Task: Create a social media Post

Social Media Post:

Project Flow

To accomplish this, we have to complete all the activities listed below

1. Branding Guide:

• Beforewestartcreatingthesocialmediapost, let's establish the brandingassetsforthe

college fest.

• Decideonthecolors, fonts, and logothat representtheevent'stheme.

2. Login to Canva

• Ifyoudon'thaveaCanvaaccount,signupforafreeone.

• Onceloggedin,clickon "Createadesign"andselect "Customdimensions."

• Enterthedimensionssuitableforthesocialmediaplatformyouplantoposton.For

example, for Instagram, you can use 1080px by 1080px for a square post.

3. Choose a Template or Start from Scratch:

Browse through Canva's available templates or start with a blank canvas, depending on

your preference.

4. Add College Fest Details:

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Creating a Social Media Post for College Fest using Canva

● Include the name of the college fest prominently at the top of the post.

Add the date, time, and location of the event, making sure it is easily readable.

5. Customize the Design:

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Modifythetemplate'scolorschemeandfontstylestomatchthecollegefest'sbranding.

Ifstartingfromscratch, applythechosencolorsandfontstothebackgroundandtext

elements.

6. Visual Elements:

• Enhancethepostwith relevantvisualssuchasicons, illustrations,orimagesrelatedto

the fest's theme.

• UseCanva'sdrag-and-dropfeaturetoaddanygraphicalelements that representthe

activities or attractions at the event.

7. Emphasize Key Information:

• Uselargerfontsizesorboldformattingtohighlightessentialdetailsliketheheadlineor

event name.

• Ensurethattheeventdateandtimeareclearlyvisibleandstandoutfromtherestofthe

content.

8. Call-to-Action (CTA):

Includeaclearandconcisecall-to-action, suchas"Joinusforanunforgettable

experience!" or "Get your tickets now!"

• UsecontrastingcolorsfortheCTAbuttonortexttomakeiteye-catching.

9. Review and Refine:

●

Proofread the content, double-check for any errors, and make necessary revisions.

Ensure that all the essential information is included and that the design is visually

appealing.

10. Export and Share:

• Onceyouaresatisfied withthesocialmediapost,clickonthe"Download" buttonand

choose the appropriate file format (e.g., JPG or PNG).

• Sharethepostonthecollege'sofficialsocialmediachannelsoranyrelevantplatforms.

Milestones

Milestone 1

Step 1: Decide the Fonts

• LogintoyourCanvaaccount.

• Clickonthe"Createadesign"buttononthe Canvahomepagetostartanewproject.

• Choosetheblankcanvasforustotestdifferentfonts.

• Onceyou'reinsidethedesigneditor,clickonthe"Text"tabontheleft-handside.

• Alistofavailablefontstyleswillappear.Youcanscrollthrough this listtoseethe

different fonts available in Canva.

• Youcanalsousethesearch baratthetopofthefontlisttotypeinspecifickeywords

and find fonts related to your theme or topic. For example, you can search for "modern,"

"formal," "handwritten," etc., to find fonts that match your desired style.

Step 2: Decide the Colors (using colors.co)

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Usethecolorpickertoapplythecolorsfromyourbrandingguide.

ChangethefontstylebyselectingfromCanva's "Text" options.

\*\*if you prefer to design from scratch, add your colors to the blank canvas

SteApply Branding Assets.

Uploadyourcollege'slogousing"Uploads andplaceitonthecanvas. Ensurethecolorsandfontsalignwithyourbrandingguide.

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Milestone 4

Step 1: Add College Fest Name

•Ifusingatemplate,locatethesectionwherethetitleorheadingisplaced. ReplacetheplaceholdertextwiththenameofyourCollegeFest.

• Customizethefont,size,andcolorofthetexttomakeitprominentlystandout.

Step 2: Insert Date, Time, and Location

FindasuitablespaceontheposttoaddtheCollegeFestdetails.

• Clickonthe"Text"tabandchooseanappropriatetextstyle.

• Typeinthedate,time,andlocationoftheevent.Forexample, "Date:[InsertDate], Time: [Insert Time], Location: [Insert Location]."

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Milestone 5

Step 1: Modify the Template's Color Scheme, Font Styles, and Background Color Scheme:

Selectthe"Colors"taboroptioninthedesigneditor.

• ChooseacolorschemethatalignswithyourbrandingthatwecoveredinMilestone1 • Customizetheprimarycolor,secondarycolor,andaccentcolorsusedinthetemplate.

• Ensurethattheselectedcolors providegoodvisibilityandreadabilityofthecontent.

Font Styles:

•Accessthe"Text"or"Fonts"sectioninthedesigneditor.

• ChooseafontstylethatalignswithyourbrandingthatwecoveredinMilestone1

• Considerusingacombinationoffontsforheadings,subheadings,andbodytext.

• Ensurethatthefontstylesyouchooseareclear, legible,andappropriateforthecontent.

Background:

Search for Elements > Type Background in the search bar

Select a background style that complements your presentation's theme.

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• Choosefromsolidcolors,gradients,patterns,orevenuploadyourownbackground

image.

• Ensurethatthebackgrounddoesn'toverpowerthecontentandmaintainsvisual

harmony.

Relevant Graphics:

• Explorethe"Elements"or"Graphics"sectioninthedesigneditor.

Searchforrelevantgraphics,icons,orillustrationsrelatedtoyourpresentationtopic.

Draganddropthedesiredgraphicsontotheslides.

• Resize,position,andalignthegraphicsasneededtoenhancethevisualappealand convey information effectively.

Milestone 6

Visual Elements:

• Enhancetheslideswithvisuallyappealingelementssuchasicons,illustrations.or images.

• UtilizeCanva'sdrag-and-dropfeaturetoeasilyaddtheseelementstoyourslides.

• Considerusingdiagrams,flowcharts,orchartstoillustratethestepsorprocesses involved in each milestone.

•Ensurethatthevisualsarerelevant,clear, andsupportthecontentofyourpresentation.

Milestone 7

Consistent Formatting:

• Maintainconsistencyinfontsizes,colors,andalignmentacrossallslides. • Chooseafontstyleandsizethatiseasilyreadableforyouraudience.

Useaconsistentcolorschemethroughoutthepresentationtocreatevisualharmony.

Ensurethattextandotherelementsareproperlyalignedandspacedforacleanand

professional look.

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Milestone 8

Step 1: Add Call-to-Action Text

• Ifusingatemplate, identifythesectionwheretheCTAwillbeplaced.

• Clickonthe"Text"tabandchooseatextstylethatstandsout.

• TypeinaclearandcompellingCall-to-Action,suchas "Joinusforanunforgettable experience!" or "Get your tickets now!"

Step 2: Customize CTA Text Color

Select the CTA text to activate the text editing options.

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• Chooseacontrastingcolorthatcomplements theoveralldesignandmakestheCTAtext stand out.

• AdjustthefontsizeifnecessarytoensuretheCTAiseasilyreadable.

Step 3: Add a CTA Button (Optional)

•Ifyouwanttocreateaneye-catchingCTAbutton,gotothe Elements tabandselect

"Buttons."

• ChooseabuttonstylethatfitsyourdesignandcomplementstheCTAtext. • Placethebuttonnearthe Call-to-Actiontext.

Step 6: Customize CTA Button Color

• SelecttheCTAbuttontoactivatethecustomizationoptions.

• Chooseacontrastingcolorforthebuttonthatgrabsattentionandmakesitvisually appealing.

• Adjustthebuttonsizeifneededtomaintainbalancewithinthedesign.

Video Reference for Milestone 8-https://youtu.be/LAKERLIOykA

Milestone 9

Review and Refine:

• Proofreadthecontentofyourslides,checkingforanyspellingorgrammaticalerrors. • Reviewtheoverallflowofyourpresentationtoensurethatiteffectivelyconveysthe desired message.

• Makeanynecessaryrevisionstoimprovetheclarity,coherence, andimpactofyour slides.

• Seekfeedbackfrompeersorcolleagues,ifpossible,togainadditional perspectivesand refine your presentation further.

Milestone 10

Step 1: Finalize Your Social Media Post Design

Ensure that you are satisfied with the layout, graphics, text, and overall design of your social media post in Canva.

Step 2: Click on the "Download" Button to downlode .

• InCanva,locatethe"share"button,usuallyfoundatthetop-rightcornerofthescreen after you click on share.

• Clickonthe"Download" buttontoopenthedownloadoptions.