



**Class Title:** ORANGE Introduction to Graphic Design with Canva

**Teacher Name:** Samantha Procopio

**Class Day:** Friday

**Class Size:** 15

**Class Cost:** \$7

**Ages or color group served:** Orange

**What level is this class:** Level 3

**Prerequisites:** They will need to bring a laptop and we will be using the free version of Canva.

**Graduation Requirements:** N/A

**Homework Requirements:** They will be required to finish any projects not completed in class

**Class Description:**

This course aims to introduce students to the basics of graphic design using Canva, a user-friendly online design tool. Students will learn design principles, typography, color theory, and layout techniques through hands-on projects and exercises. By the end of the course, students will be able to create visually appealing designs for various purposes.

**Week 1:**

Introduction to Canva and Basic Design Principles:

Overview of the interface, basic tools, and features. Discussion on the importance of graphic design and its application in various fields.

**Week 2:**

Poster Design:



Apply basic design principles learned in the first week.

Create a poster promoting a school event or club. Focus on using elements such as text, shapes, and color effectively.

**Week 3:**

Typography and Layout Design:

Typography in Design: Understanding the role of typography, font selection, and text arrangement.

Design a typographic quote graphic, incorporating creative text arrangements and font selections to visually enhance the quote's meaning.

**Week 4:**

Mood Board or Collage:

Explore color theory and image editing.

Create a mood board or collage representing a theme or concept using images, shapes, and colors. Experiment with Canva's color palette and image editing tools.

**Week 5:**

Logo and Branding Package:

Apply logo design and branding principles.

Design a logo and branding materials (business card, letterhead, social media banner) for a fictional company or organization using Canva's logo maker and design elements.

**Week 6:**

Social Media Graphics Set:

Design graphics for various social media platforms.

Create a set of social media graphics (e.g., Instagram posts, Facebook cover photo) for a specific campaign or event using Canva templates and customization options.

**Week 7:**



### Marketing Flyer or Brochure:

Develop marketing materials for print or digital distribution.

Design a flyer or brochure promoting a product, service, or event using Canva's layout options, text tools, and image integration features.

### **Week 8:**

#### Infographic Design:

Visualize data and information creatively.

Create an infographic to present statistical data, facts, or instructions in a visually engaging and easy-to-understand format.

### **Week 9:**

#### Event Invitation:

Design an invitation for a school event or celebration.

Use Canva's invitation templates and customization tools to design an attractive and informative invitation, incorporating relevant imagery and text.

### **Week 10:**

#### Magazine Spread Layout:

Apply layout design principles to a magazine format.

Design a magazine spread layout, incorporating elements such as headlines, body text, images, and graphic elements to create visual interest and flow.

### **Week 11:**

#### Website Banner or Header:

Design a banner/header image for a website.

Create a banner or header image for a website or blog, focusing on eye-catching visuals and effective communication of the website's theme or purpose.



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**Week 12:**  
Portfolio Showcase:

Compile and present student work in a professional manner.

Design a digital portfolio showcase to display selected projects, provide descriptions or captions, and present a cohesive representation of the student's skills and achievements in graphic design.