



Content creation process and graphic design

Objectives:

- To get participants familiar with the basic principles of graphic design
- Get participants familiar with the online design tool [Canva](#)
- Get participants to experience the process of content creation

Pre-workshop tasks:

- Prepare [Miro board](#)
Note: To use Miro in the workshop, the facilitators will have to create a Miro board similar to the board linked above. [This video](#) provides a guide to using Miro for workshops.
- Get the [slides](#) ready
- Get the following activity sheets ready for reference
 - [Energizer on design](#)
 - [I used to think . . . and I now think . . .](#)
- Get the empty canva boards ready for group collaboration. Watch [this video](#) to learn about using Canva for collaborating on designs.

Facilitator Notes:

- *If you are using a whiteboard tool such as Miro, make sure that the participants are familiar with it. You can do a brief 20-30 minutes session on Miro at the beginning of the workshop, and then proceed with the workshop's flow.*
- *In case it's not possible for you to use such tools, you can adapt all the uses of Miro in the lesson with the use of Sticky notes and newspaper papers in a physical workshop.*
- *Delivering this workshop requires a certain level of content related knowledge from the facilitator's side. Please refer to the relevant resources under "**theme 2: Creating Digital Contents**" of the toolkit to learn the stuff you find unfamiliar in this guide.*

Tools used:

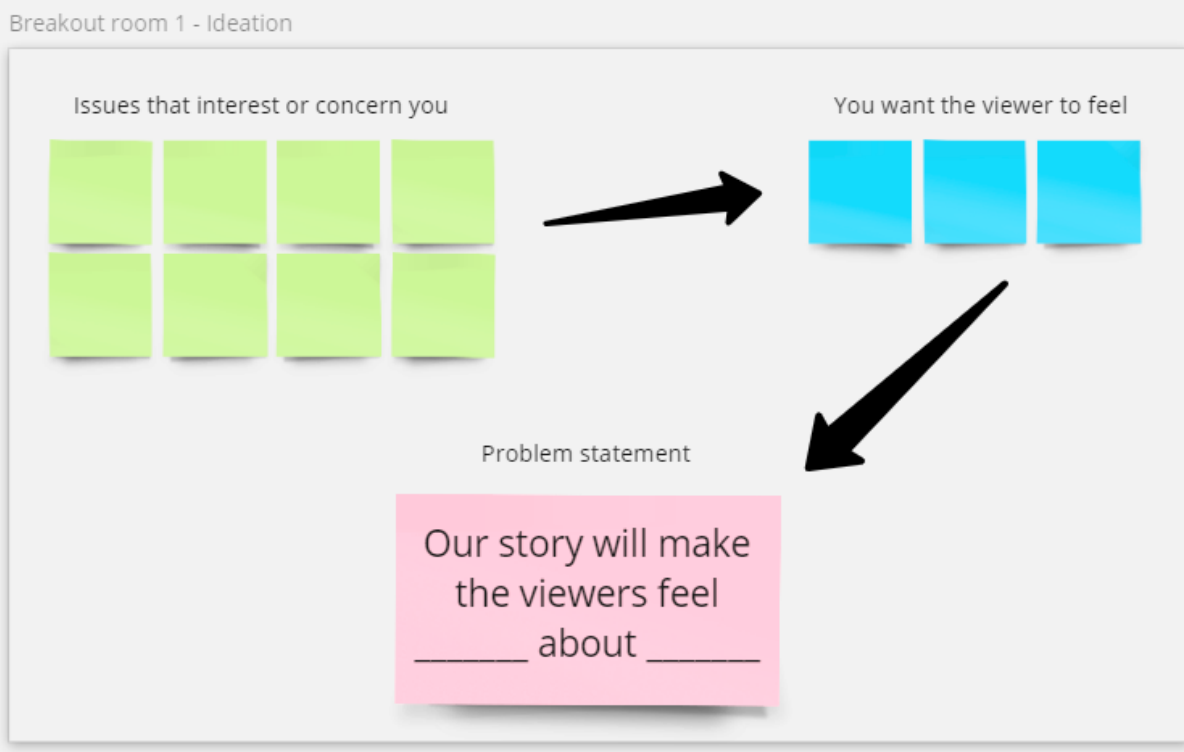
- [Miro](#)



Flow:

Topic	Objectives	Description
Energizer 10/10 mins	<p>Get participants to think critically about designs</p> <p>Get participants curious about design elements</p> <p>Get participants interacting with their peers</p>	<p>Start with the facilitator's introduction.</p> <p>To start on a fun note, start with an energizer that is linked to graphic design. Distribute participants into groups of four to five each.</p> <p>Present screen and show the Miro frame where they will be working on the energizer. Explain the activity and share the link. They will have 10 minutes to do this activity in groups.</p> <p><i>Facilitator note: Refer to this activity sheet to learn more about it</i></p> <p>Once they are done, present screen to show the Miro frame and go through the responses. Ask questions to groups if necessary.</p>
Elements of graphic design 15/25 mins	<p>Make participants aware about the design elements</p>	<p>Facilitator - You just analyzed some sample designs and picked some important aspects of good design. Let's have a closer look at the basic design principles.</p> <p>Present slides containing the basics of design elements. Talk about the following design principles in brief:</p> <ul style="list-style-type: none">● Color● Balancing visual weight● Font● Hierarchy <p>To prevent the delivery from being one-sided, ask participants to give their opinion on the sample designs presented for each of the four principles above. In this part the facilitator needs to create a balance between engagement and time. Make sure each of the four topics doesn't consume more than 3-4 minutes.</p>



		<p>Facilitator notes: Refer to these resources to learn more on this topic:</p>
<p>Ideation 10/35 mins</p>	<p>Get participants to develop ideas for the design</p> <p>Get participants to narrow down on what they want to work on</p>	<p>Present your screen and show the participants the Miro board where they will be working.</p>  <p>Breakout room 1 - Ideation</p> <p>Issues that interest or concern you</p> <p>You want the viewer to feel</p> <p>Problem statement</p> <p>Our story will make the viewers feel _____ about _____</p> <p>Explain the structure of the activity as shown above.</p> <ul style="list-style-type: none">• The arrows indicate the sequence of the notes to be worked on• First participants come up with a few topics that interest them• Next, they decide what emotions and thoughts they want to evoke in the viewer• By merging the two points so far, they create their problem statement by filling the blanks in the final note <p>Share the link. Participants have 7 minutes for this activity so urge them to not be too critical of their ideas and encourage them to think freely.</p>



		Once they are done, present screen and take 2 minutes to go through the ideas generated by other teams. Comment on the ideas as you do so.
Explore Canva 15/50 mins	Participants learn the basic tools of Canva	<p>Introduce Canva to participants. Present screen and give them a brief tour of the interface. Share the link to Canva.</p> <p>Focus on the following features:</p> <ul style="list-style-type: none">● Inserting elements and text● Changing color, shape and size of elements, text and fonts● Selecting multiple objects and aligning them● Dragging objects <p>After demonstrating each feature, give them a minute to try it. At the end, ask if they want any features or tools to be explained again. Give a quick recall if needed.</p> <p>Before they begin creating, inform them that we want to keep things simple for this workshop as most participants are new to this. So ask them to use only the following:</p> <ul style="list-style-type: none">● Graphic illustrations● Text templates● Background color <p><i>Facilitator notes: Refer to this video to learn more</i></p>
Prototyping 15/65 mins	Participants apply the design principles using tools in Canva Participants experience online collaboration to create design	<p>Participants now work on their designs. Share the links to the common Canva boards for each group. Emphasize on the following before getting started:</p> <ul style="list-style-type: none">● Distribute work among themselves while working on the same design● Discuss freely with team members● Refer to the ideation plans to get clarity while creating <p>Give them ten minutes for this activity.</p>
Feedback	Participants analyze designs and provide feedback	Inform participants that we will now be doing a round of feedback. The facilitator presents the work of each team and the other teams will mention one thing they liked and one



10/75 mins	Participants evaluate the feedback and reflect on their design	thing that can be improved. <i>Facilitator notes: Keep emphasizing the importance of feedback so that all designs receive a good amount of feedback. Usually the designs at the beginning receive a lot of feedback and the ones at the last receive few.</i>
Iteration II 10/85 mins	Participants improve their design based on the feedback	Ask participants to revise their designs based on the feedback. Emphasize that they won't have to accept all the feedback. If they think any feedback is valid, they can implement it or else they can ignore the feedback. Give them 8 minutes for this activity. Once the activity is over, one representative from each group will present their work to all people there so ask each group to choose a representative while they work on the second iteration.
Sharing and Reflection 10/95 mins	Participants share their learning experience Participants reflect on their learning	Present screen and ask a member from each team to briefly speak about their creation. Mention clearly that each person gets no more than a minute. Be strict with time here and interrupt participants once the time is up. Present the TMPI slide and ask participants to connect each stage of the cycle with an activity they did today. Build on their responses and explain how TMPI can be used in any act of creation. Finish the session with a reflection using the thinking routine I used to think... And I now think... <i>Facilitator note: Refer to this activity sheet to learn about this activity in detail.</i>