

# Community Media Skills Development Resources

## Module 5 – Visual Graphics Lesson Plan



# HACKS

Harnessing the Power of Community Media  
to Combat Disinformation

## **Learning Outcomes:**

On completion of this module, learners will be able to:

- Knowledge of basic design concepts, such as composition, balance and colour theory
- Knowledge of the basic features that can be used to create visual content
- Apply basic concepts of design in the creation of visual graphics content
- Factual knowledge of existing online tools to create and edit visual content, such as Canva
- Create visual graphics using open-source software
- Design visual graphics that are engaging and visually attractive
- Transmit a message through a visual format
- 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's perception

Activities [Description of the activities]	Objective [What is the goal of this activity?]	Methodology [Advice for the trainer]	Materials [Are any materials needed? Write them here]	Timing [How much do you recommend be spent in each activity?]	Further Reading/ Link to Resources [If further reading is advised or external resources will be used]
<b>1. Ice-breaker activity.</b>  The trainer welcomes the participants and shows a list of logos and ask them to identify the hidden messages.	The aim of this exercise is to introduce participants to the concept of visual identity and make them reflect on how colour affect our emotional responses and why it is important in graphic design.	<p><b>PowerPoint presentation:</b> the trainer leads a group discussion showing a list of a few well-known company logos and invites the participants to reflect on the visual design of the logos.</p> <p>For each logo, the trainer will ask the following questions:</p> <ul style="list-style-type: none"> <li>- Do you know this logo?</li> <li>- What can you see?</li> </ul> <p>After collecting answers from the participants and revealing the hidden messages in the logos, the trainer will ask the following questions:</p> <ul style="list-style-type: none"> <li>- Why do you think companies use hidden messages in their logos?</li> <li>- Do you think people still get the message even if not visible in plain sight?</li> </ul>	<ul style="list-style-type: none"> <li>- Laptop</li> <li>- Internet connection</li> <li>- Projector</li> <li>- Pen</li> <li>- Papers</li> </ul>	30 min	

<p><b>2. Introduction to graphic design.</b></p> <p>The trainer will walk participants through a brief history of visual communication, colour theory, balance, and the use of space in graphic design.</p>	<p>The aim of this exercise is to make participants aware of how visual communication has always been part of our history and make them reflect on the importance of colour, balance, and space to create attractive designs.</p>	<p><b>PowerPoint presentation:</b> the trainer leads the presentation and defines the concept of visual graphics and key principles of visual design focusing on the following topics:</p> <ul style="list-style-type: none"> <li>- Colour theory</li> <li>- Meaning of colours</li> <li>- Balance</li> <li>- Space</li> <li>- Alignment</li> <li>- Proximity</li> </ul> <p>The trainer is encouraged to ask the following questions:</p> <ul style="list-style-type: none"> <li>- What colours do you think have both positive and negative associations?</li> <li>- Do you think colours have different psychological effects on consumers?</li> <li>- What colour do you think is often used in advertising and why?</li> <li>- What colours do food and soft drink companies usually use? Why?</li> </ul>	<ul style="list-style-type: none"> <li>- Laptop</li> <li>- Internet connection</li> <li>- Projector</li> <li>- Pen</li> <li>- Papers</li> </ul>	110 min	

<b>Coffee break</b>				15 min	
<b>3. Designing visual graphics.</b>  The trainer will introduce the participants to different formats of graphic design and walk them through the key principles of design and what are the most common open-source software that can be used to create visual content.	The aim of this activity is to make participants aware of different types of visual communication formats in graphic design (visual identity, marketing & advertising, informative etc.) and the key principles of design preparation.	<b>Activity:</b> the trainer defines the concept of visual identity introducing common formats and purposes, such as:  - Logo - Poster - Flyer - Infographic  This segment of the PowerPoint is illustrated with design examples. The trainer is encouraged to invite the participants to share their opinion of these designs:  - What do they like? - What don't they like? - Who might the target of the design be? - Can they think of other examples?	- Laptop - Projector - Internet connection - Pen - Papers	60 min	
<b>Lunch break</b>				30 min	
<b>4. Designing your visual content.</b>  In this exercise, participants are asked to create their own visual content on Canva.	The aim of this activity is to train participants on how to create visual content on Canva.	The trainer instructs the participants to open their laptop and invites them to watch a YouTube video tutorial	- Laptop - Projector - Internet connection - Pen - Papers	30 min	Canva YouTube video tutorial: <a href="https://www.youtube.com/watch?v=dCv1oMXk-XM">https://www.youtube.com/watch?v=dCv1oMXk-XM</a>



		<p>on how to create a poster design on Canva (5 minutes).</p> <p>After watching the video, the trainer will invite the participants to log in on Canva with their Google account and start creating their poster.</p> <p>Participants can choose to use any design format to promote any item, concept, or brand (even fictional).</p>			
<p><b>5. Final work presentation</b></p> <p>In this exercise, the participants will be asked to present and discuss their designs.</p>	<p>The aim of this activity is to let the participants familiarize themselves with Canva and test the knowledge acquired during the training session.</p>	<p>The trainer will display will open the designs and display them one at a time with the projector. The owner of the design is invited to discuss their design.</p> <p>The facilitator can encourage a group discussion by asking the following questions:</p> <ul style="list-style-type: none"><li>- What format is this design?</li><li>- Who is the target audience?</li><li>- What is the mood of the design?</li><li>- What is the goal of the design?</li><li>- Is there a call to action?</li></ul>		25 min	



		<ul style="list-style-type: none"><li>- Discuss the use of space?</li><li>- What are the main design elements?</li><li>- Where is the design balance?</li><li>- Is there a use of proximity and alignment?</li></ul> <p>The trainer can also encourage everyone to reflect on the influence of the colours used in the design on their perception.</p>			
--	--	--	--	--	--



MEDIA

HACKS



INSTITUTO  
PARA EL FOMENTO  
DEL DESARROLLO  
Y LA FORMACIÓN



Co-funded by the  
Erasmus+ Programme  
of the European Union

"The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflect the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein."  
Project Number: 2020-1-IE01-KA204-066032