

Graphic Design

**This presentation has been adapted from
some of the amazing learning resources
available at the Canva Design School.**

Text

Stick with one family

Open Sans Light
Open Sans
Open Sans Extra Bold

Montserrat Hairline
Montserrat Light
Montserrat

Aileron Thin
Aileron Regular
Aileron Heavy

Clear Sans Thin
Clear Sans Regular
Clear Sans Bold

Raleway Thin
Raleway
Raleway Heavy

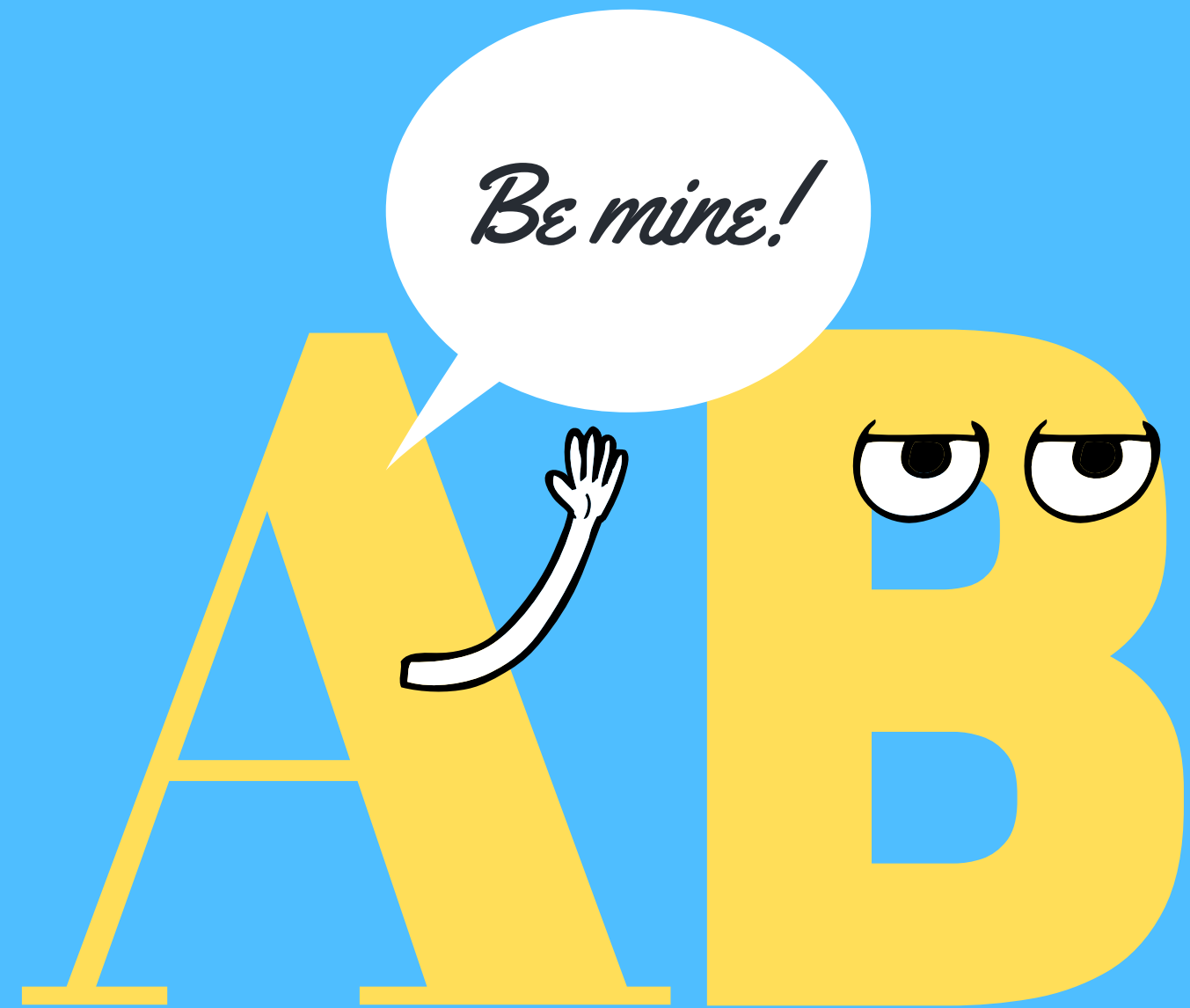
Cooper Hewitt Thin
Cooper Hewitt
Cooper Hewitt Heavy

Heebo Thin
Heebo Regular
Heebo Bold
Heebo Black

Poppins Light
Poppins Medium
Poppins Bold

Dosis Extra Light
Dosis Regular
Dosis Semi Bold
Dosis Extra Bold

**Opposites
attract**



introverted — **Extroverted**

Clear Sans + Abril Fatface

neutral — *personality*

Clear Sans + Lobster

SHORT — TALL

Josefin + Six Caps

simple — decorative

Source Sans + Berkshire Swash

sans — serif

Circular + Source Serif

expressive
+
neutral

Courgette

Fresh MARKET

Clear Sans



thick
+
thin

Heebo

Strong
Coffee

Noto Serif




Hit the right note

B

Bold is
beautiful

Fonts have their own language. They all have something to say beyond the words on the page. Every font has its own mood or personality: serious, casual, playful, or elegant.



I will always
find you



I WILL ALWAYS
FIND YOU

FONTS MATTER.

**The best font choices are ones
where the reader does not notice
the font, but the message.**

Hierarchy

leads the eye and creates focus

WEIGHT

When everything

stands out

nothing stands out

COLOUR

When everything

stands out

nothing stands out

SIZE

When everything

stands out

nothing stands out

ALL THREE

When everything

stands out

nothing stands out

NO HIERARCHY

On the Moon!
'A Giant Leap' for All of Man-
kind Americans First to Walk on
Dead Lunar Surface
Space Center, Houston —
Lorem ipsum dolor sit amet, ut
alia ludus evertitur vel, pri ut
maiorum maluisset. Eam ut
mucius option dissentiet. Ex
graece labore eirmod sit. Per-
fecto incorrupte no sea. Eius
utroque periculis eos te. Aliquip
molestie perpetua eum ex, sumo
laudem deseruisse mel no. Libris
tacimates antiopam pri at. Sea
no fugit exerci partiendo.

LIMITED HIERARCHY

ON THE MOON!
*'A Giant Leap' for All of
Mankind*
Americans First to Walk on
Dead Lunar Surface
Space Center, Houston —
Lorem ipsum dolor sit amet, ut
alia ludus evertitur vel, pri ut
maiorum maluisset. Eam ut
mucius option dissentiet. Ex
graece labore eirmod sit. Per-
fecto incorrupte no sea. Eius
utroque periculis eos te. Aliquip
molestie perpetua eum ex, sumo
laudem deseruisse mel no. Libris
tacimates antiopam pri at.

IMPROVING...

ON THE MOON!
*'A Giant Leap' for All of
Mankind*
**Americans First to Walk on
Dead Lunar Surface**
Space Center, Houston — Lorem
ipsum dolor sit amet, ut alia ludus
evertitur vel, pri ut maiorum malu-
isset. Eam ut mucius option dissen-
tiet. Ex graece labore eirmod sit.
Perfecto incorrupte no sea. Eius
utroque periculis eos te. Aliquip
molestie perpetua eum ex, sumo
laudem deseruisse mel no. Libris
tacimates antiopam pri at.

MUCH BETTER!

ON THE MOON!
*'A Giant Leap' for
All of Mankind*
**Americans First to Walk on
Dead Lunar Surface**
Space Center, Houston — Lorem
ipsum dolor sit amet, ut alia ludus
evertitur vel, pri ut maiorum malu-
isset. Eam ut mucius option dissen-
tiet. Ex graece labore eirmod sit.
Perfecto incorrupte no sea. Eius
utroque periculis eos te. Aliquip
molestie perpetua eum ex, sumo
laudem deseruisse mel no. Libris
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Imagery

Clear space

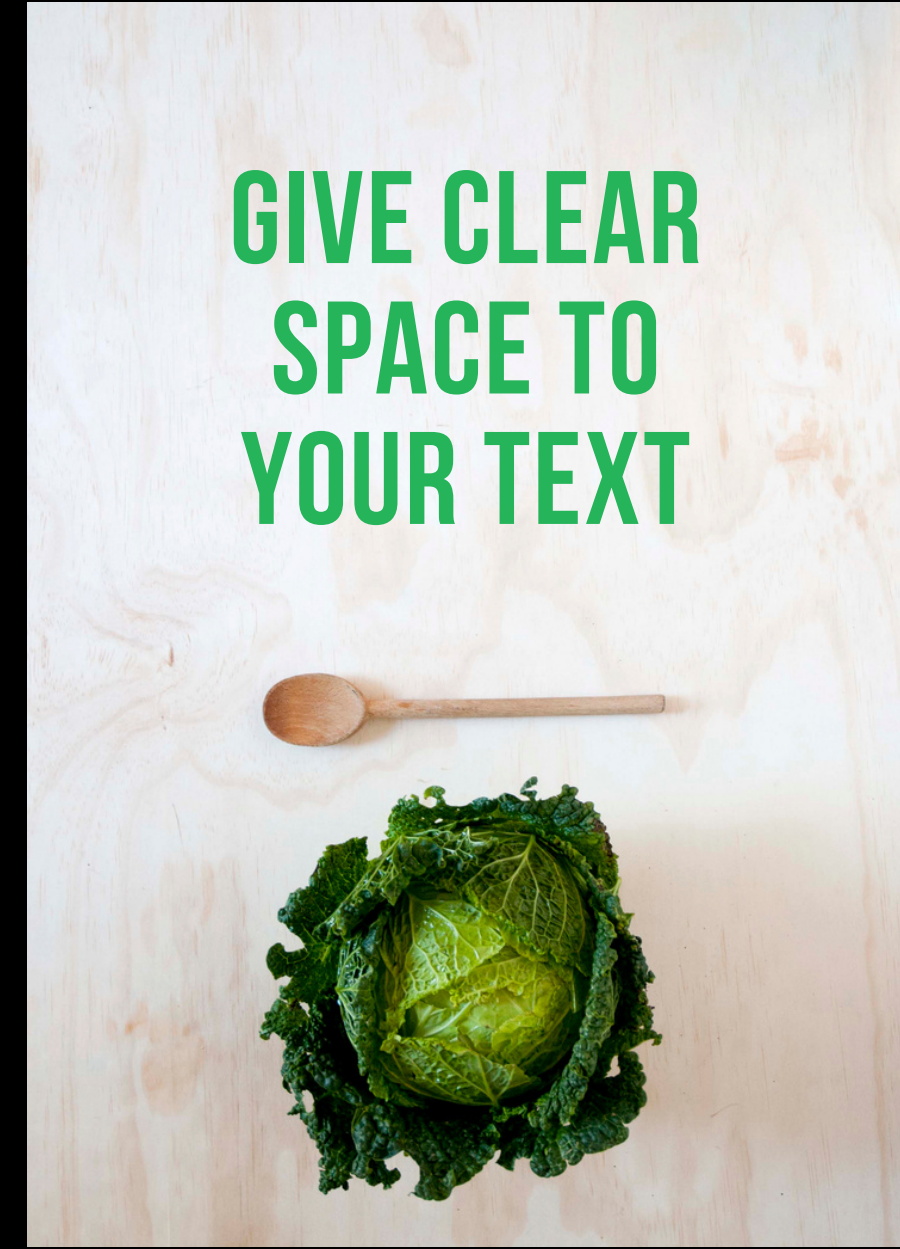
**GIVE CLEAR SPACE
TO YOUR TEXT**



**GIVE
CLEAR
SPACE
TO
YOUR
TEXT**

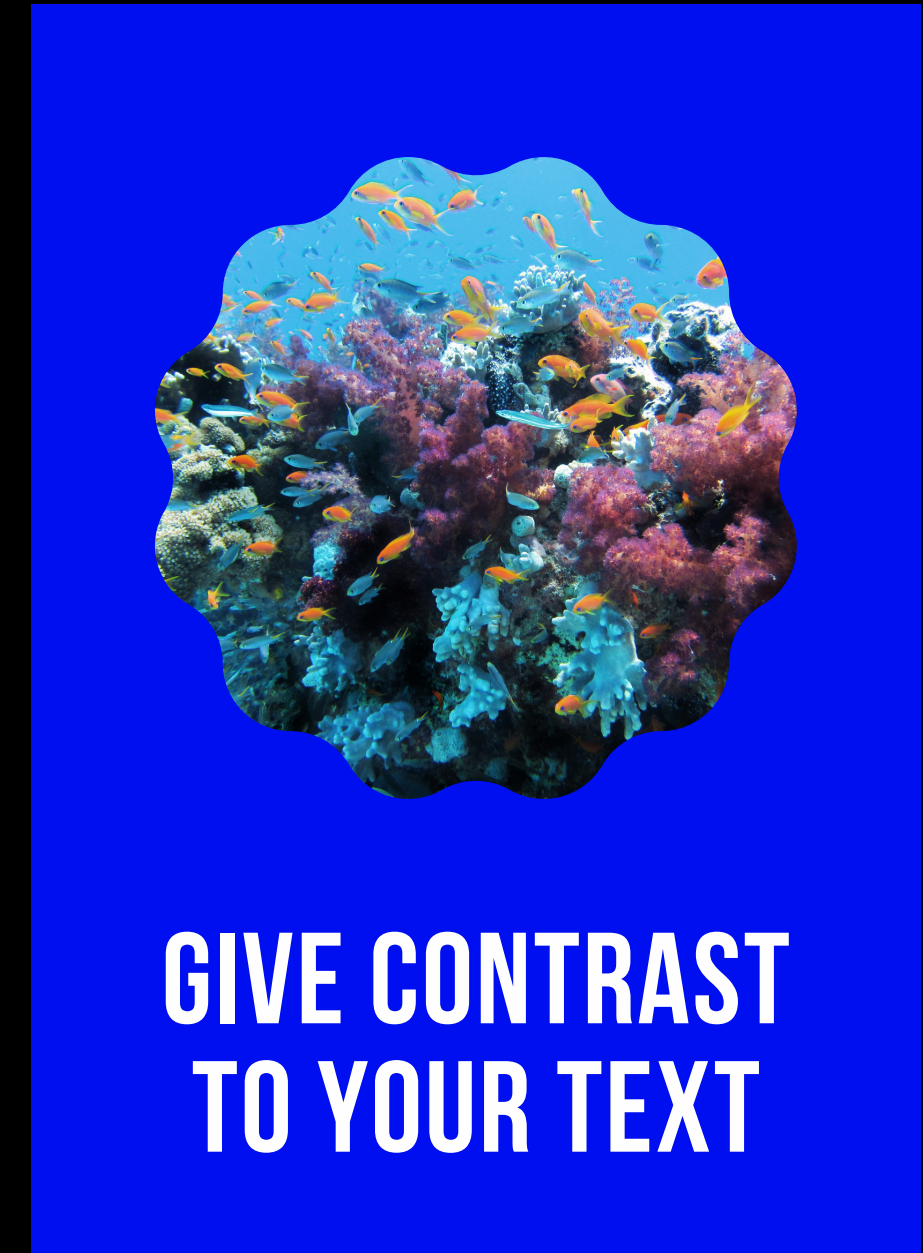


**GIVE CLEAR
SPACE TO
YOUR TEXT**



**GIVE CLEAR
SPACE TO
YOUR TEXT**

Contrast for text



Layout

Practise proximity

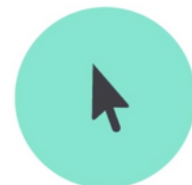
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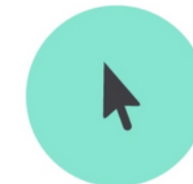
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Embrace the negative space!

**How to
annoy
your
designer
friends
and give
them a
migraine.**

**ARCHITECTURE IS A
VISUAL ART, AND
THE BUILDINGS SPEAK
FOR THEMSELVES.**

Ace alignment

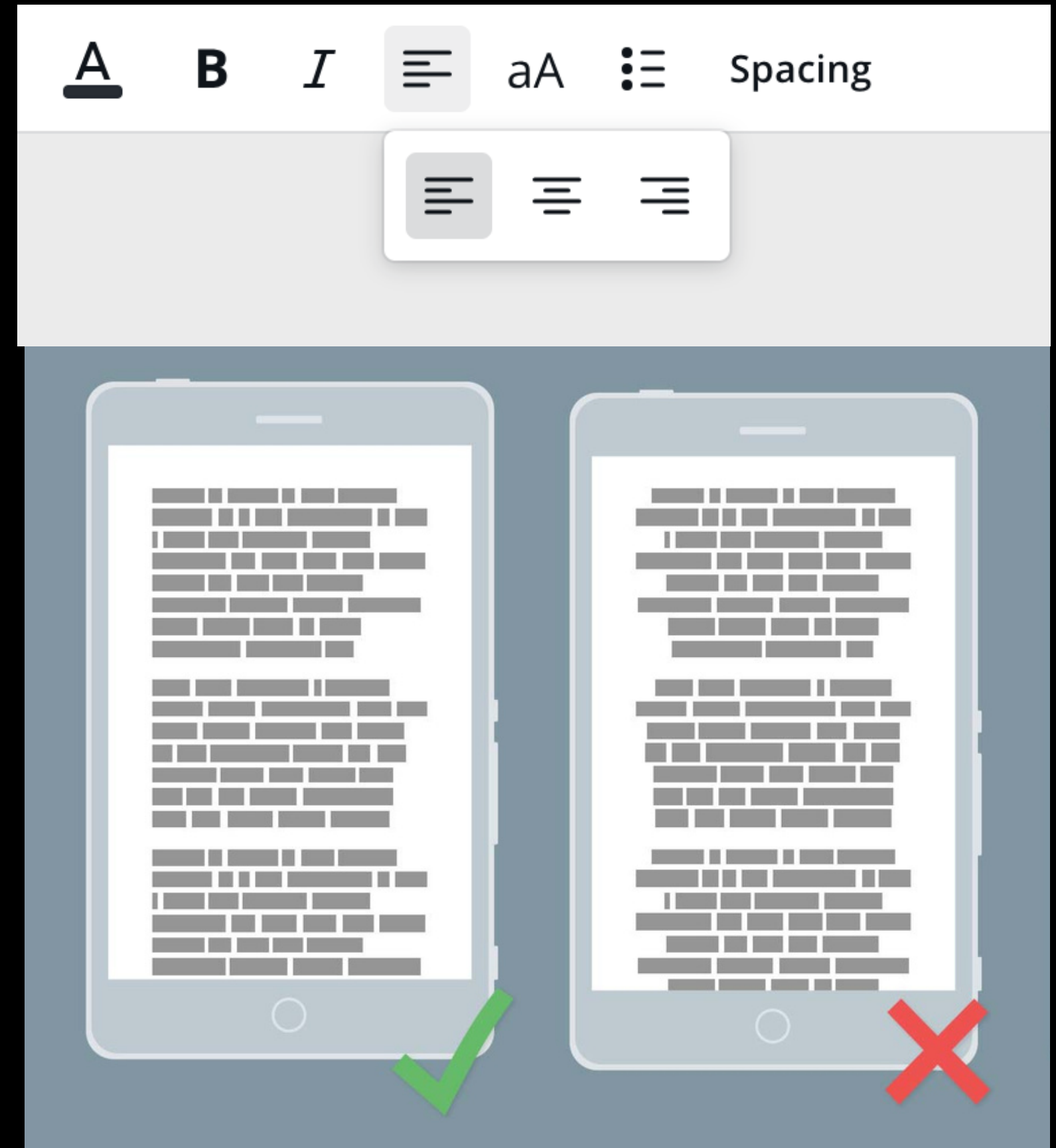


To left- or centre-align?

When your eyes jump from one line to the next, the brain is better able to judge the distance if all the jumps are consistent—like running across stepping-stones. Left aligned text is faster and easier to read because each line begins in the same place (the opposite is true for languages that read right to left).

Paragraphs: Left align

2 or 3 lines: Centre or left align





Create a centred design with 2 or 3

*Make sure all your elements
align to the center perfectly*



More text? Create a left aligned

When your eyes jump from one line to the next, the brain is better able to judge the distance if all the jumps are consistent—like running across stepping-stones.

*Use Canva's margins to help align your
elements to the left perfectly*

Canva tour

www.canva.com