



Manual Canva

Visual Expression of Local Identities

Goal:

This manual serves as a quick guide to use the Canva tool in the creation of a digital visual composition on local identity, within the scope of the activity "Visual Expression of Local Identities".

1. Access to Canva

1. Access the website: <https://www.canva.com/>
2. Create free account with email or Google account.
3. Choose the "Custom design" option and set size: 1920x1080 px (suggestion).

2. Canva Core Interface

- Left side menu with options:

- Templates
- Elements (shapes, icons, lines, charts)
- Text
- Uploads (to upload your own images)
- Photos and Backgrounds

- Central area for creation- Top bar with project name, sharing and download options

3. Design Creation

1. Add a TITLE to the image.
2. Insert representative images of the local culture (photographs, icons, patterns).
3. Choose the right color palette (use local/traditional colors if possible).
4. Ensure diversity: represent gender, generations, ethnicities, among others.
5. Insert a short message that explains the meaning of the image.

4. Technical Tips

- Use the "grid" tool to organize images.- Click on "Elements" to search for icons or cultural symbols.- Use legible typography that is consistent with the theme.- Work with layers: you can send elements forward/backward by right-clicking.

5. Export and Share

1. When finished, click on "Share" in the upper right corner.
2. Select "Download" and choose PNG or JPEG format.
3. Save the file with the name of the group or theme.
4. Optional: Share on the school's networks with the hashtags:

#ExpressaATualidade #ArteLocal #STEAMbrace

6. Support and Examples

- Video tutorials: <https://www.canva.com/designschool/tutorials/>

