Task Sheet: Canva

Provided by: Click F1

General information of task for teacher

Title of the task sheet	Canva: colors your own branding
Targeted 21st Century Skill	Learning and Innovation / Digital Literacy
Brief description of the competences the students will learn **(Including, for example what scientific theory this is based on)**	Students will develop skills in creating visually appealing presentations and understanding the influence of design elements, such as colors and text, on media and advertising. This aligns with theories of media literacy and visual communication, emphasizing the psychological impact of design choices.
Specialty/Target group *(If applicable)*	Not applicable.
Learning outcome(s) for the vocational profession	Students will learn how to use Canva for personal and professional branding. They will gain insights into presenting themselves effectively using design principles. They will understand how colors and text can influence public perception and communication.
Tools needed for this lesson plan/ task sheet *(If applicable)*	Computer or tablet with internet access. Canva account (free or premium). Projector (for teacher demonstrations).
Approximate time to complete the task	1.5 to 2 hours
Suggested more comprehensive methodical guide for doing/carrying out the task (for the teacher or student)	Teachers should prepare examples of good and poor design. Demonstrate Canva features step-by-step before assigning tasks. Provide a checklist for students to ensure their designs align with the learning objectives.
License information (if we have a general one on the website, it is not necessary separately for each educational material)	Premium account for Canva is optional.

Lesson plan of the task

Warming up	Discuss the role of design in everyday life, such as advertisements, social media, and presentations.
Explanation for the students at the start	Explain the importance of branding and how colors, fonts, and layout affect communication. Briefly introduce Canva as a tool for creating impactful designs.
Task description for the students	Choose a personal or fictional brand to design for.

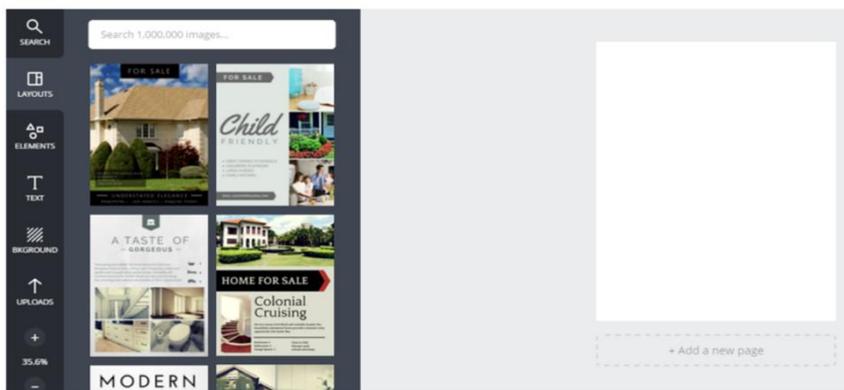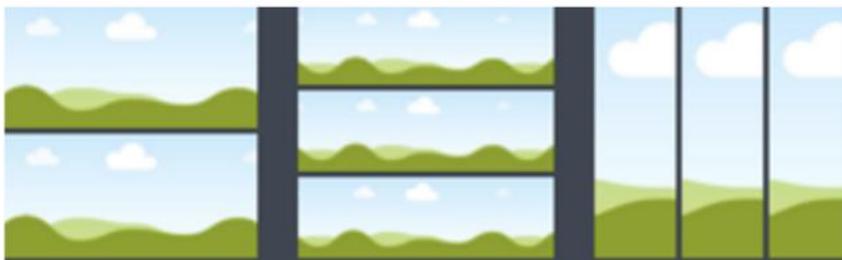|	Use Canva to create a poster or social media post representing the brand. Focus on color harmony, font consistency, and clear messaging.
Additional activities for the students	Compare and critique each other's designs in pairs or small groups. Research the branding strategies of well-known companies.
Extra resources for learners	Canva tutorials (available on the Canva website). Articles on color psychology and branding.
Self-reflection for students	Students will answer questions such as: • What message does my design convey? • How do the colors and text enhance my brand's image?
Feedback on the solution (if applicable) / Possibility to check	Teachers can provide a rubric assessing creativity, clarity, and adherence to design principles.

Additional information

How to work with Canva:

1// With the green button (Create a design) you can choose from all kinds of different types of posters, click on the poster you want to use as a basis.

2// Click on the poster you want. Then you can start rearranging the poster. + Add a zine. NewPage is for if you want to hang a second page underneath, for example for a magazine.
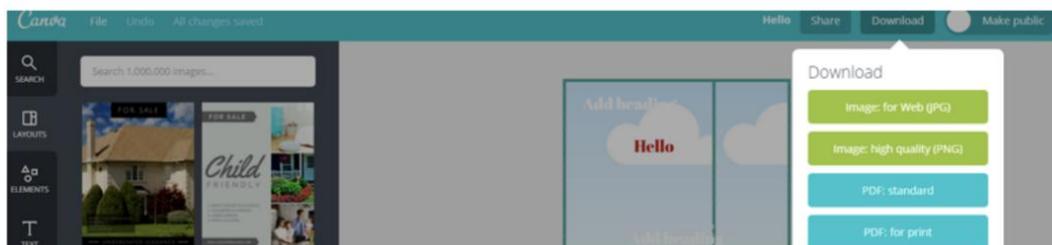

3// Start laying out your poster with the left toolbar: Layouts: here you can search for different types of posters. Elements: This allows you to divide the poster into different sections, as shown below.

3// here you can change the text that is already in your sample poster or add new text by dragging one of the choices in your poster.

4// With background you can change the background.

5// With uploads you can retrieve saved images on your computer and paste them into your poster. You can also look up images via CANVA itself, but please note that you can only choose the FREE images here. Otherwise, you won't be able to save your poster.

- With undo you can undo your last action.

- If you want to save or print your poster, you can do so here (Download). You then turn it into a PDF or a JPG (photo)

Enjoy your own personal Canva product!