Conference Invitation Using Canva

Project Based Experiential Learning Program

Resume: Creating a birthday invitation using Canva.

Project Flow

To accomplish this, we have to complete all the activities listed below

1. **Branding Guide:**

● Before we start creating the social media post, let's establish the branding assets for the college fest.
● Decide on the colors, fonts, and logo that represent the event's theme.

2. **Login to Canva**

● If you don't have a Canva account, sign up for a free one.
● Once logged in, click on "Create a design" and select "Custom dimensions."
● Enter the dimensions suitable for the social media platform you plan to post on. For example, for Instagram, you can use 1080px by 1080px for a square post.

3. **Choose a Purposeful Design**

● Open Canva and create a custom-sized design.
● Opt for colors that match the conference theme.
● Think about the conference's atmosphere and choose graphics that represent the event.

4. **Personalize with College Identity**

● Include your college logo or emblem.
● Adjust the logo's size and position for visibility.

5. **Convey Essential Information**

● Add a catchy headline with conference details.
● Use professional fonts that align with the conference theme.
● Mention the conference date, time, venue, and your contact information.

6. **Arrange for Visual Impact**

● Experiment with different layouts for graphics and text.
● Utilize Canva's alignment tools for proper arrangement.
● Ensure text sizes and positions are clear and balanced.

7. **Review and Adjust**

- Step back and review the overall design.
- Confirm the accuracy of event details.
- Make any needed adjustments for better visual appeal.

8. Save and Share

- Download the invitation in a suitable format (PDF or PNG).
- Distribute the invitation through email, social media, or print.
- Get ready to engage participants and create a buzz for the conference!

Milestones

Milestone 1

Step 1: Decide the Fonts
- Log in to your Canva account.
- Click on the "Create a design" button on the Canva homepage to start a new project.
- Choose the blank canvas for us to test different fonts.
- Once you're inside the design editor, click on the "Text" tab on the left-hand side.
- A list of available font styles will appear. You can scroll through this list to see the different fonts available in Canva.
- You can also use the search bar at the top of the font list to type in specific keywords and find fonts related to your theme or topic. For example, you can search for "modern," "formal," "handwritten," etc., to find fonts that match your desired style.

Step 2: Decide the Colors (using colors.co)
- Select two primary colours that you think will represent your fest theme. These colours should complement each other and align with the theme and tone of your presentation.
- Use the colour picker to select your desired colours. You can choose one colour for the primary elements and another for secondary elements, such as headings and accents.
- Remember or note down the HEX or RGB values of the selected colours, as you'll need them to test the colour combination in colors.co.
- Observe the score and the preview of the colour combination provided by colors.co. A higher score indicates better contrast and readability, while a lower score may indicate that the colours don't complement each other well.
- If the score is satisfactory and the colour combination looks visually appealing, you can confidently use those colours in your presentation.

Task - [Create the Branding Kit before creating social media post](#)

Video Reference - https://youtu.be/LPYYH1EZYCg

Milestone 2

Step 1:
- Open a web browser and go to Canva's website (www.canva.com).
- Click on the "Sign Up" button and follow the on-screen instructions to create a free Canva account.

Step 2:
- After signing up, log in to your Canva account using the registered email address and password or use a social media account to login.
- You are now ready to start creating your conference invitation

Video Reference - https://youtu.be/-J_hedzpgUc

Milestone 3

Start Design: Open Canva and click on "Custom Dimensions" to create a new project.

Colors that Match: Pick colors that align with the conference theme, enhancing its visual appeal and resonance.

Graphics that Represent: Search and add graphics that symbolize the essence of the conference, giving a sneak peek into what attendees can expect.

Video Coneference - https://youtu.be/GnJji3n12m8

Milestone 4

Add College Logo: Upload your college's logo or emblem by clicking on "Uploads" and selecting the file.

Size and Position: Adjust the logo's size and position using the corner handles to ensure it's noticeable but not overpowering.

Milestone 5

Create a Catchy Headline: Click on "Text" and add a catchy headline that reflects the conference's purpose.

Professional Fonts: Choose professional-looking fonts from Canva's library that resonate with the conference's theme.

Highlight Event Details: Add text boxes for conference date, time, venue, and your contact information.

Video Coneference for Milestone 4 and 5 - https://youtu.be/RhfLL7MMgQ8

Layout Experimentation: Click on "Elements" and explore different layout options by dragging and dropping graphics and text.

Alignment Tools: Use Canva's alignment tools (guidelines that appear) to ensure elements are properly aligned and symmetrical.

Text and Graphics Placement: Adjust text sizes and positions to create a visually balanced design.

Video Coneference for Milestone 6 - https://youtu.be/DJZwgJ_hTtQ

Comprehensive Review: Zoom out and take a holistic look at the invitation to ensure all elements are visually pleasing.

Double-Check Details: Review the event information for accuracy – date, time, venue, and contact information.

Refinement: Make necessary adjustments, such as tweaking font sizes, moving elements slightly, or adjusting colors.

Download the Invitation: Click on "Download" and select the appropriate format (PDF or PNG) for high-quality output.

Distribution Channels: Share the invitation via email, social media, or print, reaching your target audience effectively.

Create Buzz: Anticipate an enthusiastic response as your well-designed invitation sparks excitement and interest in the upcoming conference!

Video Coneference for Milestone 7 and 8 - https://youtu.be/G8_JeDJ3R2U