

Creating Business One Pagers with Canva

ENGW 3304: Advanced Writing for Business

Laura Beerits

Digital Integration Teaching Initiative

Consultants: Halima Haruna and Ayah Aboelela

Workshop Agenda

- Learn about dynamic and static modes of conveying information
- Review best practices for visualizing data
- Explore how to make visualizations using Canva, a free online tool
- Consider accessibility in designing one pagers

For more information, please see: [Handout: Infographics](#)

"Invest in the planet by investing in sustainable products."

Consumer Behavior and Sustainable Products

Consumer behavior plays a pivotal role in driving sustainable consumption patterns.

Introduction

Consumer behavior plays a pivotal role in driving sustainable consumption patterns. As environmental concerns escalate, understanding the factors influencing consumer choices towards sustainable products becomes increasingly crucial. This research investigates the complex interplay between consumer attitudes, perceptions, and purchasing decisions related to sustainable products.

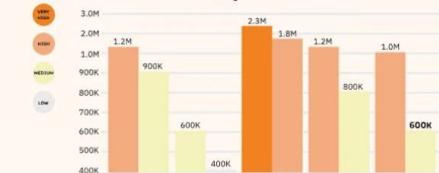
Objective

- Identify the key factors influencing consumer perceptions and attitudes towards sustainable products.
- Examine the relationship between consumer demographics, values, and purchasing behavior of sustainable products.
- Assess the impact of marketing strategies on consumer preferences for sustainable options.
- Explore the barriers and opportunities for promoting sustainable consumption among different consumer segments.
- Develop recommendations for businesses and policymakers to foster sustainable consumer behavior.

Research Methodology

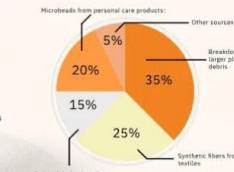
A quantitative research design will be employed for this study. A structured questionnaire will be developed to collect data from a representative sample of consumers. The questionnaire will include a combination of closed-ended and open-ended questions to gather information on demographics, attitudes, perceptions, purchasing behavior, and media consumption related to sustainable products. Data analysis will involve descriptive statistics, correlation analysis, and potentially regression analysis to identify significant relationships between variables.

PURCHASE FREQUENCY BY PRICE



Conclusion

This research underscores the complexity of consumer behavior in relation to sustainable products. By examining factors such as demographics, attitudes, and marketing influences, the study sheds light on the barriers and opportunities for promoting sustainable consumption.



One Pagers

One Pager Basics

- One pagers present and synthesize the key ideas from extensive research.
- They convey ideas with **structure** and **sequence**, use **headings** and **subheadings** and are most often text combined with numbers, charts, and graphs.
- They **concisely** convey information and data to professional audiences and are **easy to follow**.
- They have a **narrow** focus and **short** and accessible titles; they also provide **citations** for all of the information included.
- They consider **accessibility**: the text is not cut off or obscured by an image, and descriptive alt-text is added to the infographic image.

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

One Pager Examples

CAT® MINESTAR™ DETECT

**BIG MACHINES HAVE BIG BLIND SPOTS
ELIMINATE THEM WITH DETECT OBJECT DETECTION**

Mobile equipment operators need to be keenly aware of their environment, especially when putting their equipment into motion. The more information they have about what's around them, the greater their awareness — and their safety. Cat® MineStar™ Detect Object Detection can help by increasing visibility during machine startup, initial movement and always in reverse.

- Combines radar and camera systems to automatically detect hazards within critical areas around the machine — primarily the front, rear and turning radius on each side.
- Pushes notifications via an in-cab display to warn the operator where they are objects in the danger zone.
- Gives operators a complete picture of other equipment and hazardous conditions around the machine.
- Protects people and assets during the most accident-prone phases of operation.
- Detects a wide range of hazards without the need for tagging.
- Builds operator confidence for safer, more efficient operation all shift long.
- Makes up to 72 hours of data available for incident re-creation or operator training.

WHAT ARE YOU WAITING FOR?
Prevent an incident with Cat MineStar Detect Object Detection
[Visit cat.com/objectdetection](http://cat.com/objectdetection)

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Vodafone: Transforming Campaign Data Reporting and Reducing Wasted Time

Vodafone is a British multinational telecommunications company. One of the main challenges it experienced in a highly competitive market was linking online prospect activities with lead, sales, and activation data that was handled offline and through different customer relationship management (CRM) systems.

Vodafone worked with Adverity to seamlessly integrate its data across multiple CRM systems and data stores and provide secure and tailored data access for different levels of stakeholders. By automating and streamlining its data operations, Vodafone gained a new array of getting insights needed to strengthen its marketing capabilities and offer more valuable insights to stakeholders.

adverity THE BEST RUN SAP

Vodafone Gains More Control Over Marketing Campaign Data, Realizing Rapid Results

Before: Challenges and Opportunities

- Vodafone had a digital marketing team needed to link online prospect activities with lead, sales, and activation data handled offline by many call centers using different CRM systems
- It is a highly competitive market; data reporting and analysis for decision-making was often manual and time-consuming
- The goal was to unify offline and online data sources and hence extract and analyze actual campaign performance quickly, easily, and in a self-service way for various stakeholders

Why SAP and Adverity?

- The Adverity Marketing Data Analytics Platform – installed on SAP’s S/4HANA – provides an end-to-end view of the truth for all digital marketing, call center, sales, and provisioning data sources
- Adverity’s solution is part of SAP’s industry cloud portfolio of solutions. It integrates with SAP Marketing Cloud and SAP Business Technology Platform, connecting offline and online data sources

After: Value-Driven Results

- Reduced time needed to assemble and analyze campaign performance data by one week per month
- Unified data for business intelligence-ready data stack across all sources that’s always up-to-date
- Increased data freshness by dramatically reducing information exchanges via e-mail and custom extractions by single users from each system
- Reduced actual cost savings compared to other solutions available on the market

75% reduction in wasted time on assembling and analyzing reports

12 hours a day saved by automating data across multiple CRM and activation data stores for 20+ people

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FEEDBACK

ONE PAGER
[XpatEducator](#)

Formative Assessment

Move learners forward

Formative assessment involves a range of strategies used to improve learning. Within the learning journey, it is used by teachers and students to monitor progress and identify what needs to happen next so what students do know is essential to good teaching.

Dylan William
[dylanwilliam](#)

The Goldilocks Principle

Not too much, not too little

Feedback should be concise and accurate. ‘Too much feedback can be overwhelming and distract students from doing well, while too little feedback fails to encourage learning intentions and break tasks into small and achievable steps.

Kate Jones (2021)

Whole Class Feedback

Save time and reduce workload

This is a great strategy to lighten teacher workload and provide formative feedback. The whole class feedback strategy allows teachers to quickly and easily provide feedback to the whole class, which motivates students by strapping it back to what excellence looks like and the next steps!

Andrew Atherton (2021)

Feedback as Actions

Upon feedback to improve learning

Making feedback actionable is a powerful way for students to know exactly what to do in order to move their learning forward. A student should be able to read or hear their teacher's feedback and then do something very specific, and concrete that will improve their learning.

Toni Sherrington (2017)

Peer Feedback

Be kind, be specific, be helpful

Like Ron Berger, we believe that, “If we can create a culture of excellence, then we can create a culture of feedback.” We can help our students learn how to better “own up to the work that regulates quality and effort.” We can scaffold peer assessment with clear criteria to provide “kind,” “specific” and “helpful” comments designed to support students’ growth and example work.

Ron Berger
[ronberger99](#)

Gallery Critique

Critiques are a broad sample of work. Gallery critiquing is very popular in creative industries such as art, design, fashion, etc. Like Ron Berger, we believe that, “If we can create a culture of excellence, then we can create a culture of feedback.” We can help our students learn how to better “own up to the work that regulates quality and effort.” We can scaffold peer assessment with clear criteria to provide “kind,” “specific” and “helpful” comments designed to support students’ growth and example work.

Alex Quigley (2013)

Technology Integration

Showbie is a powerful digital tool for feedback.

Showbie is a tool designed for feedback in mind. With Voice Notes, you can record concise audio feedback directly onto Showbie. According to research, students consider audio feedback to be clearer, more detailed and more personal than written. **Phone** Comments is a great feature for typing out actionable activities.

1 Instant
Voice recording is almost instant and reduces the time for students to act upon their feedback.

2 Workload
Teachers struggle to keep up with the demands of written feedback. Showbie recording reduces workload.

3 Precise
With voice, teachers can provide more detailed feedback. It allows for precision and depth.

Impact of Audio Feedback Technology (2017)

Jamie Clark Educational

Keep it Visible: Fonts

- Sans serif fonts are typically the best for one pagers.
- Be generous with spacing.
- No more than two complementary fonts (e.g., Arial and **Arial Bold** for emphasis)
- Use mixed case, not all CAPS.
- **Bold** vs. Underline vs. *Italics*

Times New Roman: Keep it Visible

EB Garamond: Keep it Visible

Arial: Keep it Visible

Droid Sans: Keep it Visible

Caveat: Keep it Visible

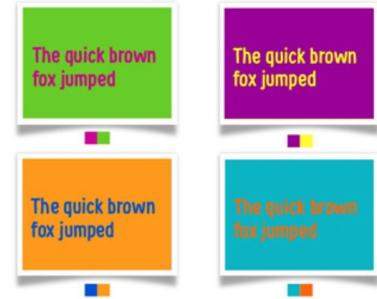
Comic: Keep it Visible

Cambria: Keep it Visible

Keep it Visible: Colors

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

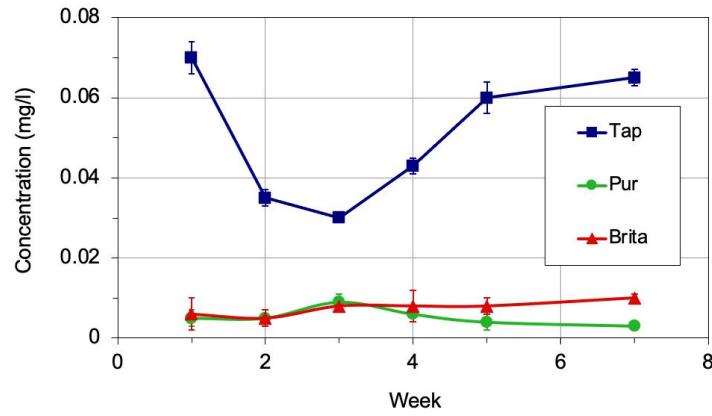
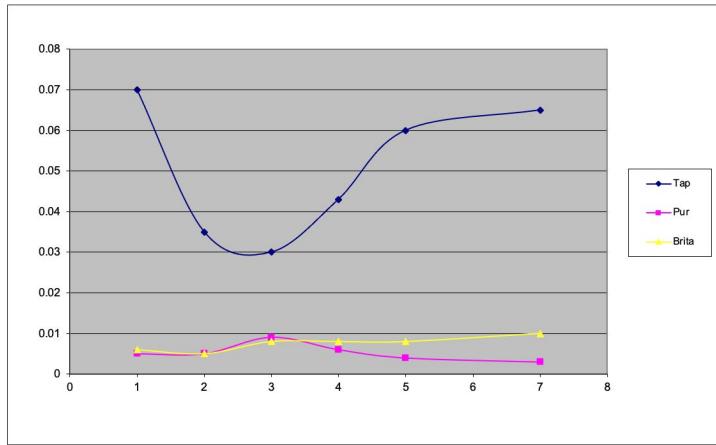
Complementary color combinations



Complementary colors | examples

[Visme Blog](#)

Graphics & Charts: Readability is Key



Which chart is more effective in a slide deck? What attributes should charts and graphs like these have to be readable in a presentation?

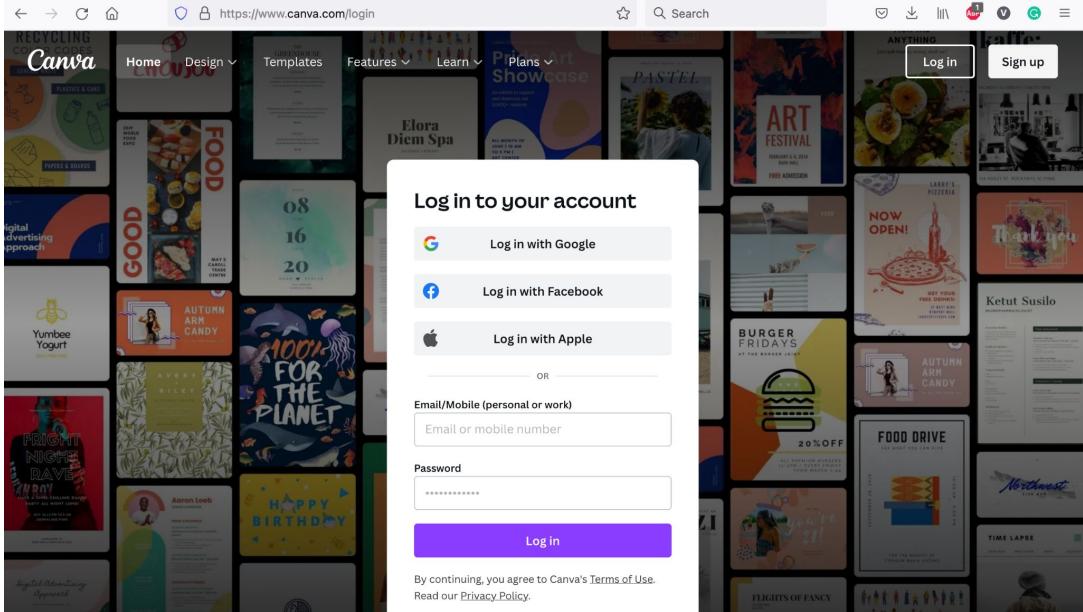
Data Privacy

- 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**

Getting Started with Canva

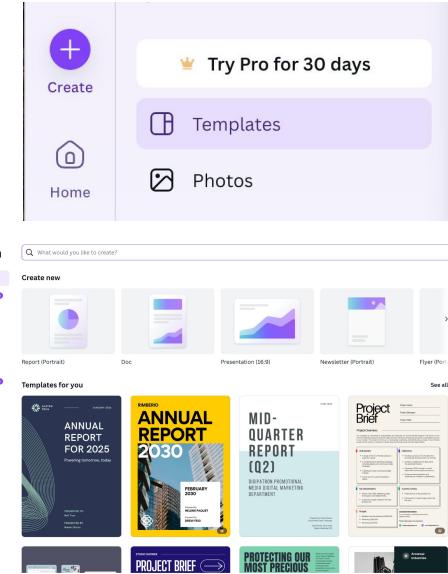
Sign up/Login

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



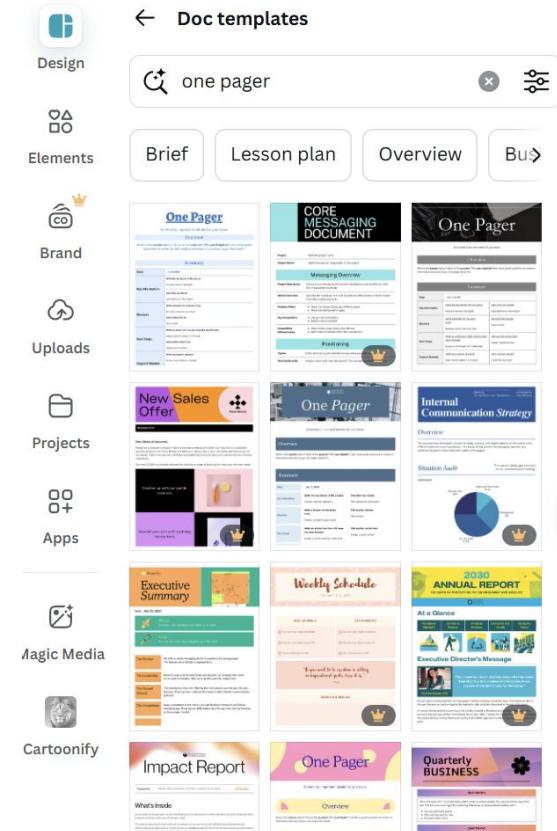
Starting Up...

- First, navigate to the “Create” button in the left toolbar.
- The Create a design pop up box shows template size options including Report, Doc, Presentation. Choose the “Report” option (8.5 by 11 inches).
- One pagers work best when presenting information through one direction, so it might help to size your canvas as being long vertically.
- It is best to limit your design to one page.



Pick a Template (1/3)

- One pagers work best when presented in a uniform style.
- Canva offers several one pager templates you can start from. In the left toolbar, select “Design” and navigate to the “Templates” section.
- Scroll through the options (templates with a crown in the right corner require payment to use).



Pick a Template (2/3)

- One pagers can have distinct sections as well as subsections.
- Look for templates that have distinct colors in the top and bottom of the document to support the structure of your document.
- Look for templates with subsections and sections.
- Place key information at the top and the actions items at the bottom.

The Bronx + Co.
DAILY REPORT BY THE MARKETING TEAM

STATS OVER THE PAST WEEK

AUDITOR'S REPORT

DIRECTOR'S OVERVIEW

Annual Impact Report

Helping others find happiness

Projects Details Outcome

Funding summary Acknowledgements

Pick a Template (3/3)

- Look for templates that include middle sections with subsections arranged horizontally or vertically.
- Look for templates with colored sections.
- Templates can be edited and repurposed to fit the user's needs.

ANNUAL IMPACT REPORT

Serving the community

MONTH AND YEAR

YOUR LOGO

"Here is where you can put a quote from either your organization or someone your organization has helped."

- FOUNDER

PROJECTS	DETAILS	OUTCOME
24 Key statistic highlighting your impact	Your project name goes here	Add a few details describing your project's goals <ul style="list-style-type: none">• What results did you obtain from your project?• Write them here
100 Key statistic highlighting your impact	Your project name goes here	Add a few details describing your project's goals <ul style="list-style-type: none">• What results did you obtain from your project?• Write them here
62 Key statistic highlighting your impact	Your project name goes here	Add a few details describing your project's goals <ul style="list-style-type: none">• What results did you obtain from your project?• Write them here

Funding summary

Donations	Government Funding	Grants
\$200,000	\$400,000	\$750,000

Hoping to help hello@reallygreatcompany.com

4. Compliance and Regulatory Adherence
This table tracks compliance with financial regulations and company policies.

Measurement Method	Target/Standard	Actual Value	Responsible Employee	Measurement Period
Number of compliance violations	0 violations	-----	-----	-----

5. Accounts Reconciliation Completion Rate
This table measures the percentage of account reconciliations completed on time.

Measurement Method	Target/Standard	Actual Value	Responsible Employee	Measurement Period
(Reconciled accounts / Total accounts due for reconciliation) * 100	> 98%	-----	-----	-----

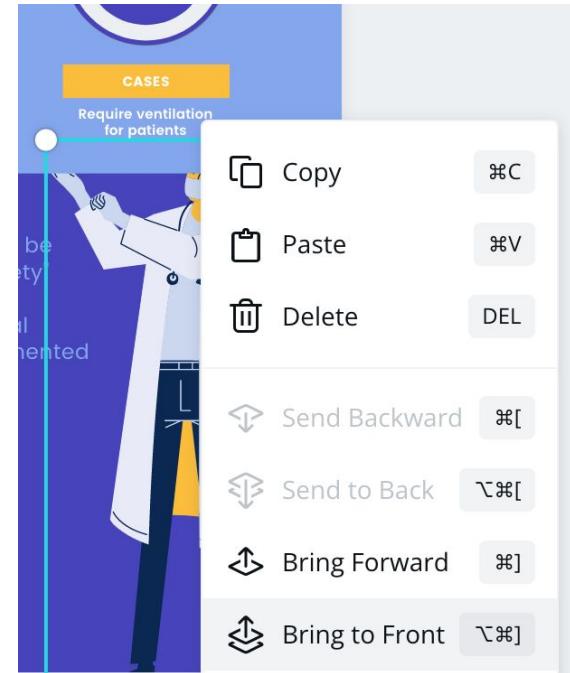
6. Cash Flow Forecast Accuracy
This table measures the accuracy of cash flow projections compared to actual cash flow.

Measurement Method	Target/Standard	Actual Value	Responsible Employee	Measurement Period
(Actual cash flow + Forecasted cash flow) * 100	> 95%	-----	-----	-----

Employee Signature	Employee Name	Approval By (Manager)	Approval Signature	Approval Date
-----	-----	-----	-----	-----

Layers

- Canva works by combining several graphic layers.
- Layers can be anything that shows up on the canvas—elements, charts, 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 (or use the key commands shown at right) →

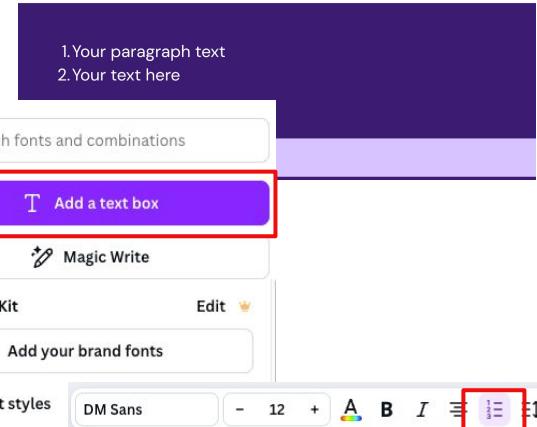


Footnotes and referencing

- Canva does not have an automatic footnote or referencing feature.
- In-text citations can be achieved with numbers and superscript formatting.
- Footnotes can be added by creating a new text box with text in a smaller font and positioning it at the bottom of the document.
- Automatic numbering can be used in the footnote text box.



Write a brief description of what your organization or nonprofit does here. You can also include any highlights that happened throughout the year.¹
These are the statistics as reported by the field.²



Optional: charts and graphs

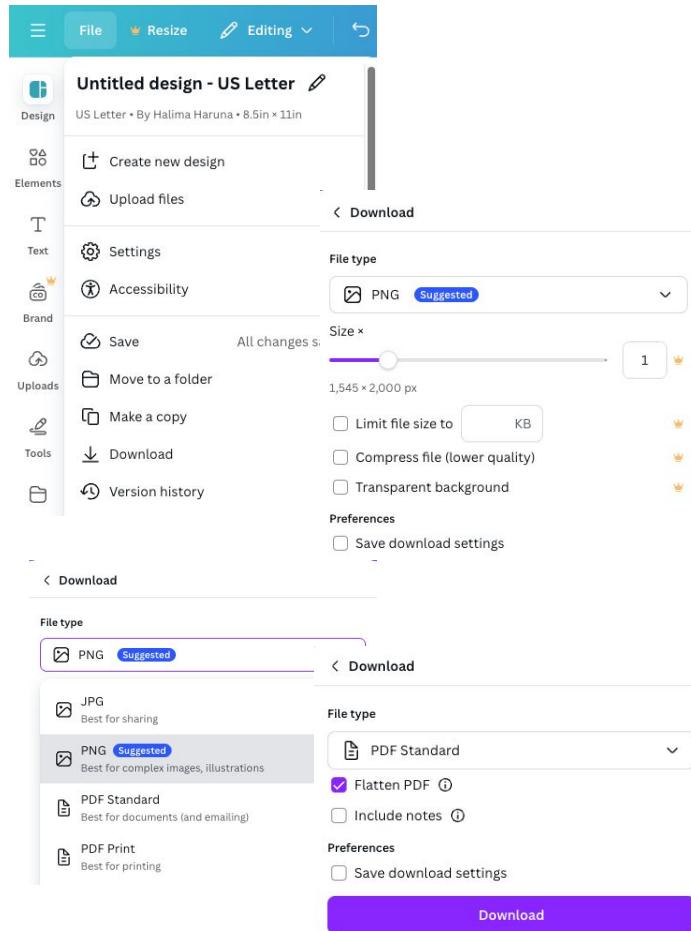
- Canva offers simple data visualization in the form of pie charts, bar charts, scatter plots etc.
- Find the best chart for your data. You can also switch the type of chart after you have entered in your data.
- On the left side editor panel, go to Apps, and search for “Charts.” Select the line drawn black and white bar chart.
- You can choose from multiple chart types.
- After you choose a chart, you can enter your data manually or import data.

The screenshot shows the Canva design interface. In the top left, there's a search bar with 'charts'. Below it, under 'Elements', there are three chart-related options: 'Charts' (selected and highlighted with a red box), 'Chart Plus', and 'AI Chart Maker'. Under 'Text', there are two black text boxes. Below that, under 'Brar' (likely a typo for 'Bar'), there's a dropdown menu set to 'Stacked row chart'. The main workspace shows a table titled 'Data' with three series: Series 1 (light blue), Series 2 (medium blue), and Series 3 (dark blue). The table has four columns: 'Label' (containing 'Item 1', 'Item 2', 'Item 3', 'Item 4') and three numerical columns (containing values 8, 12, 16; 8, 10, 10; 20, 24 respectively). A 'Customize' button is at the top right of the table. At the bottom, there are buttons for 'Import data', a download icon, and a trash icon.

Label	Series 1	Series 2	Series 3
Item 1	8	8	
Item 2	12	10	
Item 3	16	10	
Item 4	20	24	

Downloading files

- After completing your one pager on Canva, you can download the file as an image file (PNG) and a PDF file.
- Navigate to “File” in the top toolbar and select “Download” in the drop down box.
- You can choose between an image file (PNG) or a standard PDF file in the pop up box.
- Select Flatten PDF for PDF files.
- You cannot change the size of the document at this point.



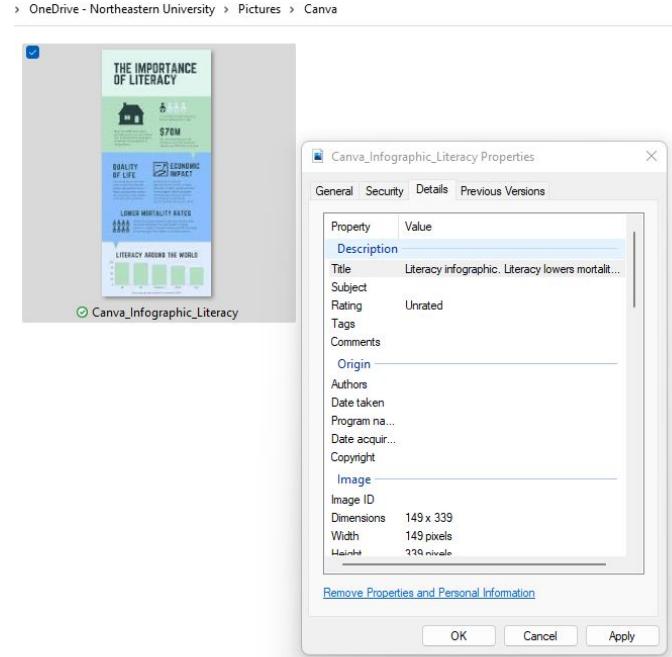
Alt-Text

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. You should add alt text to your one pager because 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.

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

Adding Alt-Text

- You can export your one pager 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 one pager.



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

More Tips & Info to
Consider:

Build a coherent argument or narrative

- Treat your one pager like any other form of argument, explanation, or narrative—be **intentional**, and **organize** your points chronologically or as ordered steps in a process.
- Put **main ideas front-and-center**, and consider having your points progress down orders of importance.
- Use **headings, signposts** or **sections** to orient your audience, i.e. pairing each point with numbers, shifting color gradients, etc.

Some more tips

- Draw up an outline or storyboard **before** you build the one pager.
- Have a specific and **clear title**.
- Use **carefully-proofed syntax and vocabulary**, and explain terms/jargon.
- Have **proper citations**.
- Don't mix too many visual types within your one pager. Keep a consistent font, color scheme, design, formatting, etc.

Demo

Activity

Try out the following:

- Search for a template for your one pager
- Customize the template with a color palette of your choosing
- Add a paragraph of your own research prose from your class project
- Add an in-text citation and footnote
- Share your draft with the instructor on Canva

Post-activity questions to think about

- What was your experience trying to condense your research for the one-pager?
- What tips/suggestions or difficulties did you have?
- What did you notice while you explored the functions in Canva?
- What functions were weird/tricky?
- How might you use Canva in the future?

For Further Exploration

DITI infographics handout

DITI accessibility handout

DITI data privacy handout

NULab Meet the Method: Canva

See also the Beginner's Guide, published by Canva

Thank you!

- Taught by Halima Haruna and Ayah Aboelela, DITI Fellows
- Developed by Javier Rosario, DITI Research and Teaching Fellow

- Course materials: bit.ly/su25-beerits-engw3304-canva
- For more information on DITI, please see: <https://bit.ly/diti-about>
- Schedule an appointment with us! <https://bit.ly/diti-meeting>
- To give us feedback: <https://bit.ly/diti-feedback>
- If you have any questions, contact us at: nulab.info@gmail.com

For Further Consideration: Accurately Representing Data in One Pagers

—Developed in collaboration with BARI

Data Presentation Tips

- **Create your own tables**, or make sure to use only images that are shared with permissions that support reuse—and always cite your sources!
- **Be sure to present your data *accurately***—be mindful that your charts, and graphs are scaled and structured to present data and conclusions *completely* and *correctly*.
- **Use visual representations of numbers**—this will help concretize abstract concepts.
- **Label judiciously**, but don't overwhelm the viewer with dense text.
- **Beware of trying to make too many points in one graphic**—focus on the big takeaways.

Limitations of Some Data Presentation Methods: Charts, Graphs, Diagrams, Maps

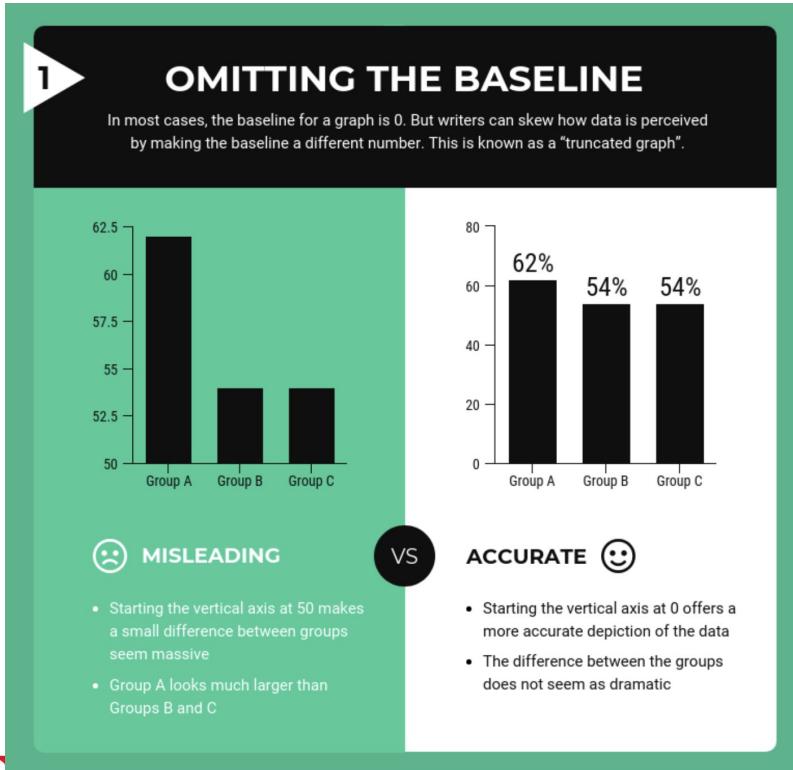
- The **structure** and **scale** of charts and graphs could be **manipulated** to amplify or diminish differences.
- **Different types** of graphs and charts work better for some types of data than others—for example, a pie chart and a line graph might not both be able to represent the same data accurately.
- A chart with **too much information** will be difficult to understand, but **too little information** could be an indication that data has been cherry-picked to support an argument.
- There is **limited space** in an infographic for in-depth analysis; nuances can be flattened and obfuscated.

Misrepresentation of Data

From D.B. Resnik, in the *International Encyclopedia of the Social & Behavioral Sciences*, 2001: “The concept of ‘misrepresentation,’ unlike ‘fabrication’ and ‘falsification,’ is neither clear nor uncontroversial. Most scientists will agree that fabrication is making up data and falsification is changing data. **But what does it mean to *misrepresent* data? As a minimal answer to this question, one can define ‘misrepresentation of data’ as ‘communicating honestly reported data in a deceptive manner.’”**

This [online book from The Data School](#) covers some common ways data could be misrepresented at multiple points in the process of gathering, analyzing, and presenting findings on data-based research.

Misleading axis representation



Consider these questions as you review the examples in this section:

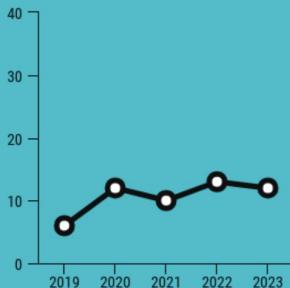
- What **commonalities** do you notice among the more misleading and more accurate versions of graphs and charts in these examples?
- How would you define “**accuracy**” in the context of data presentation? Why is that question essential to ask?
- In what **contexts** does it make the most sense to use these kinds of visuals to present data? Are there other times where they’re inappropriate? How so?

Manipulating data and graphs

2

MANIPULATING THE Y-AXIS

Expanding or compressing the scale on a graph can make changes in data seem more or less significant than they actually are.



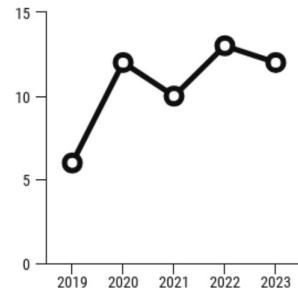
:(MISLEADING

- The scale is disproportionate to the data, making the change over time seem small

VS

ACCURATE 😊

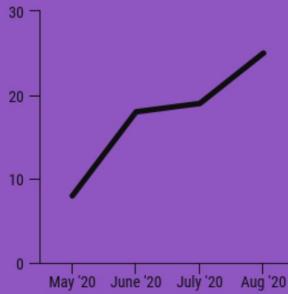
- The scale is proportionate to the data, showing a greater change over time



3

CHERRY PICKING DATA

Writers may only include certain data points on their graphs to reinforce their narratives. This can create a false impression of the data.



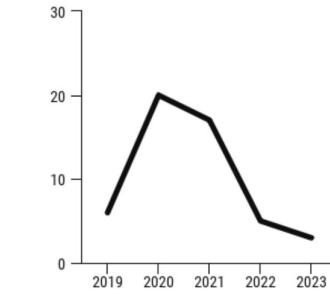
:(MISLEADING

- Only a few months out of the year are graphed, depicting an upward trend

VS

ACCURATE 😊

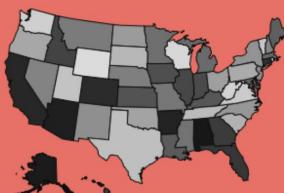
- A much wider date range is graphed, revealing an overall downward trend
- This graph shows the bigger picture



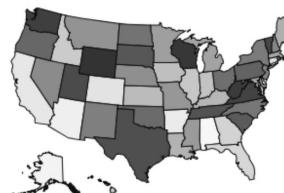
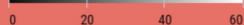
Using the wrong graph and convention

5 GOING AGAINST CONVENTIONS

Over time, we have developed standards for how data is visualized. Flipping those conventions can make a graph confusing or misleading to readers.



Individuals per km



Individuals per km



😊 MISLEADING

- Normally, darker shades are associated with density on a map but here, dark has been used to depict lower population density
- This graph can confuse and mislead readers, who expect dark to represent a higher population density

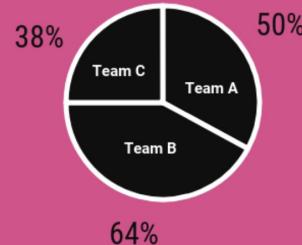
VS

😊 ACCURATE 😊

- This map follows the convention of using lighter shades for lighter density and darker shades for higher density
- Readers will intuitively know how to interpret the data

4 USING THE WRONG GRAPH

The type of graph you use should depend on the type of data you want to visualize. Using the wrong type of graph can skew the data. Writers will sometimes use the wrong type of graph on purpose.



64%

38%

50%

😊 MISLEADING

- Pie charts are used to compare parts of a whole, not the difference between groups
- A different type of graph should be used to compare the three teams

VS

😊 ACCURATE 😊

