

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* —



Take Action! - Setting Goals

Write down your goals with this course.

☐ Done.

“In an AI-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”

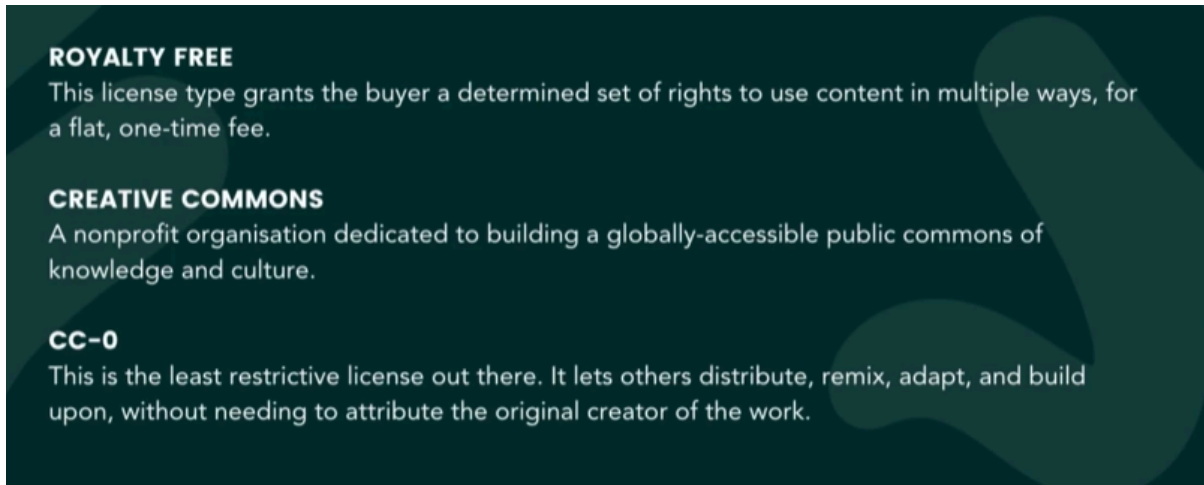
▼ — 04 - The Psychology Of Color —

▼ — 05 - Building Your Own Color Palette —

- [Eyedropper Chrome Extension](#);
- <https://www.khroma.co>
- <https://coolors.co>

- Down sleep on Accessibility;

▼ — 06 to 08 - Licensing and finding assets —



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'.

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Take Action! - Create Your Brand Kit

(...) Check the Course guide pdf.

**

☐ Done.

