
USER GUIDE FOR THE ICA COMMUNICATION KIT

CONTENT

1. Go to the ICA website and download the elements you want to use 1
2. Go to the Canva website, and register for free 2
3. Choose to create a new design (left menu) 2
4. Choose either Poster or Flyer, inside the Marketing elements section 3
5. Choose to upload an element from you desktop (last item in the left menu) 3
6. Once the upload is completed, click on the thumbnail. The blank page at the right of your screen will display the element you have chosen. 4
7. Customize the element by adding the text you want (left menu), choose the font, the color and the spot you want it to be displayed 4
8. Download the result in various formats (at the right of the top bar) jpg, png, pdf 5
9. You can go back to your creations and work on them as you like by login in to Canva.com 6

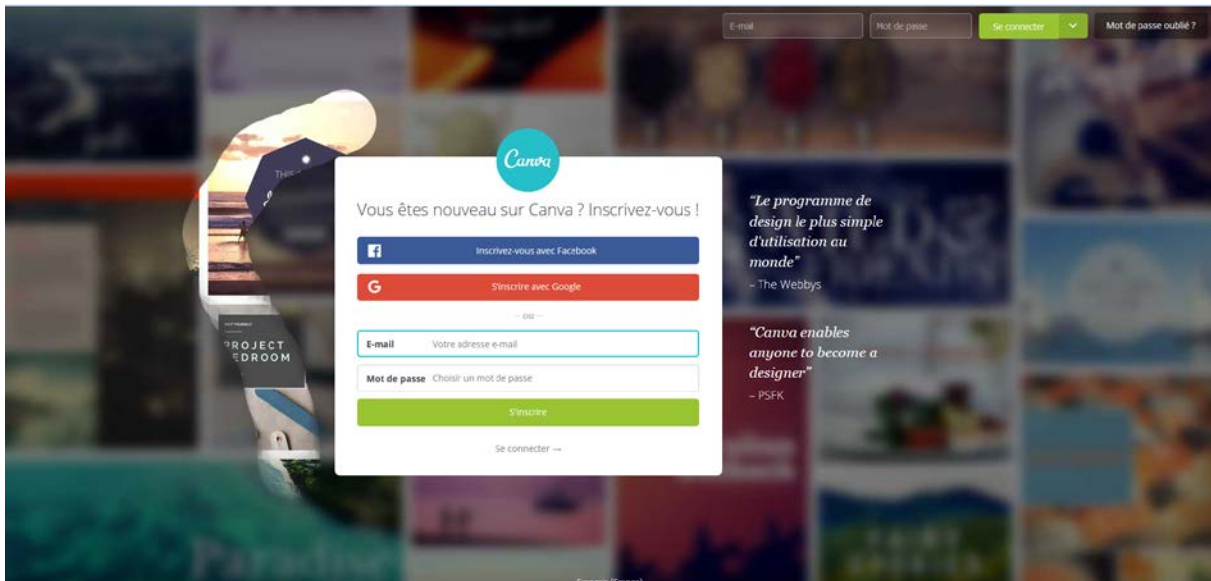
1. GO TO THE ICA WEBSITE AND DOWNLOAD THE ELEMENTS YOU WANT TO USE

The screenshot shows the ICA website's 'Kit IAD 2016 - Poster' page. The navigation menu includes Home, Calendar, News, Discover ICA, Professional Programme, Events, Professional Resources, and Networking. The main content area displays a large image of the poster and a sidebar with links to 'Kit IAD 2016 - Poster', 'Kit IAD 2016 - Flyer', 'Kit IAD 2016 - Bookmark', 'Share your Pictures!', and 'IAD Archives'. Below the main image is a table with the following data:

TITLE	SIZE	LANGUAGE
POSTER_ICA_CLEAR.jpg	23.26 MB	Download
POSTER_ICA_FULL_TEXT_ENG.jpg	24.88 MB	Download
POSTER_ICA_TITLE_ENG.jpg	23.93 MB	Download

<http://www.ica.org/en/kit-iad-2016-poster>

2. GO TO THE CANVA WEBSITE, AND REGISTER FOR FREE

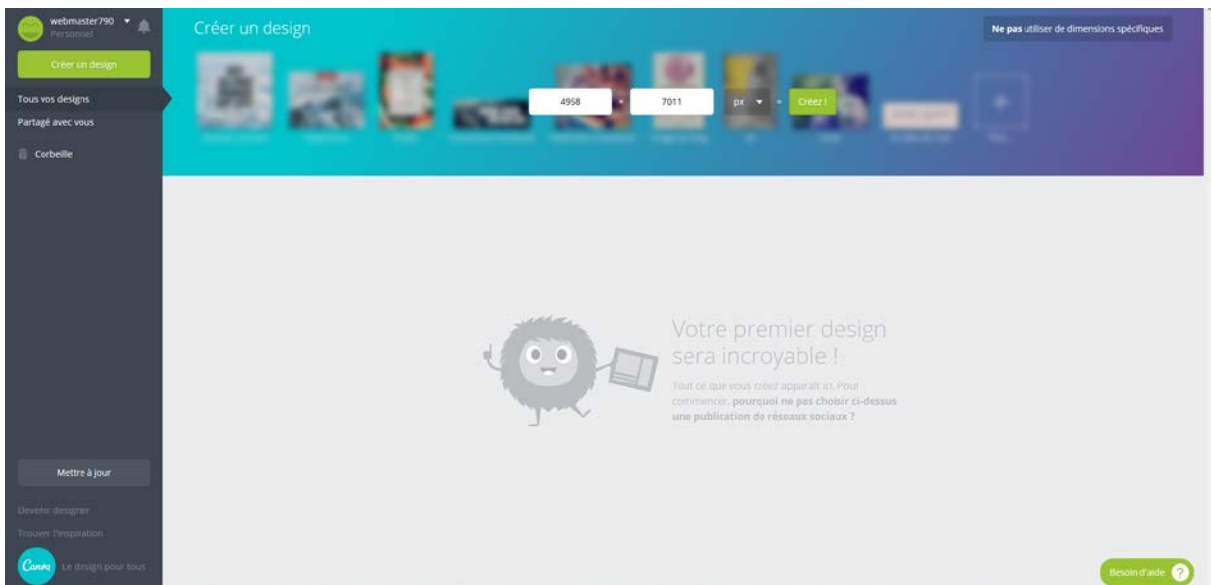


<https://www.canva.com/>

You can follow the tutorial or skip it by scrolling the page until the option is offered

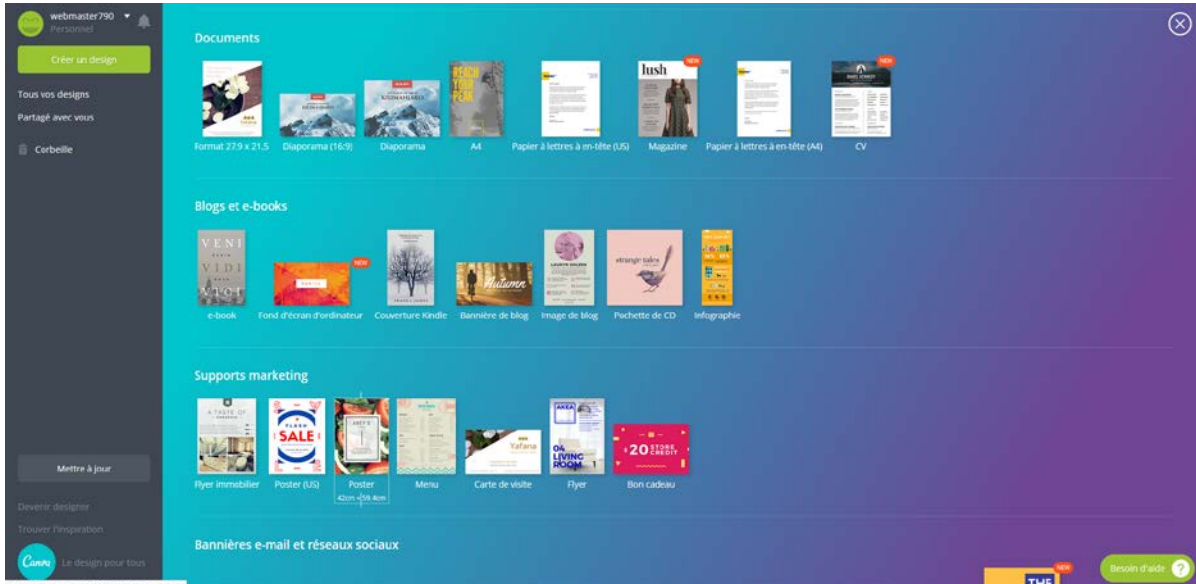
Once the tutorial is done, you enter your personal space in Canva

3. CHOOSE TO CREATE A NEW DESIGN (LEFT MENU)



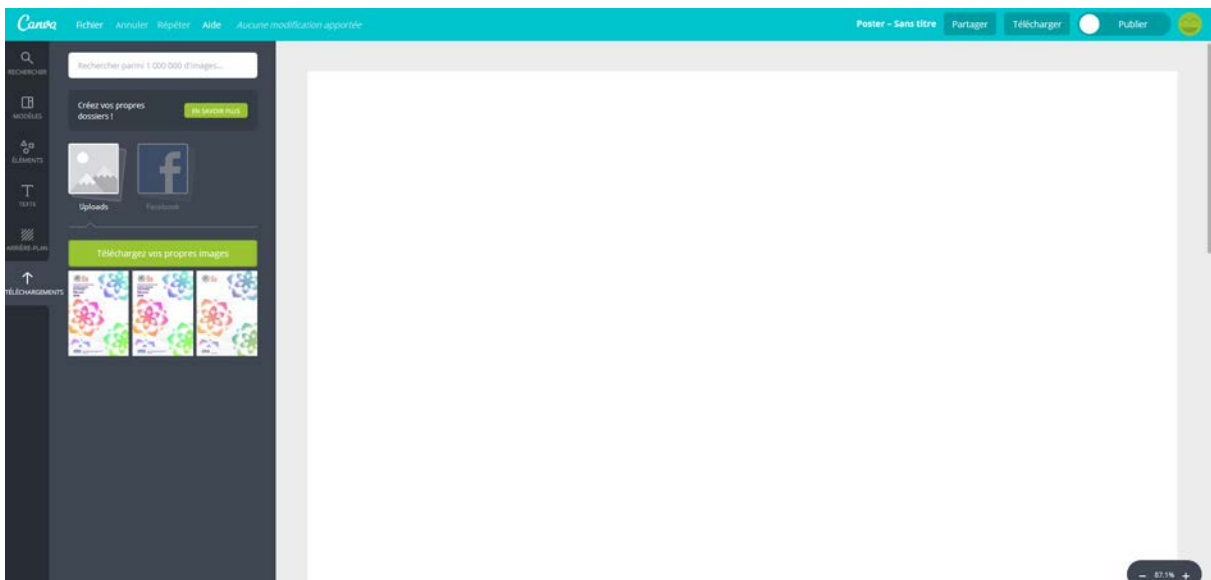
A number of elements of different scales and sizes are offered.

4. CHOOSE EITHER POSTER OR FLYER, INSIDE THE MARKETING ELEMENTS SECTION



Once you have selected the type of the element you are to create, the edition interface is displayed

5. CHOOSE TO UPLOAD AN ELEMENT FROM YOU DESKTOP (LAST ITEM IN THE LEFT MENU)



6. ONCE THE UPLOAD IS COMPLETED, CLICK ON THE THUMBNAIL. THE BLANK PAGE AT THE RIGHT OF YOUR SCREEN WILL DISPLAY THE ELEMENT YOU HAVE CHOSEN.

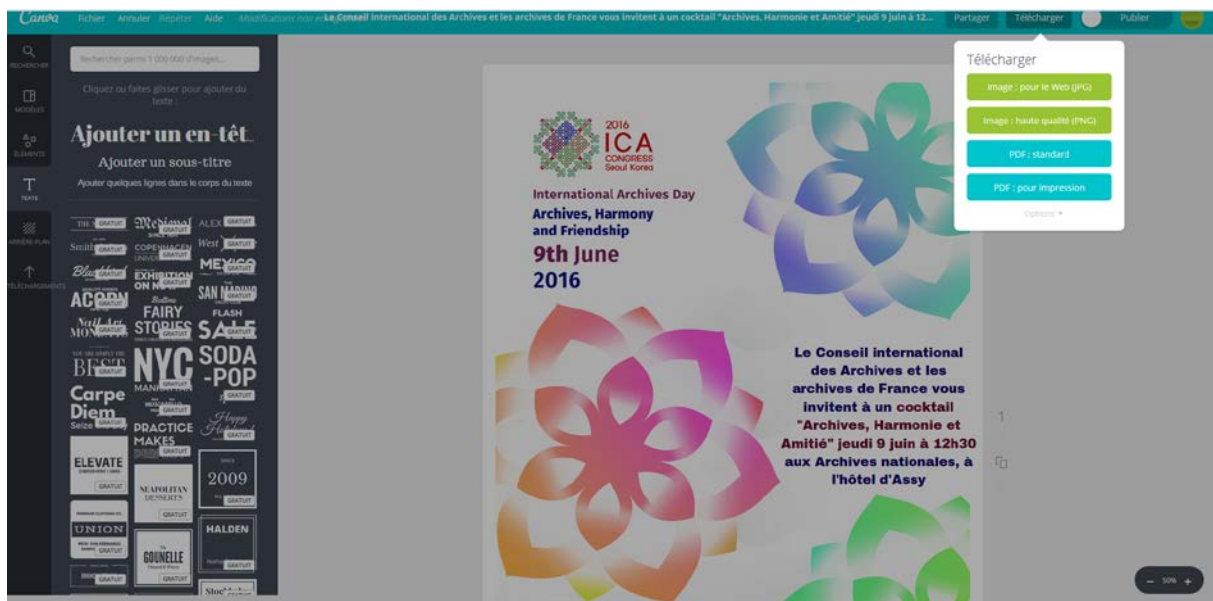


7. CUSTOMIZE THE ELEMENT BY ADDING THE TEXT YOU WANT (LEFT MENU), CHOOSE THE FONT, THE COLOR AND THE SPOT YOU WANT IT TO BE DISPLAYED





8. DOWNLOAD THE RESULT IN VARIOUS FORMATS (AT THE RIGHT OF THE TOP BAR) JPG, PNG, PDF



9. YOU CAN GO BACK TO YOUR CREATIONS AND WORK ON THEM AS YOU LIKE BY LOGIN IN TO CANVA.COM

