

Module 5 – Visual Graphics

Introduction

Visual communication has always been part of human history. In prehistoric times, when writing was not yet invented, humans used to communicate through visual graphics representing handprints, animals or hunting events painted or engraved in stone and cave walls. Early pictorial signs were gradually substituted by a logo-syllabic script, also known as cuneiform writing, representing the sounds of the words of different civilizations. By the Middle Ages, humanity started to arrange letters and text in a way that was visible and clear, which led to the invention of typography. With the advent of the printing press in Europe in the 15th century, people started to recreate text, art and design on a large scale. From then, modern advertising began to shape and spread throughout the time across the world through mass-printed advertisements in magazines and newspapers. Modern technology and graphic design tools made visual graphic advertisements a phenomenon that we encounter almost every day today in the way we promote products and services, whether they are in the form of infographics, posters, flyers or logos.

The following activities will help you familiarize yourself with open-source graphic design tools and will guide you through a series of steps in order for you to design and create your own visual content.

In this module, you will learn the following:

Learning Outcomes		
Knowledge	Skills	Attitudes
<ul style="list-style-type: none"> Knowledge of basic design concepts, such as composition, balance and colour theory Factual knowledge of existing online tools to create and edit visual content, such as Canva Knowledge of the basic features that can be used to create visual content 	<ul style="list-style-type: none"> Apply basic concepts of design in the creation of visual graphics content Choose the most appropriate tools to produce visual content Create visual graphics using open-source software Design visual graphics that are engaging and visually attractive Transmit a message through a visual format 	<ul style="list-style-type: none"> Understand and apply the basics of colour theory Understand the concept of visual identity Understand how to communicate a message through visual elements Understand how colours and composition can impact the audience perception

1. Design your own infographic with Canva

- Watch the YouTube video tutorial on how to create an infographic on Canva
- Read the article “How to spot fake news”
- Log into Canva.com with your Google account.
- Click on “Create a design” and select “Infographic”.
- Choose your template based on what type of information you want to display.
- Create a series of steps based on the information provided in the article.
- Click on the images and change them in a way that they would fit with the information provided in the article.
- Click on the text to change the content according to the information in the article.
- Choose clear and legible fonts.
- Allow for various size headlines to break up the data.
- Organise your data visually to guide your audience from beginning to end.
- Add any graphs or charts if needed.
- Keep your colour scheme to a maximum of three colours.
- Click on the upload button above to download your final work.





Design your Infographic with Canva	
Description:	<p>Read the article on “How to identify fake news” and watch the YouTube video Tutorial on how to create your own infographic on Canva.</p> <p>Follow the steps and create your own infographic with the information provided in the article.</p>
Link:	<p>Canva YouTube Video Tutorial: https://www.youtube.com/watch?v=URY5Tuy5sRU&t=173s</p> <p>Article “How to identify fake news” https://www.kaspersky.com/resource-center/preemptive-safety/how-to-identify-fake-news</p>

2. Design your poster with Canva

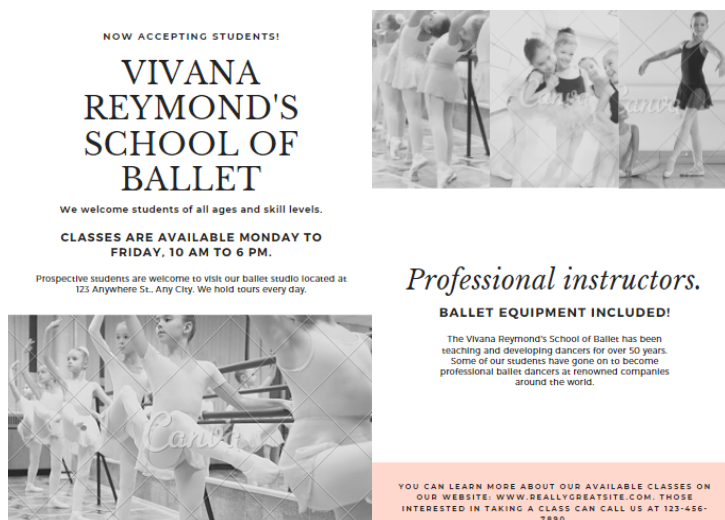
- Watch the YouTube video tutorial on how to create a promotional poster on Canva
- Log into Canva.com with your Google account.
- Click on “Create a design” and select “Poster”.
- Identify the goal of your poster.
- Choose your template based on your brand and target audience or start from scratch.
- Click the page background to change the background colour.
- Click on “Elements” to add pictures, grids or frames.
- You can choose any stock images from the Canva’s library or upload your own.
- Click and drag elements to adjust the position.
- Click on “Text” to add headings and subheadings.
- Change your text style using the toolbar above.
- Create a “Visual hierarchy” to bring attention to your focal point.
- Choose bright colours and big headlines to grab attention.
- Choose a colour that matches your brand personality and the poster idea.
- Include a call to action.
- Download your final product.



Design your poster on Canva	
Description:	Watch the YouTube video tutorial on how to design a poster on Canva and follow the steps to create your own one.
Link:	Canva YouTube Video Tutorial: https://www.youtube.com/watch?v=fOjN3MWc3Ho

3. Design a flyer with Canva

- Watch the YouTube video tutorial on how to create a flyer on Canva
- Log into Canva.com with your Google account.
- Click on “Create a design” and select “Flyer”.
- Identify what type of event you want to promote (personal, business etc.)
- Identify your target audience.
- Type a keyword based on the type of event you want to promote to find a suitable template.
- Click on the title to change your text.
- Choose a catchy title to grab attention to your event.
- Replace existing text with important details about your event.
- Create content that is in line with the personality of your target audience.
- Keep the text simple and make effective use of space between images and text.
- Choose any “Element” that fits with the topic of your event.
- Choose a colour that matches your brand personality and the poster idea.
- Download your final product.



Design a flyer with Canva	
Description:	Watch the YouTube video tutorial on how to create a flyer on Canva and follow the steps to create your own one.
Link:	Canva YouTube Video Tutorial: https://www.youtube.com/watch?v=wrthaLRdw4Y

4. Develop a logo for local media

- Watch the YouTube video tutorial on how to create a logo on Canva
- Log into Canva.com with your Google account.
- Click on “Create a design” and select “Logo”.
- Choose your logo template from different available categories based on your business and brand identity.
- Take into account your target audience before developing your logo (age, gender, cultural differences etc.)
- Choose whether you want a symbol or typography logo or a combination of both.
- Choose the type of your logo based on your target audience and your competitors.
- Choose the right colours, contrasts and brightness to get attention.
- Add any element that suits your brand personality.
- Download your final product.



Develop a logo for local media	
Description:	Read more information about the key principles in logo design and watch the YouTube video tutorial on how to create a logo on Canva and create your own one.
Link:	<p>YouTube Video Tutorial: https://www.youtube.com/watch?v=TQw9j8qE-E</p> <p>Article "5 important points to consider for your logo design" https://blog.icons8.com/articles/logo-design-tips/</p>

Useful links

- Ellis, M. (2018) A Brief History of Graphic Design. Retrieved from:
<https://99designs.ie/blog/design-history-movements/history-graphic-design/>
- Vital, A. (2018) How to Think Visually Using Visual Analogies. Retrieved from:
<https://blog.adioma.com/how-to-think-visually-using-visual-analogies-infographic/>
- Reid, M. (2019) The 7 Principles of Design. Retrieved from:
<https://99designs.ie/blog/tips/principles-of-design/>
- Rawal, A (2018) 10 Basic Principles of Graphic Design. Retrieved from:
<https://medium.com/@anahatrawal/10-basic-principles-of-graphic-design-b74be0dbdb58>
- Vital, A. (2018) What Is An Infographic. Retrieved from:
<https://blog.adioma.com/what-is-an-infographic/>
- How to make an infographic on Canva
<https://www.canva.com/learn/how-to-make-an-infographic/>
- Logo ideas
<https://www.canva.com/ideas/logo-ideas/>





- How to design a poster on Canva
<https://www.canva.com/learn/25-ways-to-design-an-awesome-poster-and-create-a-buzz-for-your-next-event/>



MEDIA

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