

# Canva a základy grafiky: rozšířené školení

Michaela Merglová

# O mně

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

# Obsah

- Základní principy grafického designu
- Trendy pro rok 2021
- Práce s videem
- Canva + úkoly

# Základní principy grafického designu

1. Zarovnání
2. Opakování
3. Kontrast
4. Hierarchie
5. Rovnováha

# Princip 1: Zarównání

**Czarne tagliatelle z kurczakiem** 25 zł

Makaron czarne tagliatelle to grubo wcięte barwione atramentem z kalifornijskiej krowy nie zawierają żadnych sztucznych barwników. Wpiszemy je tylko w czasy kolacji i nie są nadmiernie poddane obróbce. Dobre charakterystyczne smaczne i grube w smaku makaronem poddawanym z bardzo zachwycającą i słodką soczką.

przeznaczony do:  
WACHTENBURG RIESLING HALBTROCKEN (BIAŁE, NIEMCY) 40 zł  
kuchnia (cały stół) 12 zł

**Tagliatelle ze szpinakiem i gorgonzolą** 22 zł

Makaron tagliatelle to typowo włoskie długie i grubo wcięte z dodatkami smacznymi. Dobre charakterystyczne smaczne i grube w smaku makaronem poddawanym z bardzo zachwycającą i słodką soczką.

przeznaczony do:  
TERRA MUSA PINOT GRIGIO CLASSICO (BIAŁE, WŁOCHY) 55 zł  
kuchnia (cały stół) 12 zł

## Academy of Evil

*Open Enrollment! Apply Now!  
You'll Learn These Techniques:*

- Kneading Faces at 5 a.m.
- Sitting on stairs in the dark
- Leaving hairballs under beds
- Trapping Hands that try to scratch your soft, soft belly

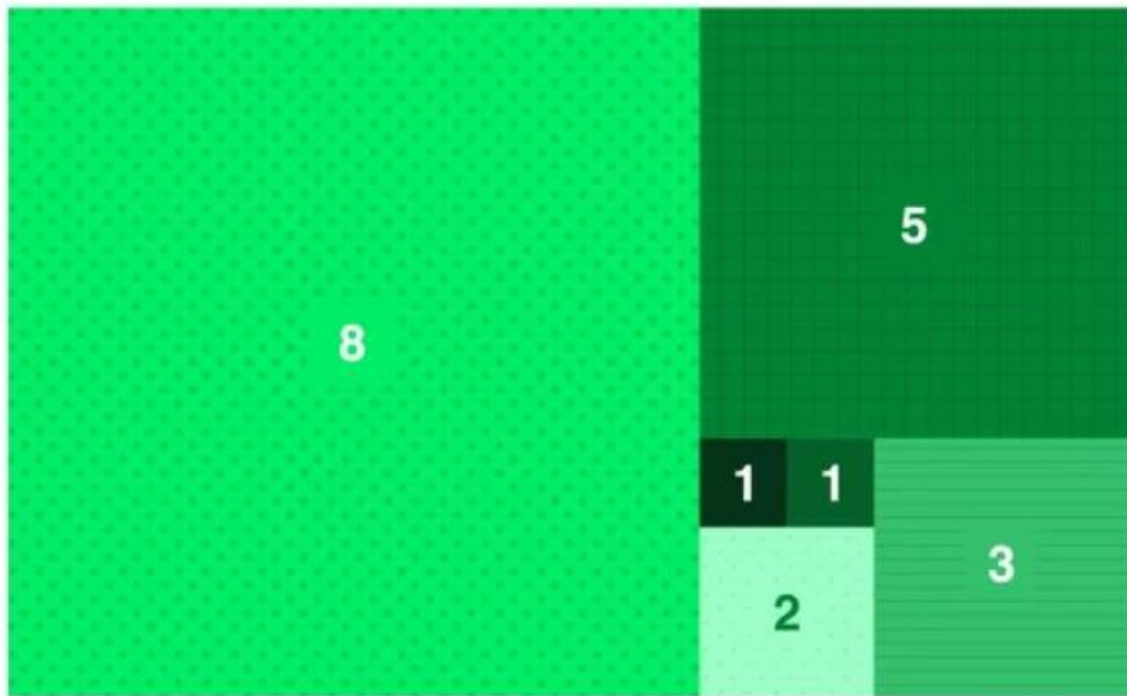
*Call now!  
555-MEOW*



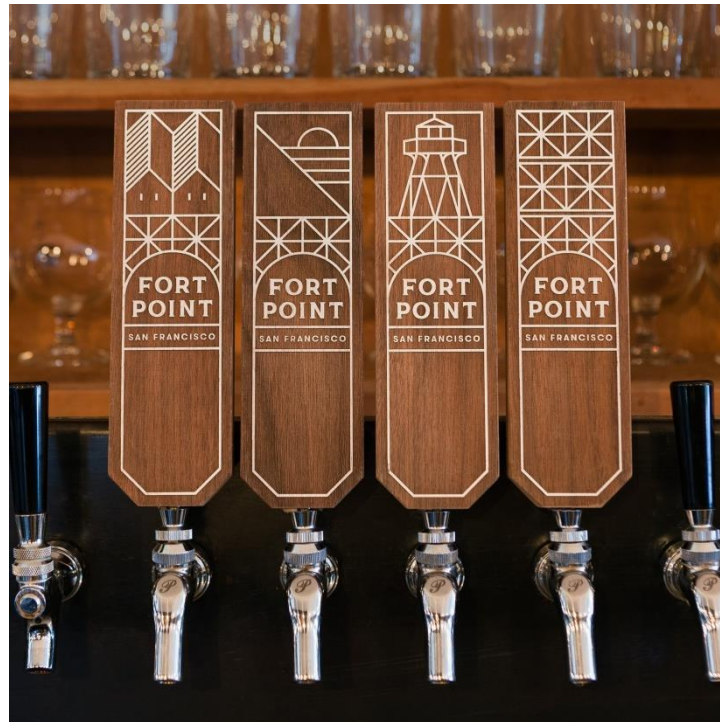
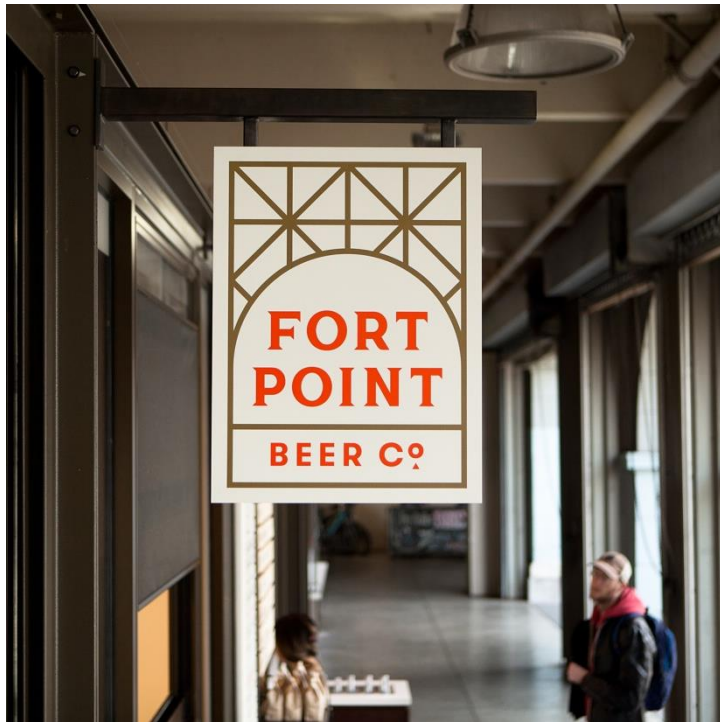
# Mřížka a vodítka



# Zlatý řez



# Princip 2: Opakování

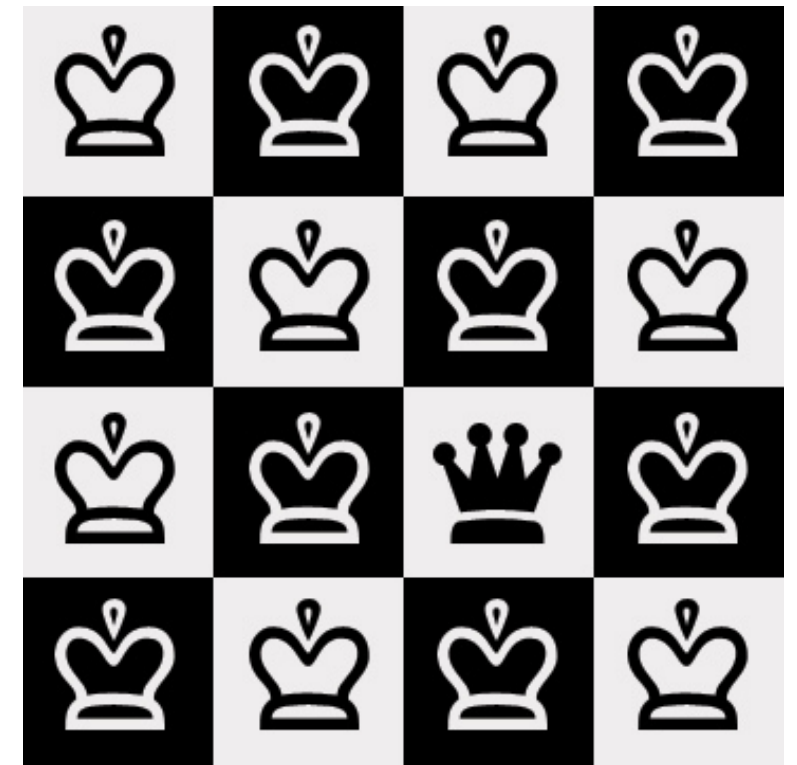




# Zachování konzistence

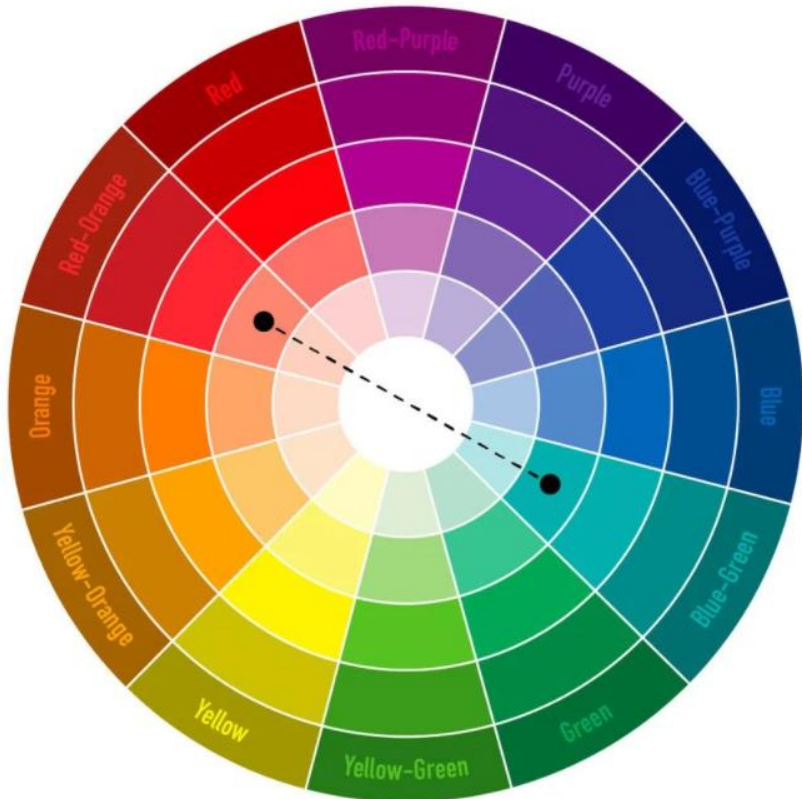


# Repetitivní prvky

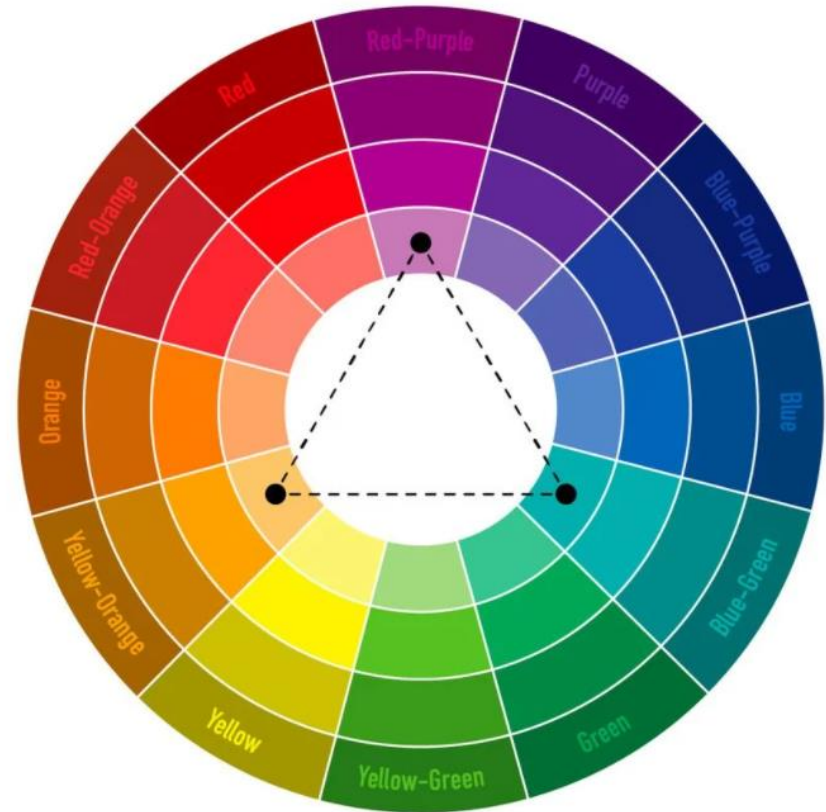


# Volba palety

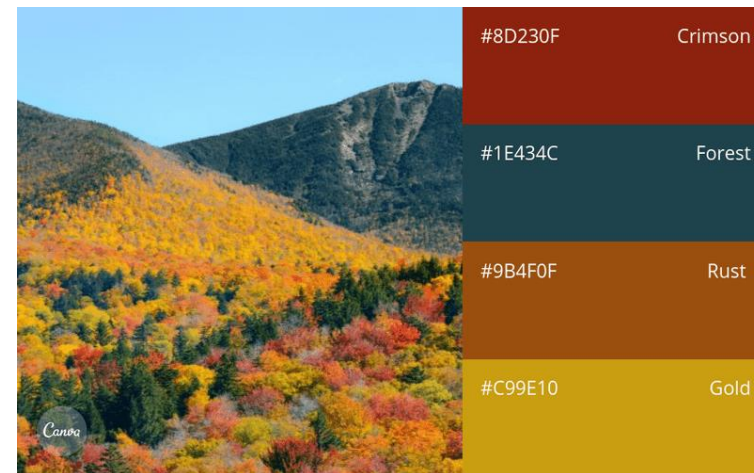
Complementary color combinations



Triadic color combinations



# Canva: Výběr palety



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



# Red

energy, passion  
and danger

寻找  
适合  
你的节奏



ROSHE ONE  
HYPER  
轻彩自如

NIKE.OMG  
<http://www.nike.com>





# Yellow

happiness, hope  
and spontaneity



## ignored everyday

12 - 23 september 2013

international festival of industrial design  
cockatoo island, sydney

[ignoredeveryday.com](http://ignoredeveryday.com)

# Green

nature, growth, harmony,  
wealth and stability



Think Green



**Why is green so important?**  
Green is a color that is associated with nature, growth, and harmony. It is a color that is often used to represent environmental friendliness and sustainability. Green is also a color that is associated with wealth and stability, and it is a color that is often used in branding for companies that are focused on these values.

**What are some examples of green branding?**  
Some examples of green branding include the use of green in logos, packaging, and marketing materials. Companies like Patagonia, Whole Foods Market, and The Body Shop are known for their green branding. Green branding can also include the use of green in website design and social media marketing.

**How can I incorporate green into my branding?**  
There are many ways to incorporate green into your branding. You can use green in your logo, website design, and marketing materials. You can also use green in your packaging and product design. Green branding can be a powerful way to communicate your company's values and commitment to sustainability.





# Work With Us



Interested in making India **EV** ready ? We are looking for people in

- Computational fluid dynamics
- Internet Of Things
- Autocad
- User Research
- Generative AI
- Battery Systems Engineering
- Finite Element Analysis
- Intelligent Vehicular Analysis
- Visual Design

**Apply At**  
<http://bit.ly/mithril-rec>

**Queries**  
[hello@mithril.energy](mailto:hello@mithril.energy)

An illustration showing a group of people in a collaborative work environment. One person is pointing at a screen, another is looking at a document, and a third is using a laptop. The scene is depicted in a stylized, flat design with a blue and grey color palette.



# Purple

luxury, mystery and  
spirituality



Instagram:  
@madebystudiojq

Collection  
2019

Poster  
335

—Elevate.

S&G

© 2019 S&G Studio  
All rights reserved.



# Pink

femininity, playfulness  
and romance

# BREAST CANCER AWARENESS MONTH

CONFERENCE

KEYNOTE SPEAKERS



DR. JANE



DR. JANE



DR. JANE

OCT 24 2020

COMMUNITY STADIUM

123 STREET NASHVILLE

RSVP CALL ON (843) 5496-4541-5616



# Brown

wholesomeness, warmth  
and honesty

CLUB NAME REPRESENTS



# RETRO

MUSIC EVENT

BEST MUSIC EVENT THIS YEAR

**SATURDAY**  
**29 FEBRUARY**

**LIVE MUSIC**  
**WITH JOHN SMITH**

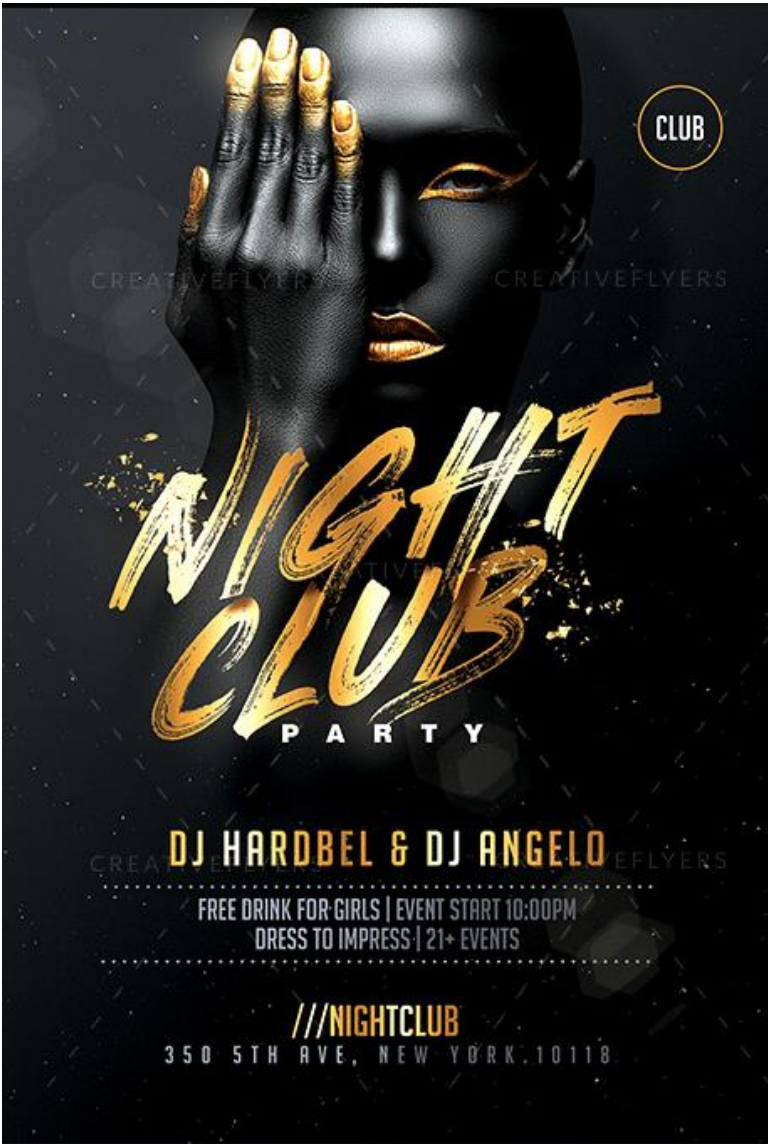
**STARTS AT 6PM - TICKET 5\$ - FOOD & DRINKS**

STREET, CITY, ZIP - WWW.WEBPAGE.COM - PHONE 555 5555



# Black

power, elegance and  
sophistication



CLUB

CREATIVEFLYER CREATIVEFLYERS

# NIGHT CLUB

PARTY

CREATIVEFLYER DJ HARBEL & DJ ANGELO CREATIVEFLYERS

FREE DRINK FOR GIRLS | EVENT START 10:00PM  
DRESS TO IMPRESS | 21+ EVENTS

///NIGHTCLUB  
350 5TH AVE, NEW YORK, 10118

# White

purity, innocence  
and minimalism



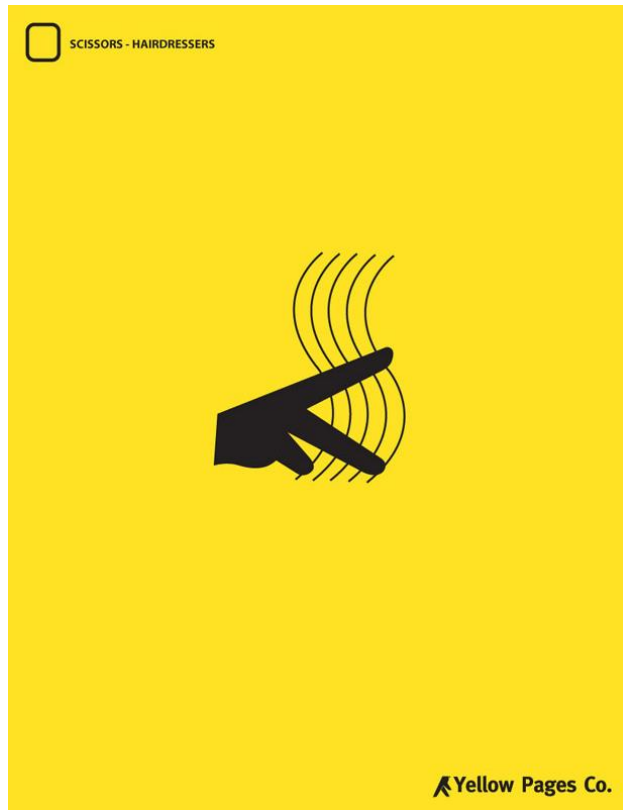
be fast

or

**be last.**



# Princip 3: Kontrast

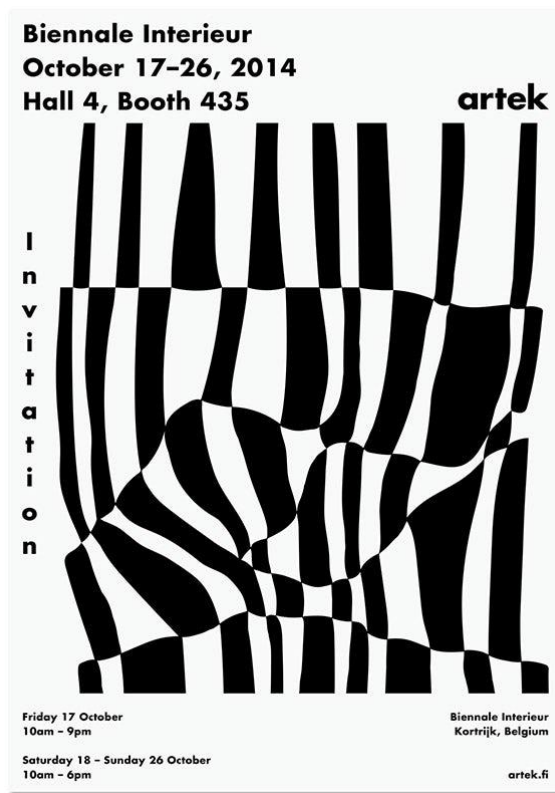
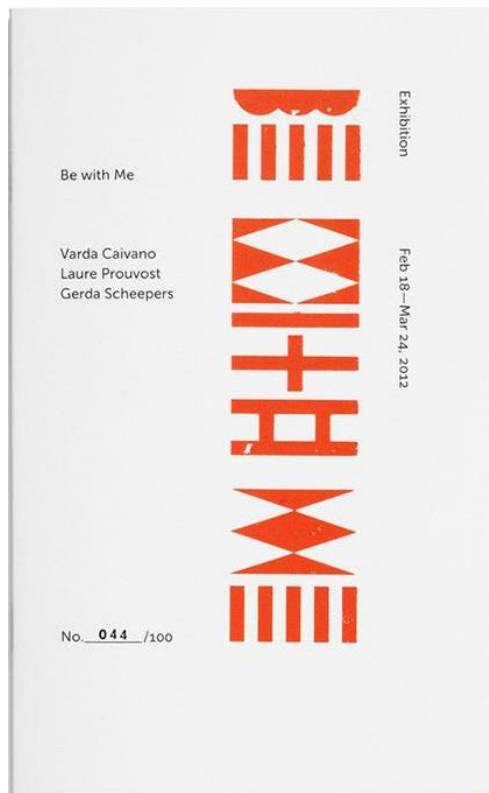




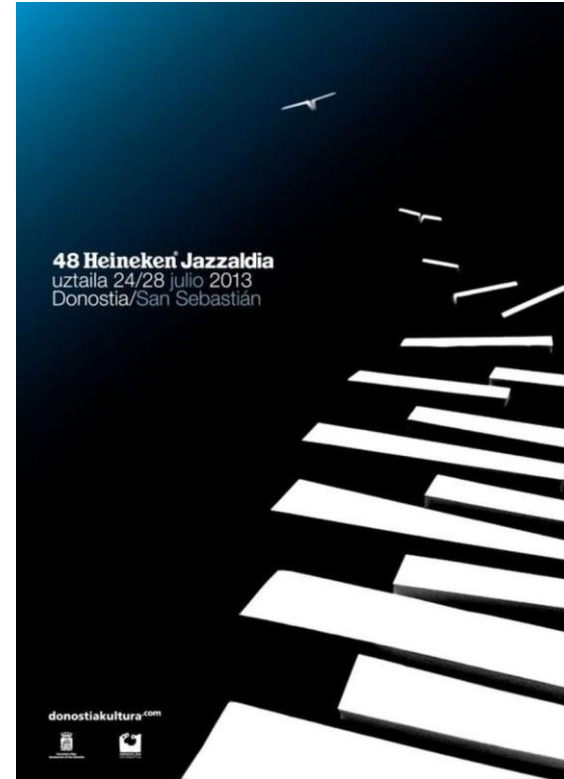
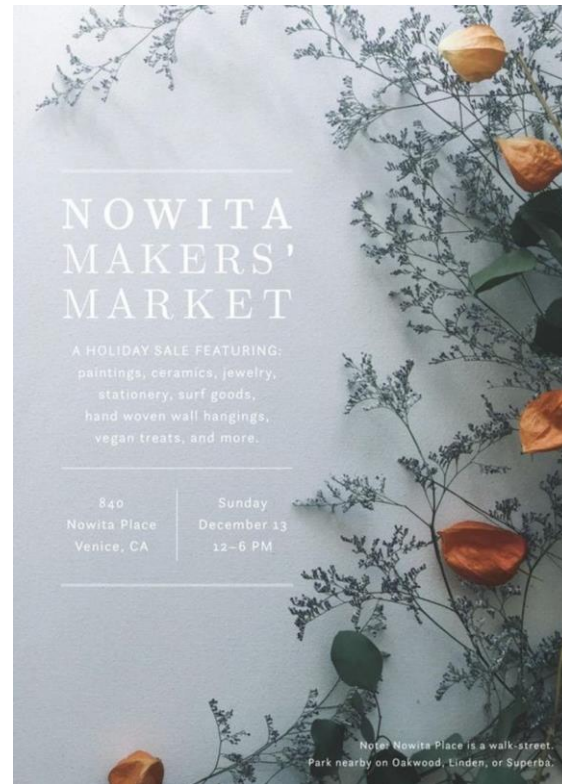
# Nalezení kompozice



# Výrazné prvky



# Princip 4: Hierarchie



# 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

# Typografická hierarchie

## 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.

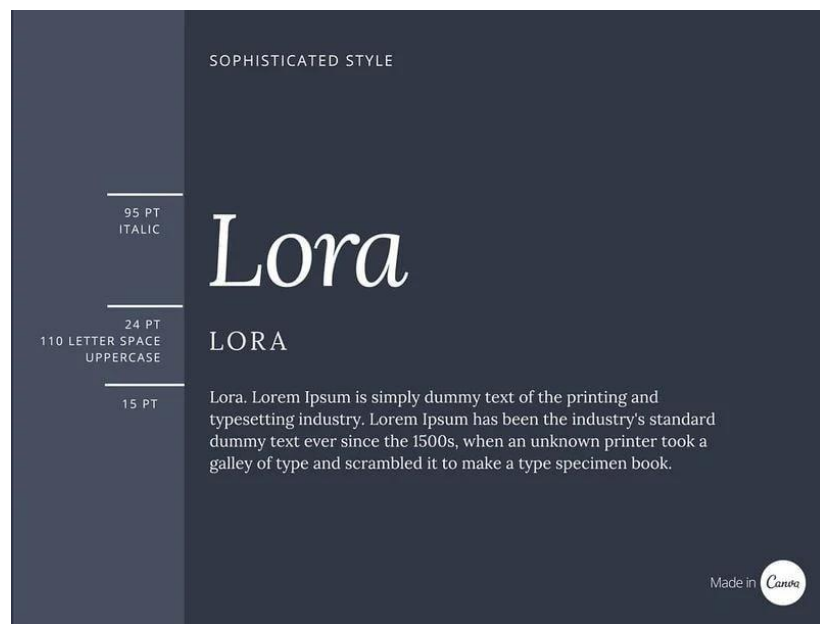
## MUCH BETTER!

**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  
tacimates antiopam pri at.

# Výběr fontu

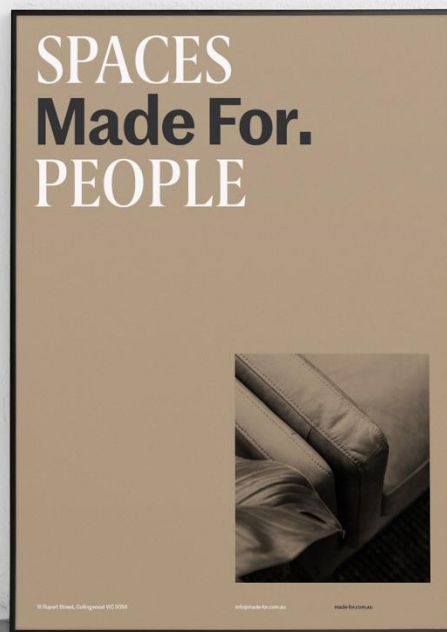


# Canva: Kombinace fontů



<https://www.canva.com/learn/the-ultimate-guide-to-font-pairing/>

# Princip 5: Rovnováha





# Využití volného prostoru

**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.

**what  
we do**

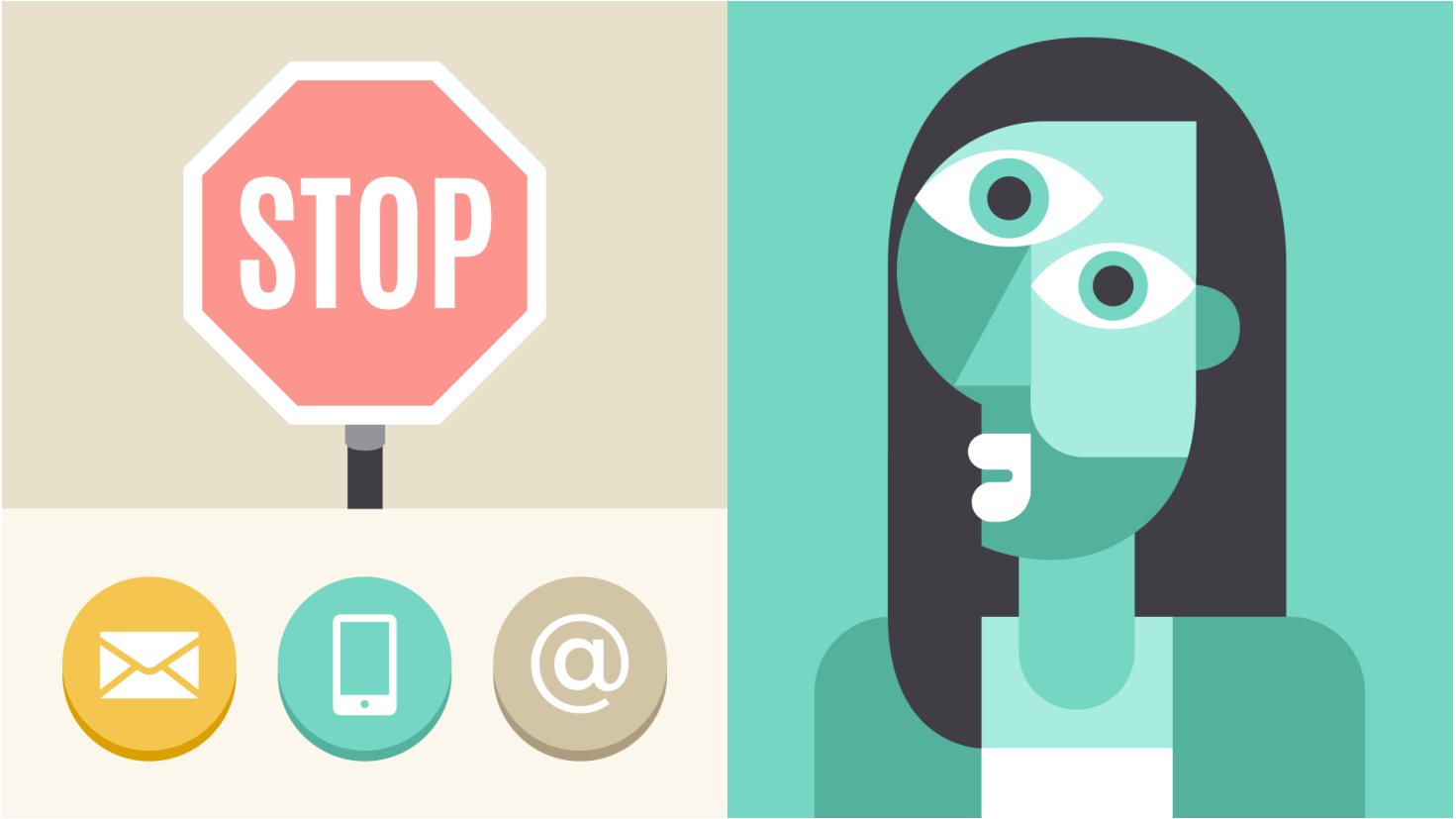
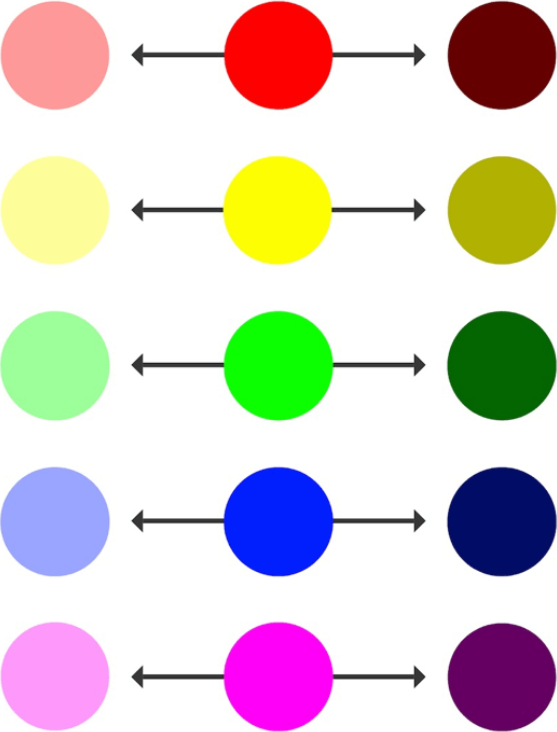


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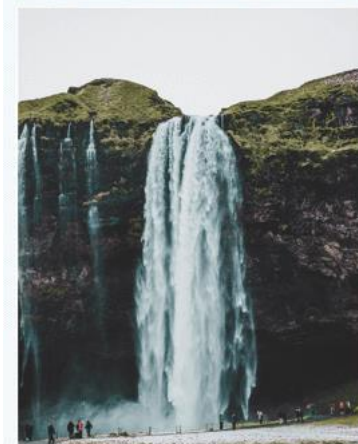
# Trendy pro rok 2021

# Tlumené barvy

Light Muted    Original    Dark Muted



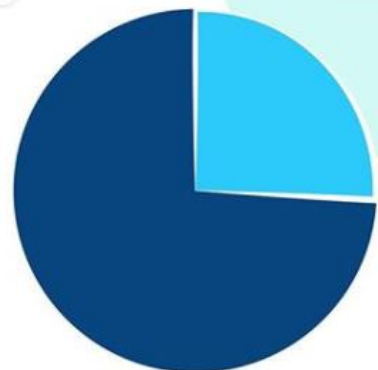
# Fotografie v přírodních odstínech



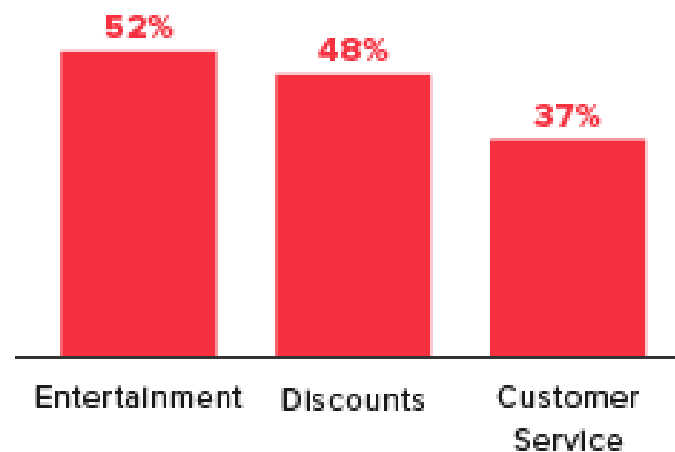
# Jednoduchá vizualizace dat

asana

Only 26% have a clear understanding of how their individual work contributes toward company goals.



## What do Facebook users want from brands?



# Jednoduchá vizualizace dat



Benevolent Institutions, schools and college are the main recipients of donations in Australia



Investing in International shares provides diversification

More than **3 in 4** suffer a long-term condition in their working life



The average life insurance payout is **\$91,000**



Myanmar tops the list, due to its strong Buddhist culture of giving



**12.66%**

The growth per annum (compound) of total assets in SMSFs in Australia over the past 3 years

**S&P 500**

Over 70% of existing S&P500 companies could be replaced or merged out of the index by 2030



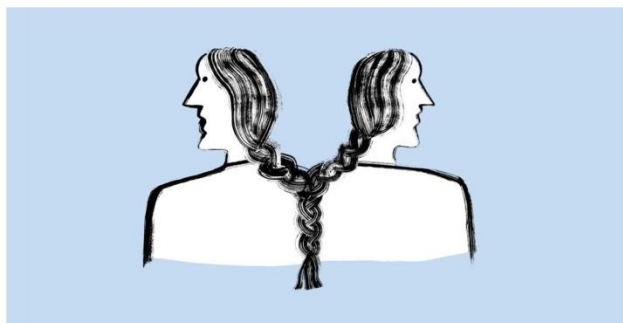
Diversification minimises risk because the returns on different asset classes do not always grow at the same pace

**\$1.8 trillion**

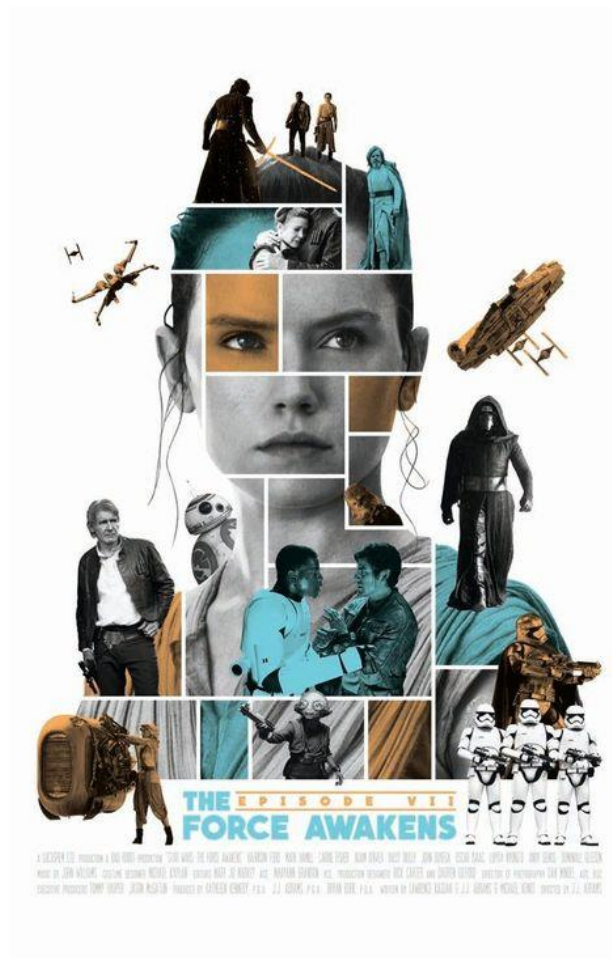
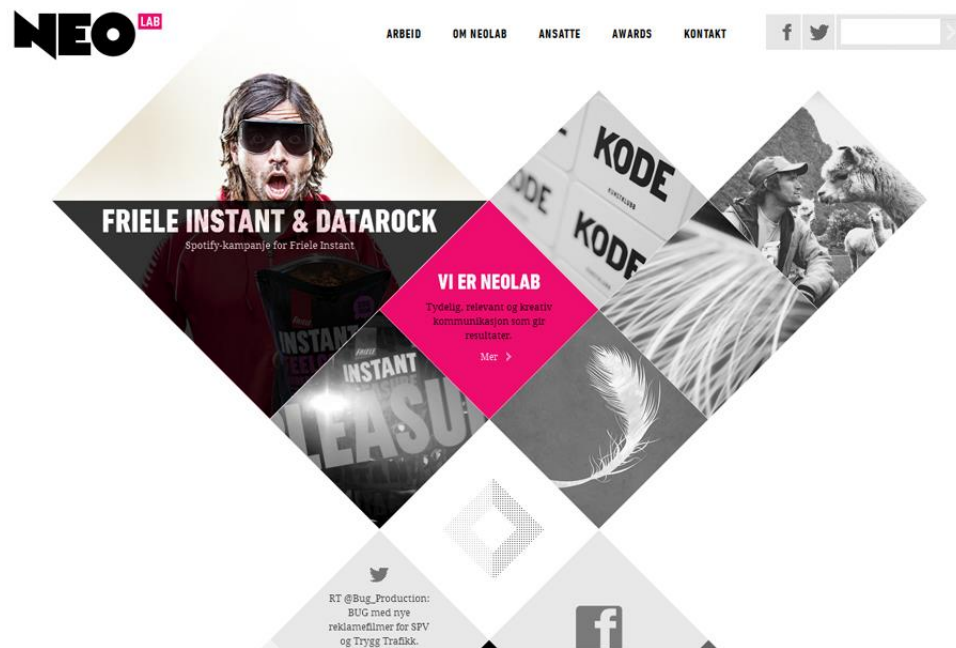
The amount of underinsurance in Australia



# Ikonky a grafické prvky



# Geometričnosť











# Plochy design

## Skills

[Check out my full CV >](#)

 <h3>Typography</h3> <p>I've studied Typography &amp; Graphic Communication at possibly the best institution to do so in the world – the University of Reading.</p>	 <h3>Responsive Web Design</h3> <p>I design future proof mobile first responsive websites to the latest web standards. I also keep up with the most recent best practices.</p>	 <h3>UX Design</h3> <p>User Experience takes precedence throughout my entire process from research, through wireframes to design and development.</p>
		



**EDMONTON EVENTS**

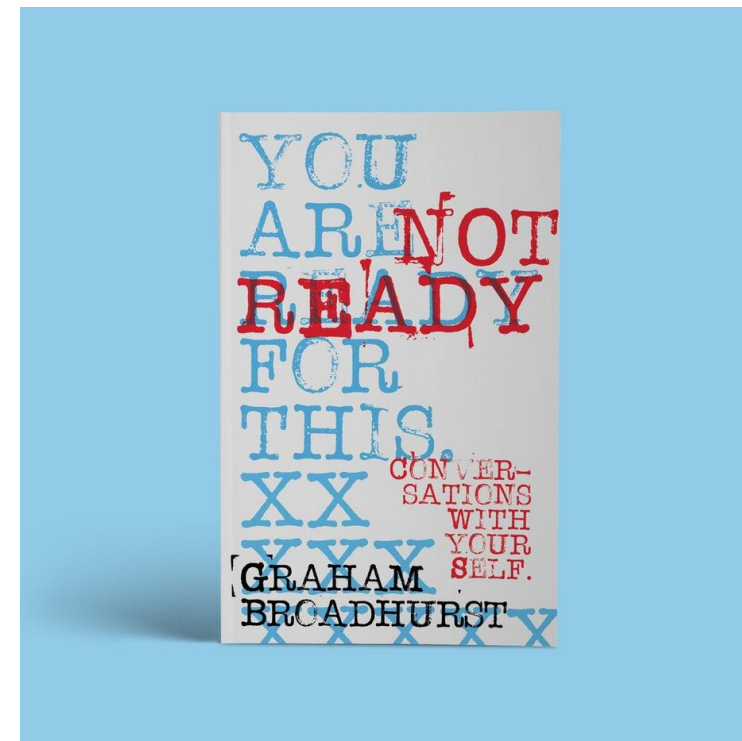
[Work](#) [About](#) [Resources](#)

## 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?

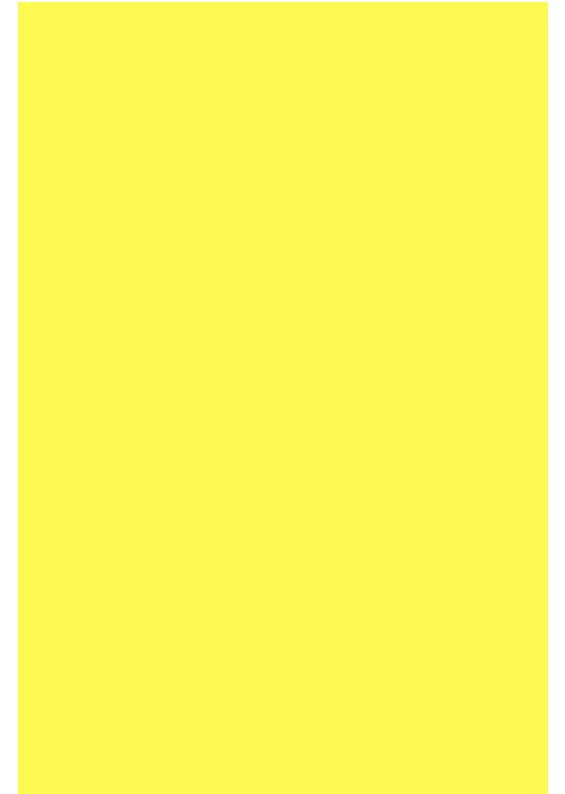
Watching TV	Listening to music	Cooking	Arts and Crafts
Gardening	Painting	Listening to podcasts	Making music
Drawing	Baking	Coding	Playing a musical instrument
Reading books	Playing video games	Writing	Photography
Knitting	Acting	Playing sports	Dancing

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

# Gify a animace



Video 1.01

# Textová videa



# Textová videa

- <https://www.forbes.com/video/6152703426001/>

# Video manuál z rychlíku 1.01

- Na úvod dejte nejzajímavější informaci nebo vizuál
- Po zaháčkování nabídněte dobře formulovanou informaci, která se bude snadno sdílet
- Vystavte kontext na příběhu
- Zdůrazněte klíčové informace textem nebo zvukem
- Využívejte kontrast
- Nezapomínejte na CTA



Canva

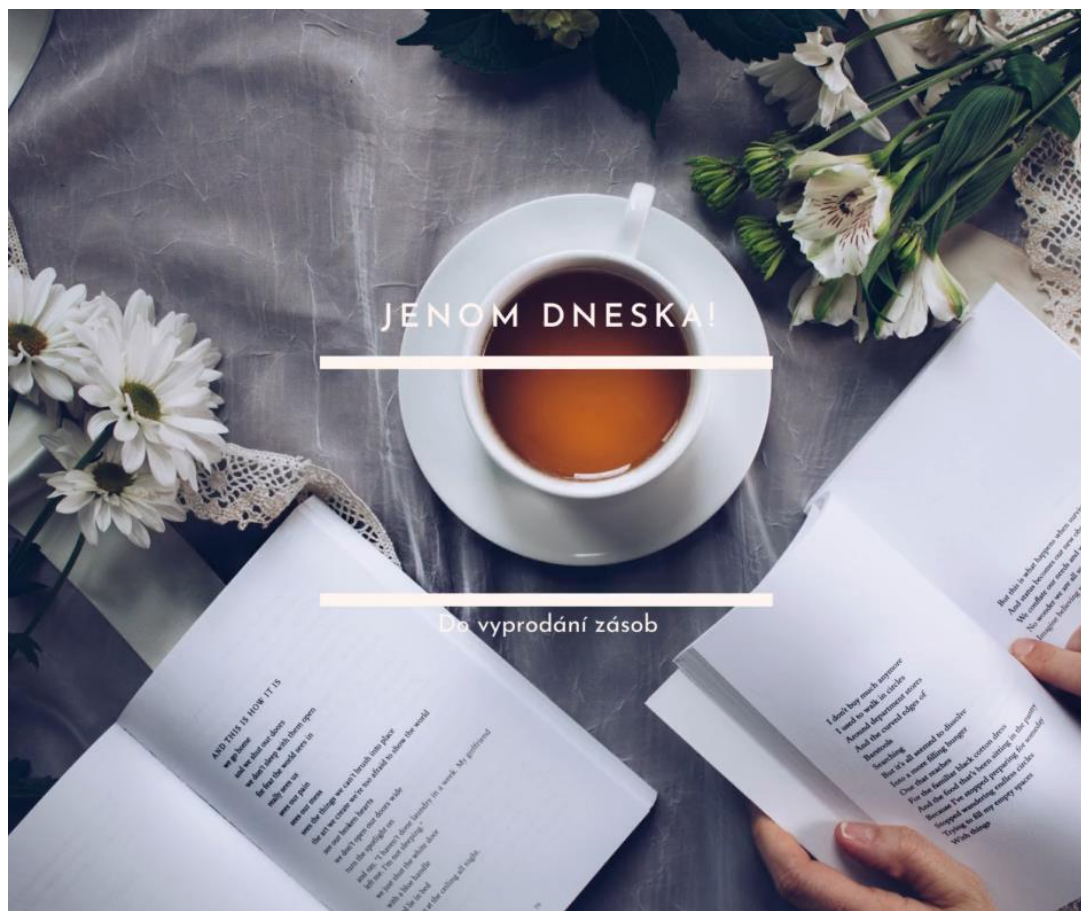
# Canva

- 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.
- Pro video: Animoto, Biteable ad.

# Zdroje

- Vlastní média
- Creative commons – free for commercial use
- Doporučené zdroje fotografií: Pexels.com, Unsplash.com, Pixabay.com
- Doporučené zdroje videí: Pexels.com, Videvo – filtr Creative Commons

# Úkoly: Animovaný banner (1200 x 700 px)



# Úkoly: Video



# Úkoly: Infografika (800 x 2000 px)



# Úkoly: Plakát A4 (2516x3543 px)



Úkoly: Webový banner (1200 x 700 px)





Dotazy