

Creating a Poster or Graphic

If you aren't someone who considers yourself to be naturally creative, creating a poster or a graphic from scratch can sound like a daunting task. In general, it's worth finding an artistic person who enjoys creating these resources – perhaps it's one of the roles you're missing (see Worksheet 4). However, if you need to create something in a pinch, there are some simple tricks you can use to make an engaging and eye-catching poster.

Canva

Canva is a programme that we use at CCF for creating our comms materials and you don't need to pay to use the basic version. 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. Note that registered non-profits (charities and CICs) are [eligible for Canva Pro](#).

Below are some resources you might find useful:

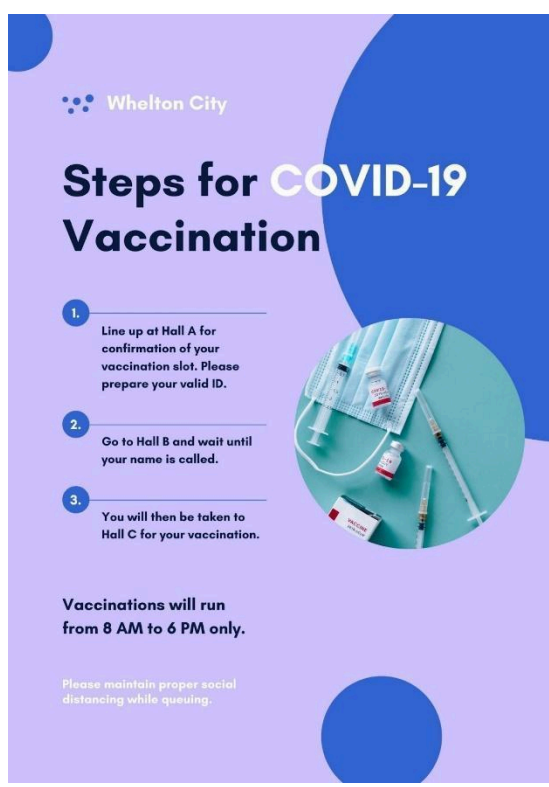
- [How to use Canva for beginners](#) - a 10-minute video explaining the basics of Canva
- [Beginning Graphic Design: The Fundamentals](#) - a 6-minute video explaining the basics of design: using lines, shapes, form and texture
- [Free online poster maker on Canva](#) - an article giving tips for designing posters along with links to Canva poster templates
- Pages 8-9 of [Listen, learn adapt: Engaging your community in a meaningful way](#) - outlines why you might want to use a poster
- 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.

Design company Venngage has [10 useful tips](#) for designing a poster which you may find useful (and also work for graphics etc.):

1. **Use bold, contrasting colours:** to make your poster 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 poster 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 a standard page size:** This makes printing your poster easier

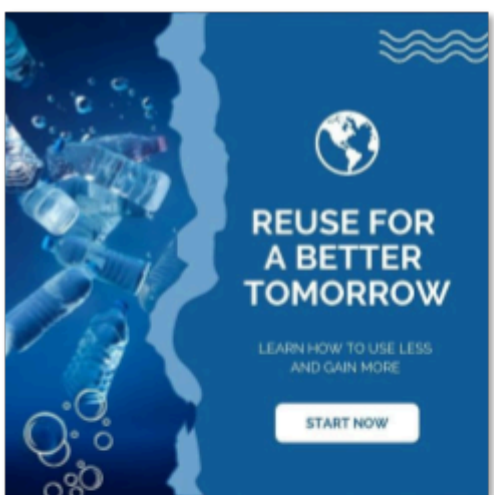
There are some example posters and graphics on the following pages that use most of these techniques. As you look at the posters, think about which has been used in each.

Example posters¹



¹ www.canva.com/

Example graphics²



² www.canva.com/