

# Creating Instapoetry with Canva

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LCWRI-5250: Electric Frontiers  
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# Workshop Agenda

- Learn about the basics of instapoetry
- Review some best practices and examples of instapoetry
- Explore how to make instapoetry using Canva, a free online tool
- Consider accessibility in designing textual and graphical material

Slides, handouts, and data available at

<https://bit.ly/fa25-Kemp-LCWRI5250-canva-instapoetry>

SDG Report 2020

# Instapoetry

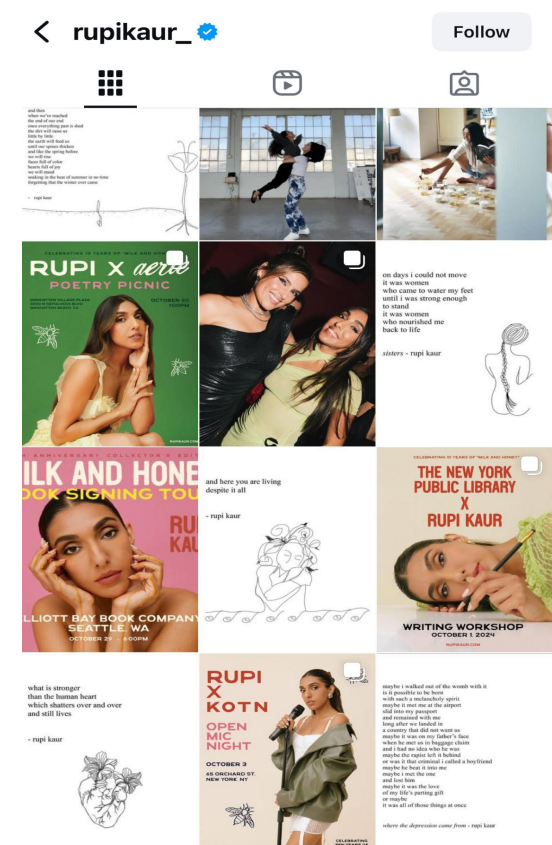
# Instapoetry Basics 1/2

Instapoems often have textual and graphic components, which mean they tell a story through 1) words, 2) visuals, and 3) the relationship between the two. Here are some characteristics of instapoems:

- “Born digital”
- Short
  - some say “quick and digestible”—is this always the case?
- Simple visuals
- Shareable
- Complicated relationship to the tradition of poetry

# Instapoetry Basics 2/2

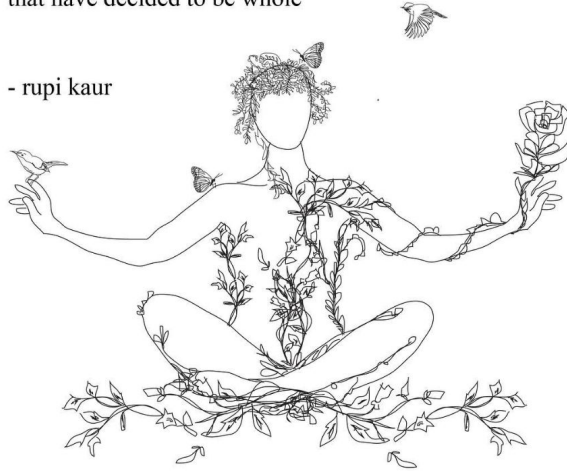
- Entrepreneurial & poetic overlap:  
[Rupi Kaur](#), a famous poet-entrepreneur, said she approaches poetry like “[running a business](#).”
- Self-portraiture: publishing your instapoetry on your instagram so that your personal grid and the instapoems you post constitute a kind of social media persona



# Instapoem Examples 1/3

it was when i stopped searching for home within others  
and lifted the foundations of home within myself  
i found there were no roots more intimate  
than those between a mind and body  
that have decided to be whole

- rupi kaur



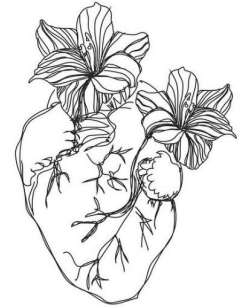
i tend to forget who i am  
when i'm constantly around other people

*i need solitude to see myself clearly - rupi kaur*



what is stronger  
than the human heart  
which shatters over and over  
and still lives

- rupi kaur



# Instapoem Examples 2/3

**Maybe, in the end, friendship is exactly**  
this: standing in awe as someone you love  
becomes beautifully, fully themselves. It's  
seeing them rise after countless falls,  
hearing courage bloom in their voice,  
noticing how their eyes brighten when  
they're chasing dreams they once feared  
were impossible. Friendship is witnessing  
the quiet victories no one else might notice,  
feeling pride swell inside your chest,  
knowing you've held space for their journey  
without needing to claim credit or applause.

It's realizing, finally, that friendship isn't  
about holding on tight, but rather standing  
beside them, amazed by how gracefully  
they've learned to fly.

the truth is, hearts were never  
made to stay broken. They heal  
quietly, slowly, and gently—but  
only when they're given the chance  
to feel the sun's warmth again.

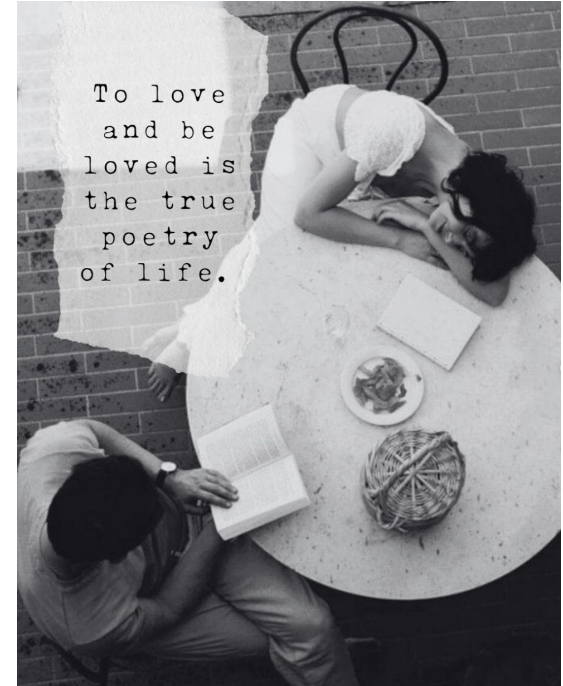
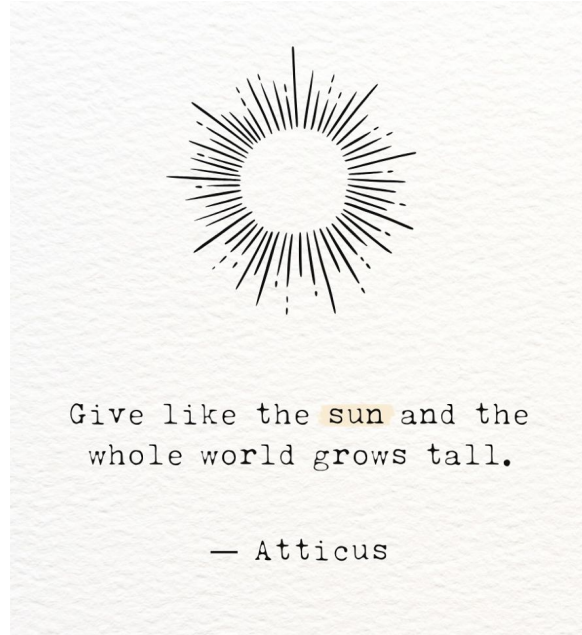
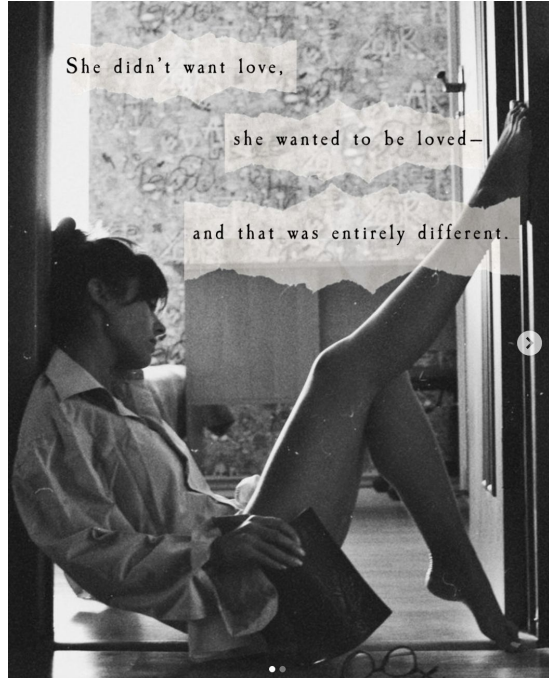
- r. m. drake

One day  
the right kind of love  
will find you.  
And it will be  
at the right time.  
It will be  
when you need it most.

-r. m  
drake

R.M. Drake

# Instapoem Examples 3/3



Atticus



# Instapoetry Tips

- Create your instapoem with your publishing space in mind, e.g., Instagram, TikTok, Pinterest, and other social media platforms
  - Easy to read, respond to, and shared with others—with a distinct visual identity and/or theme
  - Straightforward language, minimal punctuation
  - Delves into the idealized themes of the platform, such as love, self-empowerment, mental health, and identity

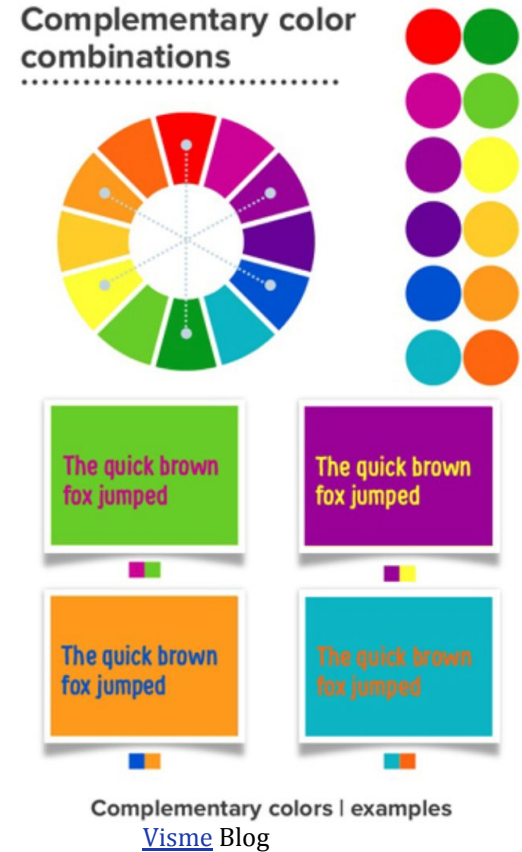
# Accessibility in Instapoetry

- Make sure text is not cut off or covered by your images
- Add descriptive alt-text to your images
- Make sure you use high contrast colors
- Do not add layer text directly over images

For more information on **accessibility**, please see: [DITI accessibility handout](#)

# Keep it Visible: Colors

- Make color choices that are accessible to everyone (and appropriate for the infographic).
- Ideal color schemes are **high contrast** (use a [contrast checker](#)).
- Think about limiting your palette (3 colors can be effective).
- Find complementary colors (e.g. use [this tool](#)).
- [NU Colors](#) provides the Northeastern University palette.



# Getting Started with Canva

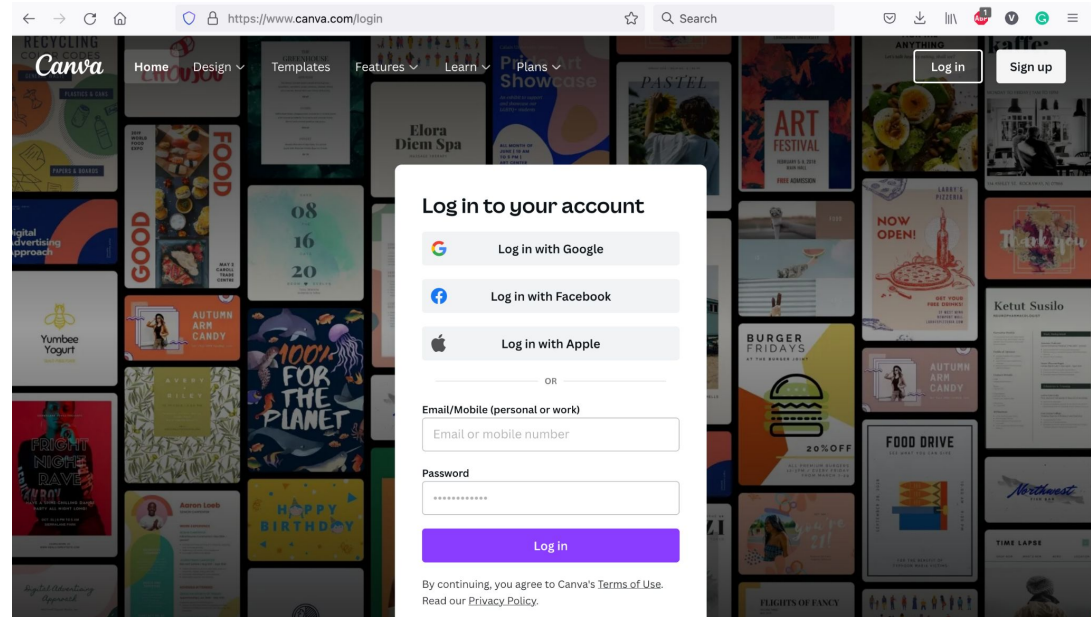
# Data Privacy

- It's important to pay attention to data privacy when using digital resources
- At its simplest, **data privacy** is a person's ability to control what of their personal information is shared and with whom.
- To help you make informed decisions about interacting with digital tools in ways that honor your boundaries with your data and/or personal information, The DITI has prepared a handout on

## [Data Privacy](#)

# Sign up/Login

- Canva is a free online tool.
- Use your Gmail/Facebook/Apple ID to sign up or create an account.
- Click “Create A Design.”



# Starting Up...

- First, pick your canvas dimensions. Canva features curated 'social media' sizes, so you can customize the width and length. You can also add more 'pages.'
  - Unfortunately, resizing and adding pages in an already existing graphic is only available in paid subscriptions.

## Create a design

🔍 For you

📄 Sheets

📁 Docs

📌 Whiteboards

🗨️ Presentations

📱 Social media

📷 Photo editor

📺 Videos

🔍 What would you like to create?

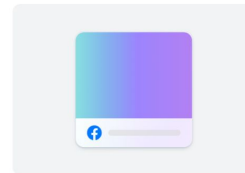
Popular

Instagram

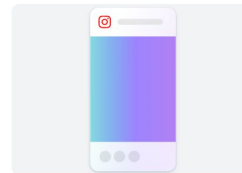
Facebook

LinkedIn

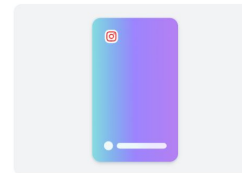
### Popular



Facebook Post (Landscape)



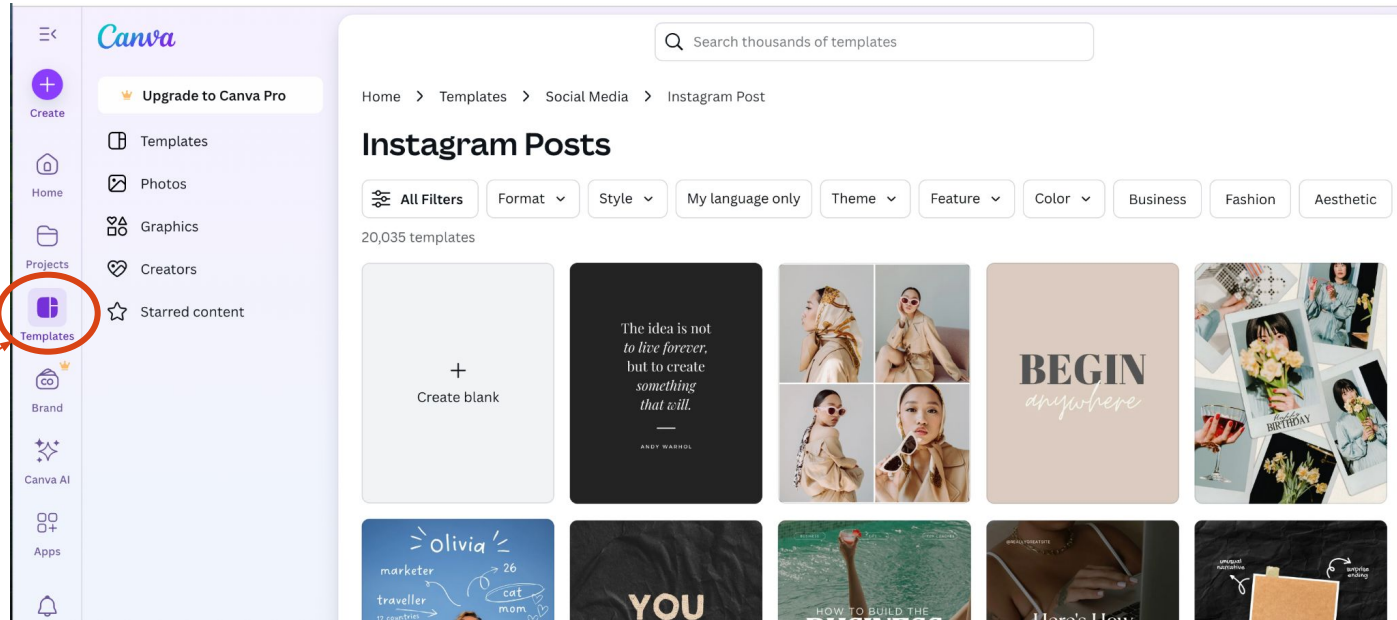
Instagram Post (4:5)



Instagram Story

# Pick a Style

- If you need some help or inspiration, Canva offers several social media templates you can start from.





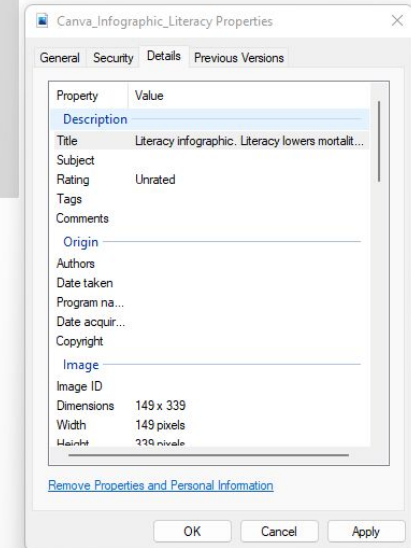
# Layers

- Canva works by combining several graphic layers.
- Layers can be anything that shows up on the canvas—elements, photos, text, etc.—and can be customized in many ways. You can drag them around, change their colors, resize them, and more!
- Remember that you can always send a layer ‘forward’ or ‘back’ relative to other layers with a right click on PC, control click on Macs

# Alt-Text

- Alt-text is a description of an image that conveys the image content and meaning. This descriptive text is attached to the image's file properties.
- People with low or no vision can use assistive technology like screen readers to hear the alt-text description of digital images. When a screen reader reaches the image, it will read the alt-text description out loud.

> OneDrive - Northeastern University > Pictures > Canva

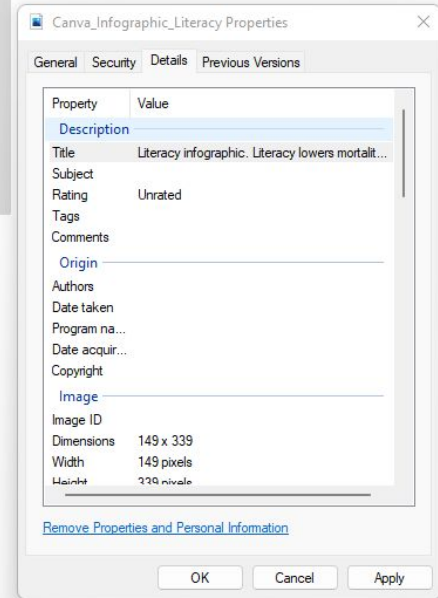


Based on : [Microsoft's How to write effective alt-text](#)

# Adding Alt-Text

- You can export your infographic as an image and then add alt-text.
- Find the image in your file directory.
- On PC: Right-click the image and select 'Properties.' Choose the 'Details' tab and click on the 'Title' field.
- On Mac: Control-click the image and select 'Get Info' on Macs, then edit the 'Comments' field.
- Write a description of and insights from your infographic.

> OneDrive - Northeastern University > Pictures > Canva



# Your Turn!

## Practice creating an Instapoem in Canva

# Hands On

Questions to consider as you work:

- How can visuals enhance your poem?
- What elements of your poem do you think could be improved by being presented visually?
- What are some obstacles you might face when creating instapoetry?



# For Further Exploration

Here are links to the handouts presented in these slides:

[DITI-accessibility-handout](#)

[DITI-data-privacy-handout](#)

[NULab Meet the Method: Canva](#)

See also the [Beginner's Guide](#), published by Canva



# Thank you!

Developed by DITI Research and Teaching Fellows Emily Sullivan, Zhen Guo, Claire Lavarreda, Carlos Arriaga Serrano, Kasya O'Connor Grant, Dipa Desai, and Javier Rosario

- For more information on DITI, please see: <https://bit.ly/diti-about>
- Schedule an appointment with us! <https://bit.ly/diti-meeting>
- If you have any questions, contact us at: [nulab.info@gmail.com](mailto:nulab.info@gmail.com)
- Link to Online Materials:

<https://bit.ly/fa25-Kemp-LCWRI5250-canva-instapoetry>

