**Practical assignment. Creating advertising in Canva**

**Objective.** To use the **Canva** tool to create an advertisement for social networks (e.g. Facebook, Instagram) or other advertising purposes using design elements, texts and photos.

**Steps:**

1. **Joining and creating a project:**

* Log in to **Canva** with your account (Google, Facebook, or create a new one).
* Select "Create a Design" and choose an advertising template, such as Instagram Post or Facebook Ad.

1. **Choosing a template:**

* Canva offers a variety of free templates, so choose the one that best suits your advertising objective (e.g. service promotion, event announcement, product launch).
* If you don't want to use a template, you can start with a blank design and create your own composition.

1. **Uploading material**:

* Upload your own images, logos or other graphic elements that you want to use in your advertising.
* Canva has a large library of free photos and illustrations, so you can choose suitable images from it if you don't have your own.

1. **Adding text**:

* Add promotional texts: product name, promotions, discounts, calls to action (e.g. "Buy now!", "Register now!").
* Adjust the font to your preference (e.g. use a bold font for the title, a smaller font for the description). You can use the Canva font library.

1. **Design adjustments**:
   * Adjust the colours to your brand's colour palette or use the colour combinations offered by Canva.
   * Use filters to enhance your photos and add special effects or transitions as needed.
2. **Latest corrections and export**:
   * Check the final design to make sure all the text is clear and the images fit well.
   * Select "Download" and choose the desired file type (JPEG, PNG, PDF).
   * Save your project and share it on social networks or use it for promotion.