

(Canva AI + “Create in 3 Formats”)

Goals

- Show what Canva’s AI can (and can’t) do.
- Demo a fast, repeatable workflow to make: a postcard, a comic strip, and an infographic.
- Model visual-storytelling best practices students will use in the build hour.

Slide-by-Slide

0–3 min — Welcome & Outcomes

- Today’s outcomes: (1) understand Canva AI tools, (2) make 3 formats quickly, (3) apply visual-storytelling basics.

3–7 min — What is “Magic” in Canva? (tour of features)

- Magic Design (auto concepts + layouts)
- Magic Write (copy prompts/tone)
- Text to Image (generate art)
- Magic Edit/Erase/Grab/Expand (object & background edits)
- Background Remover/Instant Presentations/Translate

Cue: “AI is a speed boost, not a brain replacement—your taste is the engine.”

7–12 min — Prompting Mini-Guide (FAST framework)

- F: Format (“postcard, 5x7”, “1-page infographic”, “3-panel comic”)
- A: Audience (“teens learning food sovereignty”)

- S: Style (“bold, playful, high contrast; headline font sans; 3-color palette”)
- T: Task (“generate headline options,” “3 icon concepts,” “story beats”)

Show 2 examples, 1 weak → 1 improved.

12–18 min — Visual Storytelling Essentials

- Hierarchy: headline > subhead > body > CTA
- CRAP: Contrast, Repetition, Alignment, Proximity
- Grid: 3-column grid for postcards/infographics; gutters matter
- Color: 60/30/10 rule; accessibility check (legible contrast)
- Type: 1–2 families; size ladder (H1/H2/body/captions)

Quick side-by-side “fix this” example.

18–30 min — Live Demo 1: Postcard (Cause/Promo)

- Brief: “Food justice pop-up, Sat 3–6pm, Sumner Library. CTA: ‘Scan to RSVP.’”
- Steps:
 1. Magic Design → “Postcard” + keywords from brief
 2. Swap brand colors; set 3-step hierarchy; drop QR
 3. Magic Write → headline variations; choose + tighten
 4. Magic Edit to remove clutter on a stock photo; Background Remover if needed
- Talk track: “Lock margins, check contrast, then export as PDF + PNG for print/social.”

30–42 min — Live Demo 2: Comic Strip (3 panels = micro-narrative)

- Brief: “Seed → Sprout → Share” learning moment.
- Steps:

1. Create → Custom size (1080×1350) → 3-panel grid
 2. Magic Write → “3-beat story for teens; friendly, 20 words max per panel”
 3. Text to Image → simple, consistent style (same prompt seed)
 4. Magic Animate (optional) to export as short reel
- Talk track: “Keep speech bubbles minimal; use captions for clarity.”

42–55 min — Live Demo 3: Infographic (How-To or ‘5 Facts’)

- Brief: “5 beginner compost tips.”
- Steps:
 1. Magic Design → Infographic → select clean layout
 2. Magic Write → turn bullet notes into skimmable micro-copy
 3. Icons: “compost, banana peel, soil, leaf, water”—ensure visual consistency
 4. Data-ink ratio: remove decoration that doesn’t inform
- Talk track: “Every section has a verb. One takeaway highlighted.”

55–60 min — Q&A + Set Up the Build Hour

- Show the three briefs students will choose from (or remix).
- Success checklist for the lab (see below).

1-Hour Creation Lab (Hands-On)

Lab Goals

- Ship 1 format minimum (stretch: 2+).

- Apply hierarchy, grid, and contrast.
- Use at least two AI assists (e.g., Magic Write + Magic Design).

Flow & Timing

0–5 min — Choose a Brief

- A) Postcard: Event promo for a local garden pop-up.
- B) Comic: 3-panel “seed-to-plate” micro-story.
- C) Infographic: “5 Ways to Cut Food Waste at Home.”

5–10 min — Concept Sprint

- Use this exact prompt (students paste into Magic Write):

“You are a friendly designer. Create: (format). Audience: (who). Tone: (tone words). Give: 3 headline options, a 30-word blurb, and a 3-color palette suggestion with hex codes.”

10–40 min — Build Time (milestones & quick coaching)

- Minute 20 check: Show me your hierarchy (headline/subhead/body/CTA).
- Minute 30 check: Grid aligned? Contrast passes? (Run Canva’s Accessibility checker if available; otherwise eyeball darkest text on lightest bg.)
- Minute 40 check: Export a draft PNG for peer feedback.

40–55 min — Peer Review (2× rounds, 5 min each)

- Partner swap using “CORE” micro-crit:
 - Clarity (what’s the one idea?)
 - Order (read path left→right, top→bottom?)
 - Readability (contrast/size ok?)

- Emotive pull (does it make you care/act?)

55–60 min — Save/Export & Submit

- Export: PNG (social) + PDF (print).
- File name template: Project_Topic_Format_Name_v1.

Ready-Made Prompts (copy/paste)

Magic Design (start a canvas):

“Design a [postcard/comic strip/infographic] for [audience] about [topic]. Style: [3 adjectives]. Layout: clean grid, large headline, generous margins. Include space for a QR code and a short CTA.”

Magic Write (headlines + body):

“Write 5 punchy headline options (≤ 7 words) and a 40-word blurb for [topic] targeted to [audience], tone [2–3 tone words], include 1 clear CTA.”

Text to Image (consistent look):

“Flat vector illustration of [subject], simple shapes, minimal shading, high contrast, clean outline, consistent palette of [hex1, hex2, hex3].”

Rewrite for clarity (tighten copy):

“Rewrite this to be clearer and more direct for teens (≤ 25 words), keep the main noun/verb, remove buzzwords: [paste text].”

Rubric (quick, 12 points)

- Clarity of Message (0–3): Single big idea + clear CTA.
- Visual Hierarchy (0–3): Headline dominance, scannable structure.
- Craft (0–3): Alignment, spacing, contrast, type discipline.

- Appropriate Use of AI (0–3): Prompts yielded relevant options; human edits improved output.

Pass = 8+. Showcase candidates = 11–12.

Teacher Cheatsheet (you)

- Have 3 starter templates open (postcard/comic/infographic) to rescue anyone stuck.
 - Preload 2–3 brand color swatches and a QR code example.
 - When in doubt: “Zoom out → fix margins → simplify copy → enlarge headline.”
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Optional Extensions (if time/advanced)

- Brand kit mini: lock color & text styles before generating.
 - Translate: duplicate page → Translate to Spanish/Hmong/Somali; sanity-check layout.
 - Animate for social: Magic Animate headline only (keep motion subtle).
 - Alt-text: Have students write 1–2 sentence alt-text for accessibility.
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Materials & Setup

- Canva accounts (free is fine), internet, projector.
 - Asset pack folder (logos, icons, QR, sample photos).
 - Timer visible (phone or slide).
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If you want, I can turn this into a slide deck outline or a 1-page printable lab brief next.