

# NET ZERO NOW



COMMUNITY ACTION ON CLIMATE CHANGE



## Design a Graphic

If you aren't someone who considers yourself to be naturally creative, creating a social media graphic from scratch can sound like a daunting task. However, there are some simple tricks you can use to make an engaging and eye-catching graphic.

### Canva

Canva is a programme that we use at CCF for creating our comms materials and you don't need to pay to use it. You can use Canva to create a wide variety of different resources including posters, banners, social media graphics, leaflets and more. There are other sites and software you can use as well (e.g. Adobe Creative Cloud, GIMP and Piktochart) so if you don't get on with this one, it's worth looking around.

Below are some resources you might find useful:

- [How to use Canva for beginners](#) - a 10 minute video explaining the basics of Canva
- [Beginning Graphic Design: The Fundamentals](#) - a 6 minute video explaining the basics of design: using lines, shapes, form and texture
- Pages 27-33 of [Listen, learn adapt: Engaging your community in a meaningful way](#) talks about using social media
- Pages 34-36 of [Listen, learn adapt: Engaging your community in a meaningful way](#) - discusses how to use graphic design and the advantages and disadvantages of some of the tools available.
- [Social Media Image Sizes 2021: Cheat Sheet for Every Network](#) - a guide for the different sized graphics needed for different social media channels.

Design company Venngage has [10 useful tips](#) for designing a poster (which have been adapted below for designing social media graphics) you may find useful:

1. **Use bold, contrasting colours:** to make your graphic stand out
2. **Pick a decorative font for the header:** use a font style that reflects the mood
3. **Use a solid colour filter:** This helps text stand out from the background
4. **Keep text short and sweet:** Include only key information
5. **Create a picture with icons:** No drawing skills necessary
6. **Mix and match colours:** This will make your graphic eye-catching
7. **Use lines to create a focal point:** Direct the gaze to the most important info
8. **Emphasise text with borders:** Frame info you don't want readers to miss
9. **Include a call-to-action:** Tell readers what step they should take next
10. **Use the correct size for the platform you're using:** This ensures that your graphic won't have the key elements cropped out.

There are six example social media graphics<sup>1</sup> (sized for Instagram posts) on the following pages that use most of these techniques. As you look at them, think about which has been used in each.

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<sup>1</sup> Images are templates from [Canva](#). More available through the link.



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