



Introduction to Social & Online Media

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Tuesday, April 21, 2020



HS Intro to Social & Online Media

Overall Lesson: **Social Media Posts**

Sub lesson for Tuesday, April 21: CANVA (part 2 of 2)

Objective/Learning Target:

Students will be able to use a Canva to create social media posts from scratch.



Background Information

Yesterday, you learned how to create a Canva post using a template. If you missed this lesson, click [HERE](#) to review the lesson and make a Canva account for today's lesson. Using a template from Canva is the quickest and easiest way to create a design. However, there are times when you want more freedom to create your own designs.

Warm Up/Bellringer

What do all of these pictures have in common?



Warm Up/Bellringer

They all started out as a picture and became viral memes.



My parents
screaming at me
that videogames
cause violence



Me building a
house for my dog
in Minecraft



Every family has that one kid...





Lesson/Activity #1

1. Sometimes you have your own image or text that you want to use on a social media post. For these times, you don't always need to use a template to create a social media post.
2. Canva also offers you the option to make your own design from scratch.
3. Watch this [video](#) on how to create a Canva design from scratch.



Lesson/Activity #2

1. If you want to use your own image in a design, follow these directions on uploading your image to Canva.
2. PRACTICE: Upload one of your images to Canva and place it in a new design that you created from scratch.



Lesson/Activity #3

Now you're ready to add colors and text to your design. Watch this short [video](#) on three quick tips for great design.

1. How many colors should you use on a design?
2. How many different fonts should you use on a design?
3. What happens if you use too many fonts?
4. What do designers call "space to breathe"?



Lesson/Activity #3 ANSWERS

1. How many colors should you use on a design? **No more than 2-3**
2. How many different fonts should you use on a design? **No more than 2-3**
3. What happens if you use too many fonts? **It can look messy.**
4. What do designers call “space to breathe”? **Negative space**



Lesson/Activity #4

PRACTICE:

1. Select the colors you want to use on your social media posts. Check out this [information](#) on colors.
2. Now create a text box and choose the fonts you want to use. This [video](#) will show you how to change your text font. Then, check out this [video](#) on adding and editing text.



Lesson/Activity #5

PRACTICE: Using the elements to add to your design.

1. Watch this [video](#) from 2:12 to about 6:20. It will show you lots of things about using elements in your own design. Be creative!
2. Add some elements (grids, frames, shapes, lines, illustrations, icons, charts, etc.) to your design.
3. When you're finished with your design, don't forget to [publish](#) it.



Additional Resources

[Canva Design School](#) over 60 different video tutorials to help you learn all about designing your own social media posts.

Watch this entire [video](#) over using Canva.