**Canva Project 6**

**Facebook Covers and Twitter Headers (Events)**

Website: Canva.com Username and Password: same as AH-Apps account

**Learning Targets:**

* Identify what constitutes purposeful use of web graphics.
* Identify guidelines for effective use of graphics on web pages and social media.
* Understand design principles for effective use of graphics
* Determine if an image or graphic is protected by copyright law.
* Determine whether or not copyright law would allow an image to be used on a web page or social media channel.

1. Select **Design School** then **Create a Design**
2. Click on the **+ sign** to view all templates
3. Scroll down to select the designated document type: **Social Media & Email Headers**

Facebook covers and Twitter headers change with the seasons.

In the middle of winter it is inappropriate for a business to use summer images, in the fall there shouldn’t 4th of July fireworks on your headers…

Use the images you downloaded. The text should include your topic, season, holiday or event.

Create four Facebook covers for the year, and four Twitter headers for the year. These two sets of images should be similar. These can relate to the season, or holidays within those season. Consider your business and what they sell, their target audiences, and special promotions…

**Canva Project One**

**Grading Rubric**

|  |  |  |
| --- | --- | --- |
| **Project** | **Satisfactory (20 points)**  Includes all required elements of the project. Applies creative design techniques, making the project appear different than the template. Correct spelling, punctuation, word usage. Professional appearance. | **Unsatisfactory (0 Points)**  Does not include all required elements of the project. Does not apply creative design techniques, project appears very similar to template. Errors in spelling, punctuation, word usage. Lacks professional appearance. |
| **4 Twitter Headers**   * Images related to season, holiday, event… * Heading text * Subheading text (if appropriate) |  |  |
| **4 Facebook Covers**   * Images related to season, holiday, event… * Heading text * Subheading text (if appropriate) |  |  |