# Canva a základy grafiky

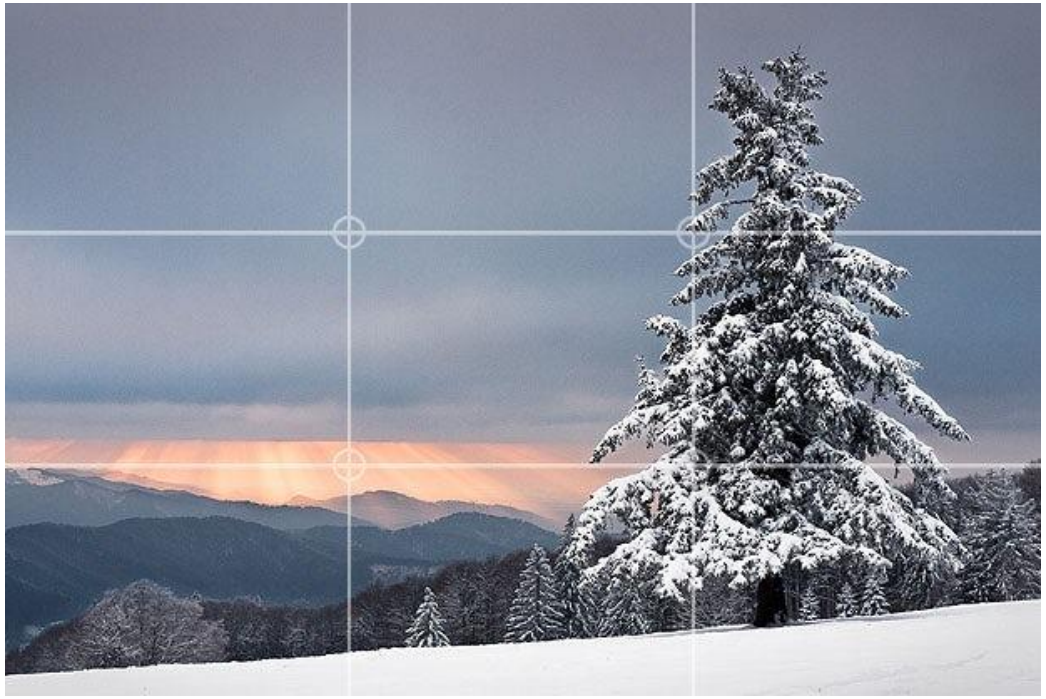
Michaela Merglová

# O mě

- Více než 8 let pracuji v marketingu a reklamě
- Seznam, Burda, Médea, Socialbakers
- Aktuálně Nakladatelství Epocha

# Základy grafiky

# Mřížka je základ



# Rule of odds

# Méně je více


DUBLIN
THE MUSIC CAPITAL
SUMMER 2014
FOALS
JOHN GRANT
GOLDFRAPP
BOB DYLAN
WE CUT Corners
TUKI
CAVE GHOSTS
PAUL HEATON & JACQUI ABBOT
FUNERAL SUITS
KING KONG COMPANY
PORTISHEAD
ST. VINCENT
JOHN Talabot
MASSIVE ATTACK
TORI AMOS
OUTKAST
SHIPS
HAIM
BANKS
Arcade FIRE
Beck
THE FLAMING LIPS
FLYING LOTUS
Bastille
CHVRCHES
elbow
KANYE WEST AND PHARRELL
Totally ENORMOUS Extinct DINOSAURS
The NATIONAL
#LOVE DUBLIN

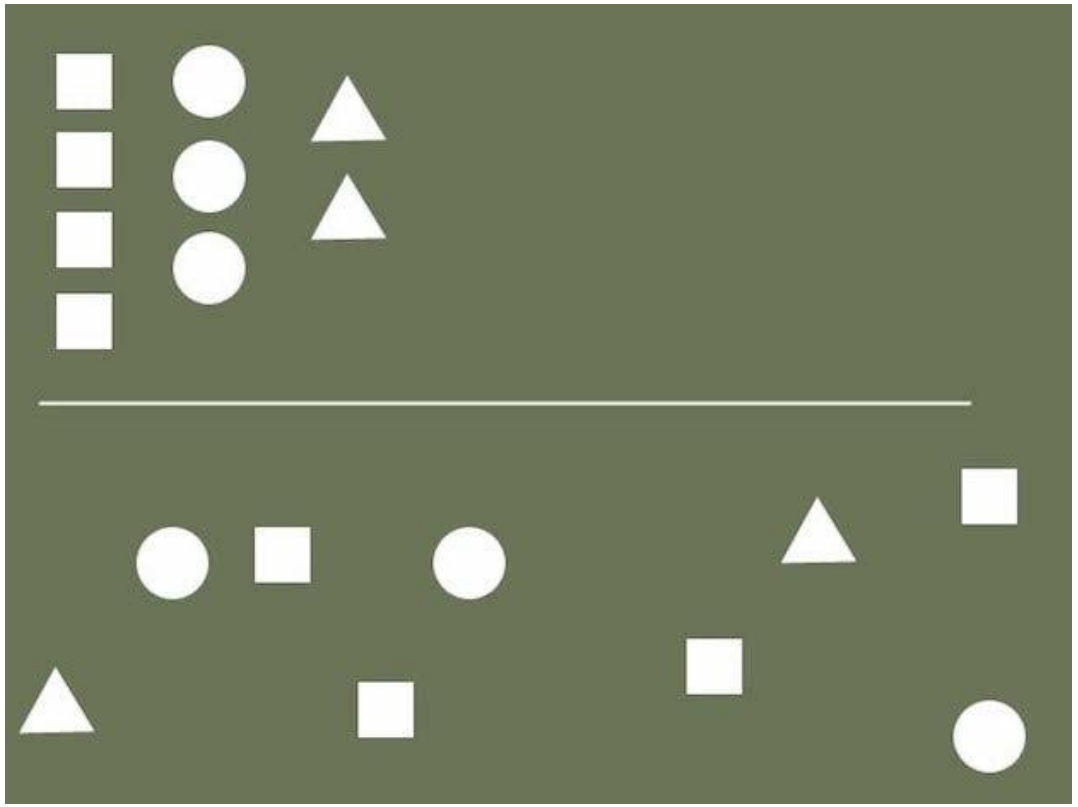

THE PUBLIC THEATER
95 96 SEASON
BRING IN 'DA NOISE, BRING IN 'DA FUNK
AND OTHER PLAYS
WASP
2 WOMEN
CHANG
FRAGMENTS
KING LEAR
DANCING ON MY KNEES
VENUS
THE SKRIKER
WAKE UP CALL
212-260-2400
MEMBERSHIP IS EASY! CALL 212-260-2400


THE NORTHERN LIGHTS FESTIVAL
JAN 27th | 7 - 11 PM
PRESENTED BY LOREM IPSUM MEDIA COMPANY

# Na velikosti záleží



# Sdružujte informace



First Name:

Last Name:

Email:
(Your email address will be your username)

Re-type Email:

Password:
(Min. 8 characters, 1 number, case-sensitive)

Re-type Password:

Address:

City:

State: Choose a state

Zip Code: Optional

Phone: Mobile
No spaces or dashes

Date of Birth: Month Day Year

Gender: Choose a gender

Security Question: Choose a security question

Security Answer:
(Not case-sensitive)

**Personal Information**

First Name:

Last Name:

Date of Birth: Month Day Year

Gender: Choose a gender

**Account Information**

Email:
(Your email address will be your username)

Re-type Email:

Password:
(Min. 8 characters, 1 number, case-sensitive)

Re-type Password:

Security Question: Choose a security question

Security Answer:
(Not case-sensitive)

**Contact Information**

Address:

City:

State: Choose a state

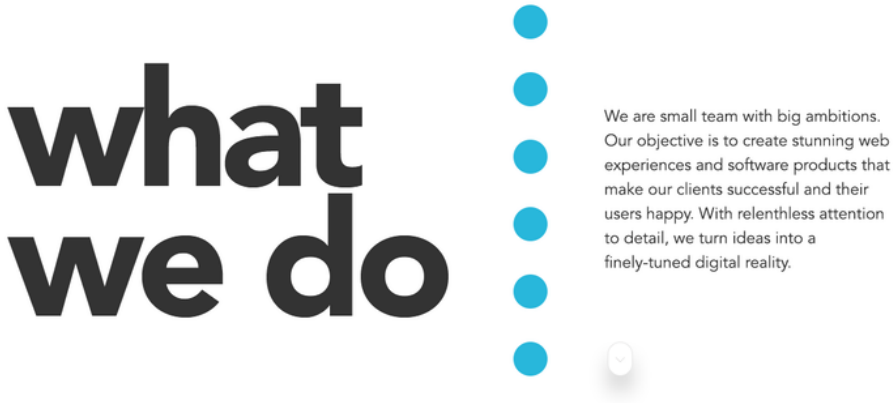
Zip Code: Optional

Phone: Mobile
No spaces or dashes

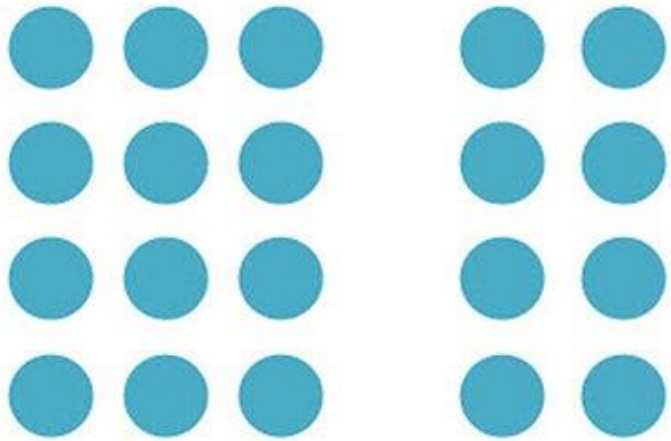
# Nebojte se výrazných prvků

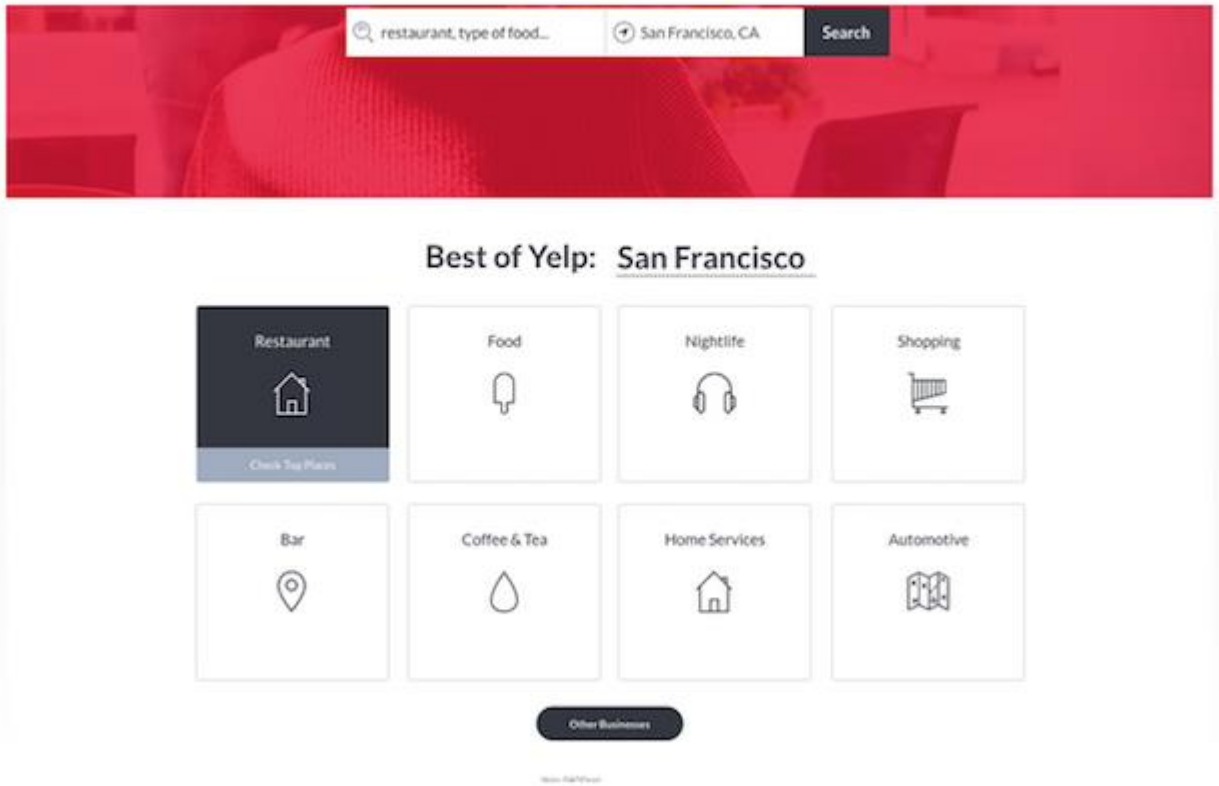


# Nechte design dýchat

# Rozbijte uspořádání

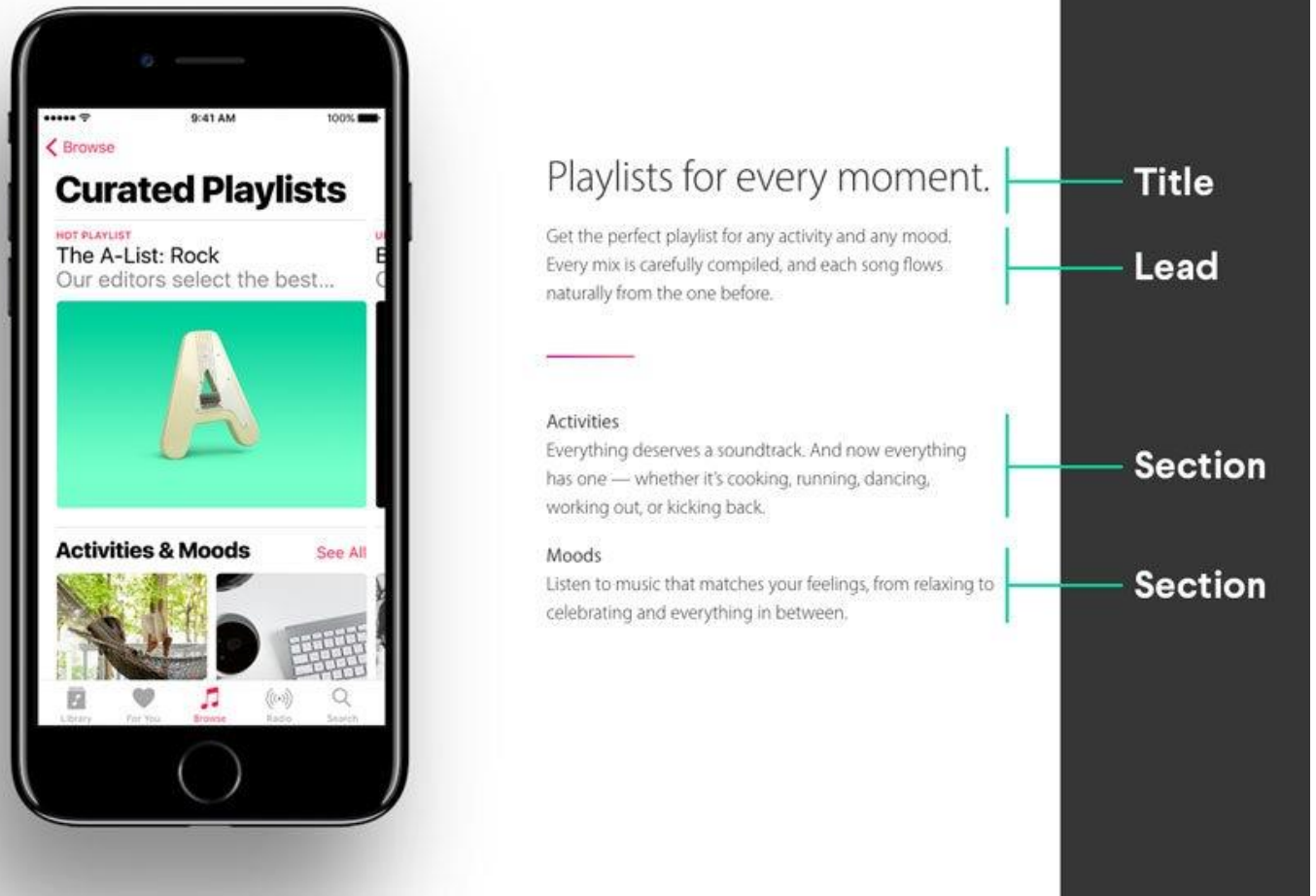




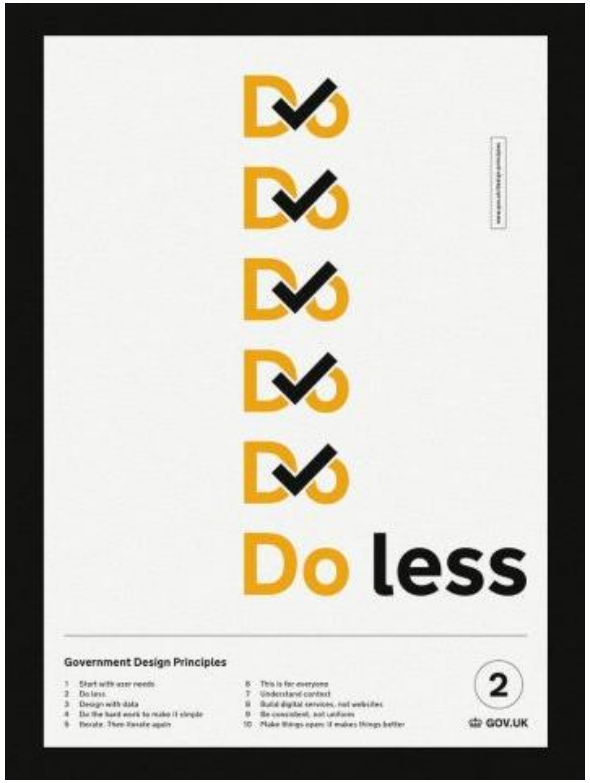
# Vyberte správný font

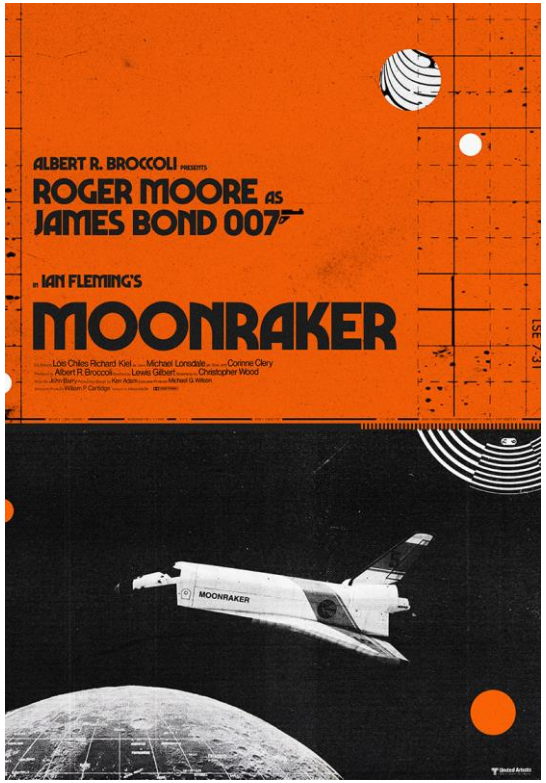
# Nebojte se kombinací

# Typografická hierarchie



# Vhodně zvolte barvy




# Red

## energy, passion and danger


9GORILLAS

WE DON´T MONKEY AROUND WITH MONEY

# Yellow

## happiness, hope and spontaneity

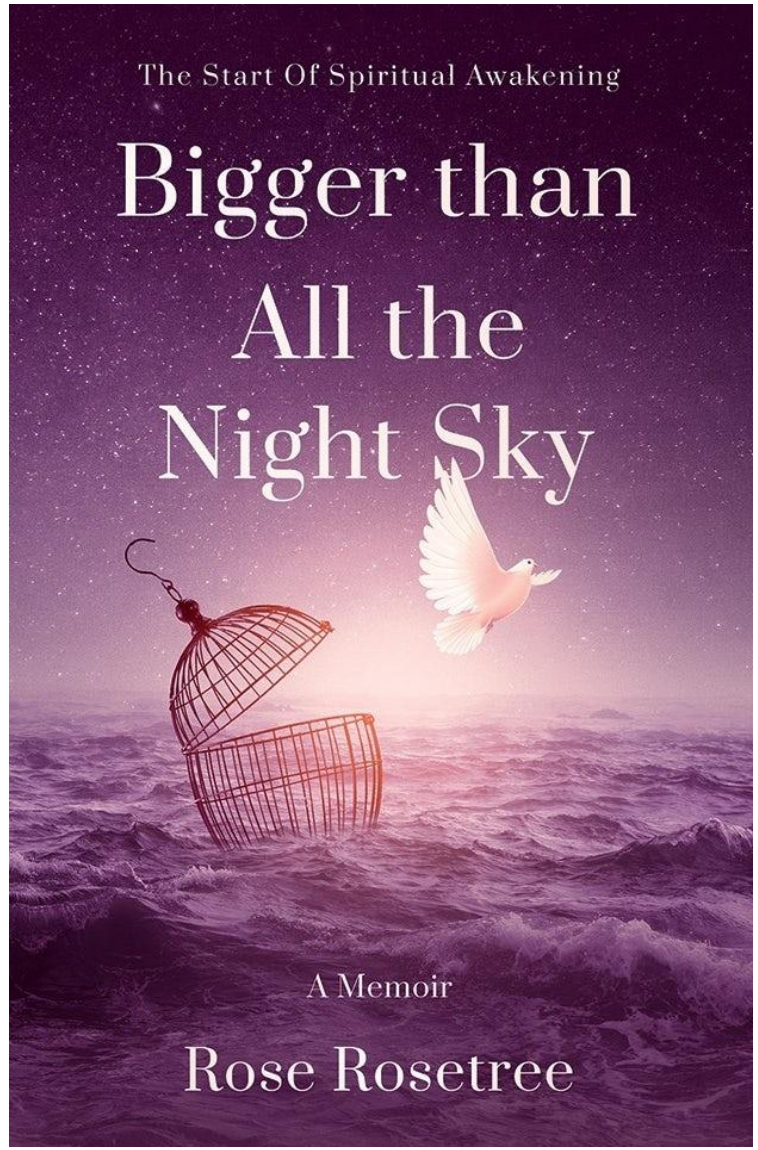
# Green

nature, growth, harmony, wealth and stability

# Blue

## calm, trust and intelligence


Purple
luxury, mystery and spirituality


The Start Of Spiritual Awakening
Bigger than All the Night Sky
A Memoir
Rose Rosetree

# Pink

femininity, playfulness and romance


Brown
wholesomeness, warmth
and honesty


Welsh Baked Goods
Copper Kettle
BAKERY

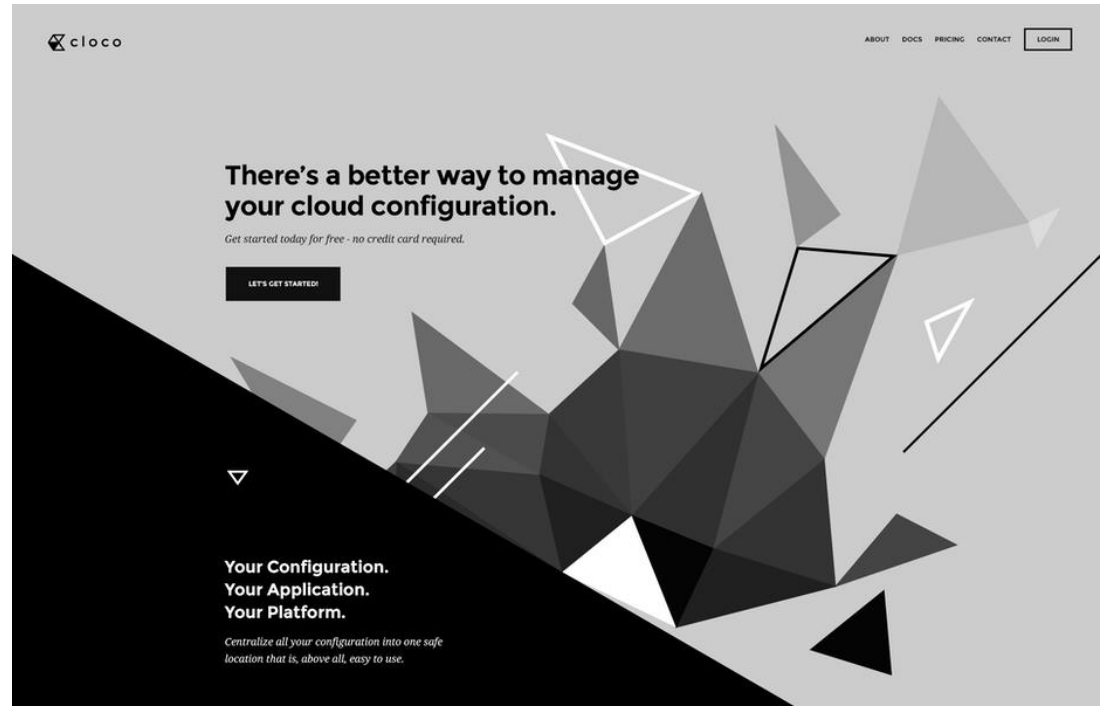

Black
power, elegance and
sophistication


IKHOΓ

# White

## purity, innocence and minimalism


Gray
professionalism, formality
and conventionality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# Canva

# Canva

- Online grafický editor pro tvorbu vizitek, letáků, webových bannerů nebo příspěvků na sociálních sítích.
- Umožňuje kombinování obrázků, textů a geometrických tvarů.
- Využívá model freemium, tj. základní funkce jsou zdarma, za pokročilejší se již platí.
- Alternativy: Easil, Stencil, Crello, Picmonkey, Adobe Spark, Snappa, Pablo ad.

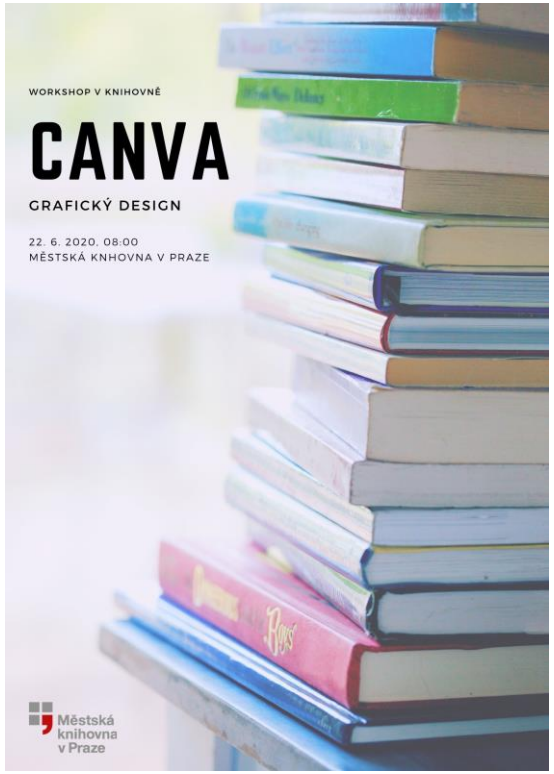
# Jak vytvořit návrh

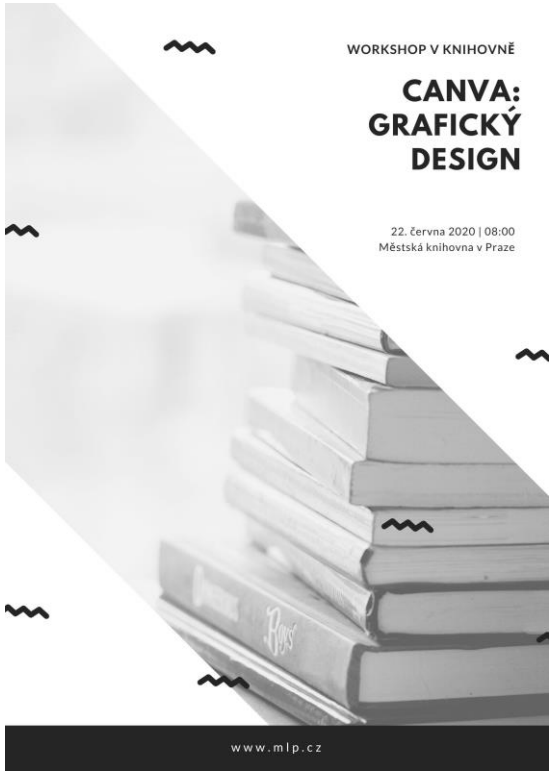
- Co tvořím?
- K čemu to bude sloužit?
- Jaký rozměr to má mít?

# Zdroje fotografií

- Fotografie vlastní
- Creative commons – free for commercial use
- Doporučení zdroje: Pexels.com, Unsplash.com, Pixabay.com

# Práce v Canva



# Dotazy