
PACKAGING STORIES: DESIGN SKILLS

Presenting information in visually appealing ways is key to engaging audiences. There are plenty of ways and tools available for visualising and/or presenting information in interesting ways.

DRAG AND DROP GRAPHIC DESIGN

Task: Using the findings from your stories produce a short piece of graphic design outline on Canva. Before you begin identify:

- An audience for the piece of graphic design: Who you are aiming it at
- A purpose for the piece of graphic: Why you are writing it for that audience

What you need to do:

1. Go to www.canva.com and create an account.
2. Choose one of the following pieces of content to produce:
 - a. A Facebook ad or Twitter post
 - b. Presentation slides
 - c. A4 report (cover page and/or 1 x internal page)
 - d. Trifold brochure
3. Choose an appropriate template
4. Customise the template in terms of text/copy (i.e. how you will write up your key findings), colours, images, icons, graphs etc.
5. Identify different ways that you could share this design – online or as physical copies.

TUTORIALS AND ONLINE SUPPORT

- An introduction to Canva: <http://goo.gl/QMPEBK>
- Various tutorials for Canva: <https://www.canva.com/learn/design/tutorials/>
- Alternative online tools:
 - a. <https://www.befunky.com/>
 - b. <https://crello.com>
 - c. <https://snappa.com>