

Design to Nourish: Canva 101 for Food Sector Storytelling

Postcards | Infographics |
Magazine Layout



Today's Mission

- Create a Canva account + explore tools
- Design 4 Postcards (text + image)
- Design 4 Infographics (educate with visual data)
- Combine into a magazine-style portfolio
- Leave with a powerful digital artifact



Design is Storytelling

Protest Sign:

Social Media Post

Infographic Stat

Bitcoin Ad on Desktop

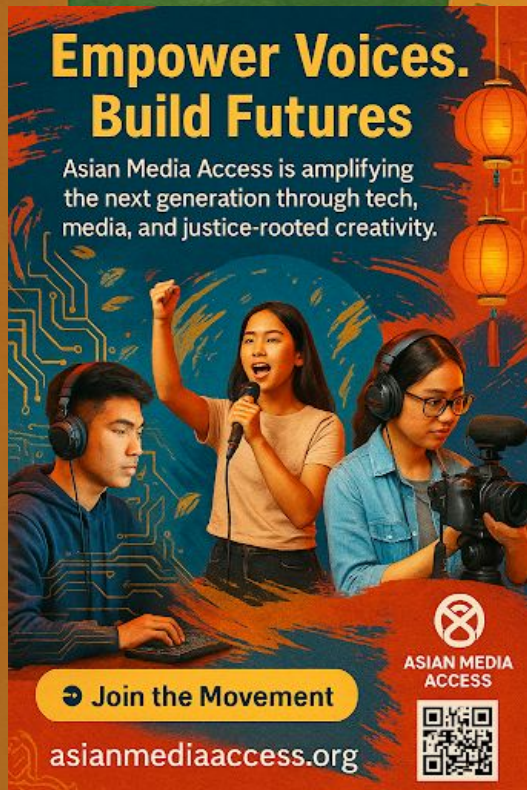


Postcards: Design with Impact

One image + one idea

Short, clear message

Designed to grab attention + inspire action



Postcard Recipe

- ❑ Visual Focus
- ❑ Message: 6-10 words
- ❑ Alignment + Spacing
- ❑ Contrast (bright on dark, dark on bright)
- ❑ Font Pairing:
 - ❑ Header: **Bebas Neue or Montserrat Extra Bold**
 - ❑ Subtext: Lato or Mulish

Use 2- or 3-color palette only (for cohesion)



Let's Build One!

Open Canva

Choose template

Upload or generate visual

Add bold text box

Position + Export

Style Tip Box:

- ✓ Use margins
- ✓ Don't overcrowd
- ✓ One idea per card



Message Ideas

Composting: Rot to Rise
Again

Aquaponics: Water is
Memory

Food Justice: Land Back,
Snack Back



Your Turn: Design #1

Prompt: Choose a phrase + image and design your first postcard.

- ☐ Canva template selected
- ☐ Image Added
- ☐ Message Added
- ☐ Color Contrast Adjusted
- ☐ Export Ready?



Your Postcard Mission

As an agency team, your task is to create **4 unique postcards**:

- Each one should include a compelling image + clear message
- You can remix templates, but keep your tone consistent
- Align each postcard with your team brief's **goal and audience**

- ❑ Canva template selected
- ❑ Team message clear
- ❑ Visual contrast strong
- ❑ Exported as PNG or PDF



Infographics: Visual Explanations

- They turn **complex info** into **easy visuals**
- Great for stats, how-tos, systems, comparisons
- Ideal for topics like:
 - How compost breaks down
 - Why food deserts exist
 - Farm-to-table journeys



Choose Your Infographic Format

- 1 How to steps (e.g., 5 Steps to Compost)
- 2 Timeline (e.g., History of Food Justice)
- 3 Flowchart/Map (e.g., What Happens to Food Waste?)
- 4 Statistical Comparison (e.g., Store-bought vs. Homegrown)



Infographic Design Tips

🧭 Clear flow: Left→Right or Top→Bottom

🎨 Use icons or illustrations (not photos)

🧠 Use headlines for each section

📏 Maintain spacing + consistency

🧩 Break up info into digestible chunks

Style Tip Box:

✓ Use Canva's "Infographic" templates

✓ Customize to fit your story

✓ Leave whitespace—it helps!



Live Demo: Canva Infographic

Visual Steps:

1. Click “Infographic” in Canva templates
2. Choose a simple layout
3. Replace icons + text to match food sector idea
4. Adjust colors to match your postcard theme

Visual Style:

- Use bold header row, calm color blocks for info sections
- Stick to 2–3 icons per section



Your Infographic Mission

Create **4 educational infographics**:

- Use icons, clear flow, and powerful stats or how-to steps
- Keep them audience-appropriate (based on your brief)
- Each infographic can match a postcard or stand on its own

- ☐ Data or Message is Accurate
- ☐ Layout is Readable
- ☐ Constraint is integrated (if assigned)
- ☐ Exported and saved

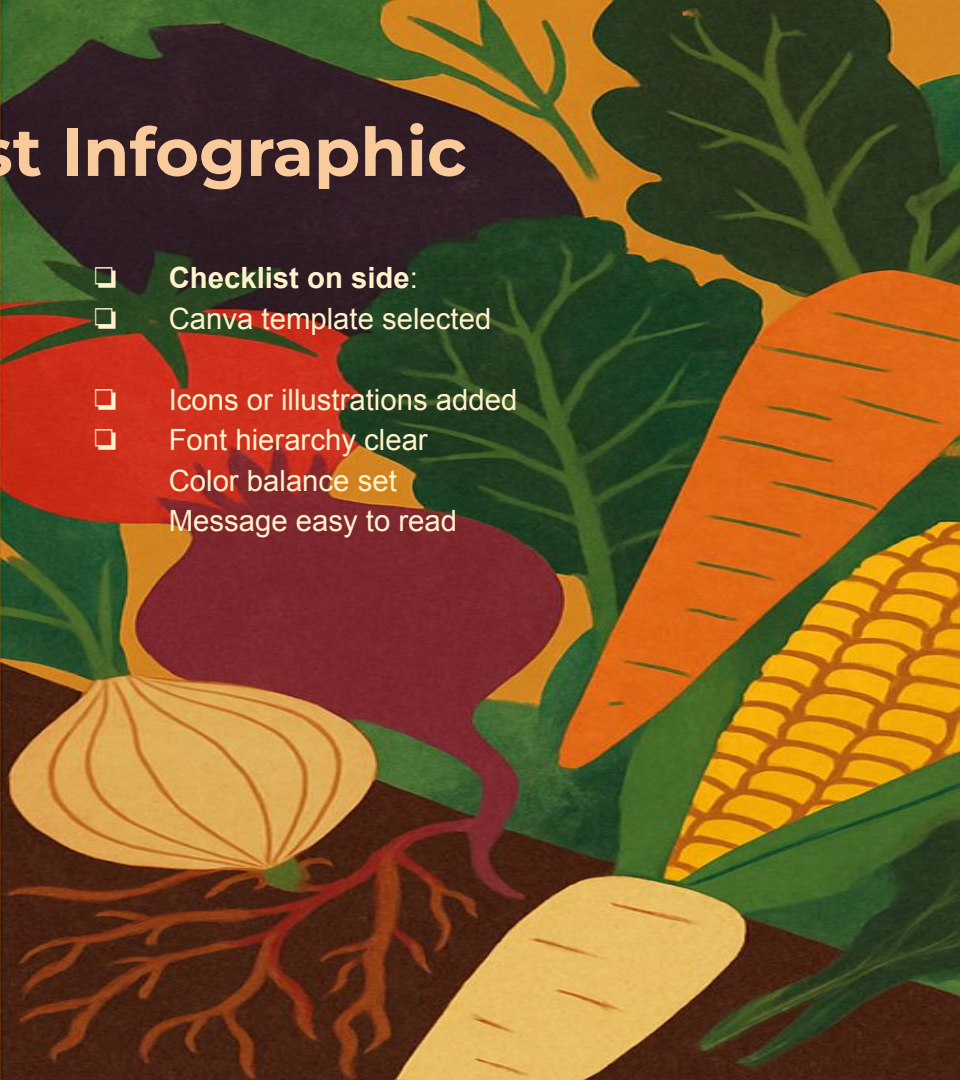


Your Turn: Build Your First Infographic

Prompt: “Pick one format. Use 3–4 steps or stats.”

Suggestions by theme:

- Aquaponics = How-To or Cycle
- Nutrition = Comparison or Pie Chart
- Food Justice = Timeline or History
- Waste = Flowchart

- 
- ☐ Checklist on side:
 - ☐ Canva template selected
 - ☐ Icons or illustrations added
 - ☐ Font hierarchy clear
 - Color balance set
 - Message easy to read

Magazines: The Power of Curation

A magazine is a **visual journey**

It helps your audience follow a story or theme

Can be digital or printable

Combines: Covers, Sections, Spreads, Flow

✓ Cover

✓ Table of Contents

✓ Intro (your food sector story)

✓ Postcard spread

✓ Infographic spread

✓ Reflection or closing



Create Your Magazine in Canva

In Canva, search “Magazine” or “Presentation”

Choose a clean, multi-page template (or blank)

Add a **cover page** with your name + project title

Use each slide as a new page

Drop in your postcards and infographics

Add a short description to each

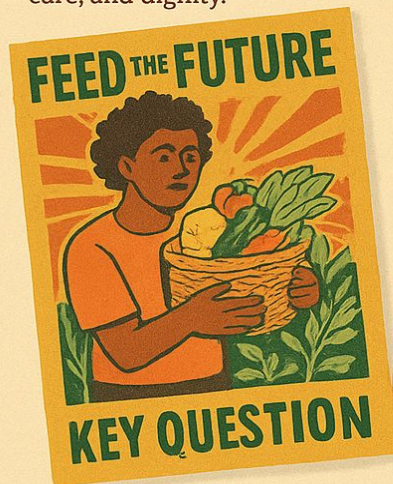
Style Tips:

- Keep all headers in the same font
- Stick to 2–3 colors throughout
- Align postcard/information spreads (use grids!)



FOOD JUSTICE

Food justice means truly equitable access to nutritious, affordable, and culturally appropriate food for all, especially communities of color. That means rethinking the entire food system toward one rooted in connection, care, and dignity.



KEY QUESTIONS

- Who does our food system profit- or exploit?
- How does our community relate to the land?



FOOD SYSTEM 2.0



It starts with a garden and spirals outward, a circular economy where we grow, harvest, cook, and compost locally.



IMAGINING BEYOND

Youth dreamers, educators, and leaders will carry our movements forward, building a more just and sustainable food system.



REGENERATIVE RELATIONSHIPS

Food connects us to history and to future generations. True healing means living in balance together, with reciprocity and respect.

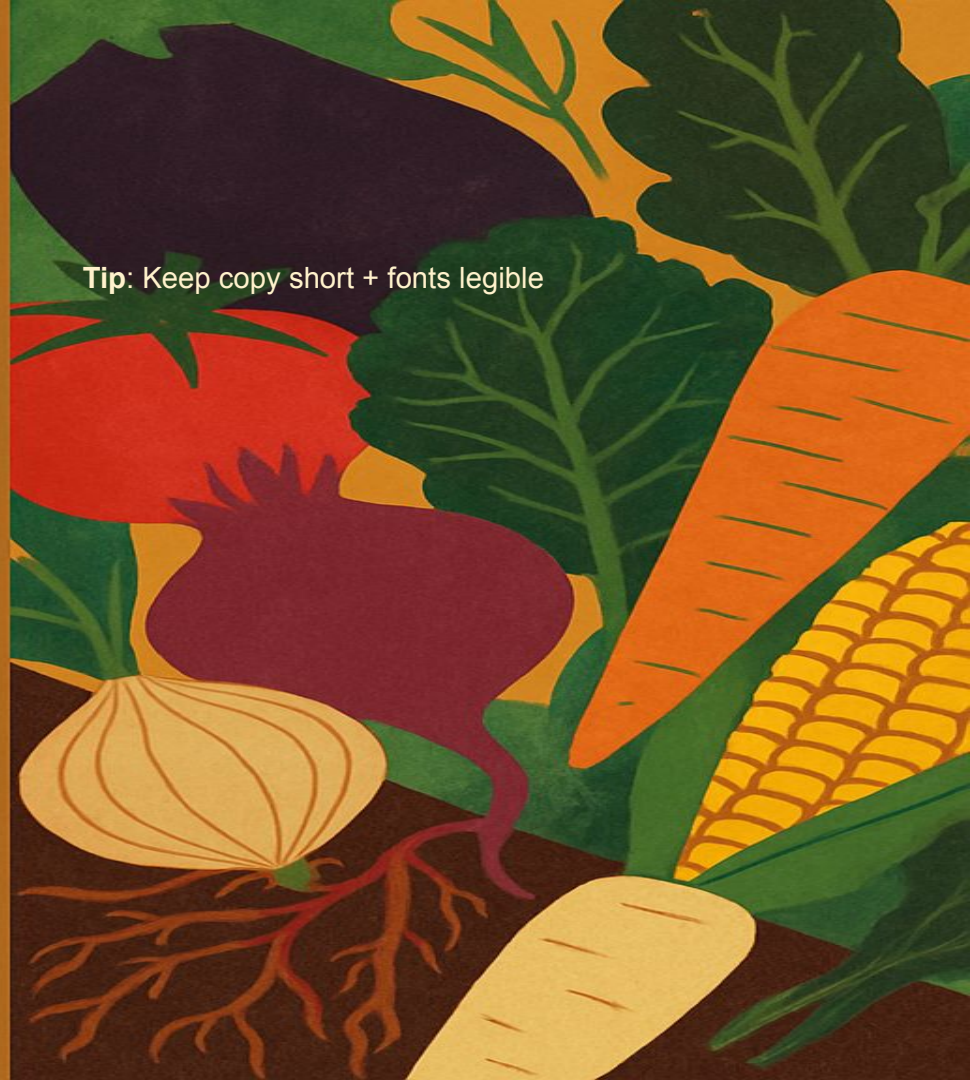


Want to go further?

Add personality & power with:

- 🧠 “What I Learned” page
- ✨ “About the Artist” page
- 📊 Behind the Design (process photos or sketch)
- 💭 Quote Page or Poem
- 🎯 Call to Action

Tip: Keep copy short + fonts legible



Export-Ready Checklist

- ✓ Cover Page
- ✓ Table of Contents (optional)
- ✓ 4 Postcards
- ✓ 4 Infographics
- ✓ Page Titles
- ✓ Visual Flow
- ✓ Exported as PDF
- ✓ Ready to share or print!



Show us What you Made

Everyone shares 1 page they're proud of

You can share your screen or hold up your device

Talk about:

- Why you chose that topic
- How you designed the layout
- What surprised or challenged you



Give & Get Kind Feedback

Prompt:

- 🌟 What's working well?
- 💡 One suggestion to improve
- ❤️ What it made you feel or think about?

Format:

- Use sticky notes (if live) or chat box (if virtual)
- Pair students or do popcorn-style



You Did That.

Content:

- 8 designs + 1 full magazine = YOU are now a designer
- Remind: this is portfolio-ready material
- Optional: Create a class zine or showcase wall



Design Rules to Live By

Tips:

- 🎯 One idea per page
- 🌈 Pick 2–3 fonts and stick to them
- 🧠 Use hierarchy: headline → sub → body
- 🌿 Use color for emotion, not decoration
- 📐 Respect your margins!



What's Next?

Suggestions:

- Start a design Instagram or portfolio
- Make zines about other passions (music, activism, culture)
- Help a local org design flyers
- Keep using Canva—explore video, presentations, and print



You Are the Storyteller

