## CANVA + COMMUNITY MEDIA

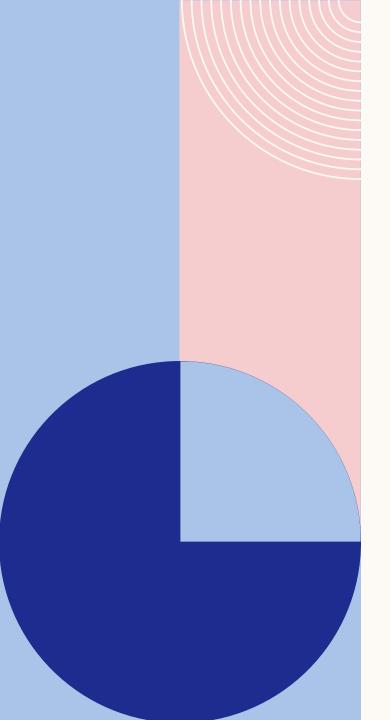
#### WHAT IS CANVA?

Canva is a free graphic design platform

Some things you can make on Canva:

- Posters
- Presentations
- Instagram Posts
- Video Thumbnails
- QR Codes
- Infographics
- Animations
- Documents (resumes, cover letters, etc)
- Merchandise designs (shirts, stationery, calendars, etc)

# WHAT MAKES CANVA A COOL TOOL?



#### IT'S FREE

# Perks of Free Canva Premium for Nonprofits:

- Offline nonprofits can have up to
   50 staff members on a team for free
- Can upload your organization's brand color palettes and fonts for free
- Unlimited folders and 100GB free cloud storage for projects

#### **Qualifying Nonprofit Organizations**

- Registered nonprofits
- Social impact organizations with a mission consistent with a public or community benefit
- Public health organizations, and government entities assisting with public health

#### IT'S COLLABORATIVE

- Like Google Docs for graphic design!
- Multiple users can work on the same project at once
- You can see teammates make edits in real time
- Teammates can leave comments on different elements of a project (ie font/color/size change requests)
  - Eliminates the need to email back and forth about a static file that teammates may not have access to

#### IT'S INTUITIVE

- I received no training in Canva. What I know about Canva I know from teaching it to myself for three years. It's *that* intuitive.
- Designed to be easy and accessible to users of all experience levels.
- Simplified interface allows for ease of productivity and trainability for folks who need support
- Makes expanding your skills within Canva less daunting

#### IT'S VERSATILE

- Mobile available on tablet and phone
- Desktop web app
  - My preferred method because:
    - more room to articulate elements in your design
    - Easier to navigate through project folders

### MASSIVE FREE ASSET LIBRARY

#### Seemingly countless options of free:

- Graphics
- Backgrounds
- Templates
- Typefaces

- Stock images
- Stock video
- Stock music/sounds

# HOW CREATV USES CANVA

#### **VISUAL ASSETS**

#### Graphics for:

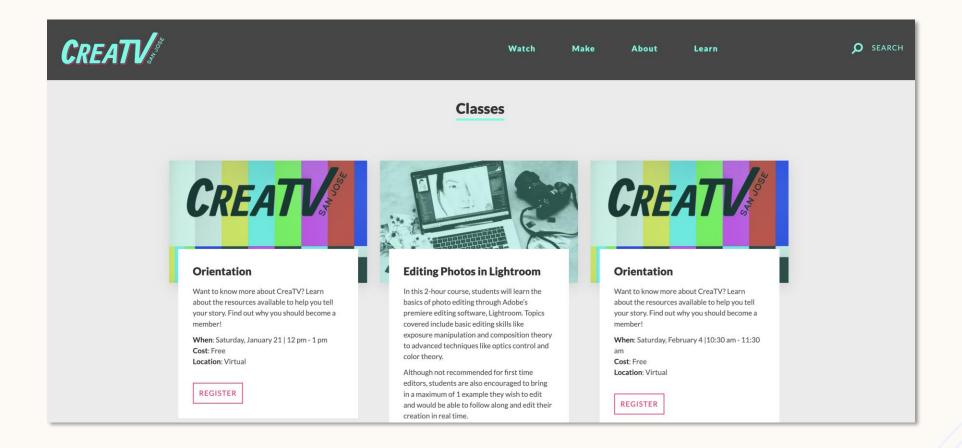
- Social media
- CreaTV website assets
- Internal communications
- Event promotional graphics (for internal and external purposes)
- Printed material

#### **SOCIAL MEDIA**

The Community department at CreaTV uses Canva to make graphics to advertise community classes on our social media outlets.



#### **WEBSITE ASSETS**



The thumbnails for class offerings on the website made from stock images and editing functions within Canva.

# INTERNAL COMMUNICATIONS

Event flyer made to communicate with the 2022 Summer Documentary Institute cohort about a celebratory pizza party for completing the program.



# EVENT PROMOTIONAL GRAPHICS



Graphic banner used for Eventbrite registration page (above).

Companion graphic formatted for Instagram (right).



#### DOCUMENTORME SCREENING

12.10.2022 6 - 9 PM

SNACKS! COMMUNITY! DOCUMENTARY!

@ OPEN SJ38 S 2ND ST.SJ, CA 95113

#### PRINTED MATERIALS FOR EVENTS AND PROGRAMMING





#### **ABOUT DOCUMENTORME**

This 15-week free program provides an opportunity for people in the South Bay Area to explore the creative art of storytelling through documentary media production. We hope to empower the stories and experiences of BIPOC, low-income, working-class, and other historically underserved communities in San José and Santa Clara County.

Participants research a subject of personal and community significance, receive mentoring from our professional community media team throughout the filmmaking process, and produce a short documentary about their chosen topic.

In addition to mentoring, each participant receives access to production equipment and technical training to cultivate their artistic and media-making skills. Additionally, all participants receive a monetary stipend for their time and a free one-year membership to CreaTV San José.

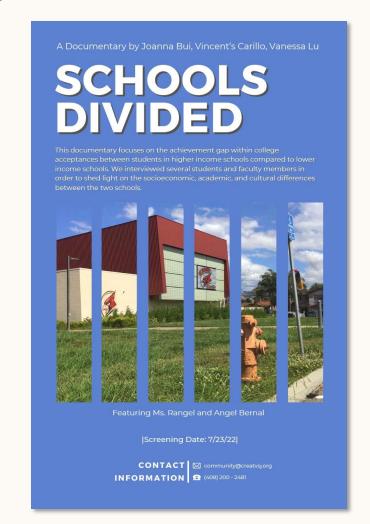


View of the introductory pages from our playbill for CreaTV's first in-person screening event in recent years.

#### **SKILL BUILDING**

We use Canva to teach the process of creating artist statements and press kits for students in our long-form program curriculums

• Students learn a new application to develop skills in cohesively presenting visual and written communication about their media projects





Sample pages from a press kit made by high school students in our summer documentary internship.

#### PROFESSIONAL DEVELOPMENT

#### **Upcoming: Community-oriented resume workshops**

- Participants leave with newer, cleaner, more competitive resumes
- Participants develop marketable graphic design skills

#### **APPLY FOR CANVA FOR NONPROFITS**



Scan this QR code to apply for Canva for your community media center.

#### LIVE DEMO

Now that we have a primer on what Canva is, let's take a moment to check out what it looks like in action!