

*I found visual hierarchy to be the most useful design principle because it helped guide the viewer's attention to the most important information on each slide. The easiest part of Canva was using the pre-made layouts and color palettes, which made the design process faster and more consistent. The hardest part was balancing content and white space without overcrowding the slides. Through this project, I learned that visual communication is about more than just aesthetics – it's about making information clear, engaging, and easy to understand. I also learned how design choices can influence how a message is perceived.*