

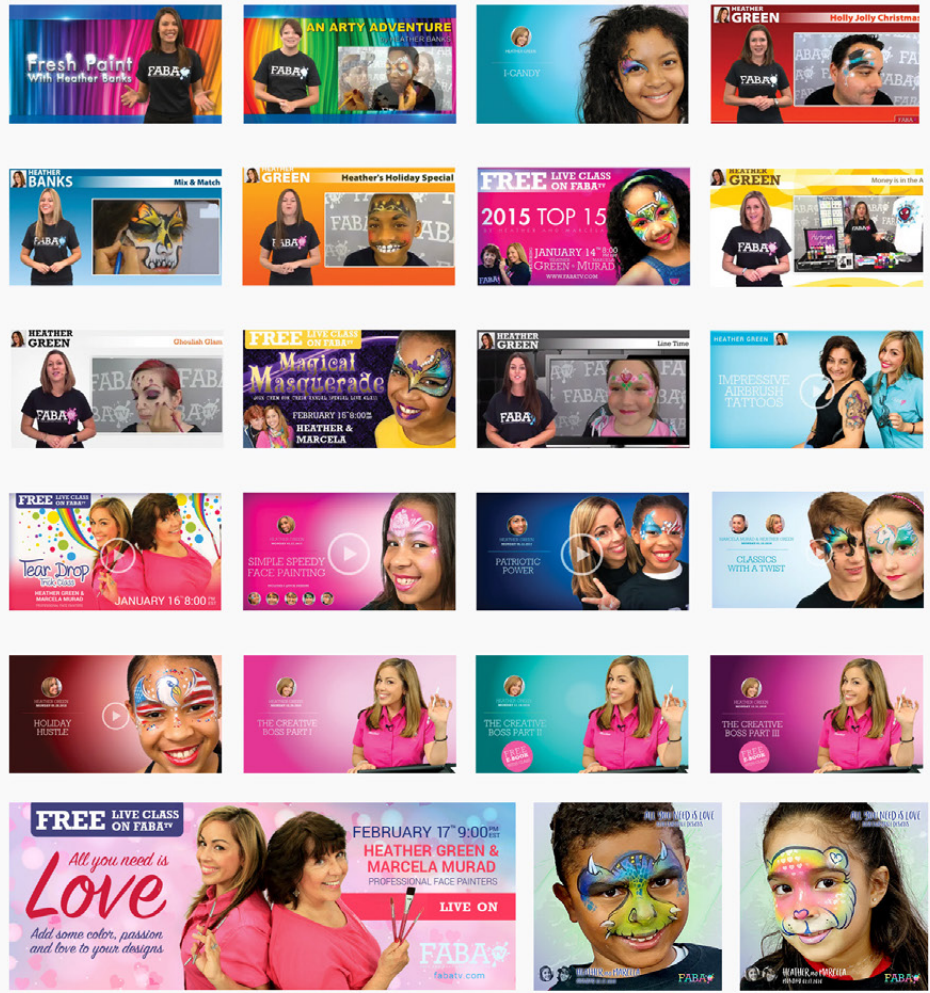


CLASS WORKBOOK

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HEATHER GREEN
FABA TV CHANNEL

CLASS NOTES:

2 THINGS I LEARNED FROM THIS CLASS:

DESIGNS I WANT TO RE WATCH:

SOMETHING THAT INSPIRED ME:

HEATHER GREEN
MONDAY 01.13.2020

LEARN HOW TO CREATE
PROFESSIONAL
SOCIAL MEDIA GRAPHICS

PREVIEW HERE

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FABA

CHOOSING COLORS

When choosing colors, think about your favorite colors and the colors most used in your business. To help you create a uniform look. It's important to limit your colors, and stick to a theme of colors that work with your brand.



FONT DO'S & DONT'S

Canva has a bunch of pre set font titles. Browse the fonts and styles and take notes.

Pay attention to spacing, sizing, stacked letters and groups. This will help you design better.

My rule of thumb is no more than 3 fonts per graphic, for ideal visual styling.



If using a MAC CMD Z (Command Z) will be your BEST friend. It undoes your last move and saves you from feeling like you lost your wallet. On a PC go to file>undo



TIP:

When taking pics avoid cropping the image too close and cutting off parts of the model. Allow 2 -3 inches around the model to have room for cropping.



TIP:

If you WANT to use a lot of pics in one graphic keep text to a MINIMUM. You can't have a lot of pics AND a lot of wording.



TIP:

Please do not do this. Canva now has a feature where it will remove the back ground of an image, allowing you to turn your logo into a transparent background image.

3 Things that MUST be on all your Graphics

-YOUR NAME or logo

-How to Reach you even if it's a @

-A professional representation of your business/ art/ skills

It's important that all your graphics have a purpose, and are made with thought. Graphics are different than personal posts. When posting on your personal page, its more casual and for fun. When making and designing graphics they should be a reflection of your services and business. Don't skimp on building a powerful branding message.



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