

# How to create visually engaging content

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Hello and welcome to the T&B learning bite on “How to create visually engaging content with Canva”.

Studies show that visuals draw the attention of the learner, enhance engagement, the development of analytical skills improves, and the attention and capacity increases. Several studies also revealed that the retention of information improves when students are presented with visual content in addition to any written or verbal information and finally it makes learning accessible for all ability levels.

Additionally, from a teaching staff’s standpoint, images provide a better representation of quantitative, historical, and scientific data.

You don’t need to start from scratch, if you use the online based software Canva.

Canva enables you to create a free account and utilize hundreds of thousands of free templates, or you can start with an empty canvas.

You can search keyword specific templates, for example University and you will receive a mix of templates to create, for examples individual images, videos or slides for your presentations and lectures.

Just select a template and start your editing process. You can use the toolbox on the left hand side, which includes for example the elements tab, the text tool and the audio tool.

You can also upload your own multimedia content and add it to your work.

I hope this learning bite was helpful to you. Please do not hesitate to contact me or participate in one of my Q&A webinars.