



# Canva a základy grafiky

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Michaela Merglová

# O mě

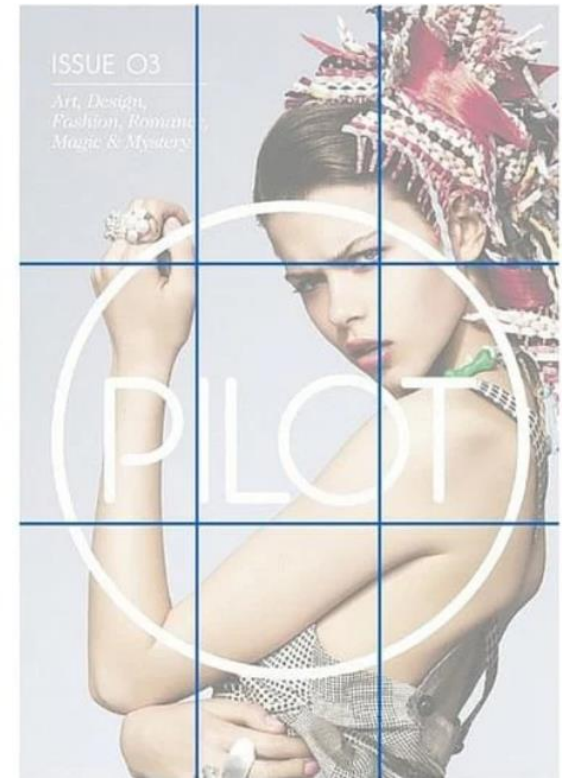
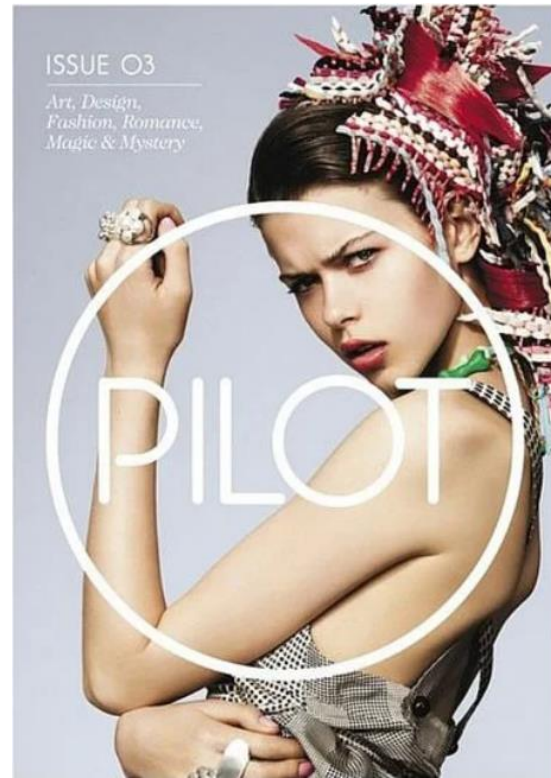
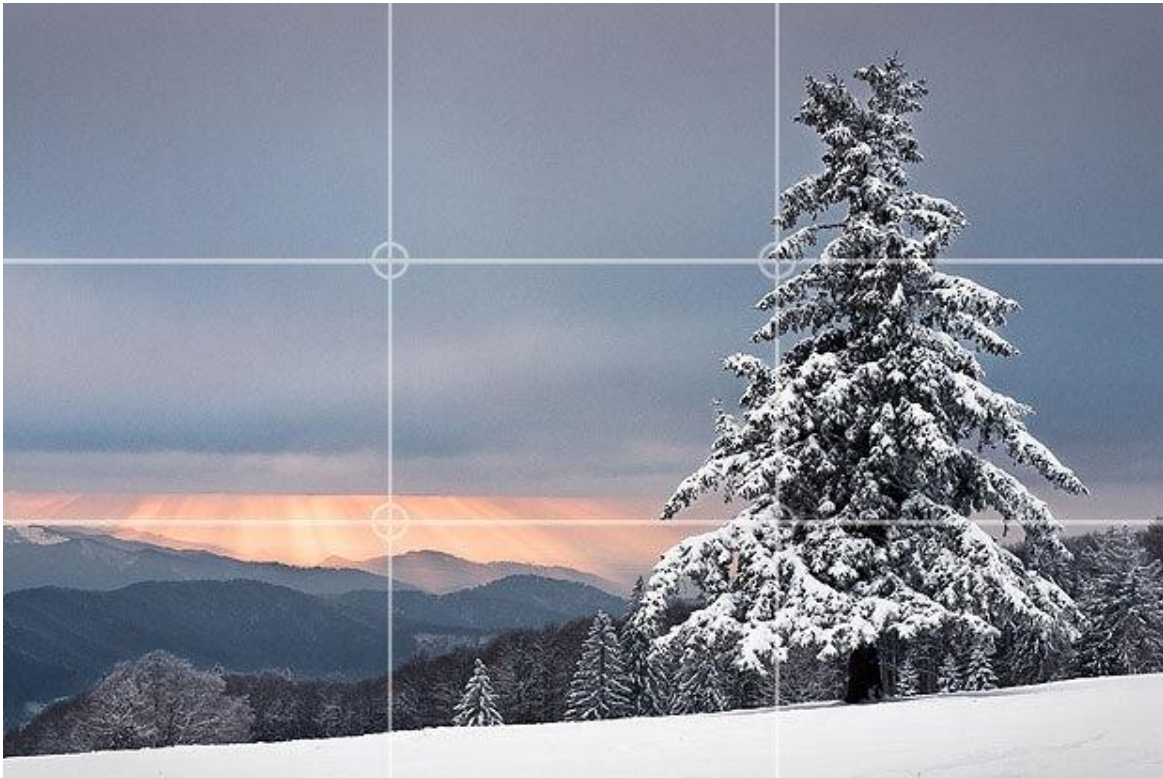
- Více než 8 let pracuji v marketingu a reklamě
- Seznam, Burda, Médea, Socialbakers
- Aktuálně Nakladatelství Epoque



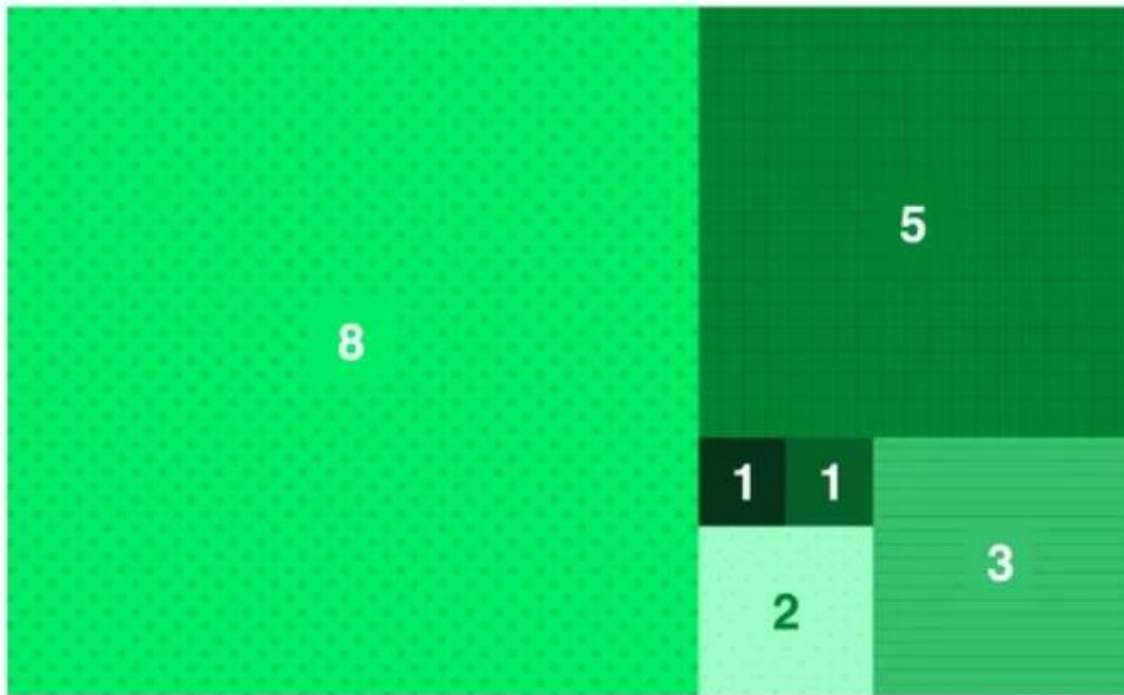
# Základy grafiky



# Mřížka je základ: Pravidlo třetin



# Mřížka je základ: Zlatý řez



# Fotografie: Rule of odds

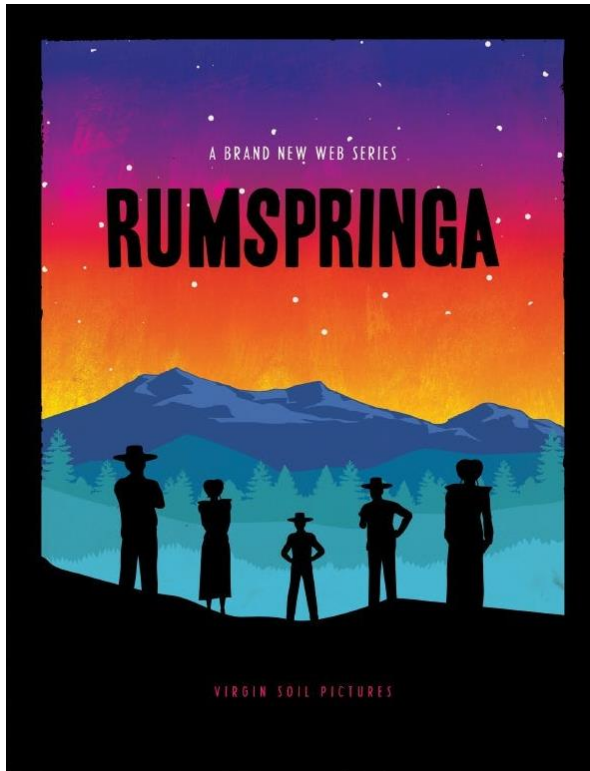




# Méně je více

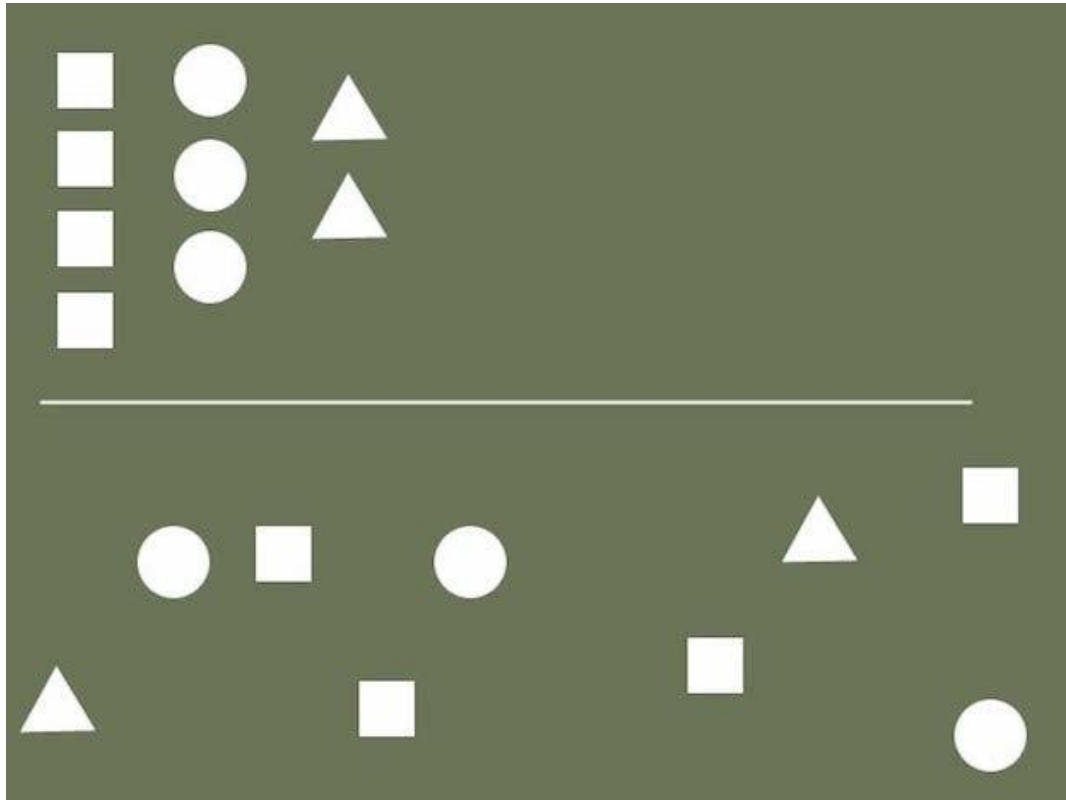


# Na velikosti záleží





# 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:

Zip Code:

Phone:    
No spaces or dashes

Date of Birth:

Gender:

Security Question:

Security Answer:   
(Not case-sensitive)

**Personal Information**

First Name:

Last Name:

Date of Birth:

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:

Security Answer:   
(Not case-sensitive)

**Contact Information**

Address:

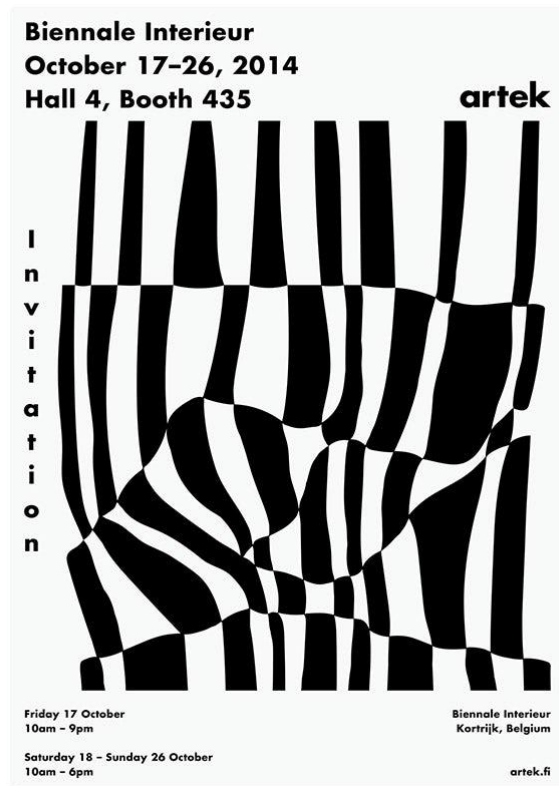
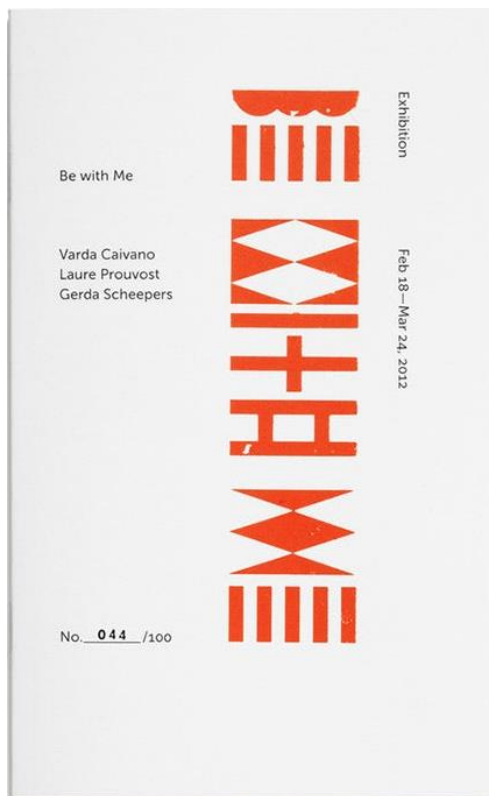
City:

State:

Zip Code:

Phone:    
No spaces or dashes

# Nebojte se výrazných prvků



# Nechte design dýchat

**what  
we do.**



We are small team with big ambitions.  
Our objective is to create stunning web experiences and software products that make our clients successful and their users happy. With relentless attention to detail, we turn ideas into a finely-tuned digital reality.

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# Vyberte správný font



# Nebojte se kombinací



## SPOTLIGHT



CULTURE DESK

### COVER STORY: "IN THE SHADE"

BY FRANÇOISE MOULY

"The light is different in September—the last of the summer sun casts interesting shadows," Malika Favre says of her cover for this week's Style Issue.



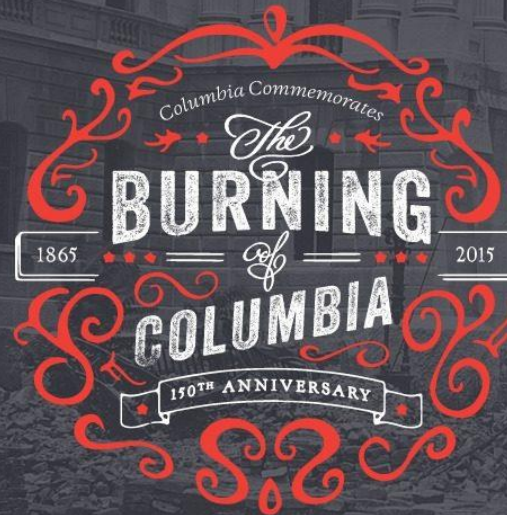
NEW YORKER FESTIVAL

### BRUCE SPRINGSTEEN TALKS WITH DAVID REMNICK

BY RHONDA SHERMAN

Announcing an addition to this year's New Yorker Festival, on October 7th at New York City's Town Hall.

MENU



## The 150th Anniversary of the Burning of Columbia

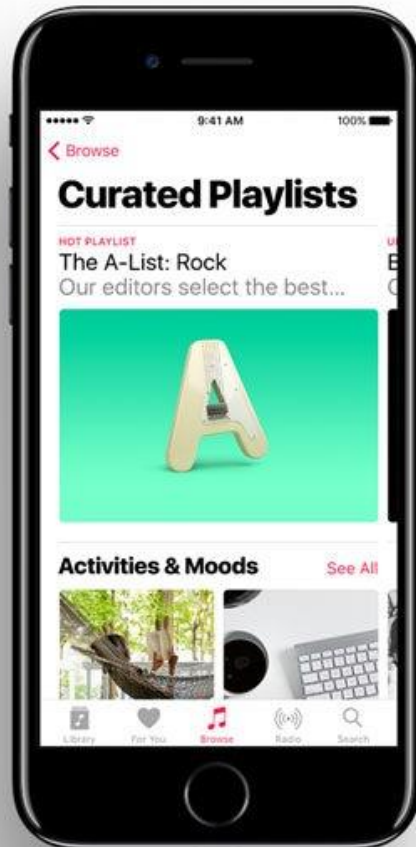
After the Confederate army conceded the City of Columbia on February 17th 1865, they left the city in ruins. There is much debate as to which side was actually responsible for the destruction.

THE WHOLE STORY

1/4

Events VIEW ALL

# Typografická hierarchie



Playlists for every moment.

Title

Get the perfect playlist for any activity and any mood. Every mix is carefully compiled, and each song flows naturally from the one before.

Lead

## Activities

Everything deserves a soundtrack. And now everything has one — whether it's cooking, running, dancing, working out, or kicking back.

Section

## Moods

Listen to music that matches your feelings, from relaxing to celebrating and everything in between.

Section









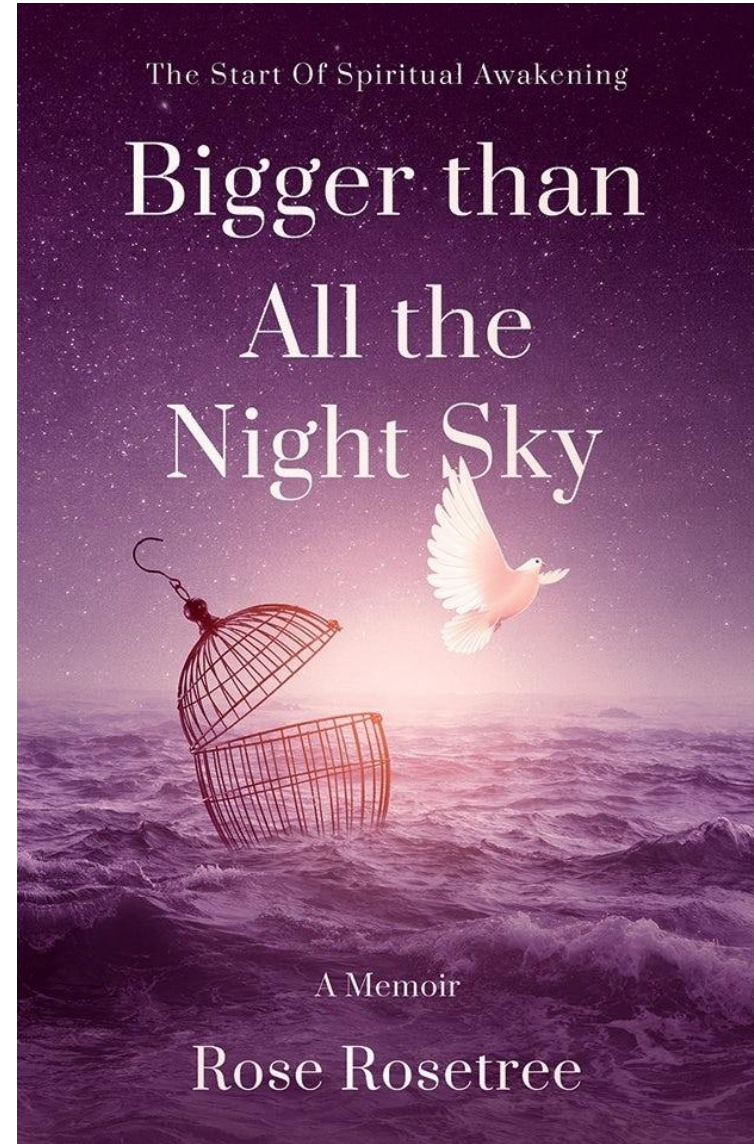












# Pink

femininity, playfulness  
and romance





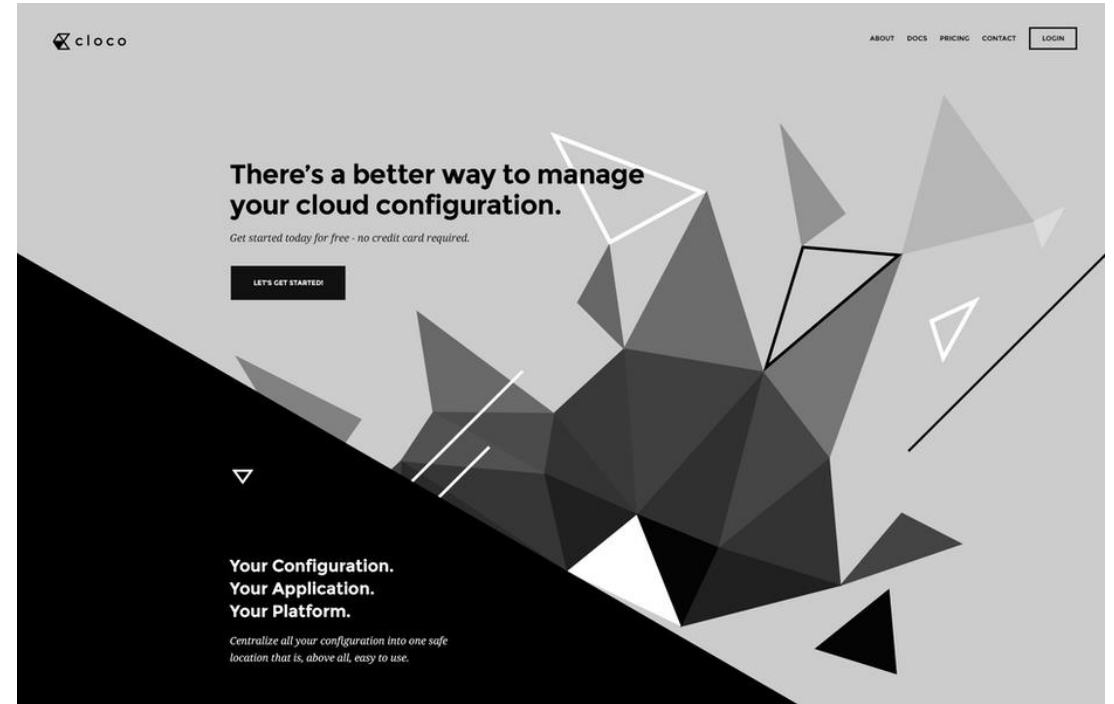






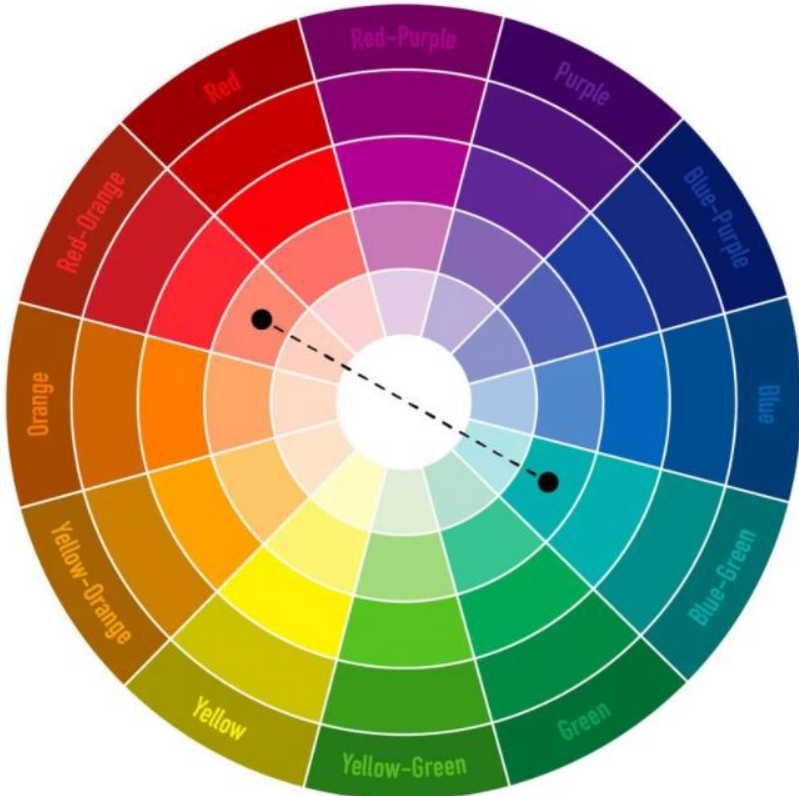
**White**  
purity, innocence  
and minimalism



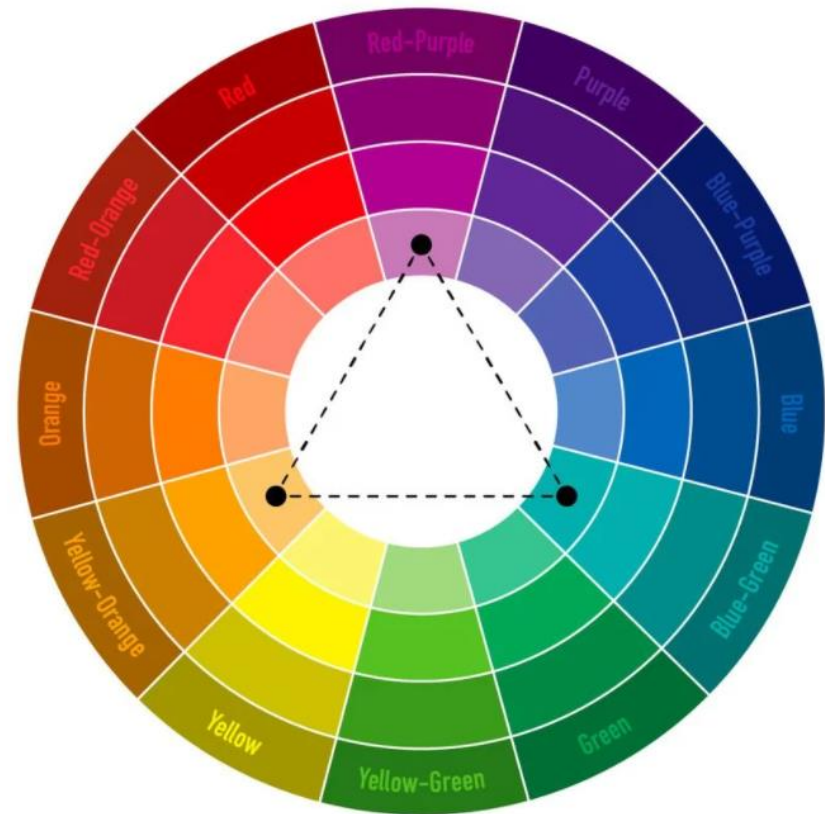


# Výběr barev

Complementary color combinations



Triadic color combinations



# Výběr palety



<https://www.canva.com/learn/100-color-combinations/>

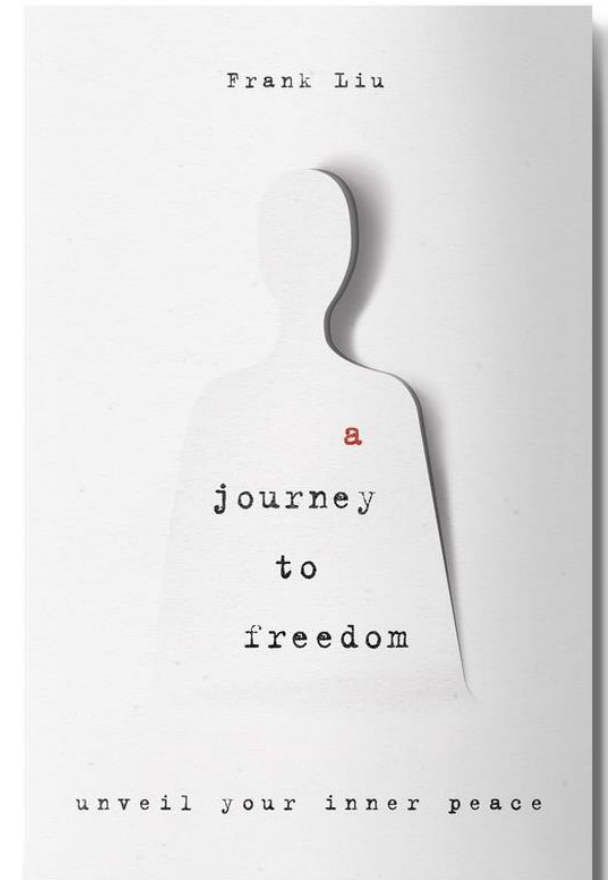
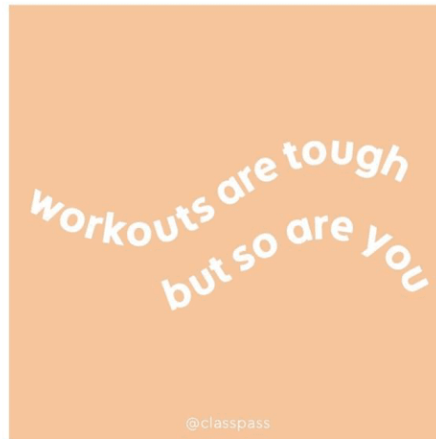
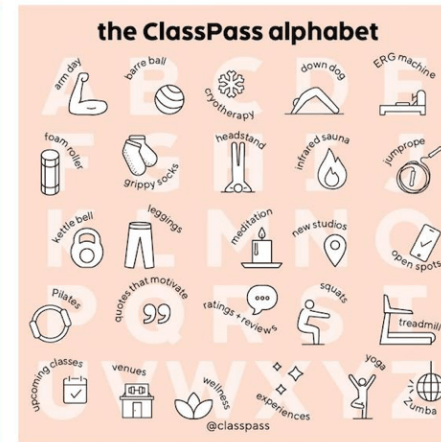
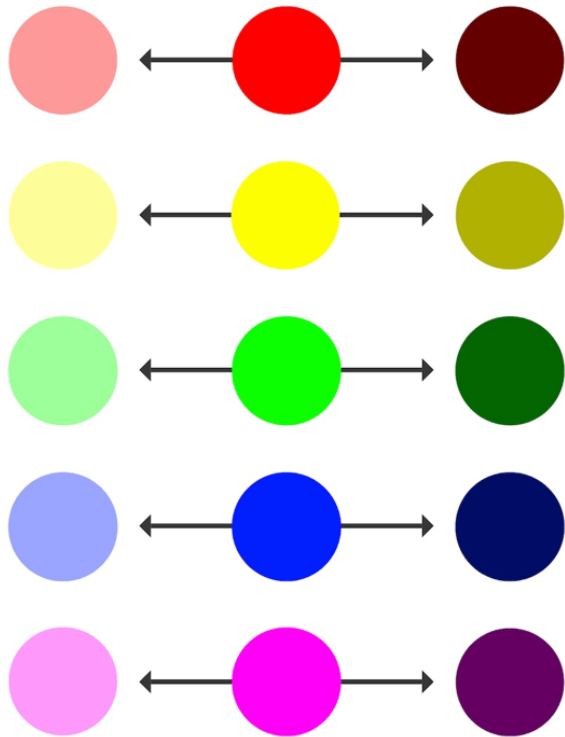




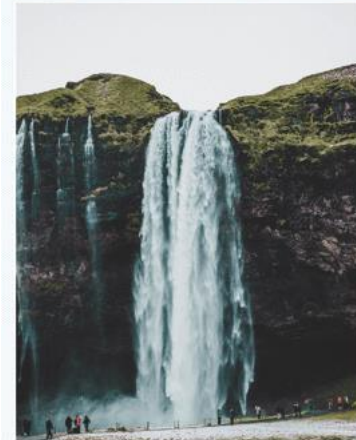
# Trendy pro rok 2021

# Tlumené barvy

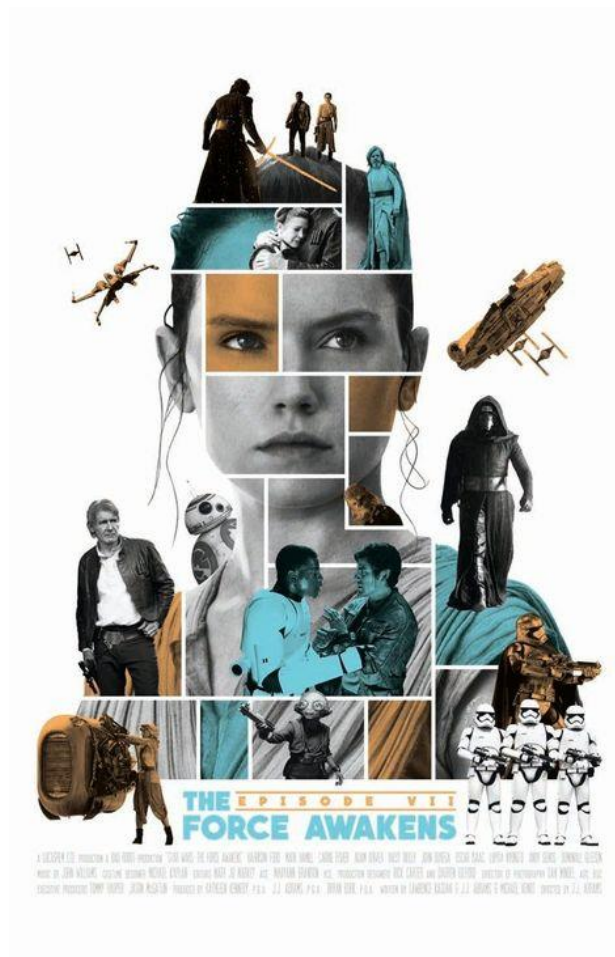
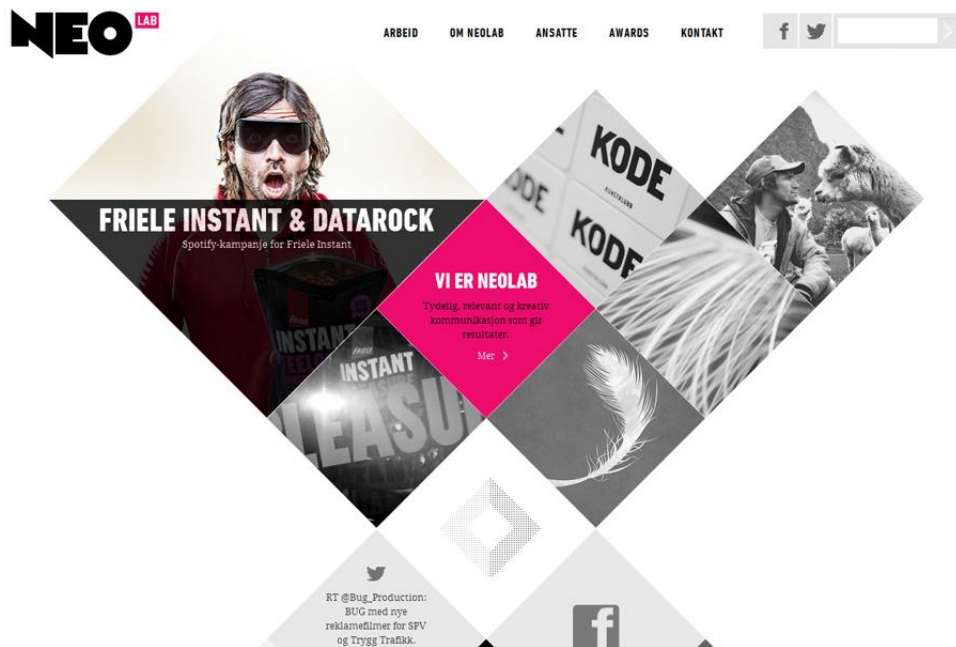
Light Muted    Original    Dark Muted



# Fotografie v přírodních odstínech



# Geometričnosť





# Plochy design

## Skills

[Check out my full CV >](#)



### Typography

I've studied Typography & Graphic Communication at possibly the best institution to do so in the world – the University of Reading.



### Responsive Web Design

I design future proof mobile first responsive websites to the latest web standards. I also keep up with the most recent best practices.



### UX Design

User Experience takes precedence throughout my entire process from research, through wireframes to design and development.



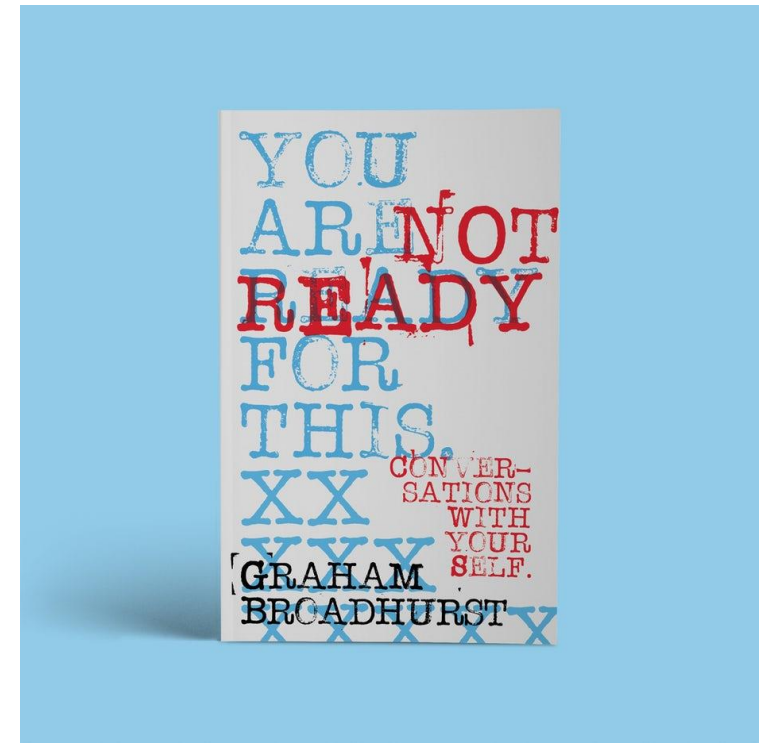
[Work](#) [About](#) [Resources](#)

## Our Difference.

**Connect with an engaged community.** Edmonton has a remarkable political and societal appreciation for sport and cultural events, a dedicated volunteer base, and Canada's most active social media community.



# Výrazné, ale jednoduché fonty



# Gamifikace

**HOBBY**  
*Bingo!*

HOW MANY OF THESE HOBBIES DO YOU ENJOY?

Watching TV	Listening to music	Cooking	Arts and Crafts
Gardening	Painting	Listening to podcasts	Making music
Drawing	Baking	Coding	Playing a musical instrument
Reading books	Playing video games	Writing	Photography
Knitting	Acting	Playing sports	Dancing

MADE IN @CANVA

 **A FRIEND WHO IS...**  
@STORYTEMPS

THE SHY ONE	THE FUNNY ONE
THE PRINCESS	THE ONE THAT ALWAYS GETS HURT
THE DRAMA QUEEN	THE FLIRT
THE ONE WITH ALL THE GOSSIP	THE LADIES MAN
THE GOOD FRIEND	THE STYLISH ONE



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

- Vlastní média
- Creative commons – free for commercial use
- Doporučené zdroje fotografií: [Pexels.com](https://www.pexels.com), [Unsplash.com](https://unsplash.com), [Pixabay.com](https://pixabay.com)

# Úkoly: Plakát A4 (2516x3543 px)





# Úkoly: Webový banner (1200 x 700 px)



# Úkoly: Infografika (800 x 2000 px)





# Dotazy