

DESIGN SCHOOL WORKSHOP THREE

Backgrounds, Shapes & Layouts

Canva

Why backgrounds, shapes, and layouts matter



BACKGROUNDS take a blank canvas and set the stage for your design. An effective background, whether it's an image or thoughtful manipulation of white space, will create visual appeal and harmony.



SHAPES are versatile tools in your Canva tool kit. Be creative and use these elements as an alternative to photographic images to create visual flair in your layouts.



LAYOUT DESIGN draws upon an understanding of alignment, white space, and hierarchy. A sound grasp of these principles will allow you to create beautiful compositions of graphics and text.

TODAY'S Agenda



Backgrounds



Shapes



Layout Design



Brilliant Backgrounds

MARRY TEXT AND IMAGES

Consider the empty space



Identify the empty spaces in your photos and add text to those areas.

MARRY TEXT AND IMAGES

Using transparency




Make your text pop by adjusting the transparency of your image.

MARRY TEXT AND IMAGES

Work with image features



By resizing and adjusting the placement of your images, you can work with specific photo features to place your text in creative ways.

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BRILLIANT BACKGROUNDS

Utilize contrast



Difficulties are just things to overcome.

ERNEST SHACKLETON (1874 – 1922)

When using photos as backgrounds, choose ones which provide sufficient space and appropriate coloration to contrast against your text.

BRILLIANT BACKGROUNDS

Use borders with text



Adding borders around text can help frame and bring focus to the message in your design.

BRILLIANT BACKGROUNDS

Create your own textures



By resizing an image within your grid, you can use a texture within the image itself as your background.

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CREATIVE BACKGROUND TOOLS

Use blocks of color



Adding a solid colored square can provide a clear backdrop for the message you want to communicate in your design.

CREATIVE BACKGROUND TOOLS

Blur your backgrounds



Choose a photo with rich textures and then adjust the blur on the image so that you can place text on top that stays sharp and readable.

CREATIVE BACKGROUND TOOLS

Desaturate your images



By decreasing the saturation in your images, you can create distinct contrast by overlaying bright and bold text.

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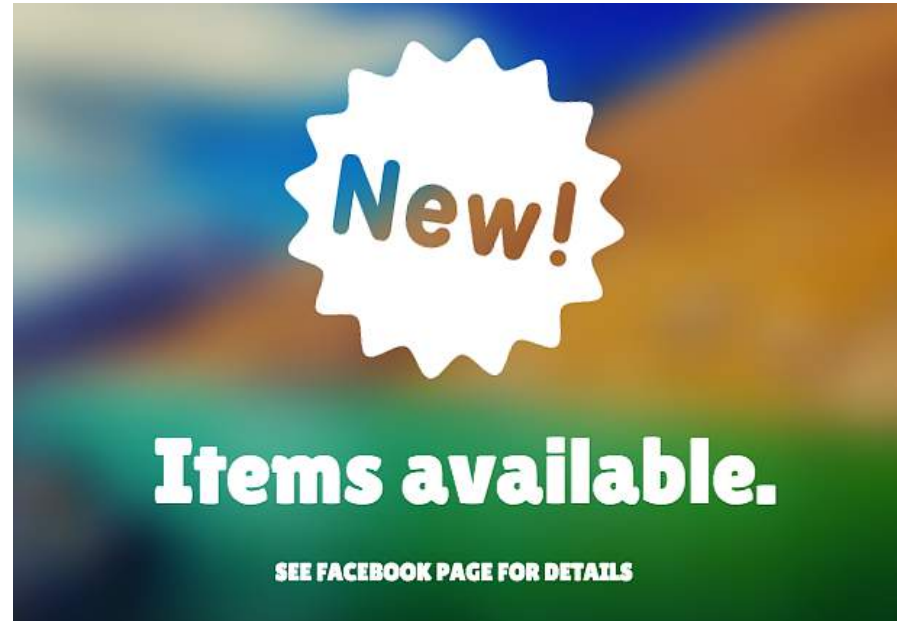




Shapes

DESIGNING WITH SHAPES

Resizable squares and circles



With resizable squares and circles you can draw emphasis to certain components of your text or provide interesting framing.

DESIGNING WITH SHAPES

Use shapes to highlight text

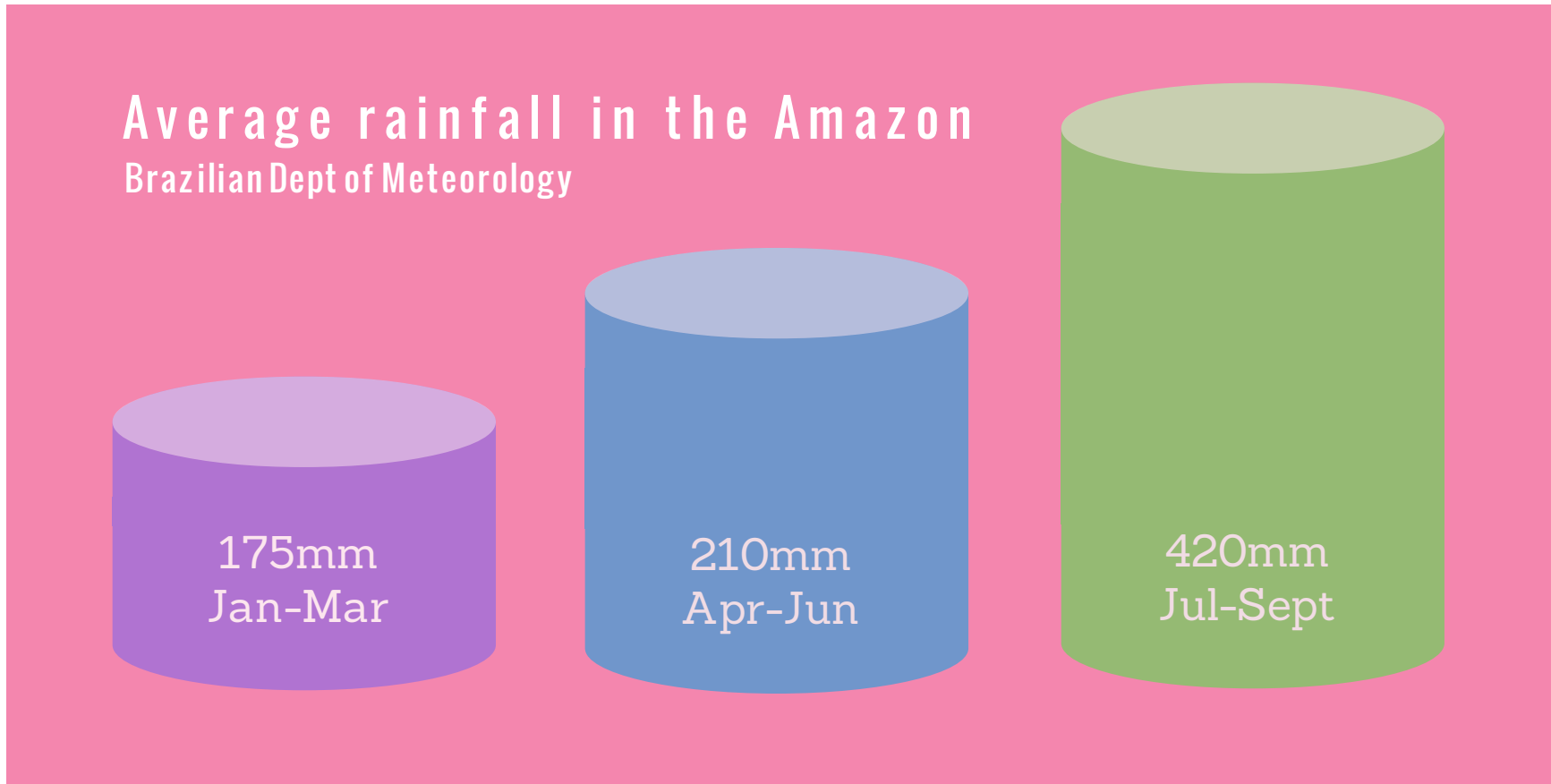


Go beyond squares and circles and opt for interesting shapes that draw attention to important text elements on the page.

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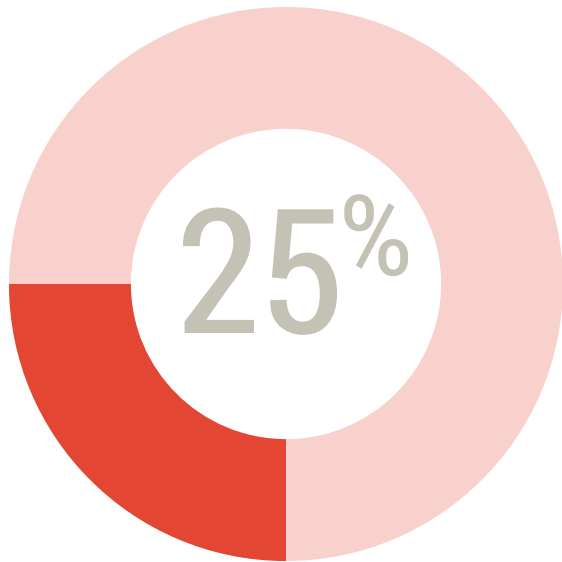


Use infographics to represent data

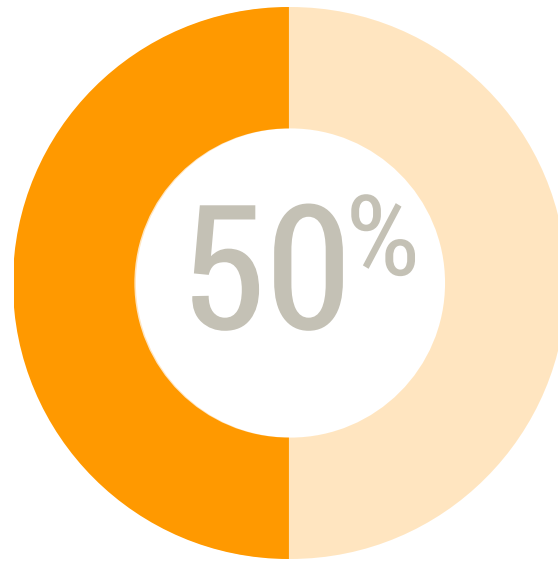


By adding infographics to your presentations, you can add visual interest to otherwise dry statistical information.

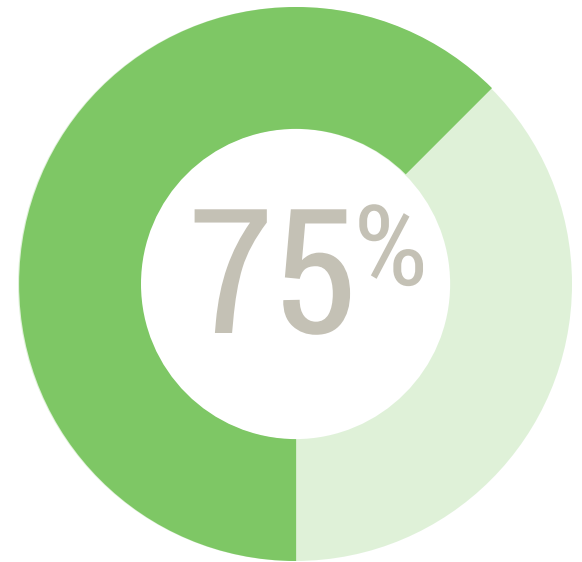
Use infographics to represent data



2013



2014



2015

Meadow Public High School graduation rates

Infographics can also serve to present complex information and relative data points in a way that can be quickly and clearly understood.



STARTING WITH SCALE

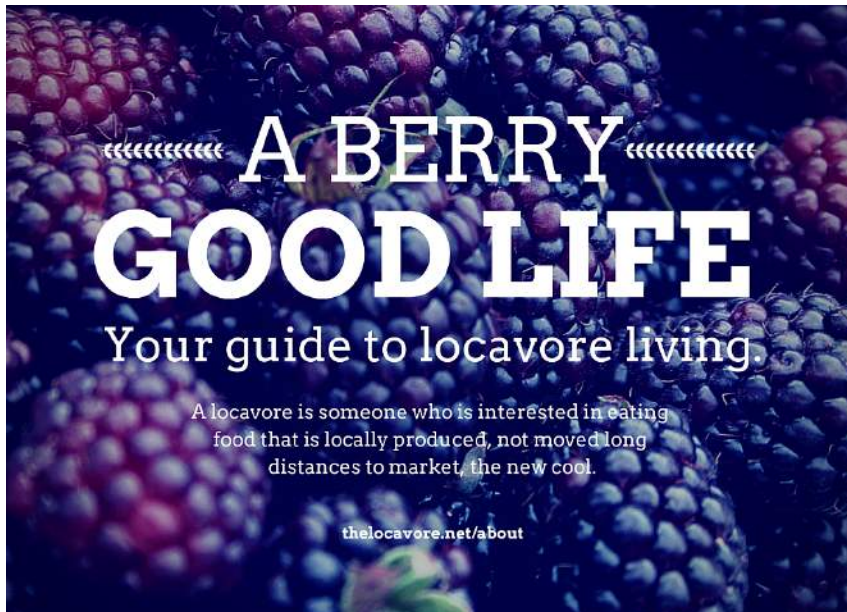
Consider the text size



Adjusting the scale of your text will help you enforce specific elements or sentiments of your message.

STARTING WITH SCALE

Consider the image size



Enlarge your images to bring additional emphasis to the content that's conveyed in your text.

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Layout Design

THE ART OF ALIGNMENT

Center the elements on the page



Whether you're working with shapes or text, you can center the elements on the page to create a clean and focused design.

THE ART OF ALIGNMENT

Use consistent margins



Use the same margin spacing around your text to maintain balance and consistency in your design.

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WORKING WITH WHITE SPACE

Create clarity and emphasis

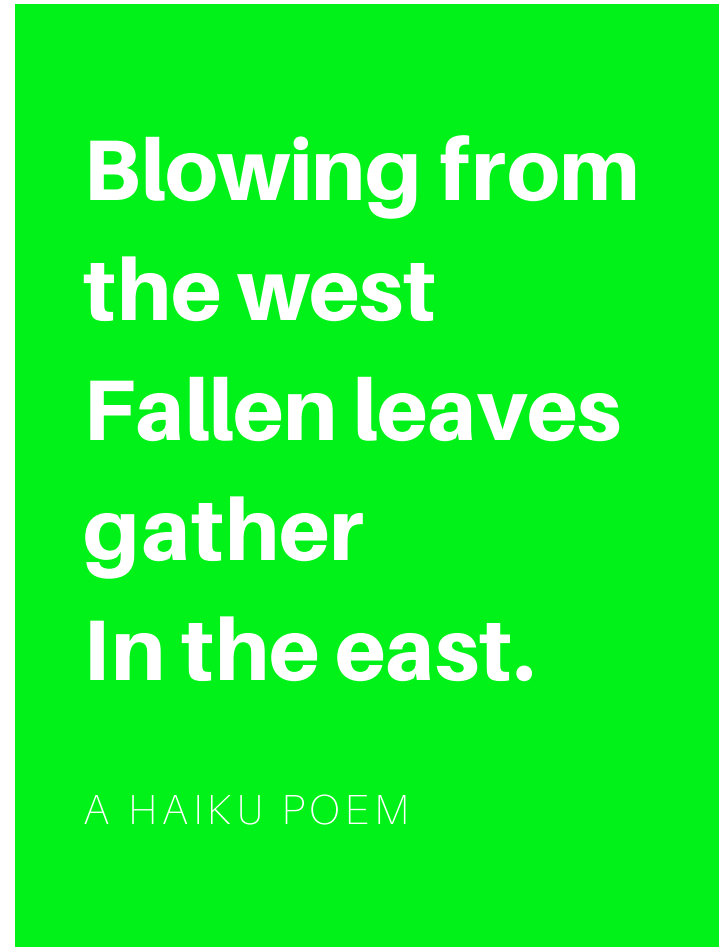


White space can be an effective way to draw attention to an element on the page or clarity to your text.



WORK WITH THE WHITE SPACE

Use color to create white space



White space doesn't have to be white. Use color to bring pop to your images or text.

HARNESSING HIERARCHY

Use text hierarchy



With variable sized text, you can create more dominant elements which attract the eye first, followed by smaller subtitle and body text that should be read later.

HARNESSING HIERARCHY

Use color and type treatments



Use fonts and text colors that embody the message you're conveying, like with the playful "Waffles" typeface or the "Tennis season" varsity lettering.

HARNESSING HIERARCHY

Contrast large and small images



Bring emphasis to an image by enlarging it and contrasting it against several other smaller images.

Proceed to tutorial ▶