

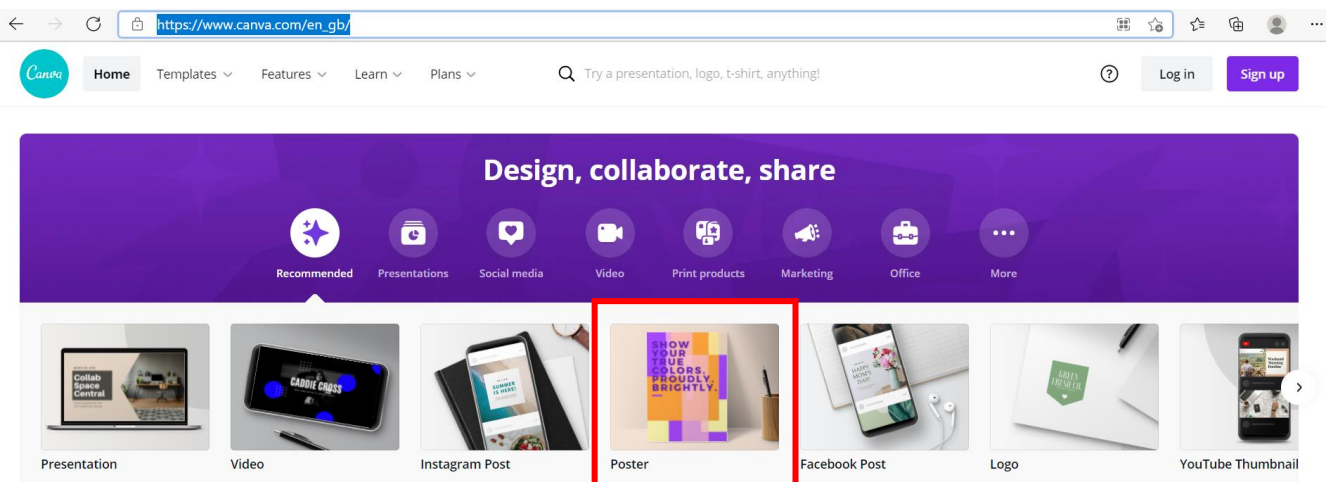
Creative Campaign Challenge Guide: How to create a Canva poster

Today is your turn to be a graphic designer. A graphic designer is someone who uses computers and other tools to make tonnes of things like websites, logos, stickers, apps and yes, even posters.

Let's Get Started!

Getting Started:

1. Go to [Canva.com](https://www.canva.com) and click on the poster option from the menu.

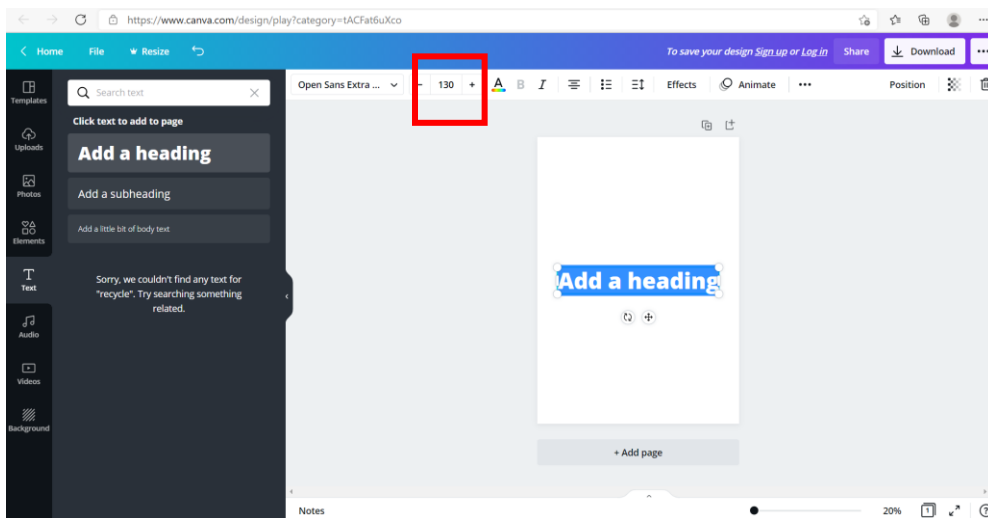


2. It will ask if you want to start with a template. This is an easy option to use designs other people have created BUT it isn't very creative. Let's start with a blank sheet and make our own poster with our own designs.
3. Before you get started, you want to make sure you can save your work. You will need help from an adult to sign up and create a free account. All of the activities we are doing today are done with a free account, so there is no need to pay for premium. *TIP: Anything with a crown or a PRO written next to it costs money. Try to use the design elements and fonts that are free.*

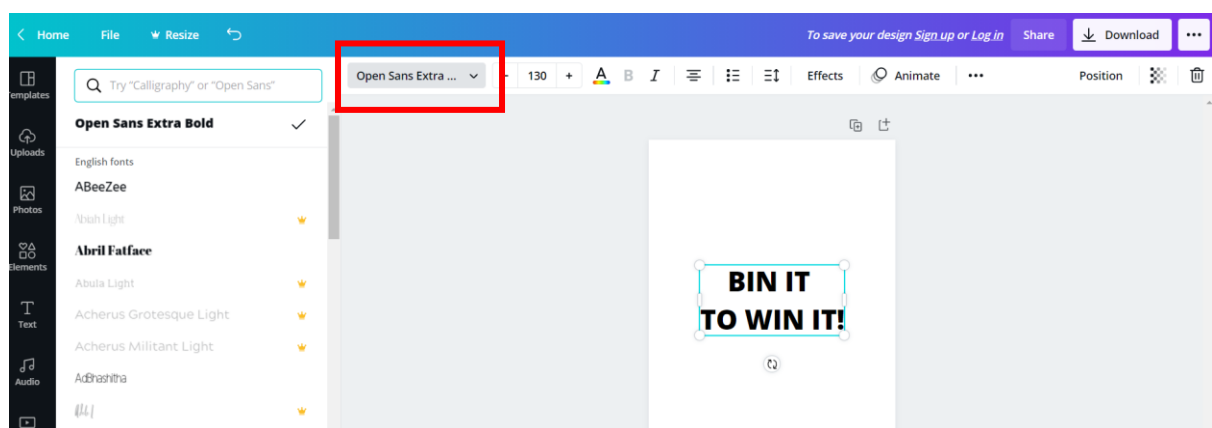
To save your design [Sign up](#) or [Log in](#)

4. Now you are ready to start designing!

- On the left are the different elements you can use for your poster. We're going to start with "Text" so you can write your message. You can choose different sizes and types of letters to use. The different types of letters are called fonts.
- Let's start with a "Add the Heading" option, so you can write your message for your poster. When you click on it, you should see ADD THE HEADING on your poster. Make sure it is a nice big font size as this is a poster. 130 is a good place to start.

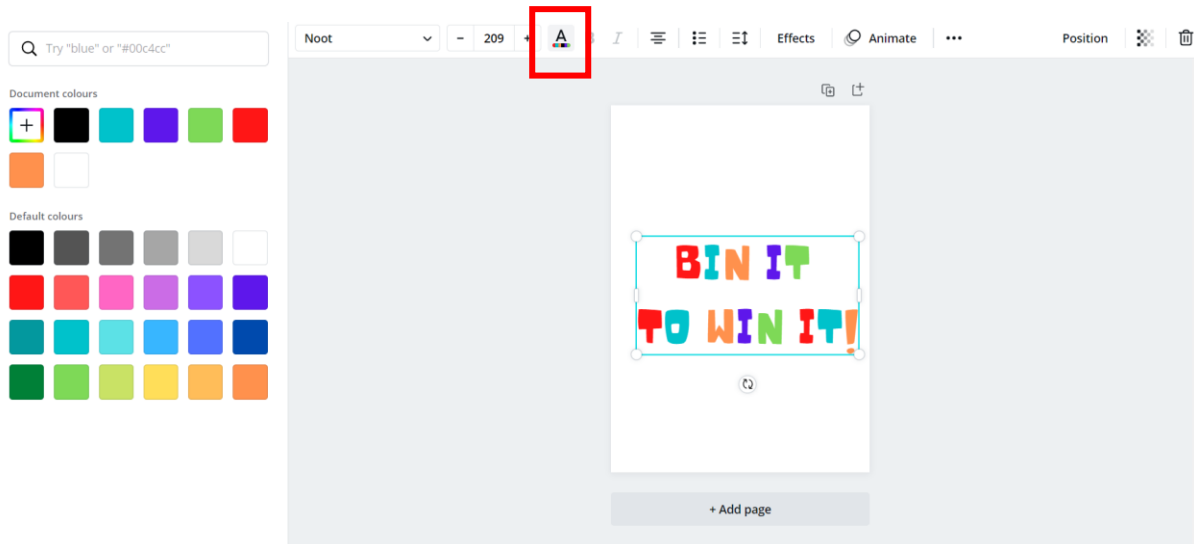


- Now you can click on that text box and put in your own design message. We've chosen the message "Bin It To Win It!" but you can write whatever you like. There are a number of ideas and suggestions in today's lesson guide if you want to have a think about different messages.
- With your message in place, you can change the design by playing with the different font options. Click on the text and then at the top of the page click on the font option so you can see all the different fonts. You should see a drop-down menu of the all the fonts you can choose from. Have a go at trying lots of different types of fonts and see which ones you like best for your design.

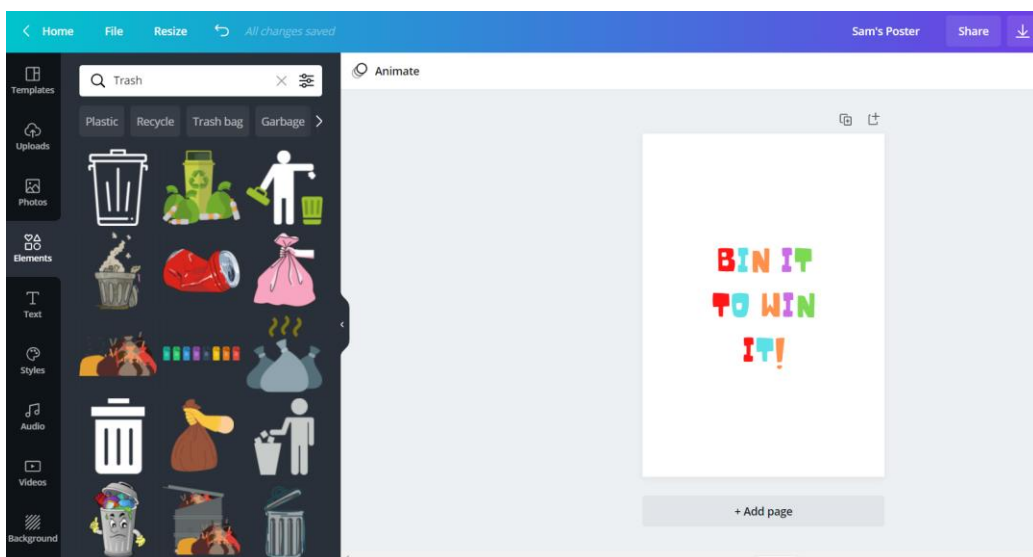


- Once you have a font picked, you can also change the colours. Click on the black A in the top menu and a selection of colours will be shown on the left. You can make all the words one colour, or you can use lots of colours. Just select the letters and then click on one of the colours.

Here is our example with Noot font and lots of colours.



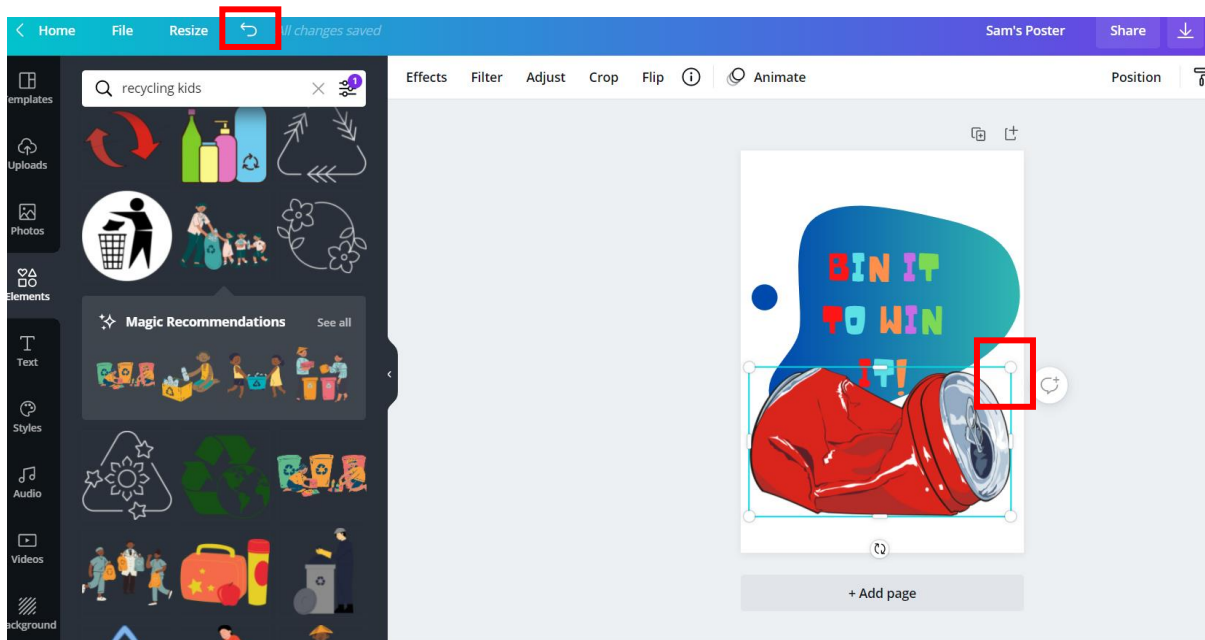
- Now you have your message you can add some pictures or some colours.
- Go to the left-hand menu and select Elements. In here you will find lots of fun creative things you can use for your poster, like shapes, images, graphics and colours. Have fun playing with different elements to make your design.
- We are going to add some illustrations to our poster. To find some that match your message, type what you want into the search bar at the top. For example, we typed in “trash” and “recycling” to find the image we wanted to use.



13. Now have fun adding elements to your poster. Try not to add too many as you want to make sure that people get the message you are trying to get out.

Graphic Designer Tip: “How do I change the size of my image or element?”

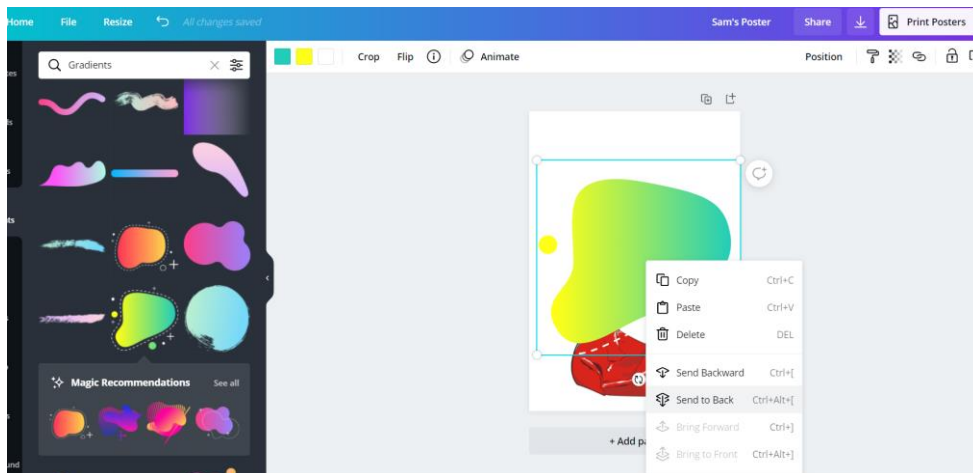
Click on the item and you will see white circles in all of the corners. Click on one of those circles and drag them down smaller until the picture is the size you want. If it doesn't look right you can click the back button at the top and it will undo what you just did.



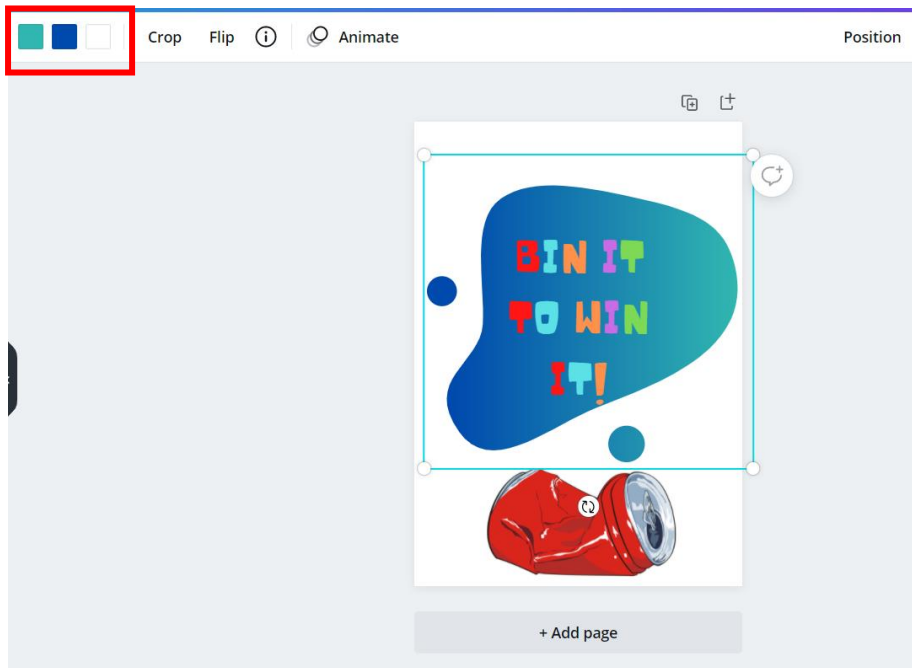
14. If you don't want to use graphics, you can always use shapes and colours to make your poster pop. You can also use photos, which is another option on the menu.

Graphic Designer Tip: “How do I put the picture or colour behind my text?”

If you want the picture to go behind the text you need to left click on the image of shape that covering your text box and select “send to back”.



15. If you want to change the colour of your shape, click on the colours at the top and have a go at playing with the different colour options.



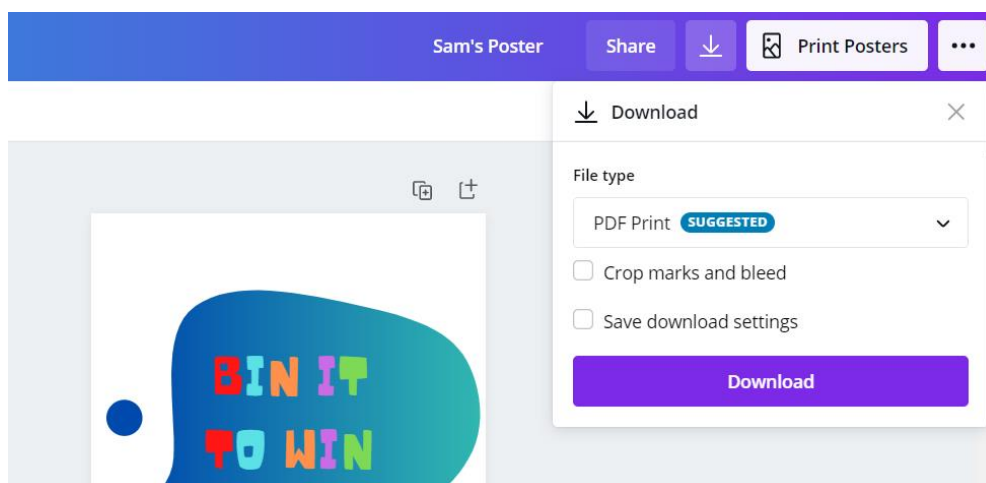
16. Now have fun and play around! This is your creation. You can make as many as you like, just be sure to save them.

TIME TO SHARE!

We would love to see your designs and share them with Cornwall and the rest of the world. Our partners at the Cornish Plastic Pollution Coalition might even print some off to share with schools and put up across Cornwall.

To share your design have a grown up help you download it and email it to our team.

1. Click the down pointing arrow on the top right-hand menu, chose file type PDF Print and click Download.





2. It should now be saved in your computer's Download folder. Have your grown up send us an email at info@tecgirls.co.uk with the Subject Line "DAY 3 Poster". In your email please let us know your name (just your first name is fine if you prefer) and your age. Please also put where you live. Cornwall is fine. This is important for when other kids from around the world take part as we want to see what people create in other countries. We will then have your poster to be able to share on our social media channels and to share with our partners.
3. You could also share your posters with your school and see if they want to print them and put them up to help encourage other kids at your school to make a difference.

Well done! You are now a graphic designer with your first ever campaign completed!

What's next?

If you enjoyed this challenge, have a go at creating more posters on platforms like Canva. There are a lot of wonderful causes that could use posters to help promote their messages. Or maybe you can make a poster for your room celebrating the things you love. Graphic designers make all sorts of amazing things, and now you know how you can do it, too.

Want a challenge?

Why not draw your own elements and upload them to your Canva account? Then you are creating a really custom work of art.