

VETech toolkit

WORKSHEET

Tool name: Digital content creation
Specific tool: Visual content creation with Canva
Level: Beginner

Target group: small and medium enterprises (SMEs)

Tasks:

1. **Create a Canva account or log in to your existing account!**
2. **Create a poster advertising one of your products or services!**

Conditions of the posters:

- Use a Canva template.
- Texts:
 - formatted (choose font, font size, font color)
 - put effect on some texts
 - animate some texts
- Images:
 - use picture from the Canva and also upload own image(s)
 - put any effects on the pictures
 - put at least one picture in frame
- Group some elements that belong together.
- Save the poster both as PDF and PNG.
- Share the design via a link that can be accessed by anyone.

3. **Create a Facebook/Instagram video story about one of your products, services, or promotions.**

Conditions:

- Select a Canva template.
- Use your own image. (upload it)
- Add text and images and put on them effects and animations.
- Ensure there is time delay between the appearances of texts.
- Add a CTA (call to action) link in the design.
- Save the story as MP4.