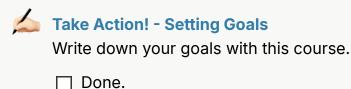
Social Media Content Creation in Canva - From Beginner to Advanced

SKL02 - Canva for Social Media

Course link.

(...)

▼ — 03 - How to be/work as a Creative —



"In an Al-dominated world, we need to work hard to stand out"

- As a creator, you need to be yourself, and learn to "infuse" your personality into the things you make, so that your audience can connect with you;
 - "Tiny tweaks can make all the difference"
- ▼ 04 The Psychology Of Color —
- ▼ 05 Building Your Own Collor Palette
 - Eyedropper Chrome Extension;
 - https://www.khroma.co
 - https://coolors.co

· Down sleep on Accessibility;

▼ — 06 to 08 - Licensing and finding assets —

ROYALTY FREE

This license type grants the buyer a determined set of rights to use content in multiple ways, for a flat, one-time fee.

CREATIVE COMMONS

A nonprofit organisation dedicated to building a globally-accessible public commons of knowledge and culture.

CC-0

This is the least restrictive license out there. It lets others distribute, remix, adapt, and build upon, without needing to attribute the original creator of the work.

Types of Licensing

Find free images and videos:

▼ IMAGES

- Unsplash
- Pexels
- https://pixabay.com/pt/
 - Good search engine **

▼ FONTS

- · Google Fonts
- Adobe Fonts
- https://www.fontpair.co
- https://www.fontshare.com
- https://fontjoy.com

▼ AUDIO

Youtube Audio Library *

• https://uppbeat.io

Extra **paid** option: https://creativemarket.com

EXTRA resource: create your own custom font, based on your handwriting with https://www.calligraphr.com/en/

Recommendation: Don't forget to be organized about it!! Know which assets you can use for what.

▼ — 09 - Design Musts and Must Not's —

Make mistakes !!!

- JPG x PNG;
- Key concepts in Design;
- Note: always keep your Audience in mind;
- · Space: keep it simple;
- · Mobile-First;
- · 'Call to Action'.

— 10 —



Language 1 Take Action! - Create Your Brand Kit

(...) Check the Course guide pdf.



Done.

