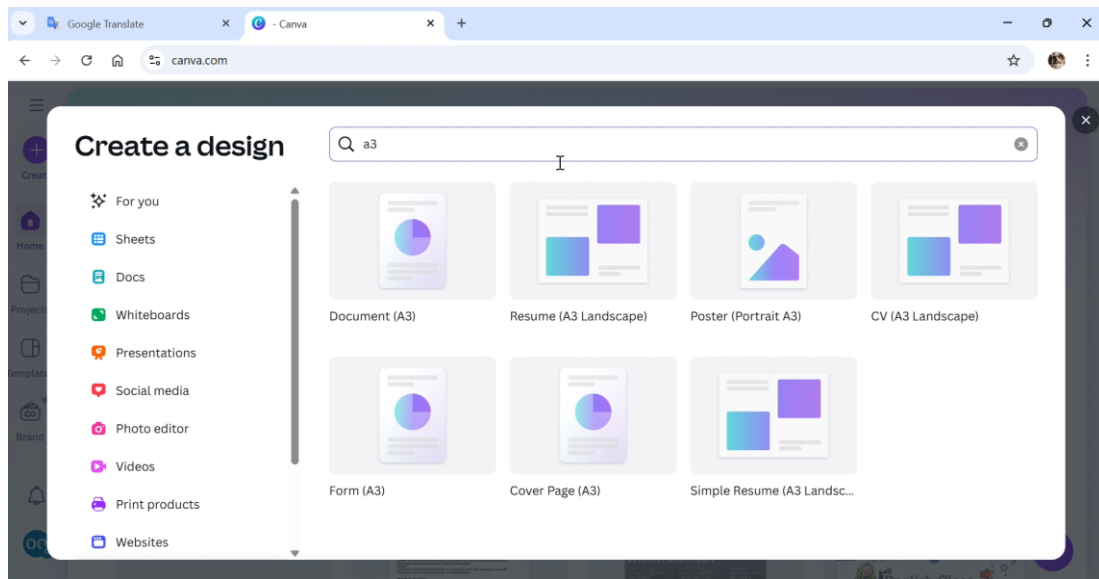


Canva Poster Design: Quick-Reference Guide

This guide will help you create a compelling and professional A3 poster to showcase your service-learning journey. A well-designed poster clearly communicates your Challenge, Action, and Impact.

1. Getting Started: Set Up for Success



- **Log In:**

Go to www.canva.com and log in with your credentials.

- **Create a Design:**

Click the "Create a design" button in the top-right.

- **Choose the Correct Size:**

In the custom dimensions box, enter:

- **Width:** 297 mm
- **Height:** 420 mm
- *(This is standard A3 size, perfect for academic posters.)*

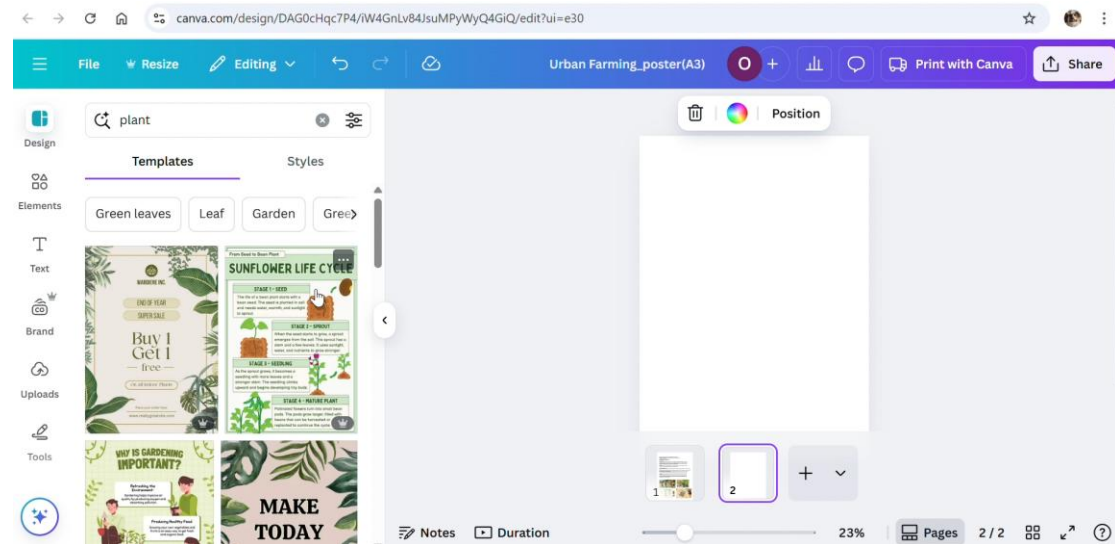
Pro Tip:

You can also search "A3" or "A3 poster" in the template search bar.

2. The Service-Learning Poster Blueprint

Use this structure to tell your story effectively, just like the "Urban Oasis" poster in the demonstrating video.

Step 1: Choose a Foundation (Template)



- **Action:**

In the left menu, go to "**Templates**" and search for "Academic Poster," "Research," or "Conference." (Or, start with a template from a poster on a similar topic with your S-L project)

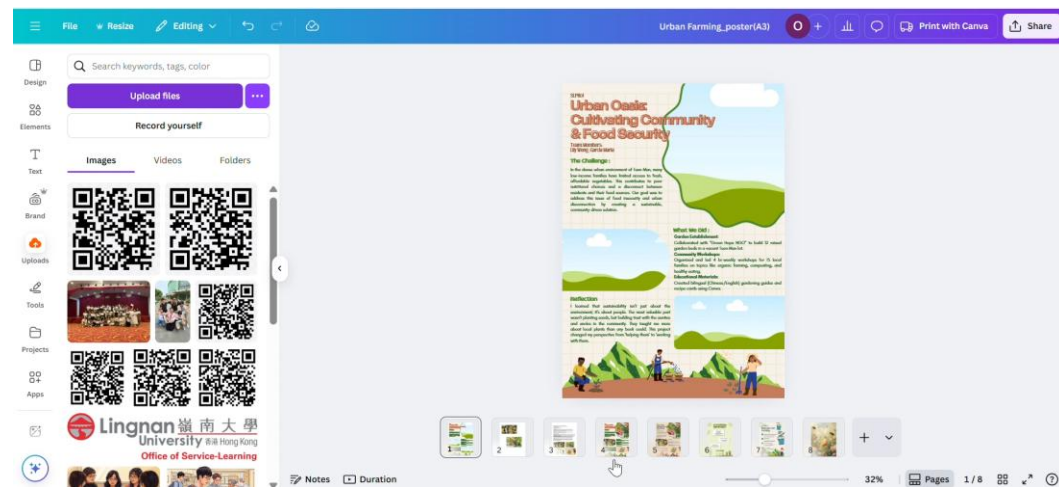
- **Look for templates that have clear sections for:**

- Project Name (at the top of the poster)
- Course Name
- Team members
- Introduction to your Service-Learning Project (in English)
- Achievements & Reflections (in English)

Pro Tip:

Choose a clean, professional template. Avoid overly busy designs that distract from your content.

Step 2: Craft Your Narrative



Follow this structure to ensure your poster includes all mandatory elements in a clear, logical flow.

1. Project Name & Course Name (Top of Poster)

- Project Name: This is your main title. Make it bold, descriptive, and engaging.

Example: "Urban Oasis: Cultivating Community & Food Security"

- Course Name: Place this prominently near the project title.

Example: "ABC1234: Community and Environment"

2. Introduction to your Service-Learning Project (In English)

- What is this section? This is the "Why" of your project. Briefly set the context.
- What to include:
 - The community need or problem you identified.
 - Your project's main goal or objective.
 - Your community partner (e.g., "In partnership with Green Hope NGO...").
 - More...

3. Achievements & Reflections (In English)

Part A: Achievements (The "How" and "What was accomplished")

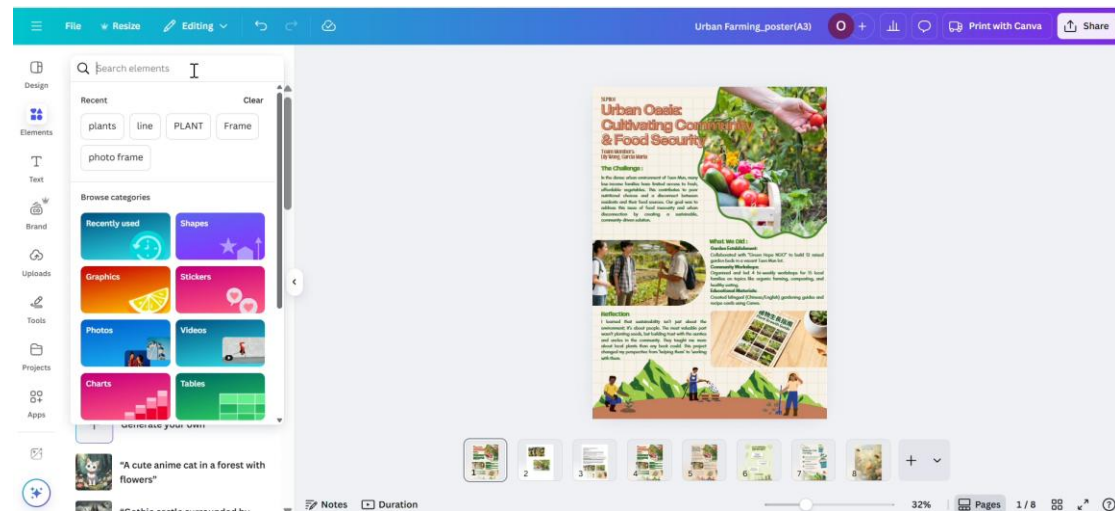
- Use **bullet points** to list your key actions and tangible outcomes. This makes it easy to read.

Part B: Reflections (The "So What" - The Heart of Service-Learning)

- Share your key personal and group learnings. This is where you show the impact the project had on *you*.

- Discuss what you learned about the community, collaboration, and the connection between your academic studies and real-world service.
- More...

Step 3: Incorporate Visual Evidence



- **Add Your Photos:**

Click the "Uploads" tab to add your own project photos. Drag and drop them onto the canvas. A picture of your team in action is worth a thousand words.

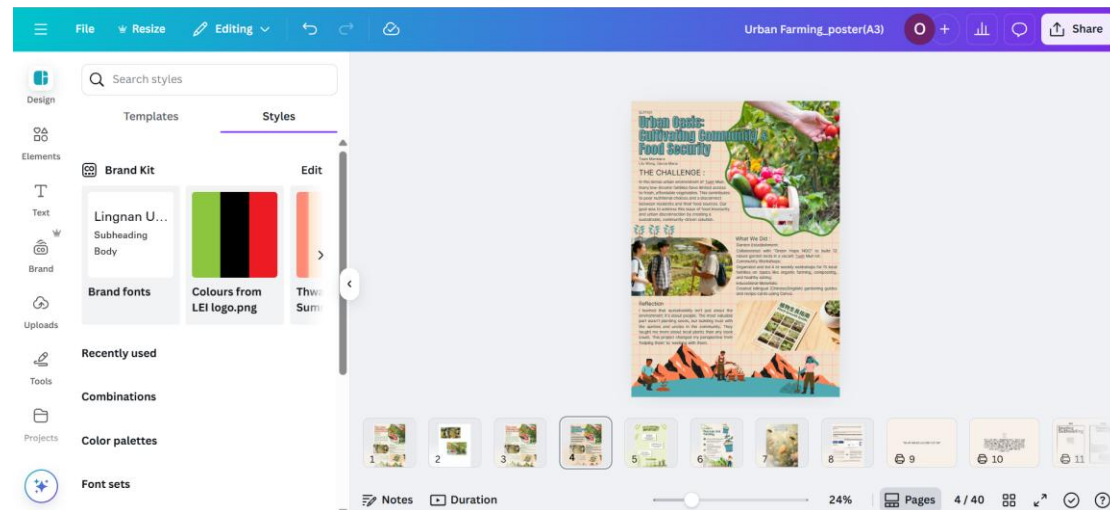
- **Use Icons & Graphics:**

Go to the "Elements" tab and search for icons that represent your work (e.g., "plant," "community," "workshop," "book"). Use these to create visual breaks and make sections stand out.

Pro Tip:

Use the "Grids" feature under "Elements" to create a clean photo collage of your project.

Step 4: Create a Cohesive & Thematic Style



A consistent visual style makes your poster look professional and helps communicate your project's theme. The goal is to choose colors and fonts that reflect the spirit of your work.

1. Choose a Thematic Color Palette:

- **Action:** Select a simple color scheme (2-3 main colors) that fits your project's theme.
- **How:** Click on any element (text, shape) and use the color picker tile in the top toolbar to apply your chosen colors.

Pro Tip:

Use one color for headings, another for body text, and an accent color for highlights. This creates a clear visual hierarchy.

2. Maintain Font Consistency:

- **The Rule of 2-3:** Use a maximum of 2-3 fonts.
 - Font 1 (Header): A bold, attention-grabbing font for your Project Name and section titles.
 - Font 2 (Body): A simple, easy-to-read font (like Arial, Helvetica, or Open Sans) for all paragraph text and bullet points.

Why:

Consistency makes your poster easier to read and looks more professional.

3. Establish a Clear Visual Hierarchy:

- **Size Matters:** *The most important information should be the largest.*
 - *Project Name > Section Headings (Intro, Achievements) > Body Text > Team Member Names.*

- **Use Alignment:** Use Canva's pink alignment guides to line up text boxes and images. A clean, aligned layout is instantly more polished.

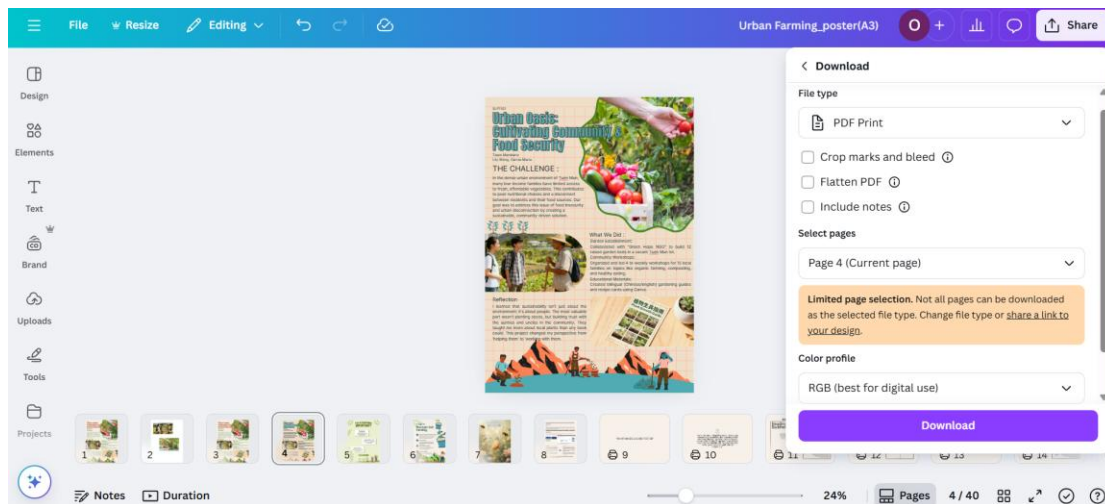
4. Use Whitespace Effectively:

- Don't fear empty space! Whitespace (the areas without text or graphics) gives the reader's eye a place to rest and prevents your poster from looking cluttered and overwhelming.

Pro Tip:

By applying a consistent style, you ensure your poster is not only informative but also visually engaging and easy for your audience to understand at a glance.

Step 5: Final Review & Export for Printing



- **Proofread:** Read your poster out loud to catch errors. Ask a friend to double-check it.
- **Zoom Out:** View your poster at 50% zoom. Is the hierarchy clear? Can you easily identify the main sections?
- **Download:** Click the "Share" button > "Download."
- **Crucial Setting:** For A3 printing, select **PDF (Print)** as the file type. This ensures high quality and correct sizing.

Need Visual Guidance? Watch our step-by-step tutorial video! [[Creating Amazing Poster With Canva](#)]

Happy Creating!

Office of Service-Learning, Lingnan University