age Trail Alliance invites women and girls of all ages and all abilities to explore and enjoy **winter hiking and snowshoeing** along the Ice Age National Scenic Trail at Hartman Creek State Park.

Pure bliss: A snowshoe hike through a blanket of sparkling snow. Come for an introduction to snowshoeing by local experts and enjoy a guided hike along the Hartman Creek Segment. If needed, snowshoes will be provided by REI (for free). Make new friends, warm your hands at a post-hike bonfire, and enjoy homemade, locally-sourced treats.

Share your adventure with the Ice Age Trail and Trailtessa community!
Use hashtags:
#Trailtessa #BeBlissful #IceAgeTrail #OptOutside #ForceOfNature

Registration: \$15 non-refundable fee
Girls under 18 are free.

What can I make?

- Program Brochures
- Event Posters
- Images and graphics for social media
- Videos



Canva Premium

- We are getting a premium account for Chapters!
- More features and templates to choose from
- Allows for faster editing and greater customization
- Alliance staff can log in and help
- Up to 4 users can be logged into Canva at the same time
- Access to high resolution IAT/IATA logos and images

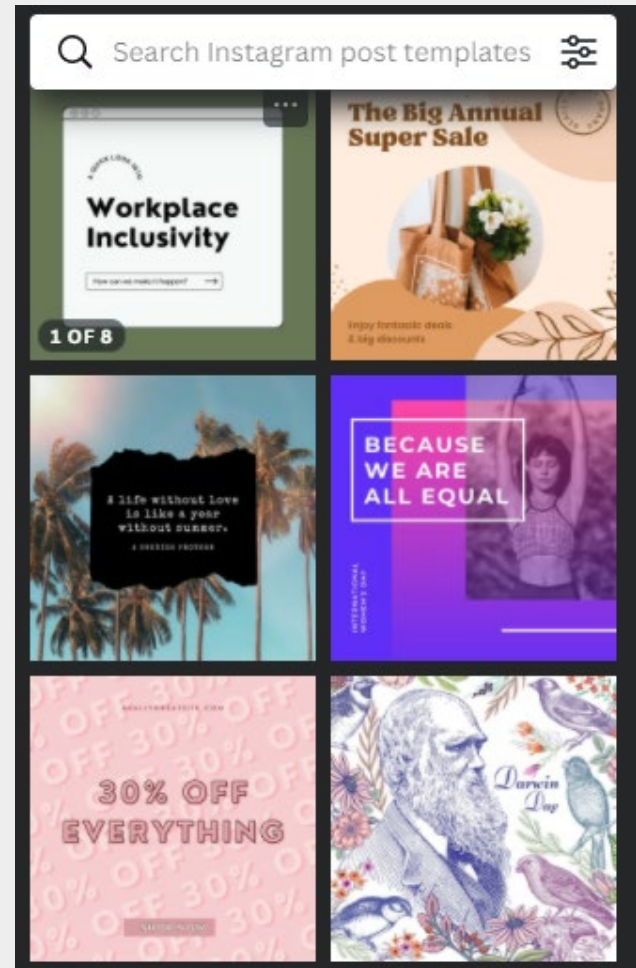


Using Canva



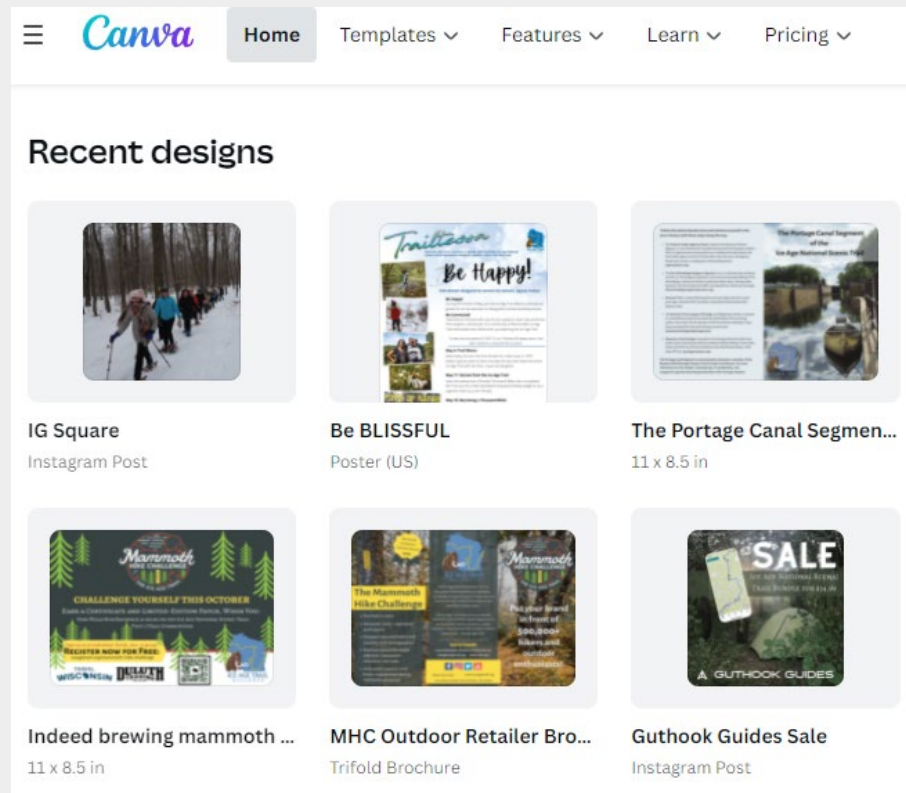
Templates

- Comes preloaded with thousands of templates
- For everything: posters, brochures, video, Facebook and Instagram posts, and more!
- Good starting point
- Highly customizable



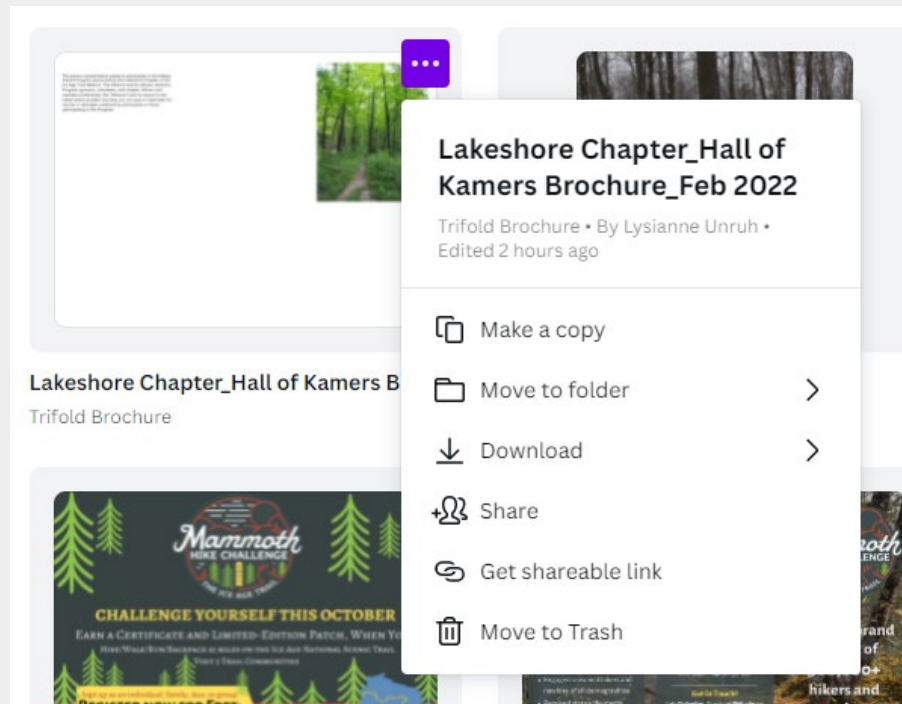
Navigation

- You can save templates!
- Search by name within “Your Designs” tab
- Easy to go back and re-use or modify designs



Naming Practices

- You can use the search feature to find designs by title
- Important to name things so you can find them again
- All Chapters will have access to all designs
- We Recommend:
 - *Chapter Name_Project Name_Month and Year*
 - *Lakeshore Chapter_Snowshoeing Event Poster_January 2022*



Uploads

- You can upload images, logos, and video clips
- All Chapters will have access to all uploads
- We recommend:
 - *Chapter Name_Description of Asset_Photo Credit if Applicable*
 - *Dane County Chapter_Volunteers burning buckthorn at Dec 18 workday_Photo by Ed Spoon*



Waukesha Milwaukee Chapter_Hartland Marsh MSC Event_Fall 2021_Photo by Dave Caliebe.jpg

Basic Design Principles



Basic Principles

- Order of Importance
- Simplification
- Contrast
- Space and Negative Space
- Rule of Thirds



Order of Importance

- The most important information should take up the most space, i.e. use the biggest font
- For example, the title of an event might be the biggest thing on the flier, with location and date in a smaller font

Future in the Outdoors Summit

FREE to attend! Designed especially for college students

Talk directly with experts who've been there, done that. Learn about their careers and the path they took to get where they are today.



Simplification

- Avoid overcrowding your design
- Say more with less
- Use QR codes and web links to direct people to more information
- For example, use a QR code to link to the event calendar with more event details
- We recommend using this free QR code generator:

www.qr-code-generator.com



Contrast: Color

- Combine light and dark colors or contrasting colors vs. colors of a similar shade
- This increases legibility and helps your messaging stand out



Contrast: Fonts

- Just like color choice, good font choice can make a design more appealing and easier to read
- Limit to 2 or 3 fonts
- There are often several options within the same **font family**, for example: Arial, Arial Black, and Arial Narrow
- Make sure there is a noticeable difference in the size of fonts paired next to each other
- Similarly, pair fonts that are different from one another, such as a serif and non-serif font, or a cursive and print font

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"The quick brown fox jumps over the lazy dog."

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Space

- Elements that are closer together are perceived as being more related to each other than other elements that are further away
- Utilize **negative space**, or “the blank spots on your canvas,” to emphasize important elements



Rule of Thirds

- The **Rule of Thirds** is a foundational guideline that reasons an image or design should be divided by thirds vertically and horizontally, and that the focal point of the design should fall along one of these thirds, rather than in the center of the design.
- This results in a product that people find more intriguing and visually appealing



More Resources

- **Design Principles:**

This article is a great beginner's guide to design with more detailed examples:

www.freecodecamp.org/news/fundamental-design-principles-for-non-designers-ad34c30caa7/

- **Canva Tutorials:**

Learn more about using Canva:

<https://designschool.canva.com/tutorials/>



We're in This Together!



Questions or Comments?



Thank You for Joining Us!

