

# **Creative & Professional!**

## **Creating Engaging Content with Canva**

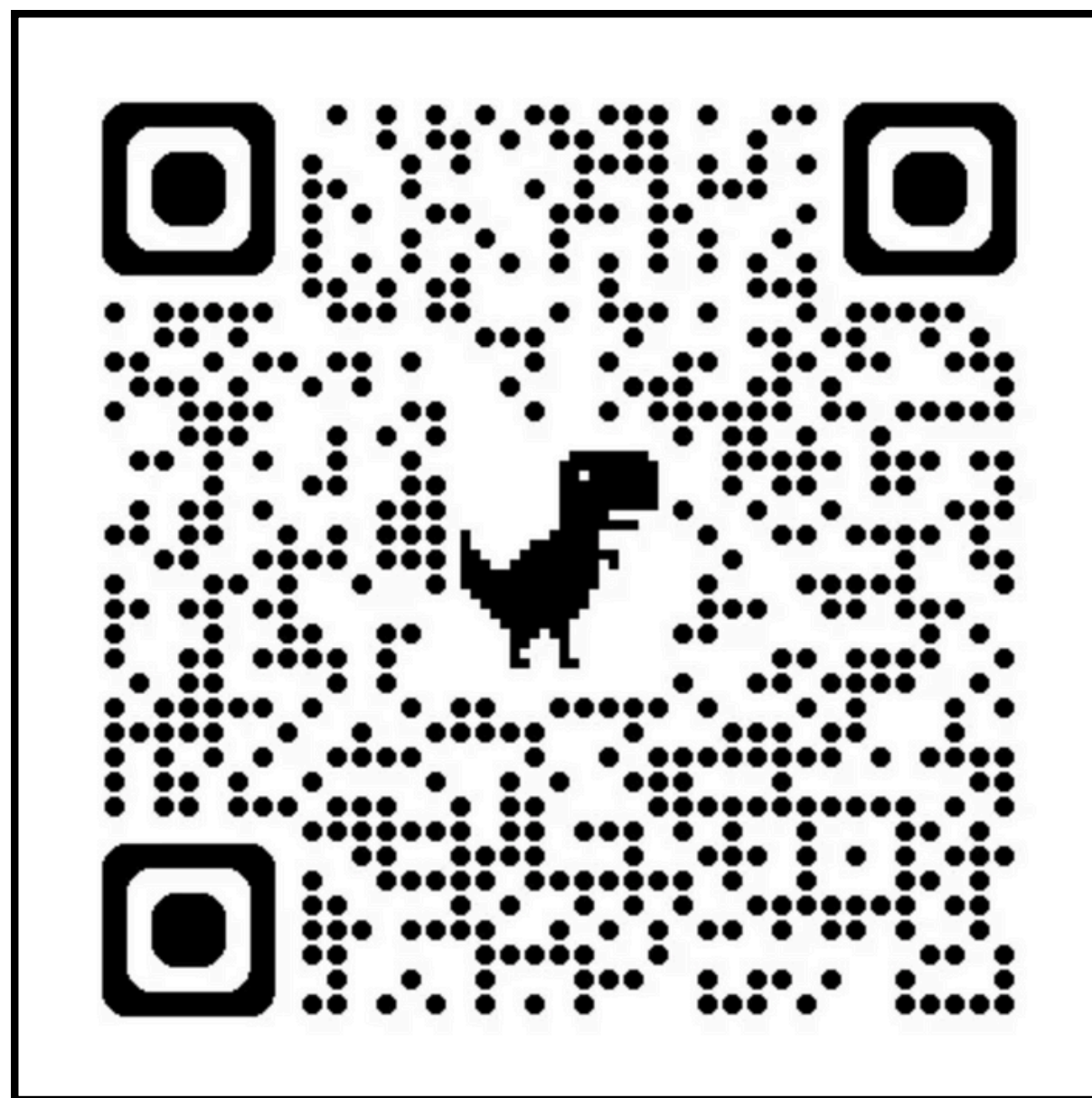


**Instructor:**

**Assistant:**

5 March 2025

# How to Access the Instruction page:



**[bit.ly/s4canva](https://bit.ly/s4canva)**

*Canva*

# Polls & Quizzes

**Mood check:**  
**How are you feeling today?**

😊 Feeling great

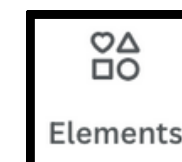
😐 Doing okay

😞 Struggling a bit

😓 Feeling overwhelmed

● Loading...

## How to:



1. Go to “**Elements**”
2. Add “**Polls & Quizzes**”
3. Double-click the box for editing details

## Why Polls & Quizzes?

You can engage your audience by providing them with ‘view’ access to your presentation slides.

The participation will be anonymous.

## Have you used Canva before?

Yes, I use it regularly

Yes, I've used it occasionally

Yes, but only tried it once or twice

No, but I'm familiar with what it is

No, I've never heard of Canva before

● Loading...



## Which plan are you using with Canva?

Just free plan

Canva Pro (paid subscription)

Canva for Education/Students

I'm not sure which plan I have

I don't use Canva

● Loading...

# Today we will talk about...

## WHAT

are basic  
**features** and  
recommended  
**functions**

in

*Canva*

?

## HOW

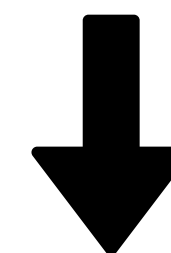
can we create  
creative  
contents with  
**Canva?**

+

**Use Cases**

## WHY

**Canva?**

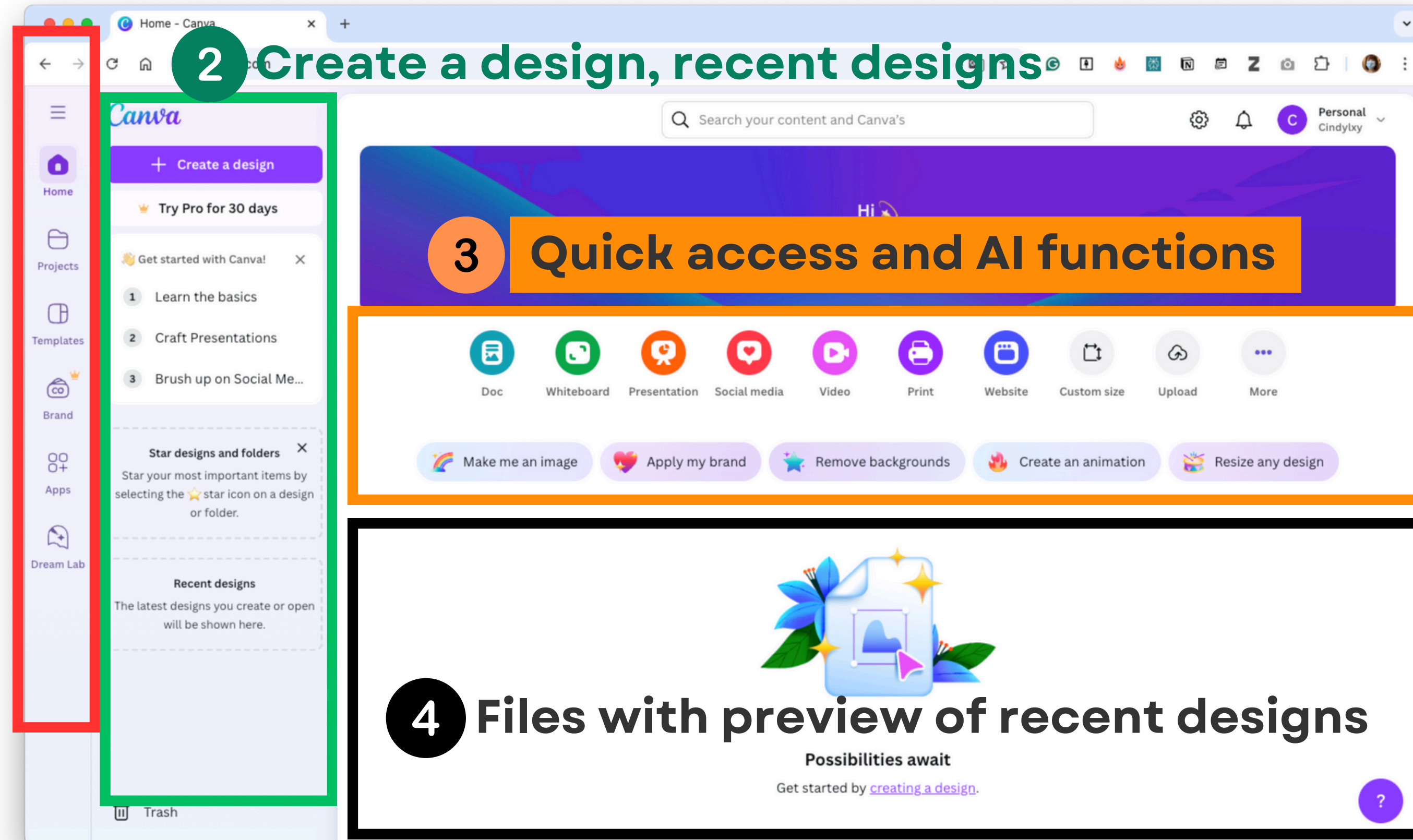


**Canva  
for Campus**

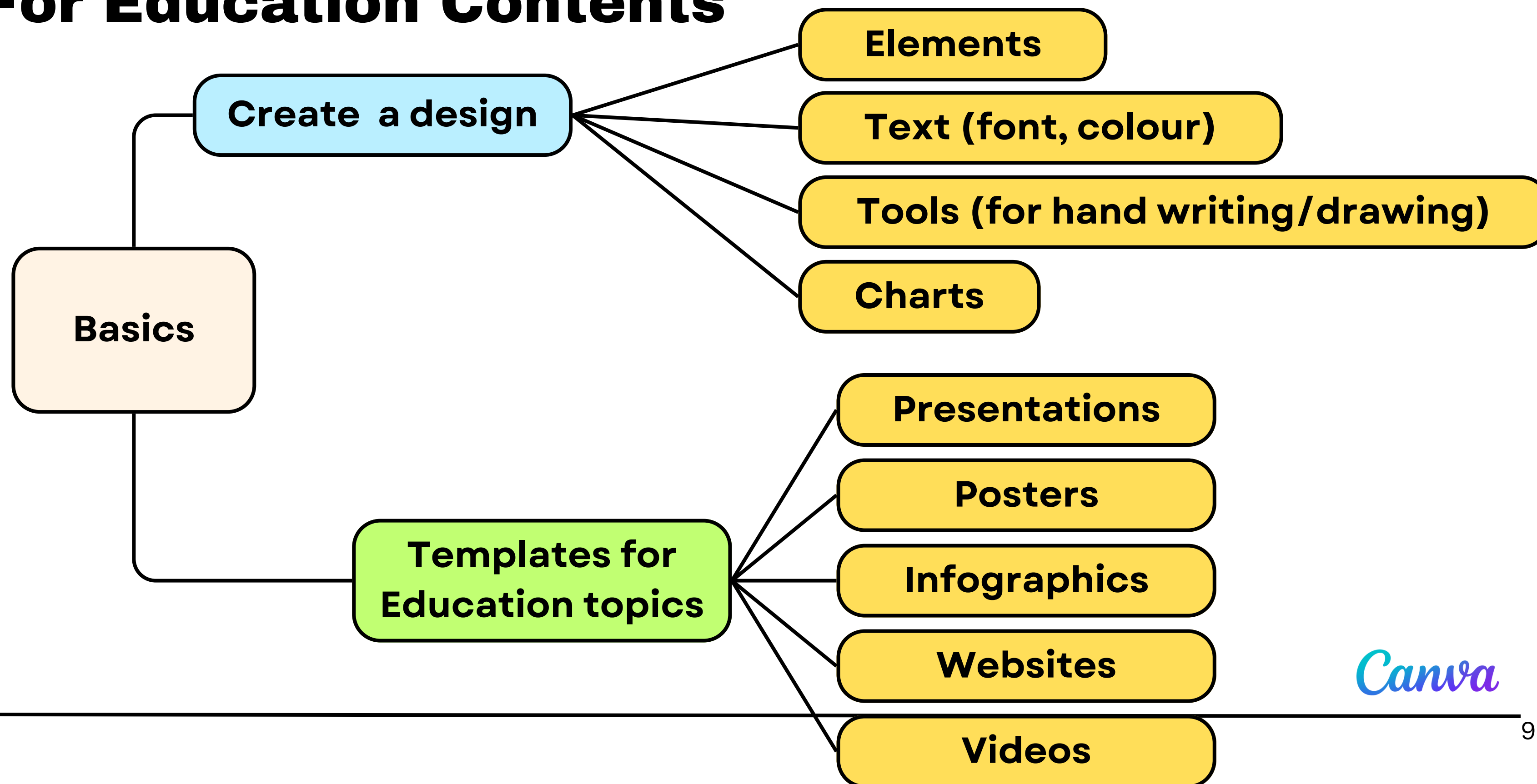
# Agenda

- Introduce Canva's basic features
- Introduce Canva AI
  - *Hands-on Exercise 1*
- Use cases and featured design hacks for educational scenarios
  - *Hands-on Exercise 2*
- Wrap-ups
- Q&A

# 1 menu bar/ side bar

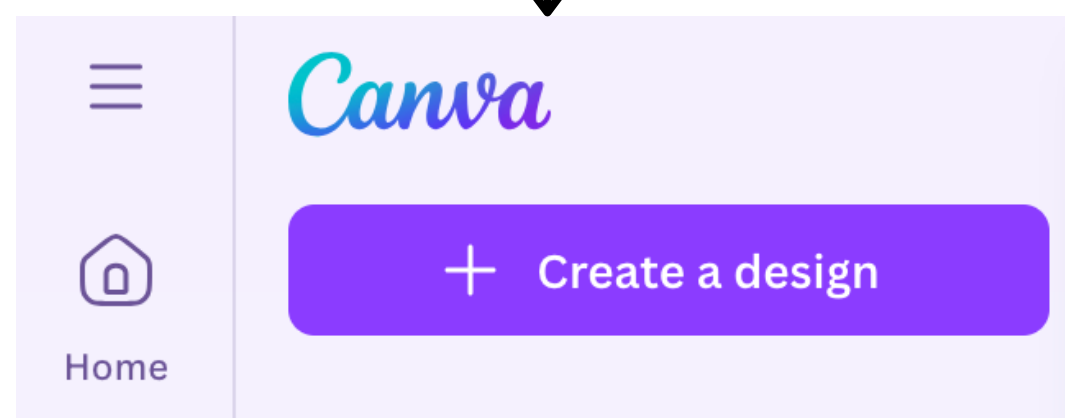


# For Education Contents



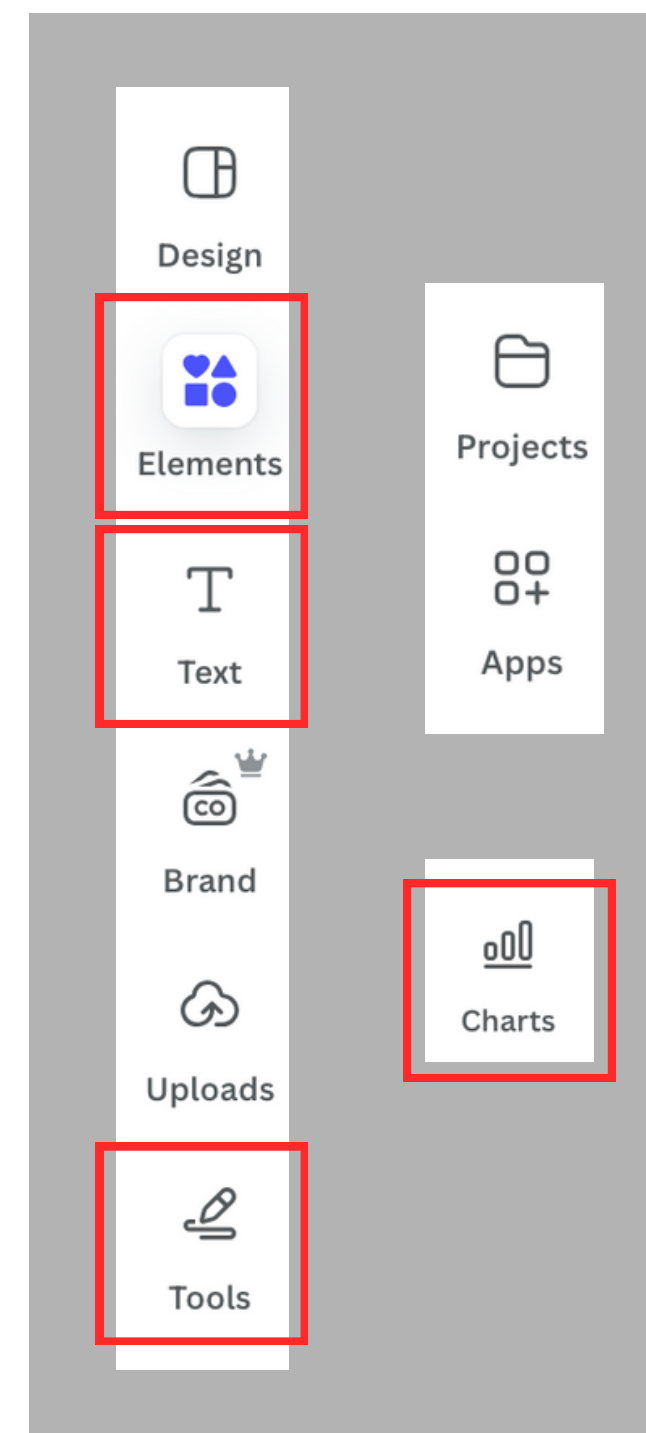
## Basic Features For Education Contents

Create a design



### Note:

There are many functions on Canva. However, these are suggested basic features for creating educational content.



Elements

Text (font, colour)

Tools

Charts

Canva

# Templates For Education Contents

## Templates for Education topics

### Styles

**Presentations**


**Posters**

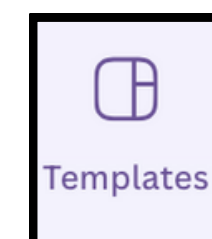
**Infographics**

**Websites**

**Videos**

### How to:

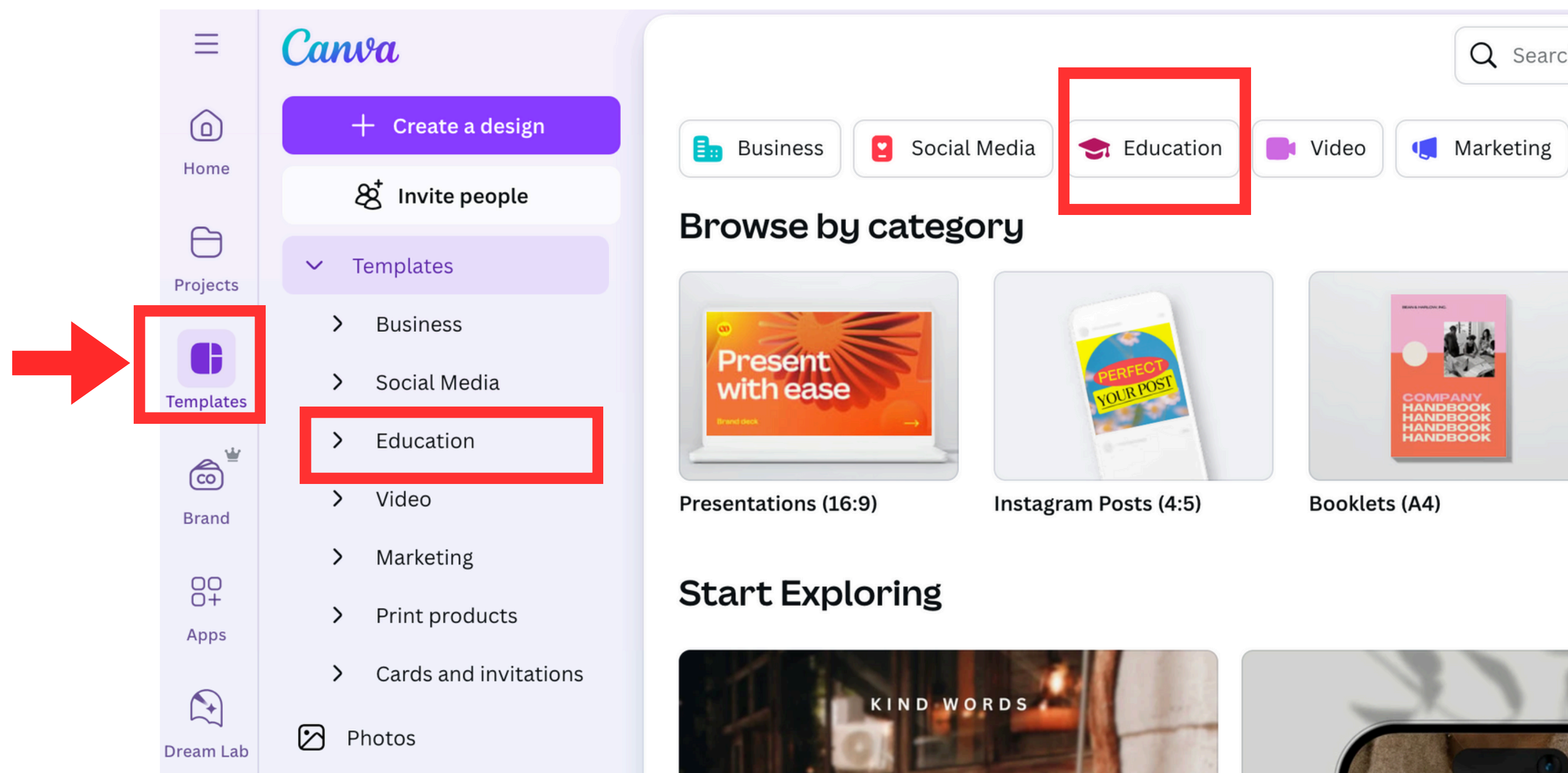
1. Open menu  to your top-left corner
2. Select “Templates”



*Canva*

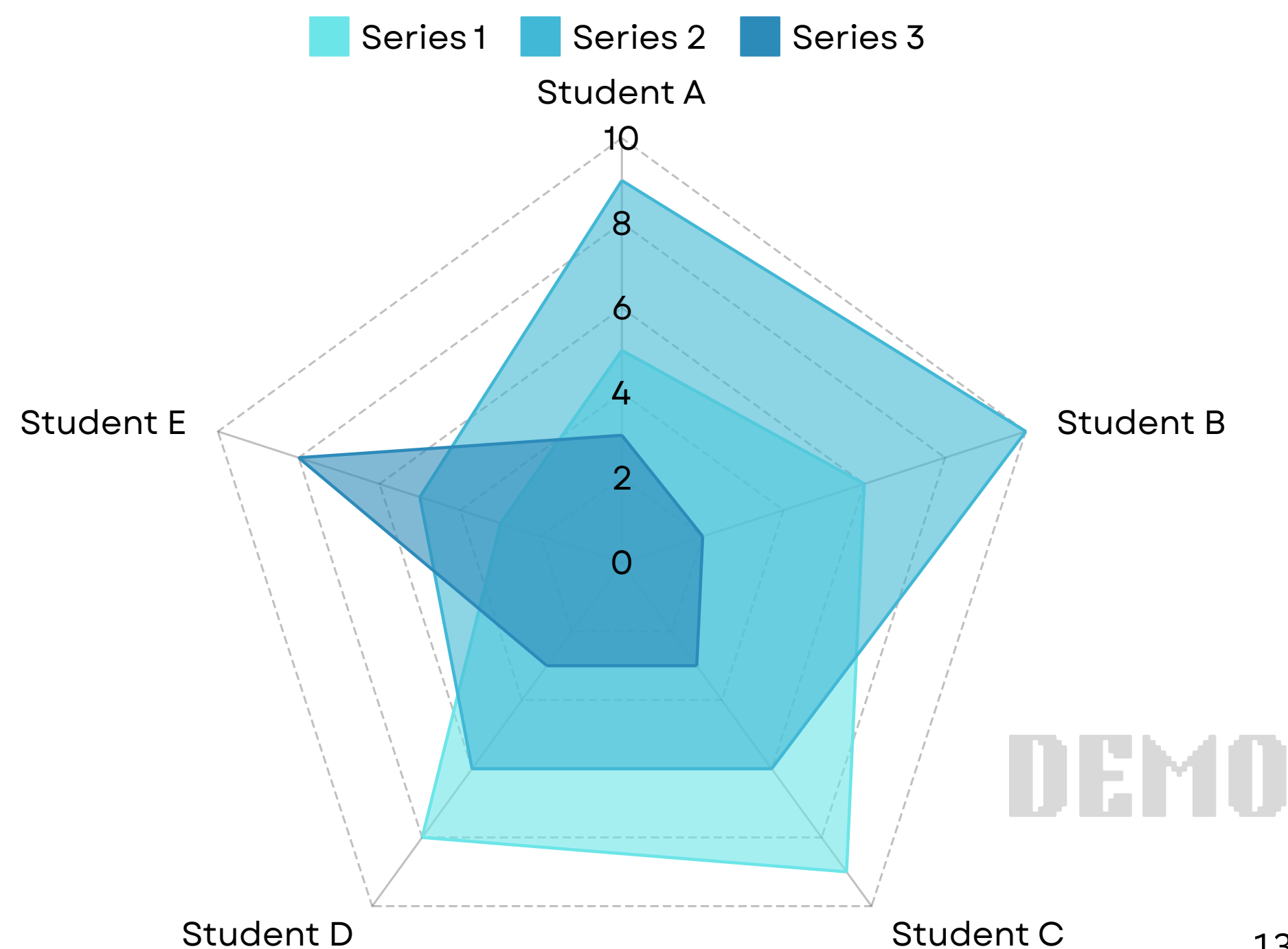
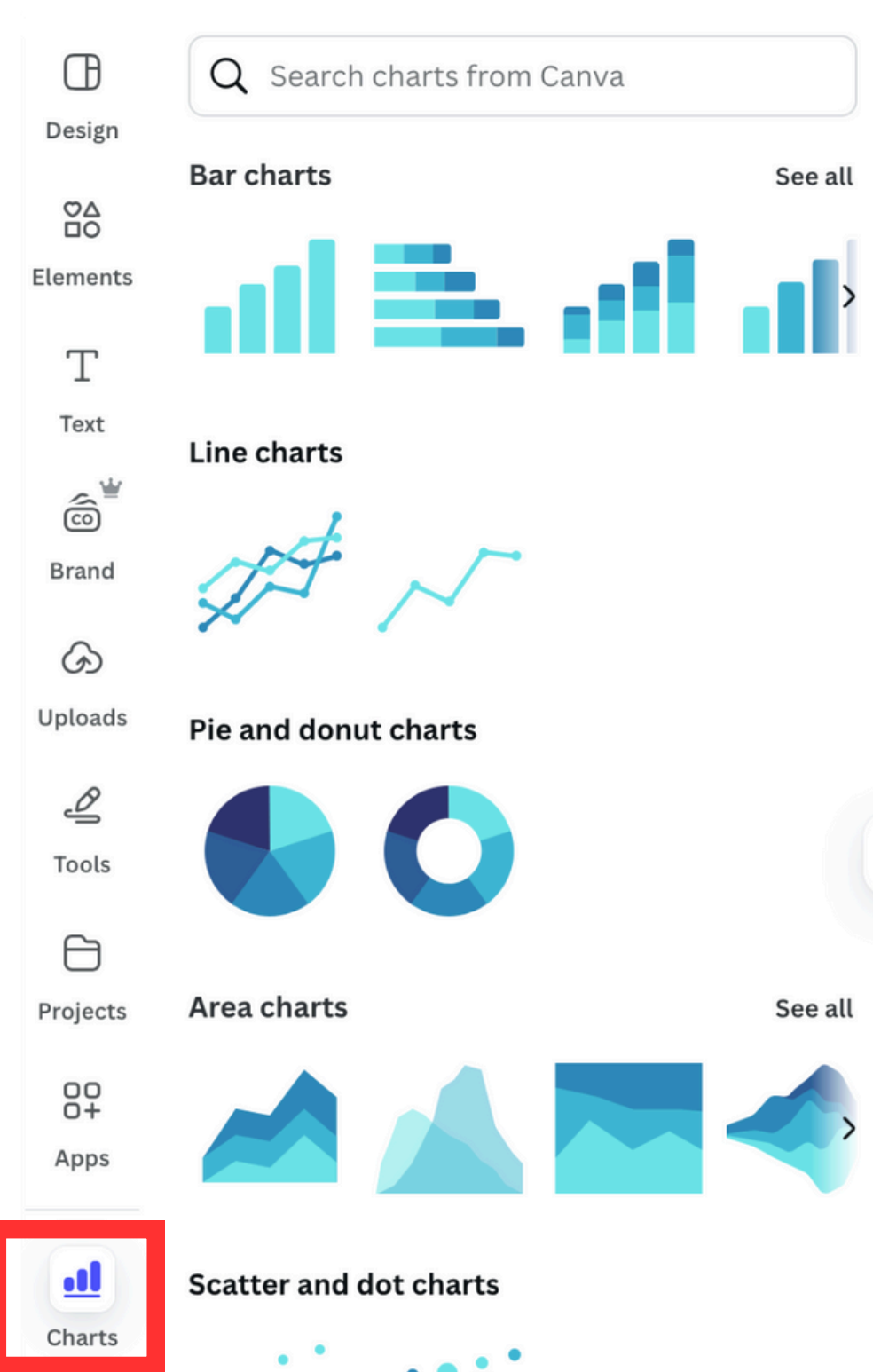


## E.g., Find a **template** for Thesis Presentation





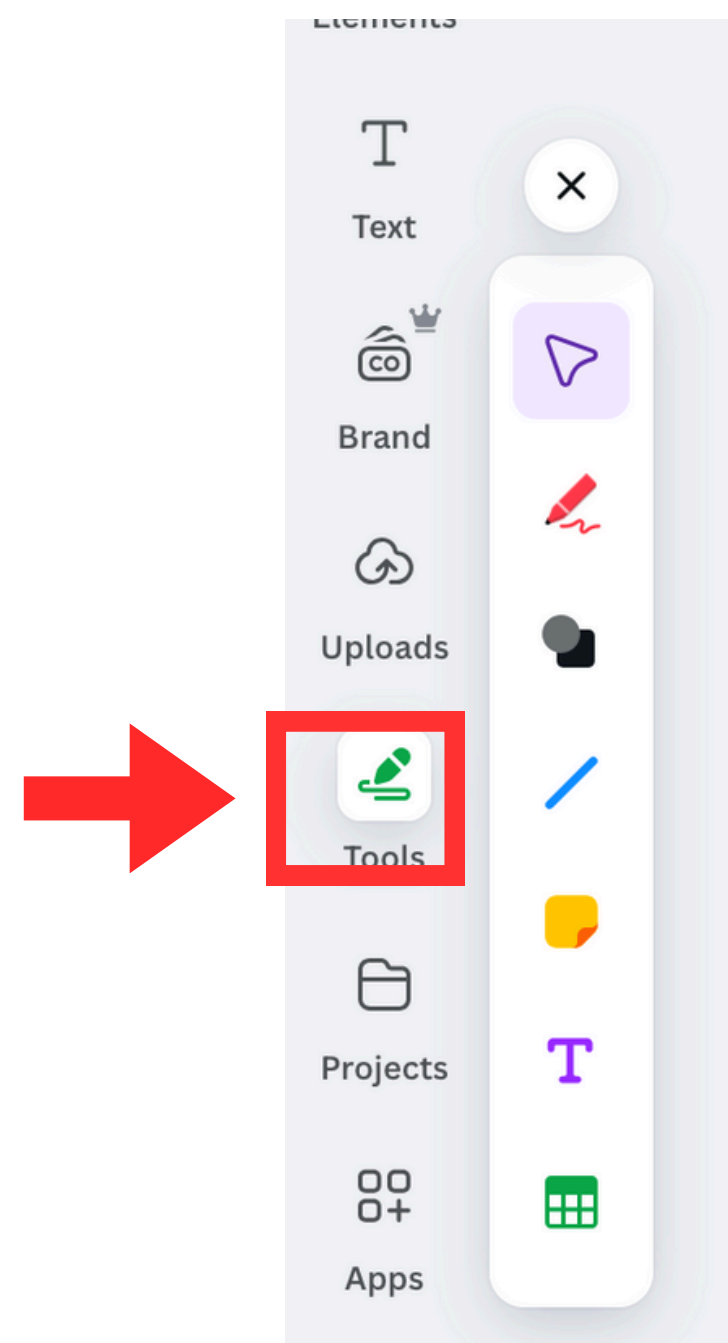
## E.g., Create interactive **charts** with data



How to:

## E.g., Hand-writing with **tools**

DEMO



### **Note:**

You can use the tools to handwrite content. It fits the scenario if you're using the Canva app on the iPad.



**Hands-on Exercise:**  
**Select a template from**  
**Presentation Slides / Poster and create your design.**

**Topic: AI in Education**


**(5 minutes)**

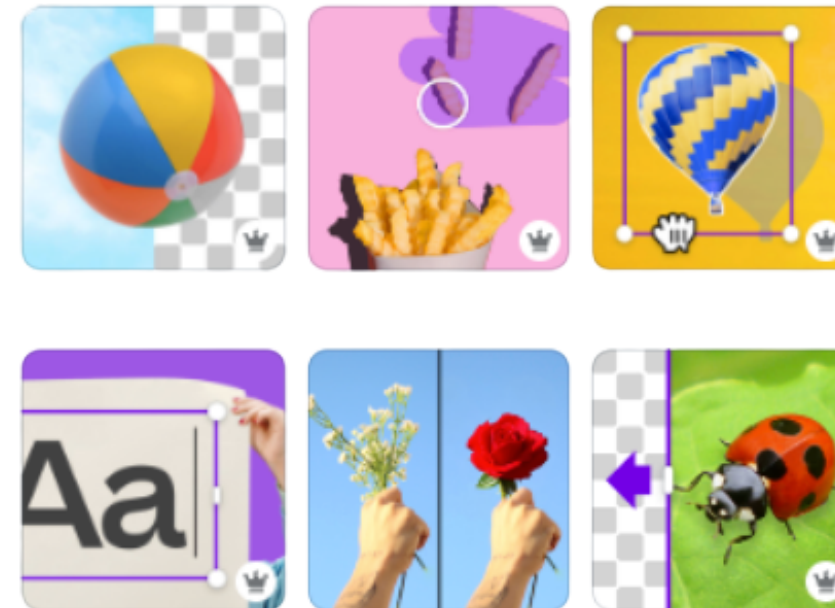


# Magic Studio

- Background Remover
- Magic Eraser
- Magic Grab
- Grab Text
- Magic Edit
- Magic Expand

## How to:

- 1 Select an image
- 2 Click on the icon  Edit
- 3 Edit the image with Magic Studio

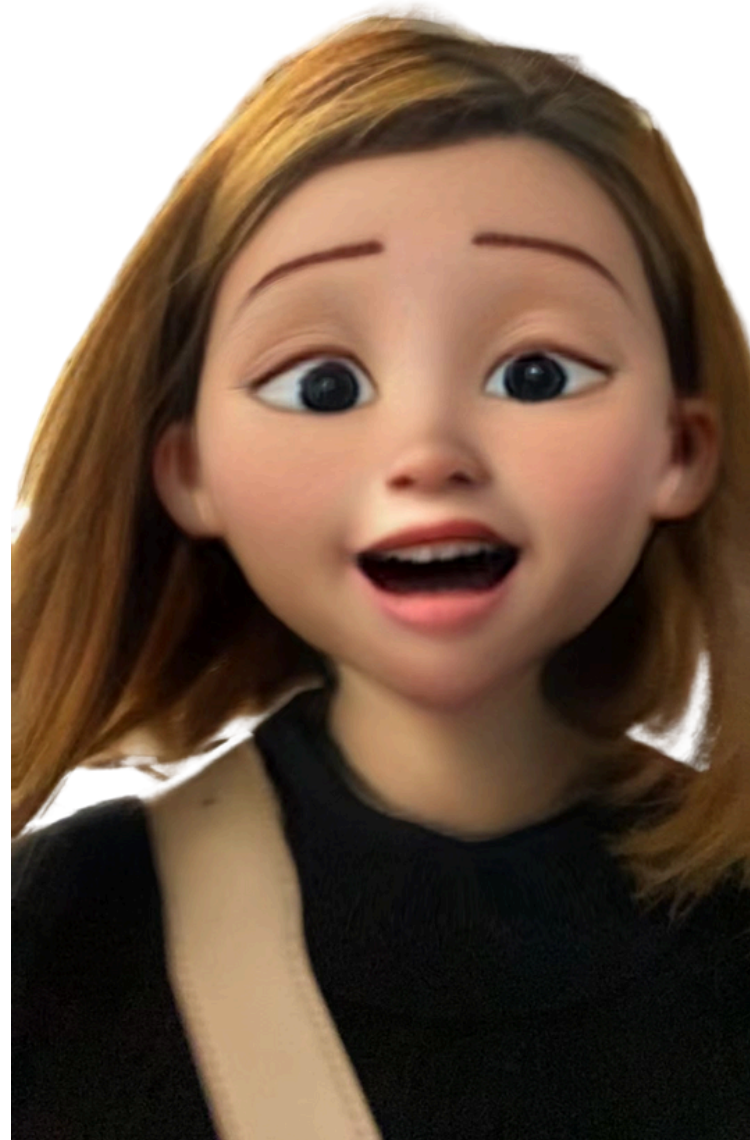




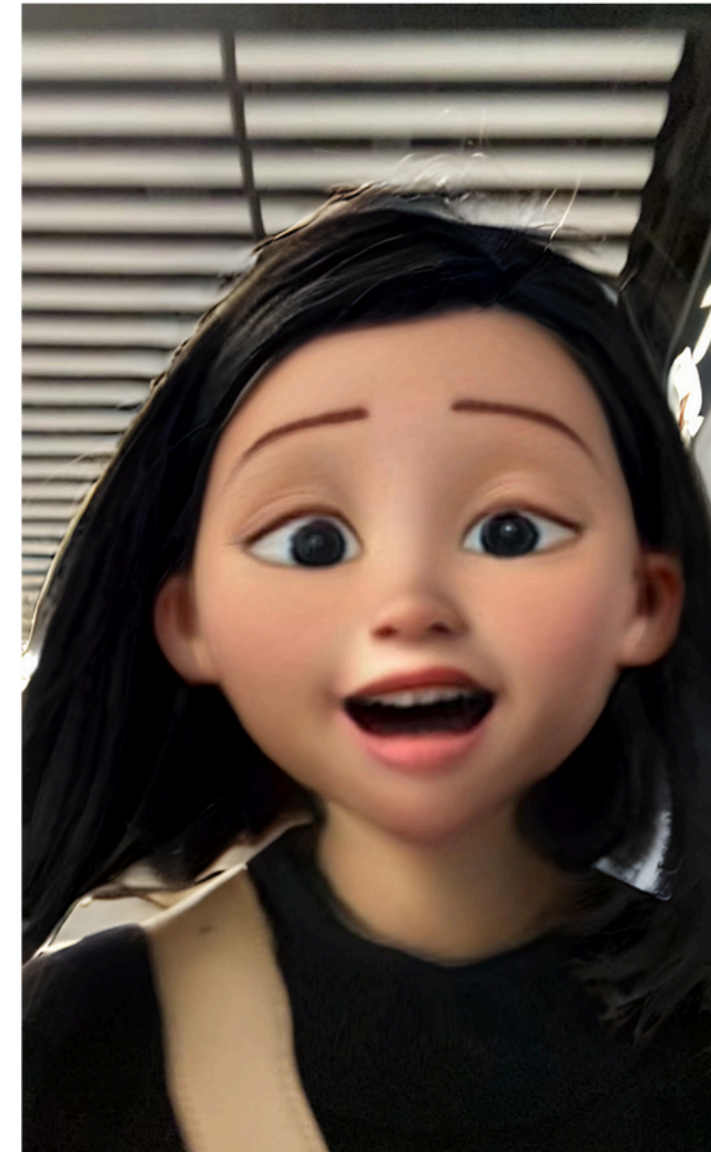
# BG Remover & Magic Edit



- Original photo



- used BG Remover



- used Magic Edit

Animation supported by Snapchat



# Magic Expand - Sample 1

---



- Original photo



- used Magic Expand

DEMO



# Magic Expand - Sample 2

---



- Original photo



- used Magic Expand

DEMO



# Magic Grab

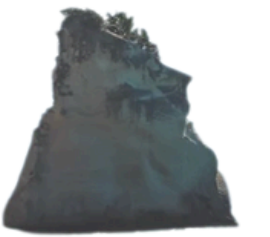
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- Original photo



- used Magic Grab



DEMO



# Magic Eraser

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- Original photo



- used Magic Eraser

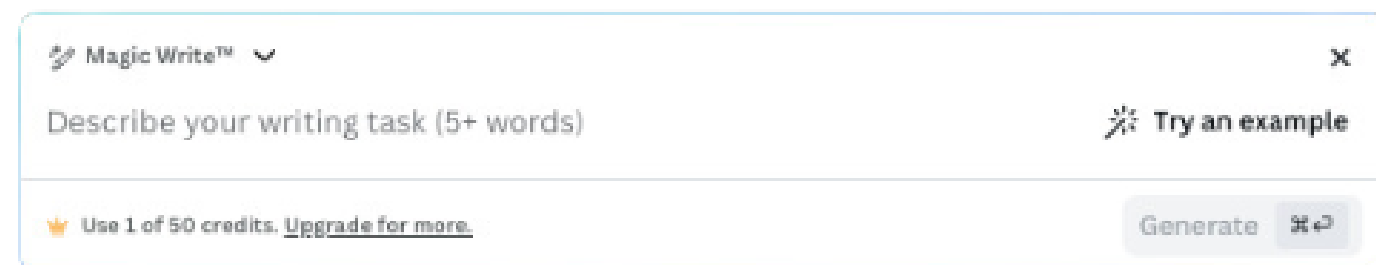
DEMO

# Hands-on Exercise (5 minutes)




## Magic Write

- Free version: 50 credits



### How to:

- 1 Create a text box and write something
- 2 Click on the icon  (Magic Write)
- 3 Edit the text content

## Customize Your Voice

UPGRADE

← Name your new voice

Add sample text here

Paste in some sample text for Magic Write to learn the style of writing from. You can add text from websites, your own writing, or even emails and messages.

0/3750

Description of your voice

Your voice is...

Analyse Voice

# Magic Write: Continue Writing (Sample 1)

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DEMO

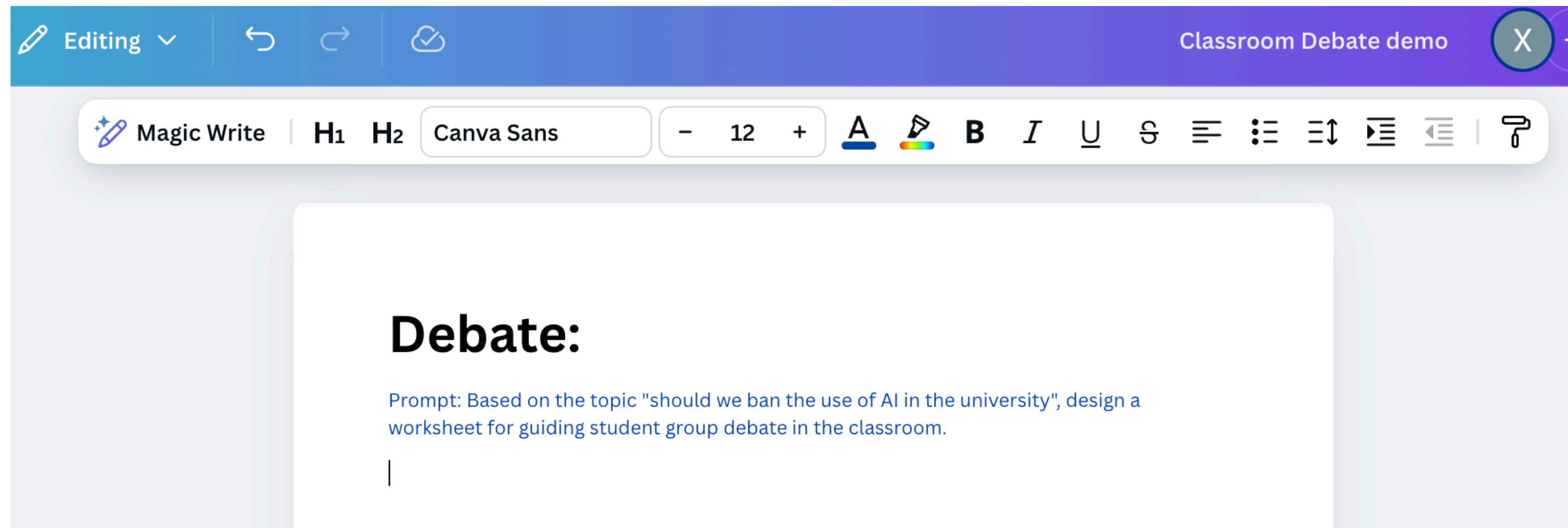
## What is AI Literacy?

AI literacy refers to the understanding and knowledge that individuals need to effectively navigate, utilize, and critically assess artificial intelligence technologies in their personal and professional lives. It encompasses a basic comprehension of how AI systems work, the ability to interpret AI outputs, and an awareness of the ethical, social, and economic implications of these technologies. AI literacy empowers people to make informed decisions, fosters innovation, and ensures that society can harness the benefits of AI while mitigating potential risks. As AI continues to permeate various aspects of life, enhancing AI literacy becomes increasingly important for fostering an inclusive and equitable digital future.

# Magic Write: Continue writing (Sample 2)

DEMO

Prompt: Based on the topic "should we ban the use of AI in the university", design a worksheet for guiding student group debate in the classroom





# Magic Write: Sprinkle fairy dust & Continue writing

Craft a mesmerizing Instagram post to unveil the wonders of AI Literacy. ✨ Unlock the Future with AI Literacy! ✨

Greetings, tech aficionados and inquisitive spirits! 🚀 Are you prepared to plunge into the enchanting realm of Artificial Intelligence? 🤖 Join us on an expedition where we unravel the enigmas of AI and equip you with the wisdom to traverse this transformative technology. AI Literacy transcends mere algorithmic understanding; it embodies the embrace of the future with knowledge and poise.

☀️ Why AI Literacy? ☀️

- Discover how AI shapes your everyday existence.
- Master the art of making informed choices in a technology-driven world.
- Emerge as a creator, not merely a consumer, of innovation.

Let us embark on this thrilling adventure together and sculpt a brighter tomorrow! Follow us for exhilarating updates, insightful tutorials, and vibrant community gatherings. Together, we shall render AI accessible for all. 💡 #AILiteracy #TechForGood #FutureReady #EmpowerYourMind

📖 ✨ Ready to embark on this journey? Tap the link in our bio!

# Magic Write: **Generate Quiz** [new]

---

What number comes next in this pattern?

2, 4, 6, \_\_\_

Identify the next number  
in the sequence: 2, 4, 6,

\_\_\_

10

8

7

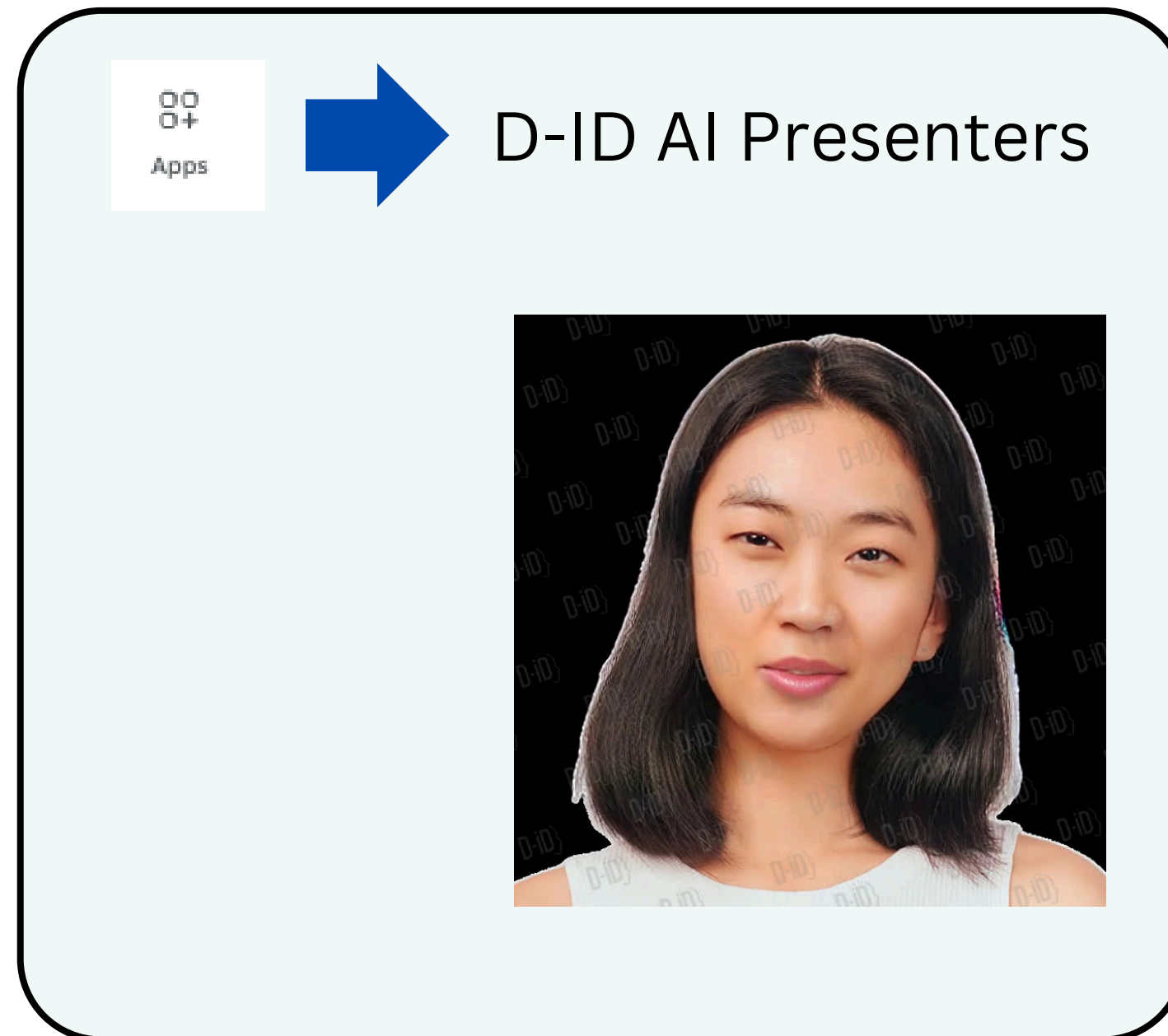
Submit

● Loading...



## Magic Write + D-ID AI Presenters

- DID (Free version): 20 credits



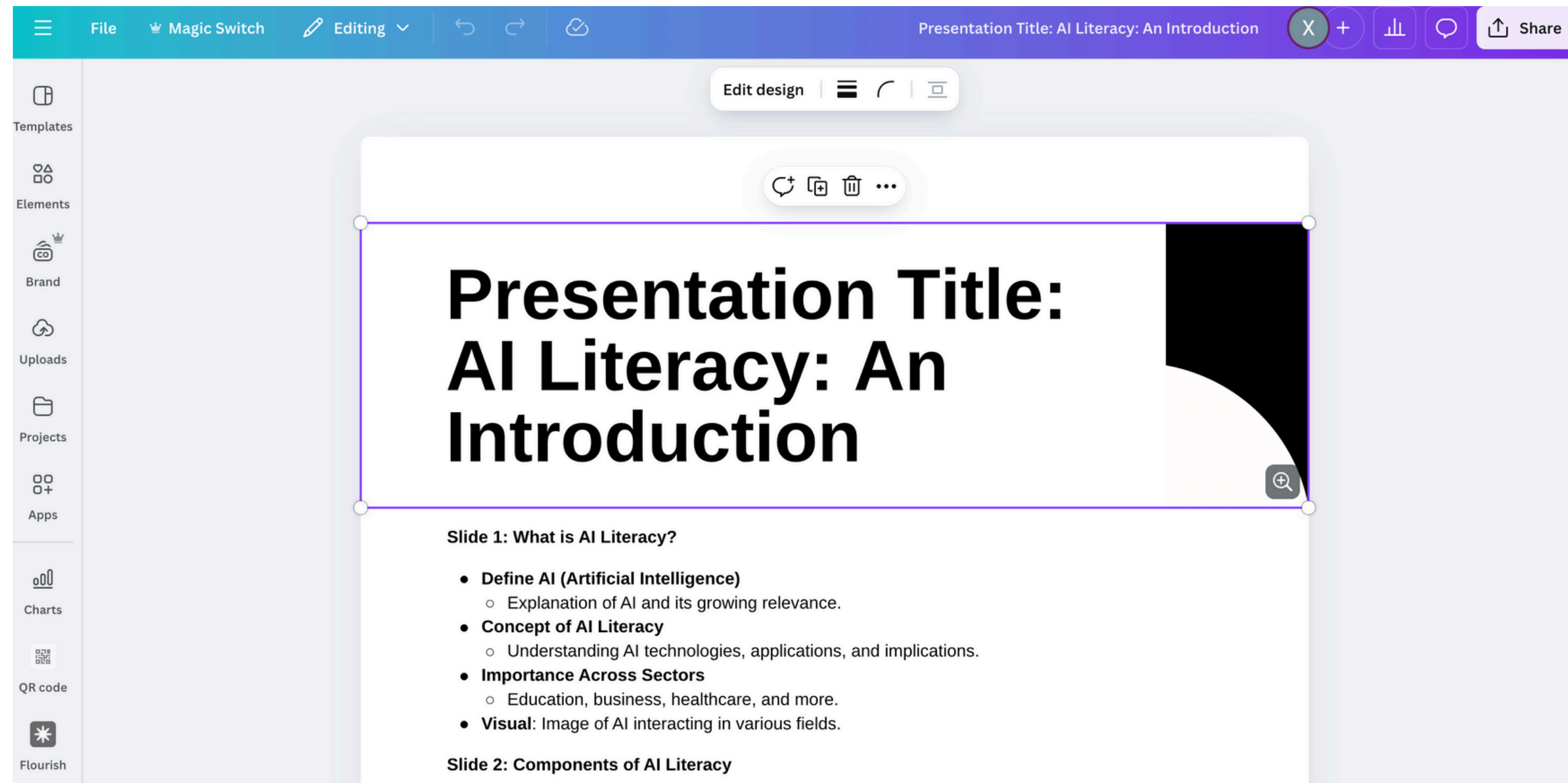


## **Skip the Hands-on Exercise because**

- 1. Canva for Education/Campus is required**
- 2. Tools for text generation (e.g. ChatGPT, Poe, Grok, Deepseek) could help too**
- 3. Advanced use for content creation:**
  - Apps**
  - D-ID AI presenter, QR code generator, etc.**

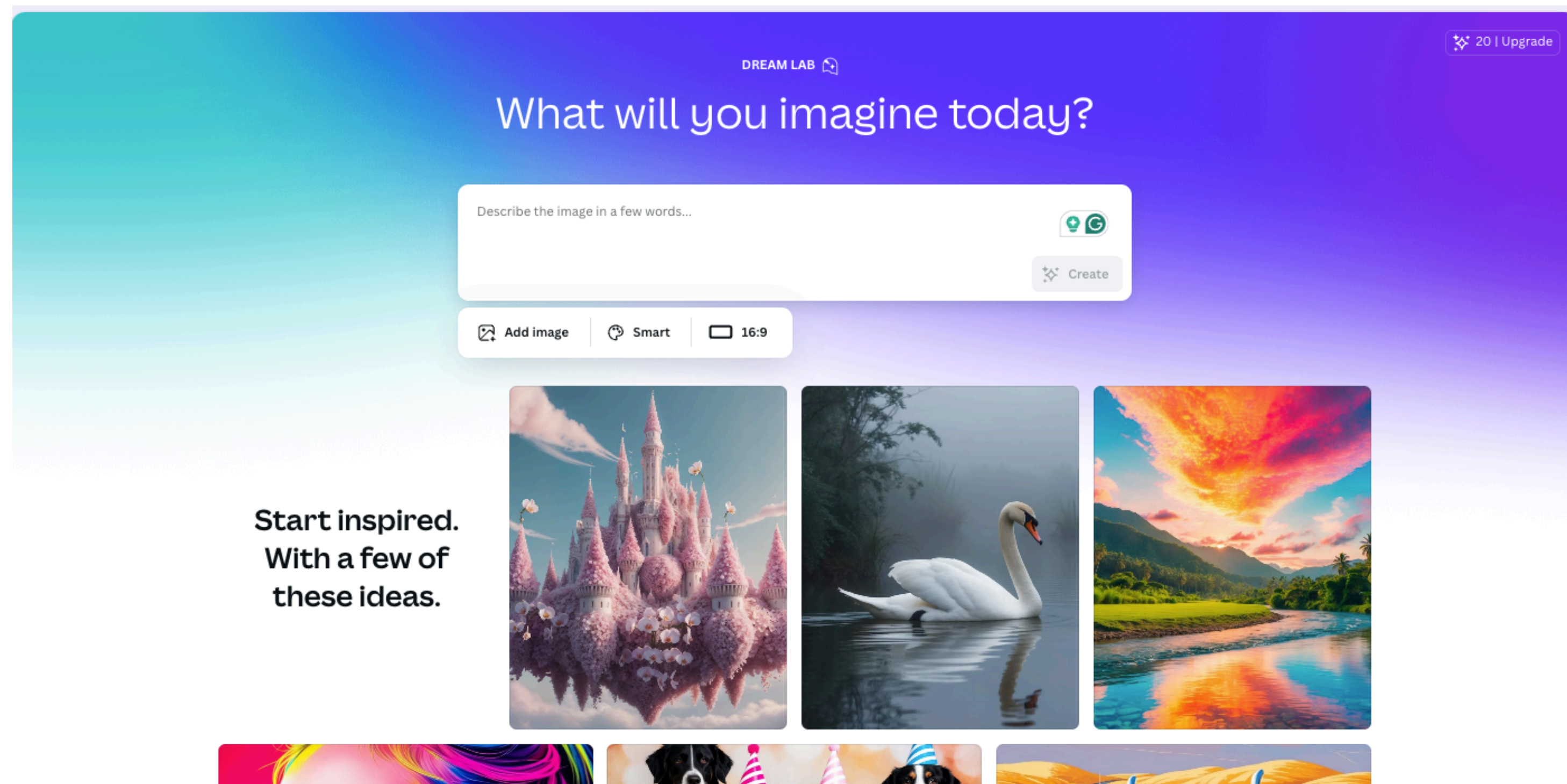
# Magic Switch: Convert to Presentation / Blog Post

Creating an engaging presentation on AI literacy involves breaking down the topic into digestible segments. Below is an outline for four slides to introduce AI literacy:



## Dream Lab - Image Generator

- Free version: 20 credits
- Canva for Education: 500 credits





# Canva Design Tips

## 1 Accessibility

### Design Accessibility

AA Typography



Colour contrast

1 issue



Alternative text

109 issues



## Why Design Accessibility?

Design accessibility is crucial as it allows everyone, regardless of ability, to engage with products and services. This fosters inclusivity and improves user experience. By focusing on accessibility, designers meet legal standards, broaden their audience, and promote equality, contributing to a richer environment for all users.

## Recommended Materials

Universal Design for Learning (UDL) Guideline - <https://udlguidelines.cast.org/>

Design Multiple Means of  
**Engagement** →



Design Multiple Means of  
**Representation** →

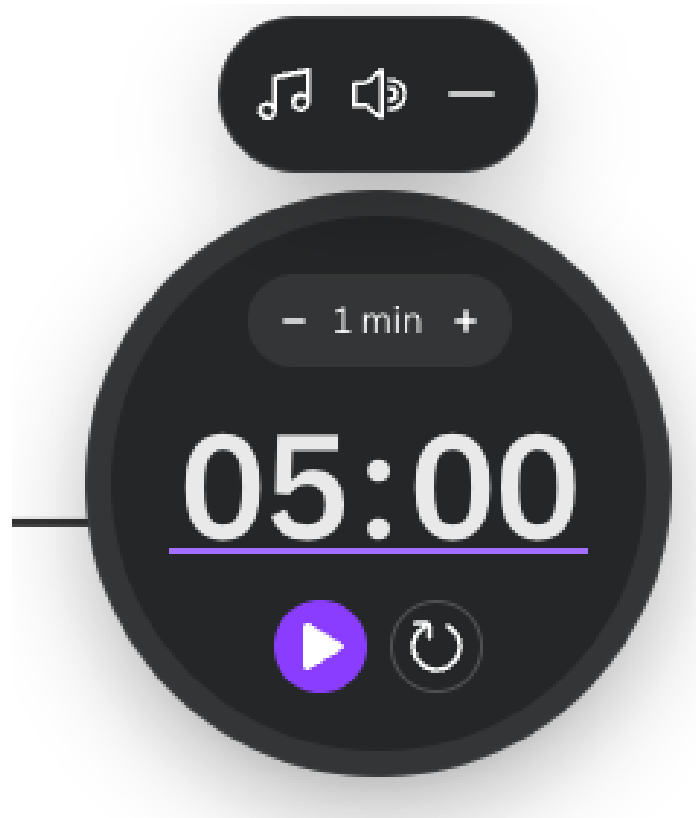


Design Multiple Means of  
**Action & Expression** →



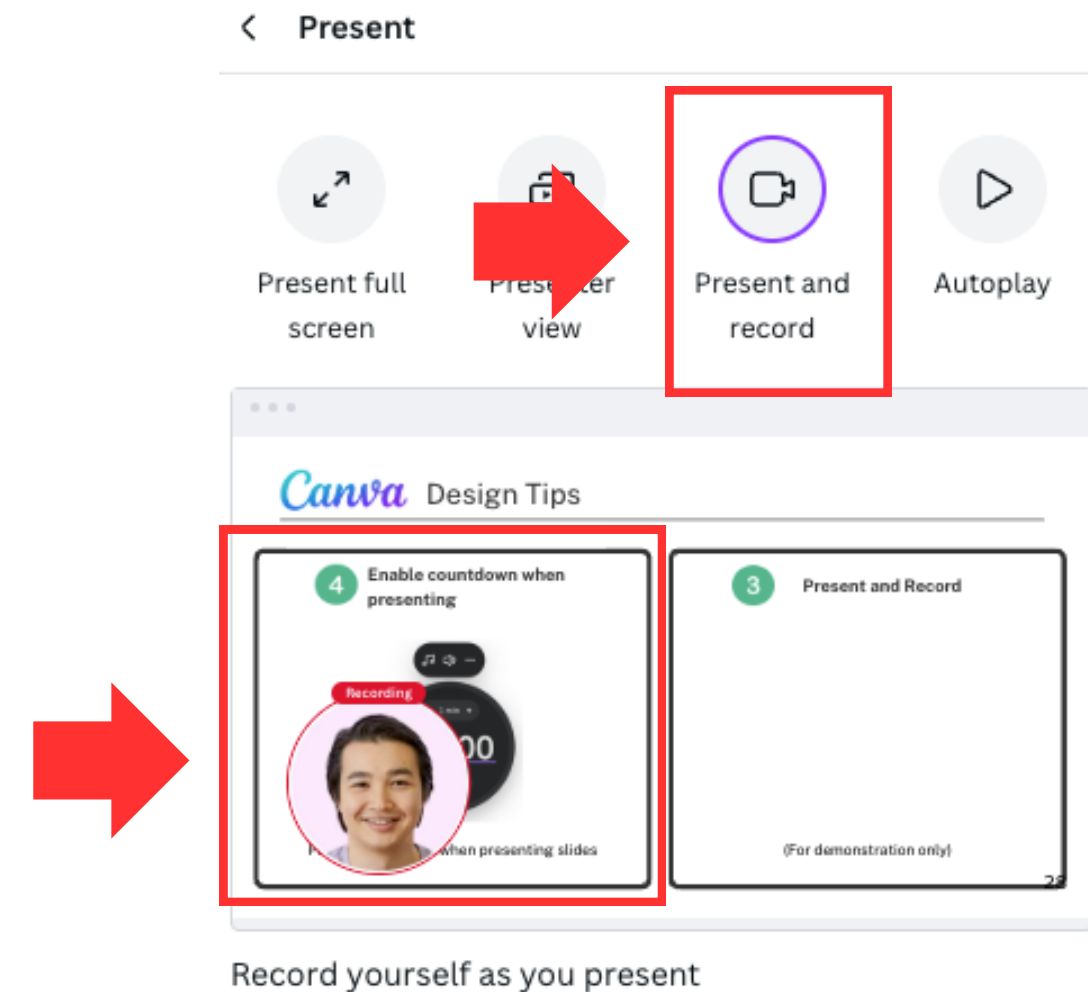
# Canva Design Tips

## 2 Enable countdown when presenting



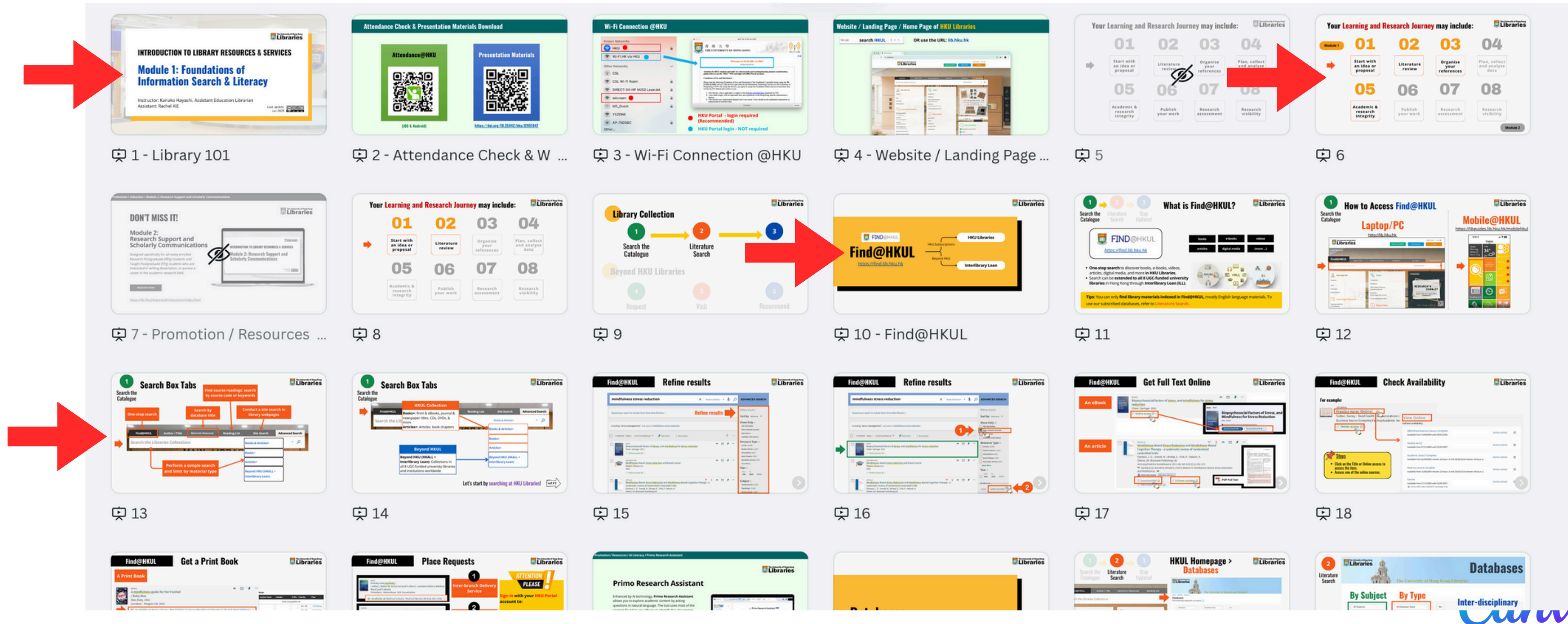
Press the numbers when presenting slides

## 3 Present and Record



(For demonstration only)

# Use Case: Create your **brand design** with Brand Kits



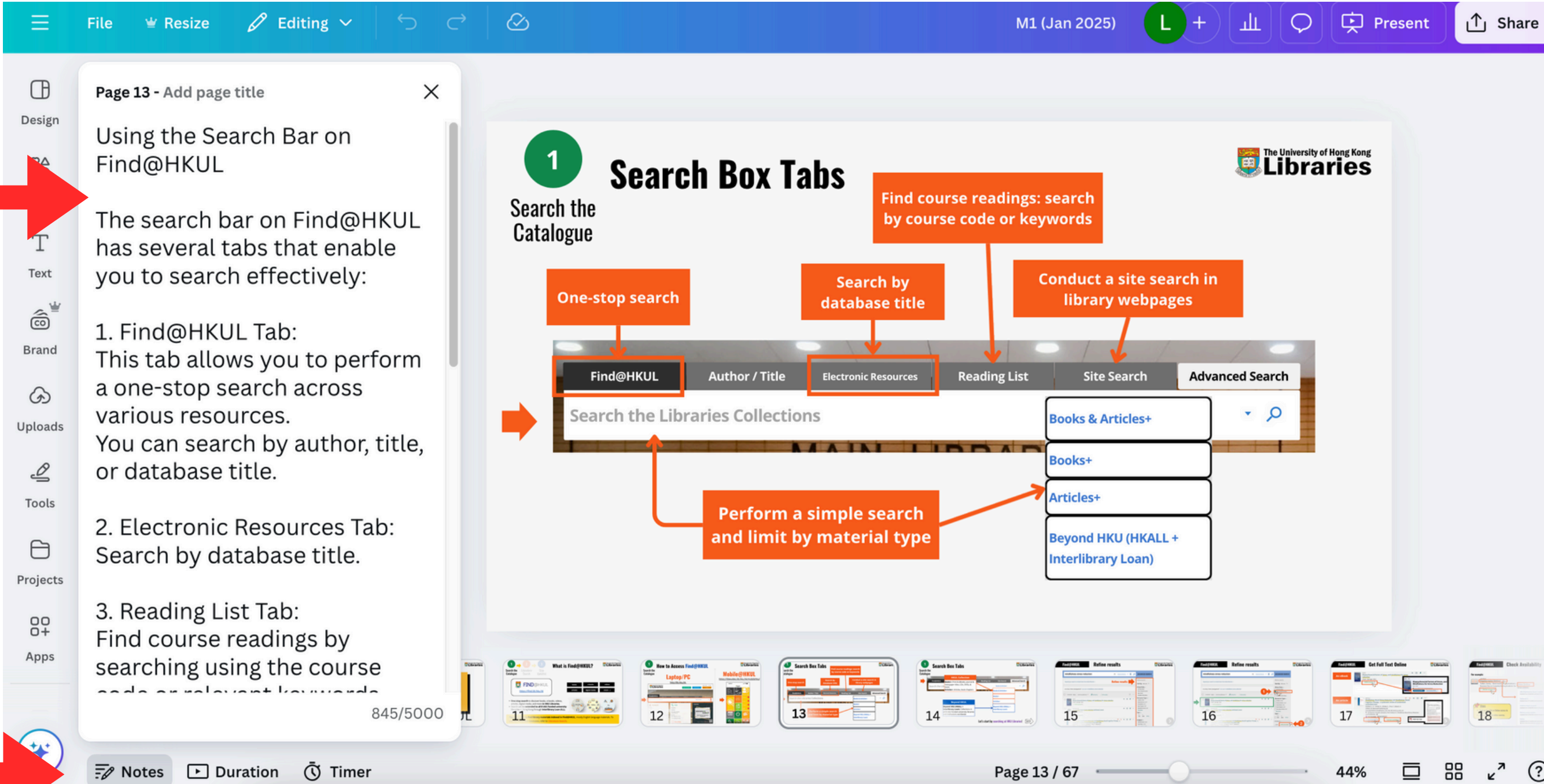
The grid displays 18 numbered screenshots of library services and branding elements:

- 1 - Library 101**: Introduction to Library Resources & Services, Module 1: Foundations of Information Search & Literacy.
- 2 - Attendance Check & W ...**: Attendance@HKU and Presentation Materials download.
- 3 - Wi-Fi Connection @HKU**: Wi-Fi connection instructions and QR code.
- 4 - Website / Landing Page ...**: Website / Landing Page / Home Page of HKU Libraries.
- 5**: Your Learning and Research Journey may include: 01 Start with an idea or proposal, 02 Literature review, 03 Organise your references, 04 Plan, collect and analyse data, 05 Academic & research integrity, 06 Publish your work, 07 Research assessment, 08 Research visibility.
- 6**: Your Learning and Research Journey may include: 01 Start with an idea or proposal, 02 Literature review, 03 Organise your references, 04 Plan, collect and analyse data, 05 Academic & research integrity, 06 Publish your work, 07 Research assessment, 08 Research visibility.
- 7 - Promotion / Resources ...**: DON'T MISS IT! Module 2: Research Support and Scholarly Communications.
- 8**: Your Learning and Research Journey may include: 01 Start with an idea or proposal, 02 Literature review, 03 Organise your references, 04 Plan, collect and analyse data, 05 Academic & research integrity, 06 Publish your work, 07 Research assessment, 08 Research visibility.
- 9**: Library Collection, Search the Catalogue, Literature Search, Beyond HKU Libraries, Request, Visit, Recommend.
- 10 - Find@HKUL**: Find@HKUL logo and URL.
- 11**: What is Find@HKUL? Search the Catalogue, Search, Stay Updated, Find@HKUL logo, URL, and search results.
- 12**: How to Access Find@HKUL, Laptop/PC, Mobile@HKUL.
- 13**: Search Box Tabs, Search the Catalogue, Find source readings, search by keyword or keywords, Conduct a site search in library catalogues, Perform a simple search and limit by material type, Search the Libraries Collections, Find@HKUL logo, URL, and search results.
- 14**: Search Box Tabs, Search the Catalogue, Find@HKUL logo, URL, and search results.
- 15**: Find@HKUL, Refine results, Find@HKUL logo, URL, and search results.
- 16**: Find@HKUL, Refine results, Find@HKUL logo, URL, and search results.
- 17**: Find@HKUL, Get Full Text Online, Find@HKUL logo, URL, and search results.
- 18**: Find@HKUL, Check Availability, Find@HKUL logo, URL, and search results.

**Note: Library training and workshop slide content and deck redesign (summer 2024)**



# Use Case: Create your **brand design** with Brand Kits



The screenshot shows a Canva presentation slide titled "Search Box Tabs" (Slide 13 of 67). The slide content includes a diagram of the Find@HKUL search interface with several annotations:

- 1 Search Box Tabs** (Main heading)
- Search the Catalogue** (Annotation pointing to the "Find@HKUL" tab)
- One-stop search** (Annotation pointing to the "Find@HKUL" tab)
- Search by database title** (Annotation pointing to the "Electronic Resources" tab)
- Find course readings: search by course code or keywords** (Annotation pointing to the "Reading List" tab)
- Conduct a site search in library webpages** (Annotation pointing to the "Site Search" tab)
- Perform a simple search and limit by material type** (Annotation pointing to the "Books & Articles+" dropdown menu)

The diagram shows the search interface with tabs: Find@HKUL, Author / Title, Electronic Resources, Reading List, Site Search, and Advanced Search. Below the tabs is a search bar labeled "Search the Libraries Collections" and a dropdown menu with options: Books & Articles+, Books+, Articles+, and Beyond HKU (HKALL + Interlibrary Loan).

On the left, a "Page 13 - Add page title" sidebar contains the following text:

Using the Search Bar on Find@HKUL

The search bar on Find@HKUL has several tabs that enable you to search effectively:

- 1. Find@HKUL Tab:** This tab allows you to perform a one-stop search across various resources. You can search by author, title, or database title.
- 2. Electronic Resources Tab:** Search by database title.
- 3. Reading List Tab:** Find course readings by searching using the course code or relevant keywords.

At the bottom of the slide, there is a "Notes" section with a duration of 44% and a timer.

Canva

*Note: Library training and workshop slide content and deck redesign (summer 2024)*

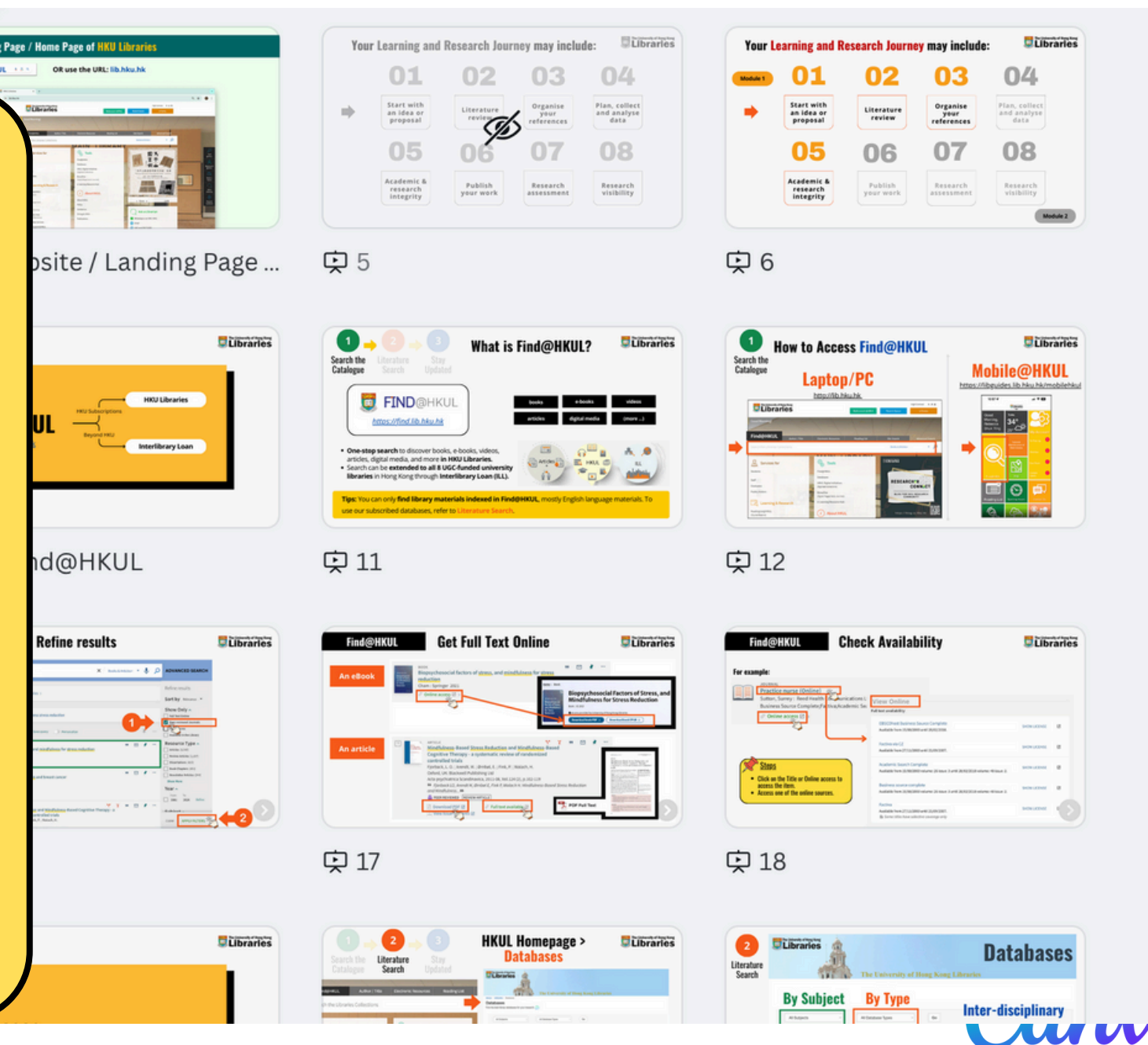
# Use Case: Create your **brand design** with Brand Kits

## Featured design elements/hacks used:

- Brand Kits, Brand Templates
- QR Code generator
- Accessibility (font size, color contrast, alternative texts, etc.)
- Add **Notes** to slides

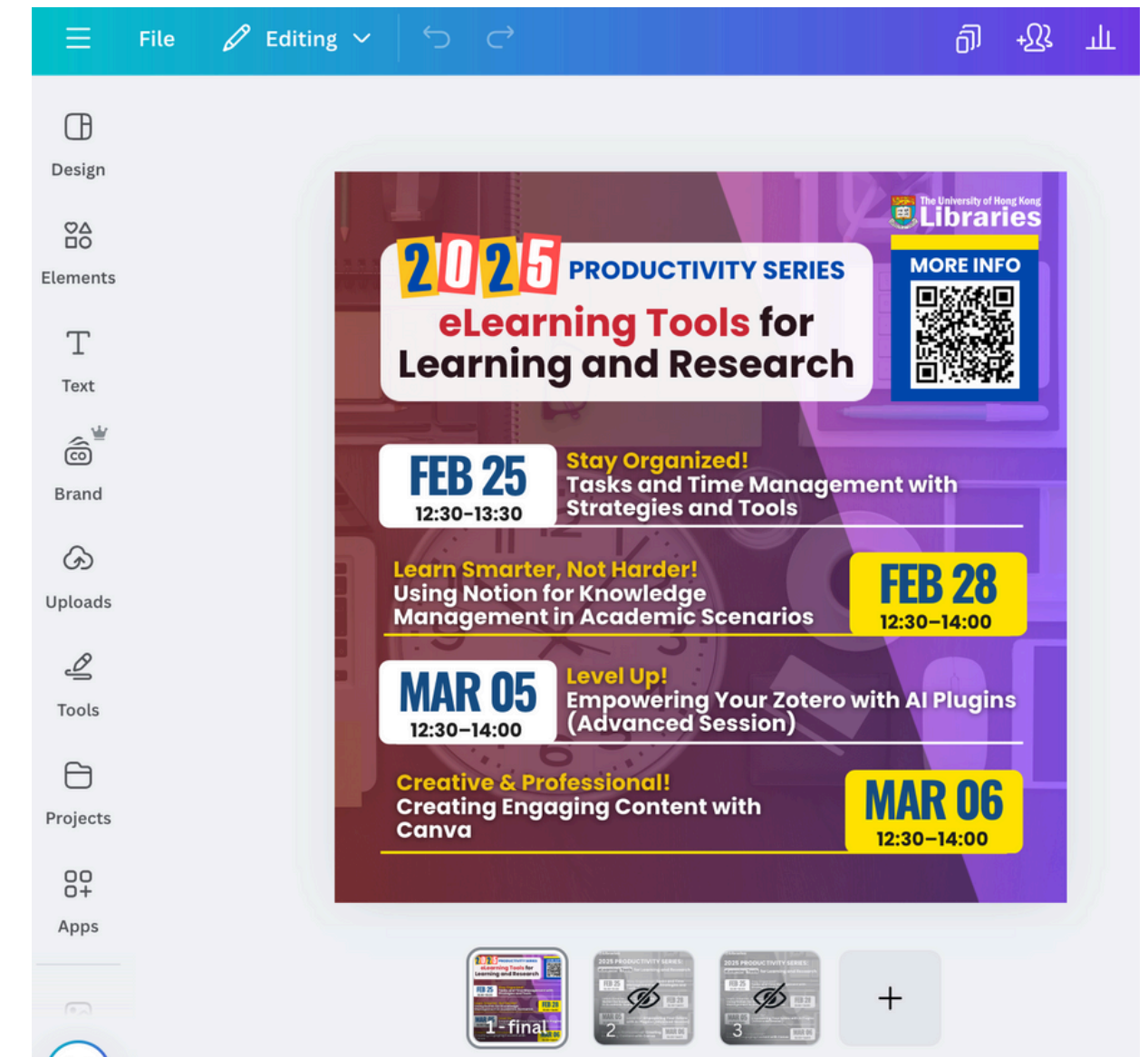
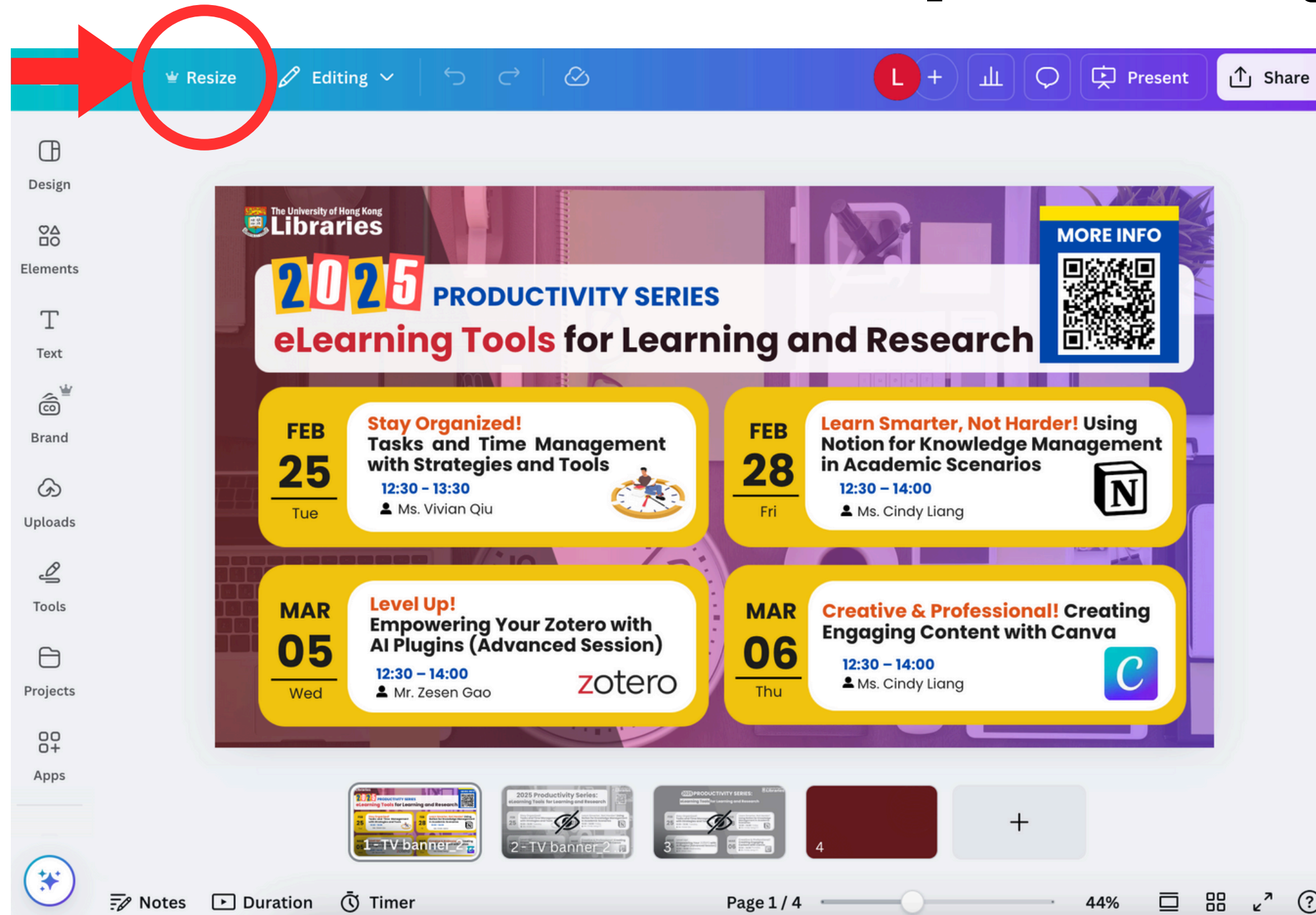
Another app:

Claude-3.5-Sonnet via Poe for capturing slide content and script writing



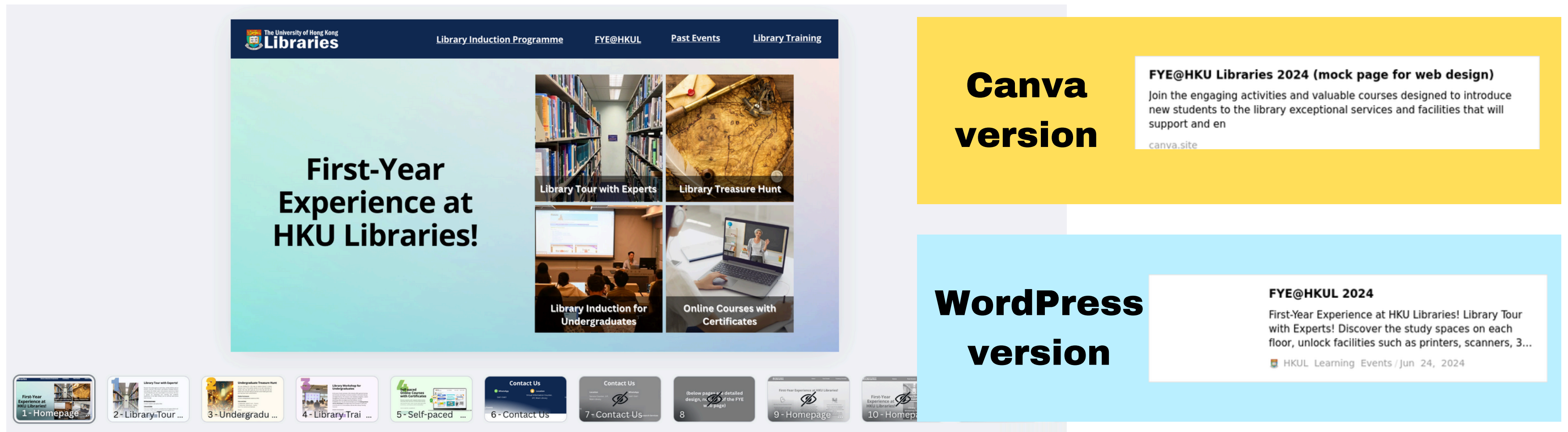


# Use Case: Social Media post design



Canva

# Use Case: Simple Web design



**More professional web design tool: Figma**  
**Web development tools: Wix, WordPress**

Canva



# Use Case: Poster design

## Event Poster (a template from Canva)



**Academic Poster  
Designed by Cindy**

Canva

# Student Use Cases (10 minutes)

*Note: Please see other attachments.*

**Hands-on Exercises:**  
**Create a design and share it with**  
**your friends!**

# Outcomes

- ✓ **Getting Started with Canva:** Explore core features and tools tailored for academic use.
- ✓ **Designing for Learning & Research:** Create a research poster, presentation slide, or infographic with hands-on guidance.
- ✓ **Student Use Case Sharing & Introduction to Canva Education Plan:** Hear from students how they leverage Canva for coursework, presentations, and creative projects. Plus, get insights into the Canva for Campus Plan and how it can support your academic journey!