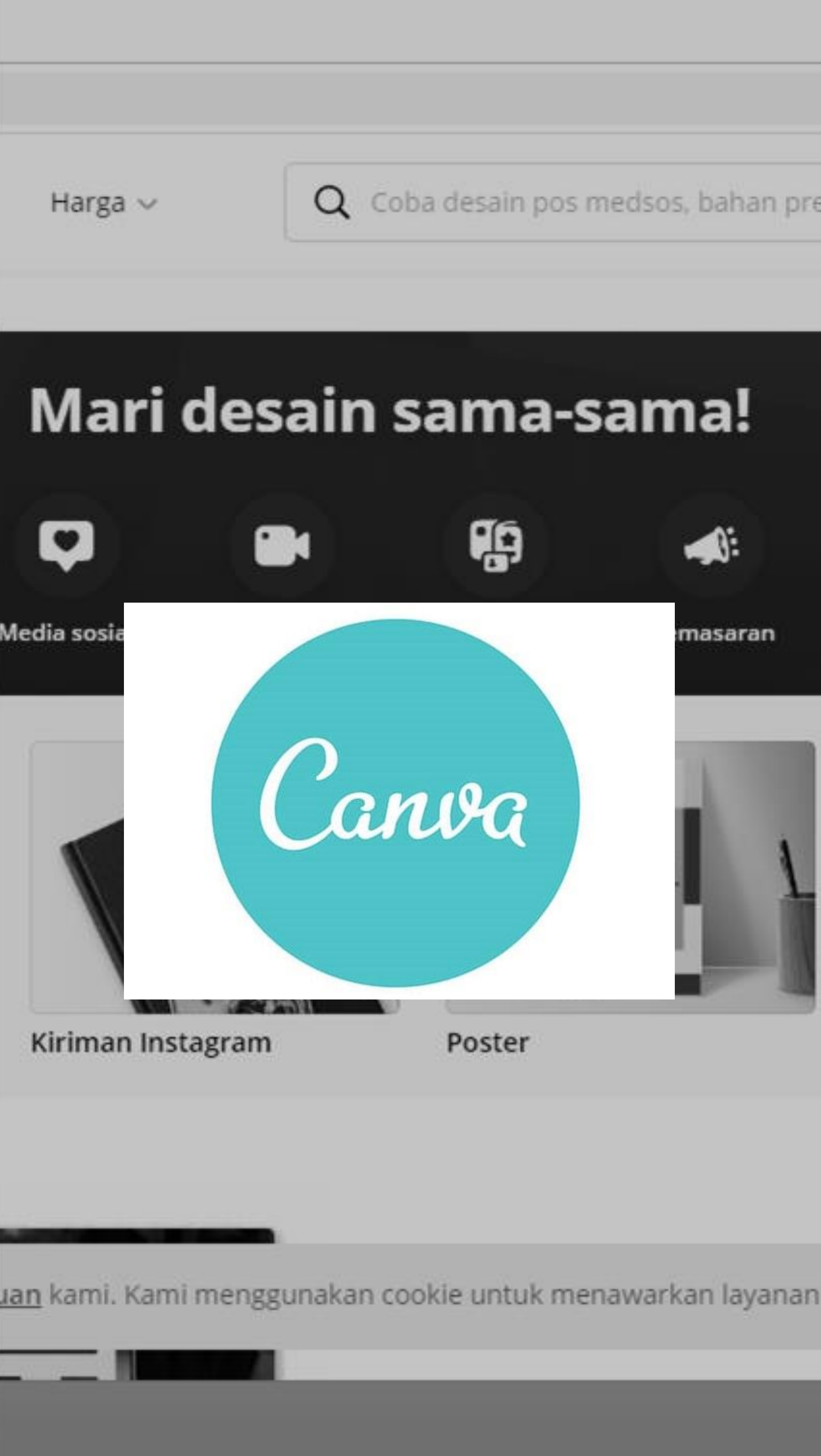


Design of Food Labelling On Canva

ICAT LEMBANG

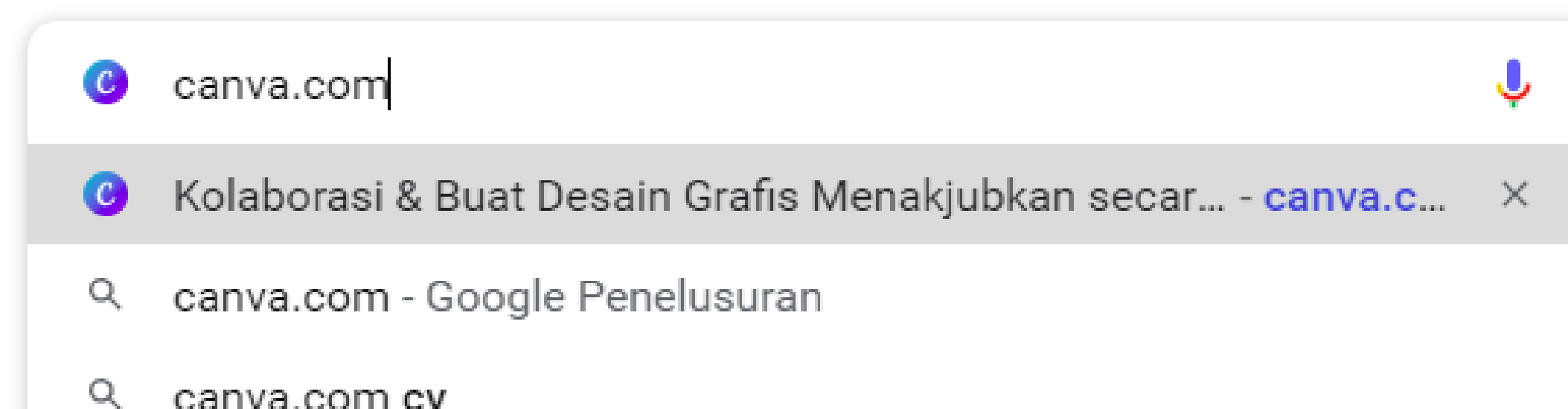
CANVA

- **One of the most popular graphic design applications**
- Easy to use
- Can design various kinds, such as logos, labels, posters, feature image boxes, infographics, newsletters, etc
- Lot of Templates for Different Types of Visual Content
- Storage Capacity 1GB
- Text Customization
- Hundreds of Icons and Illustrations
- Lot of background options
- available in free and premium versions



Steps to design a label on canva app :

1. Search the canva app via google

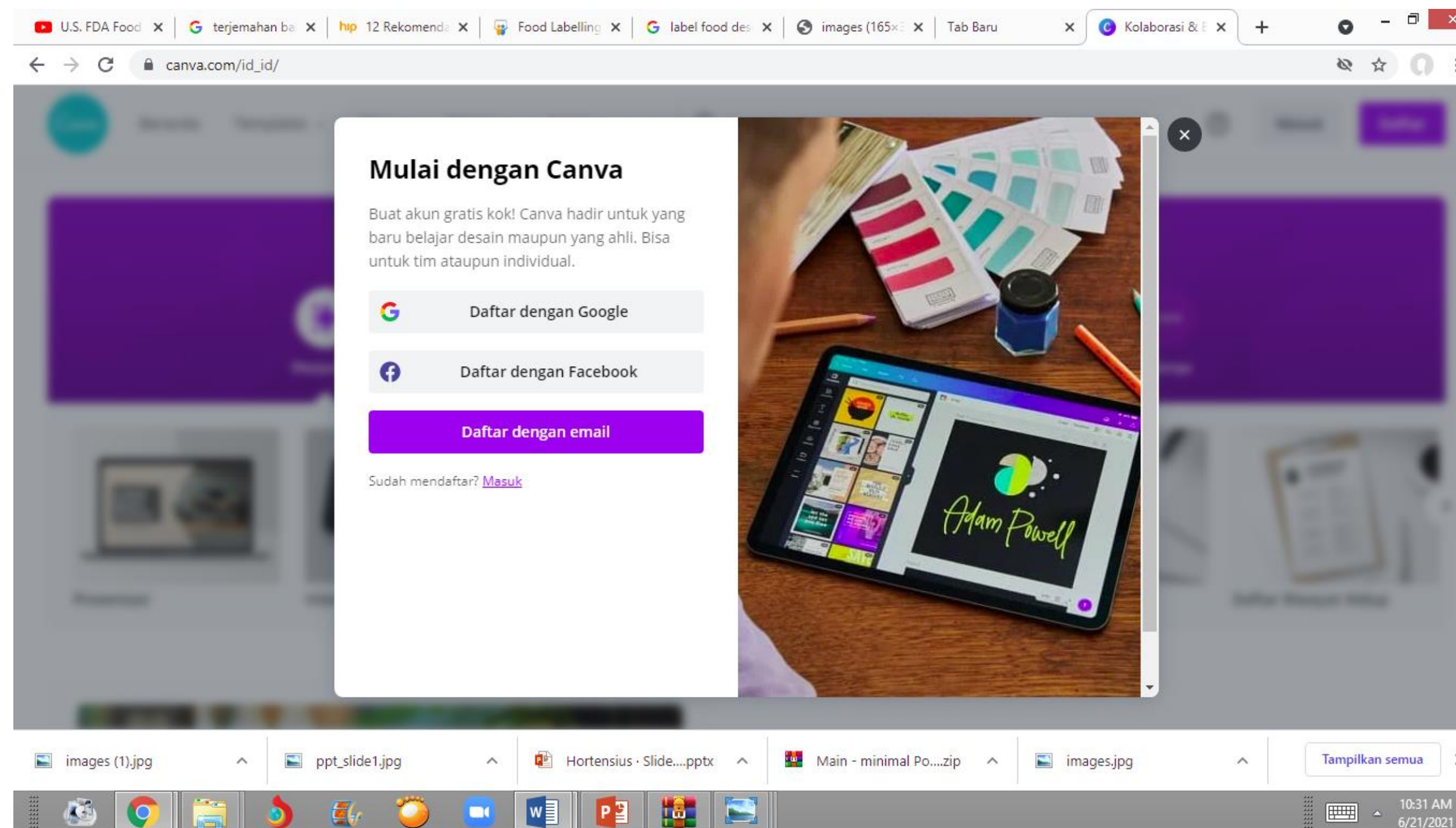


2. Create a Canva Account

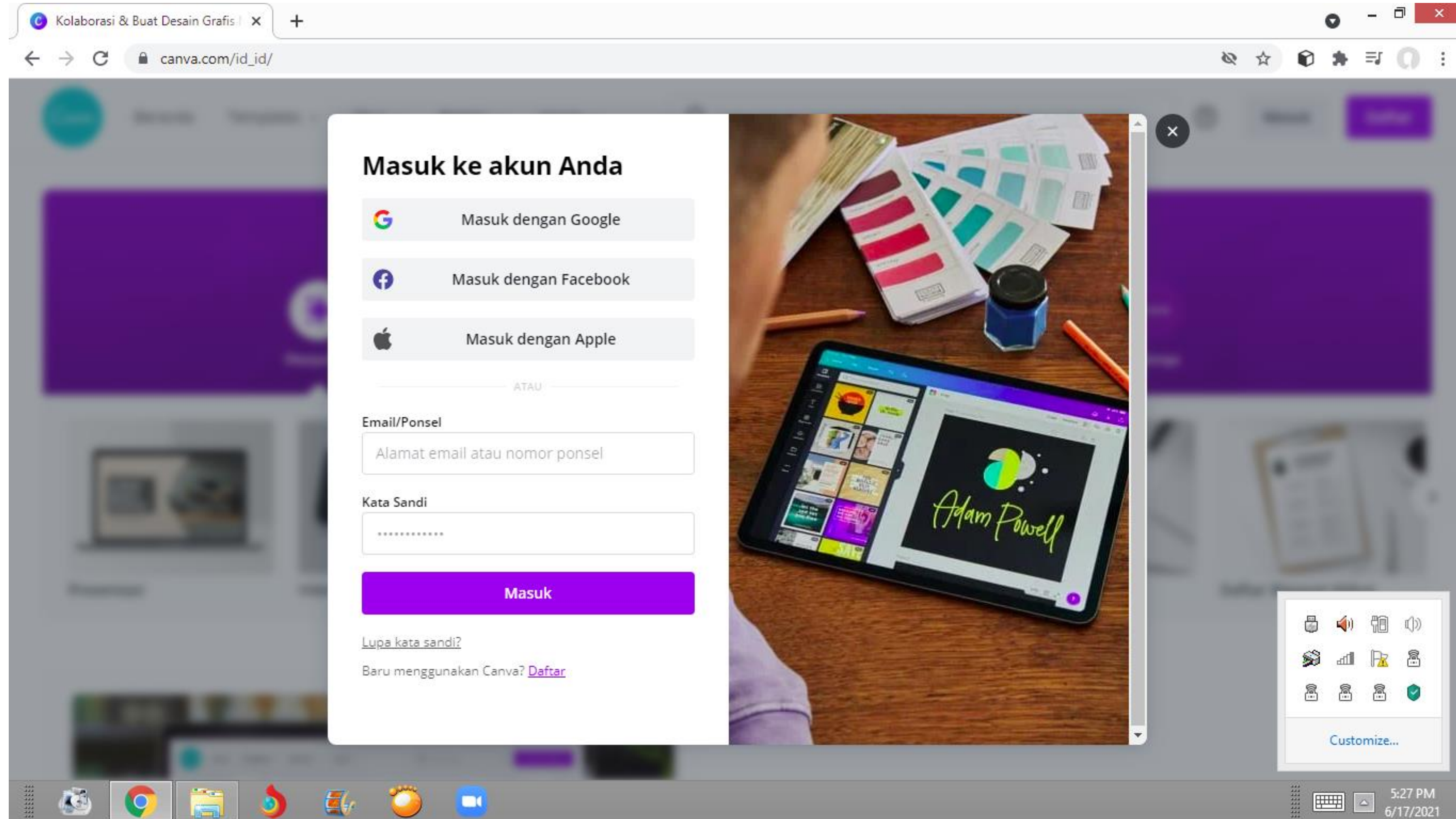
To use Canva, you need to create an account first. The method is very easy.

After accessing the site, click the “sign up” button in the left or top right corner of the screen. You can register with a Google account, Facebook or email address.

Once you've done that, your Canva account is ready to go.



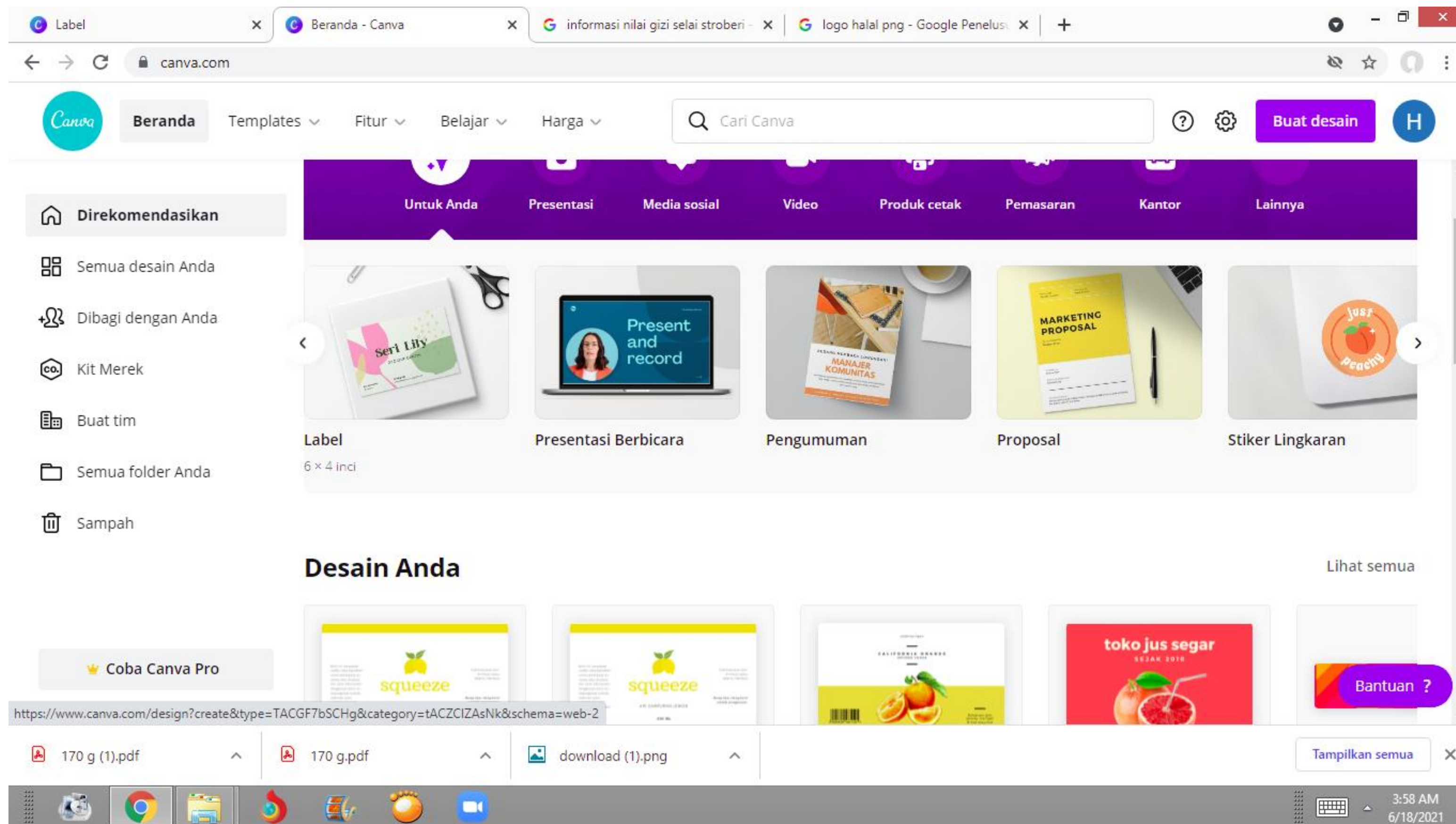
Login by google / facebook / apple if you have already account before....



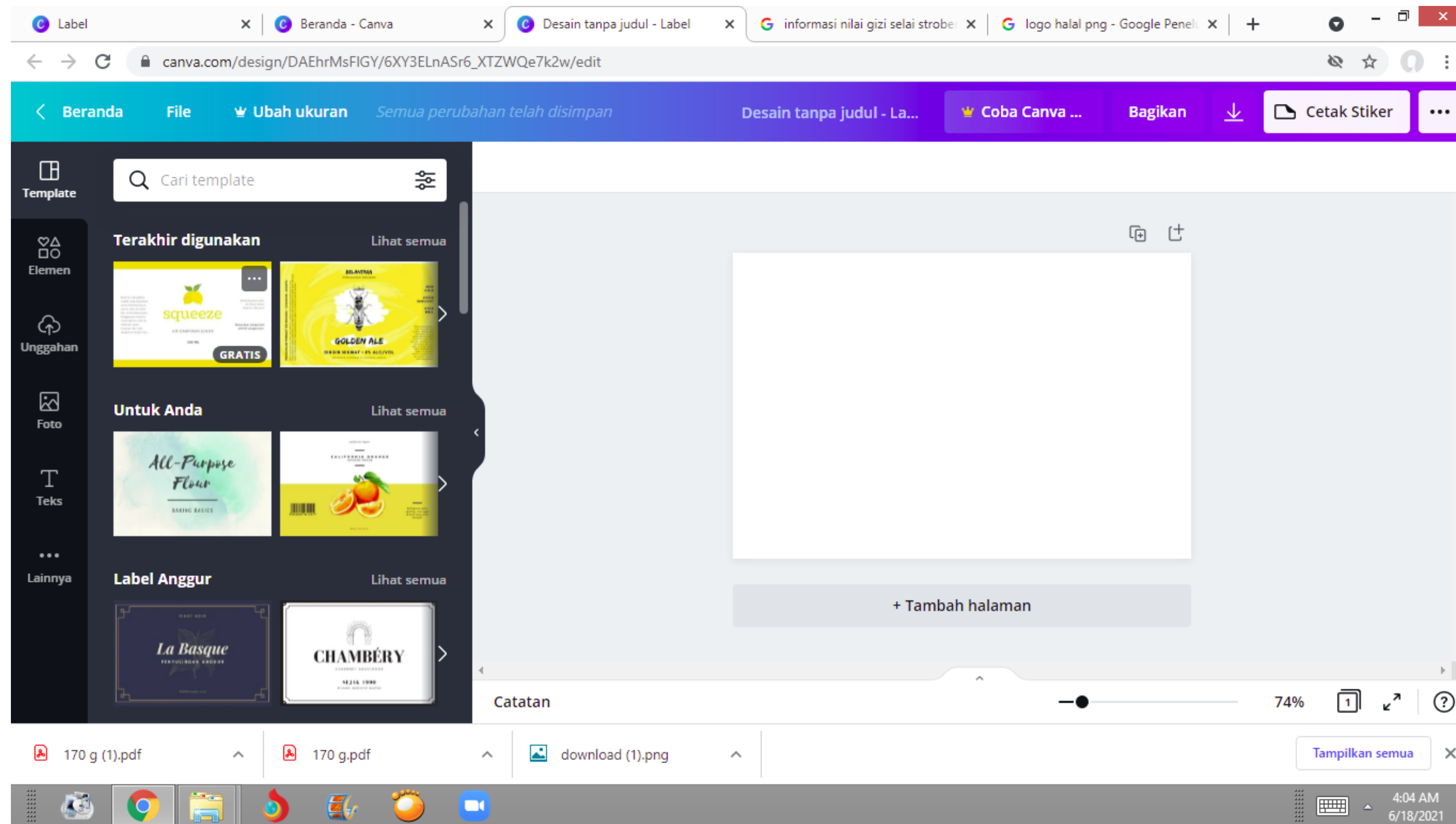
3. Start to create design

After your Canva account is created, you will be taken to the main page of the app.

To create your first design, click the “create a design” button, then select the type of visual content you want to create (label)



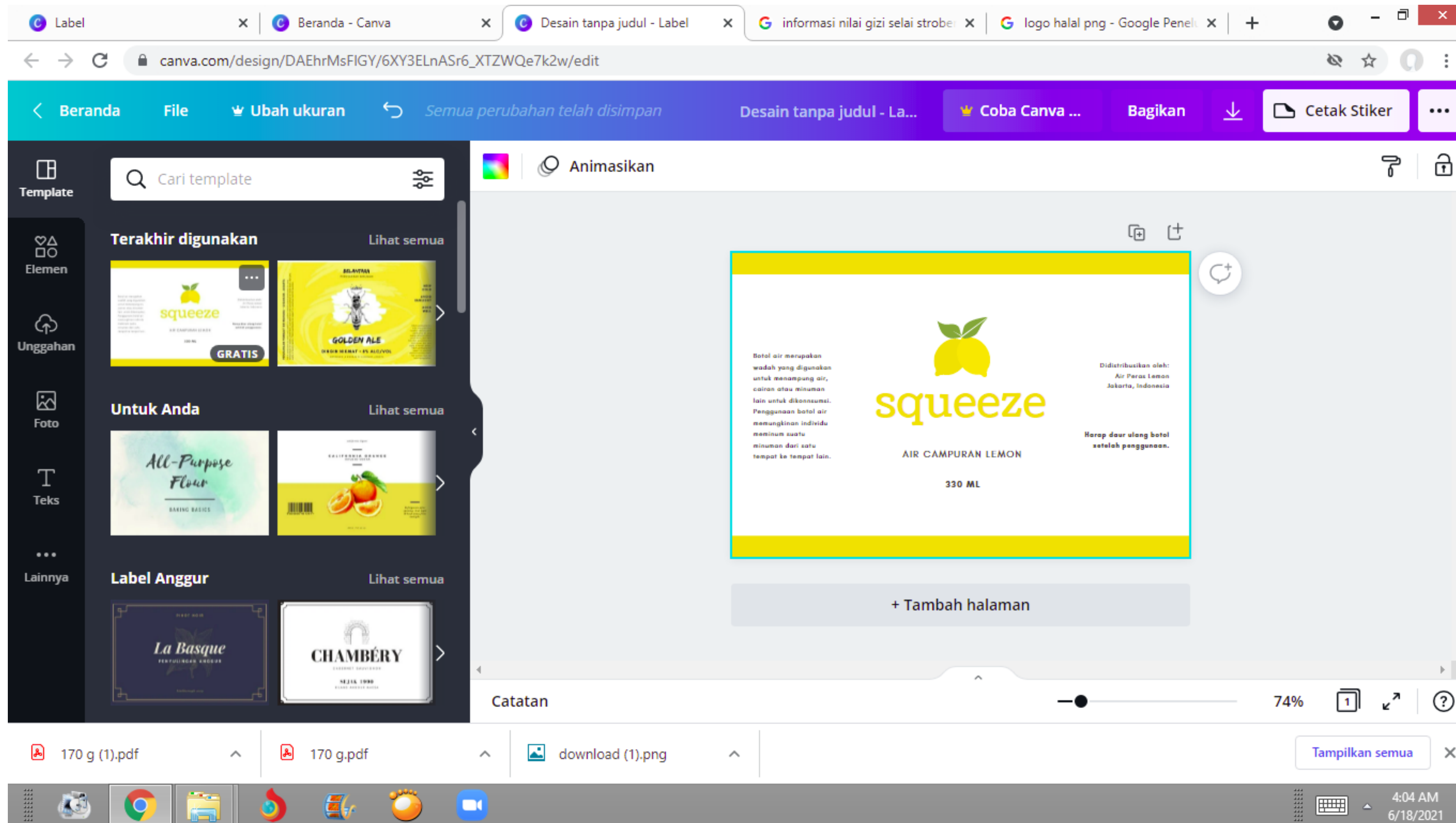
4. choose a label template



After selecting the type of label content, you'll be taken to the Canva editor page.

You can designs a label with the help of templates

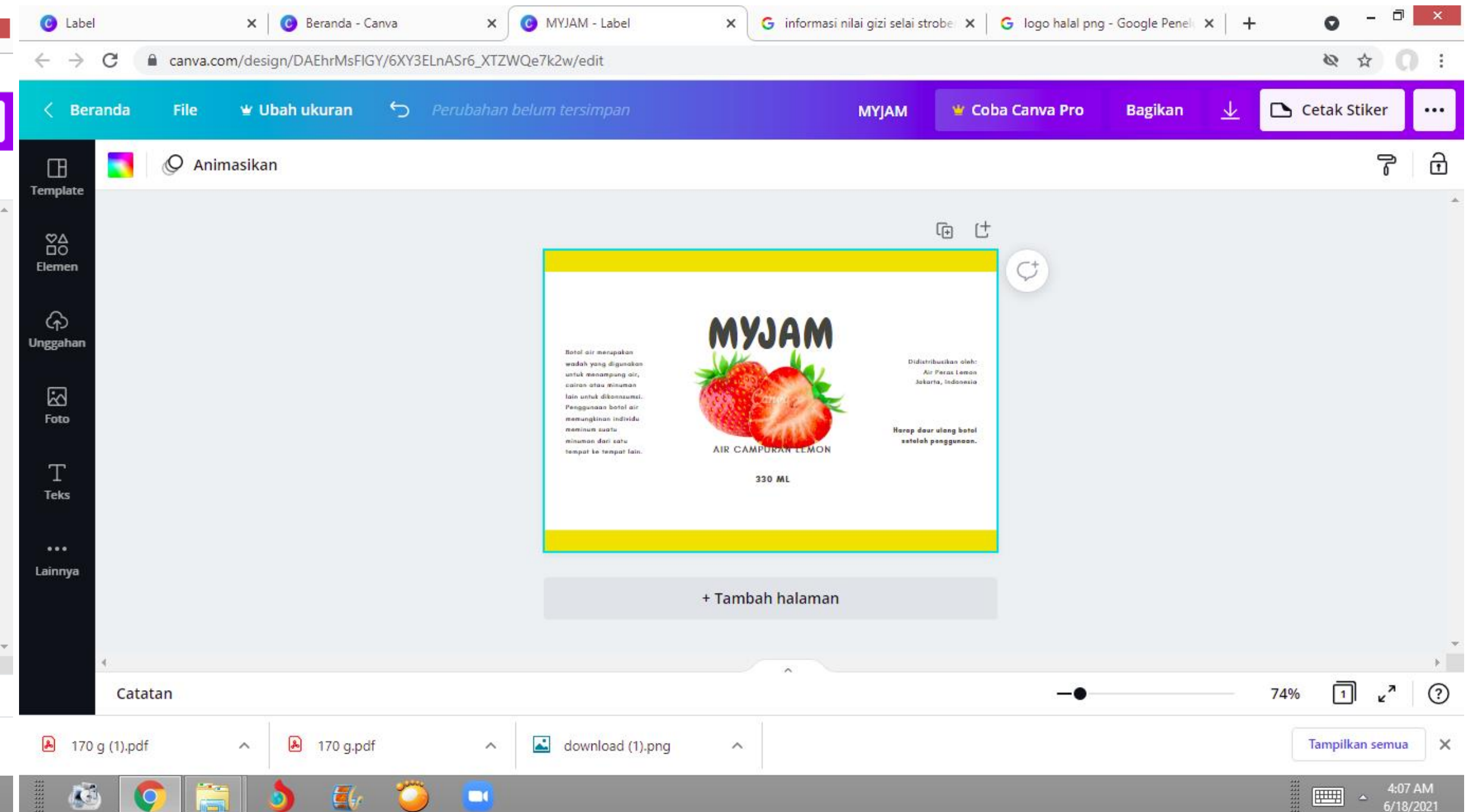
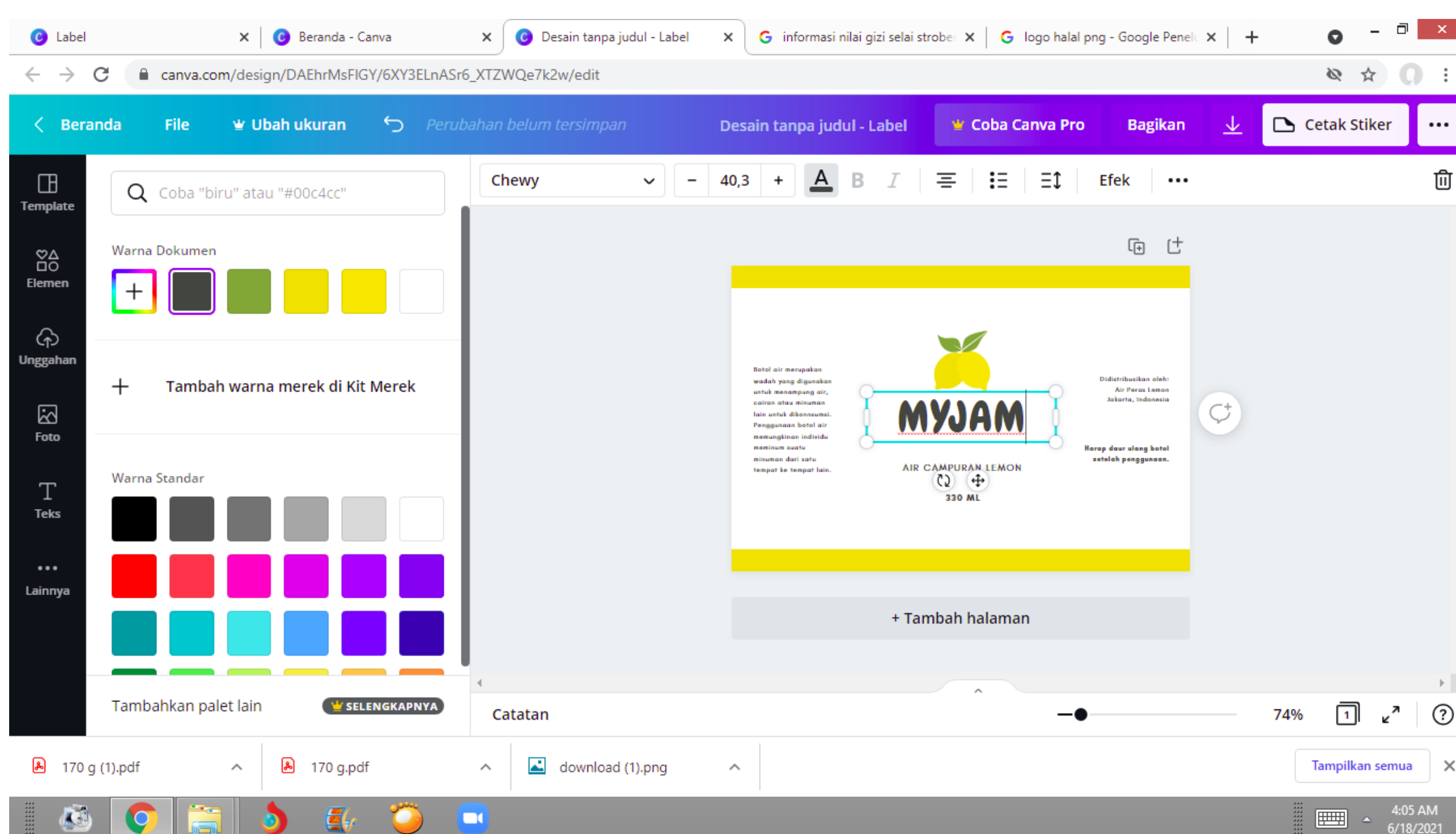
5. Edit a templete



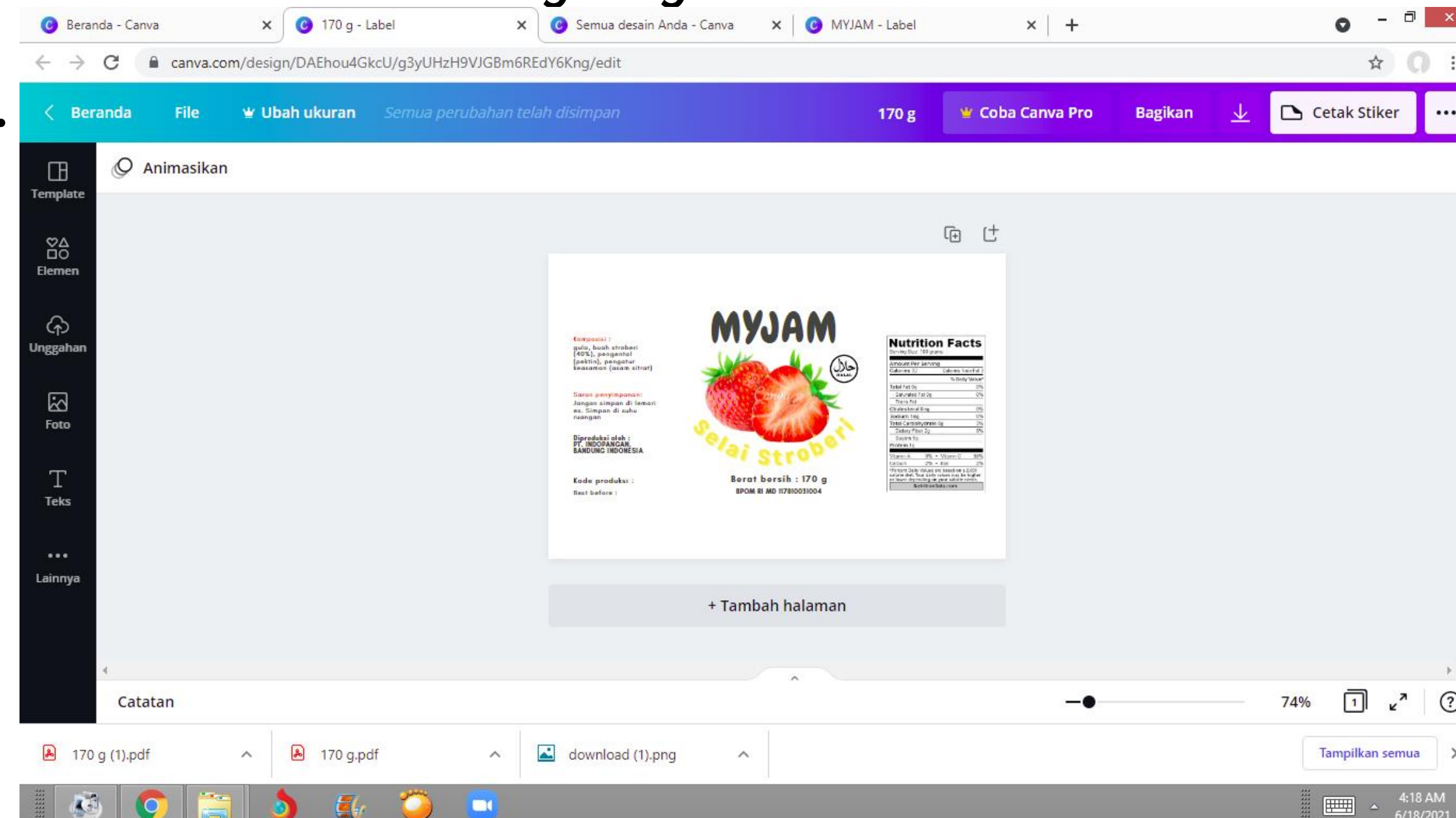
The first step we do is to choose a background. Actually, there are two menus that you can choose from when you want to specify an image for your design background, namely “Photos” and “Background”.

In the “Photos” menu, you can find a variety of photos with different styles..

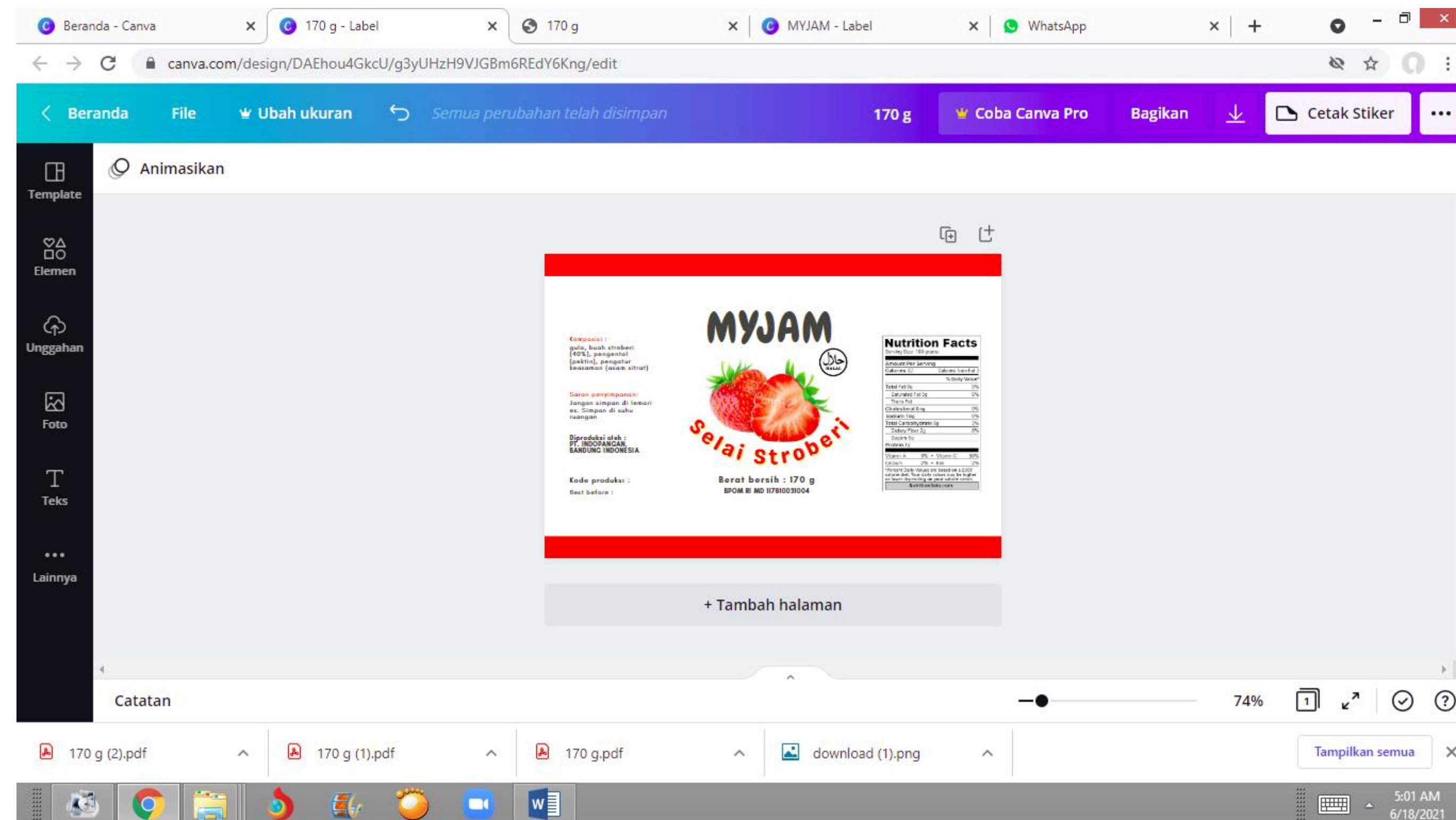
On the other hand, the “Background” menu provides various color gradients and images in a minimalist style.



- To add text to your design, click the “Text” menu
- There are two ways which you can use to add text. First, you can choose from a variety of templates provided by Canva. This method is easier because the user just replaces the existing text in the template.
- However, you can add text manually if you're not interested in the variety of templates available..

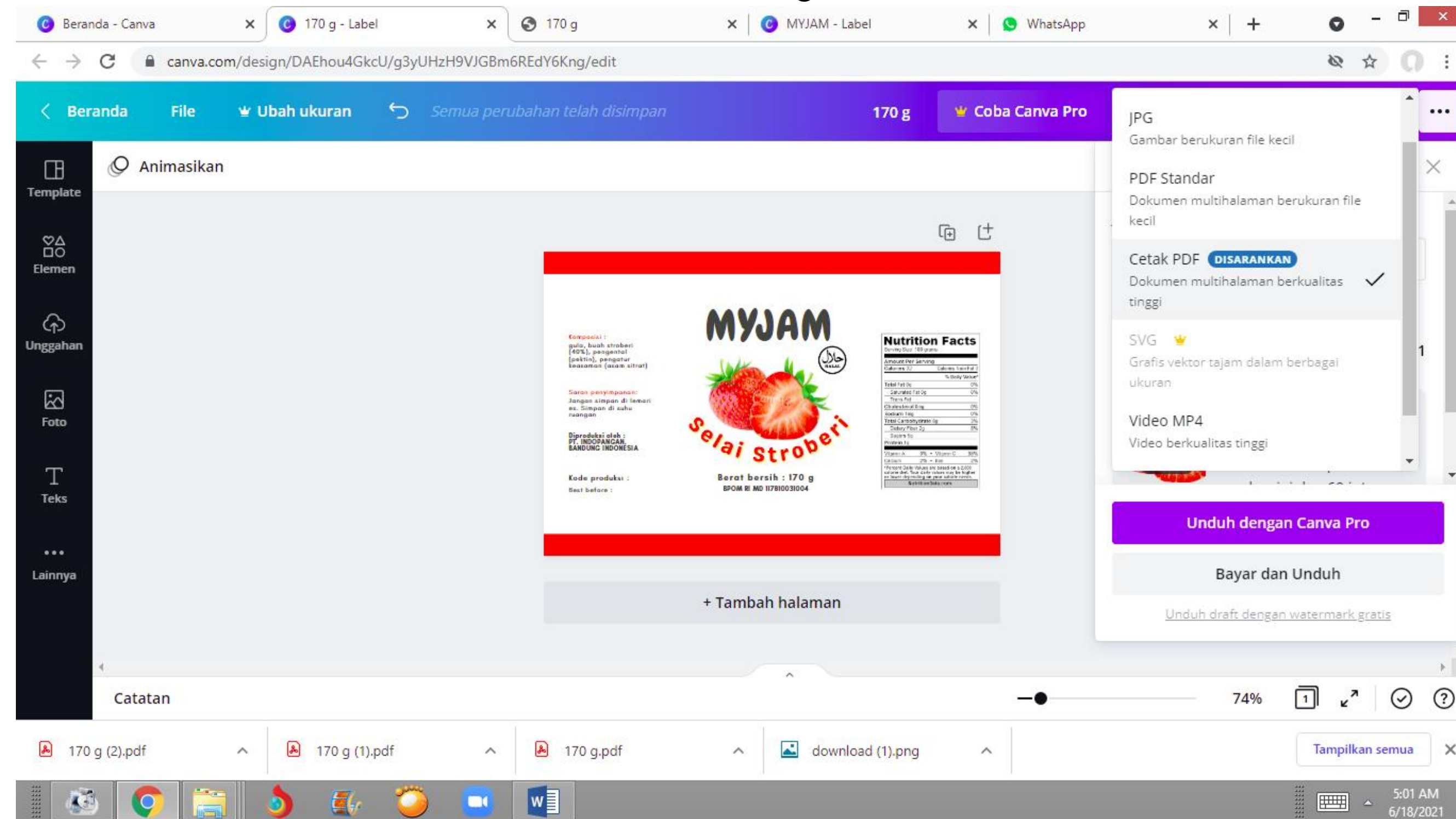


- It does not matter which model will you choose, because later you can change the size, color, and style of the text by clicking on the text you want to customize.
- Besides being able to change a text, You can also move the location. You just need to click on the outline of the text box and drag it to the field that you wanted.



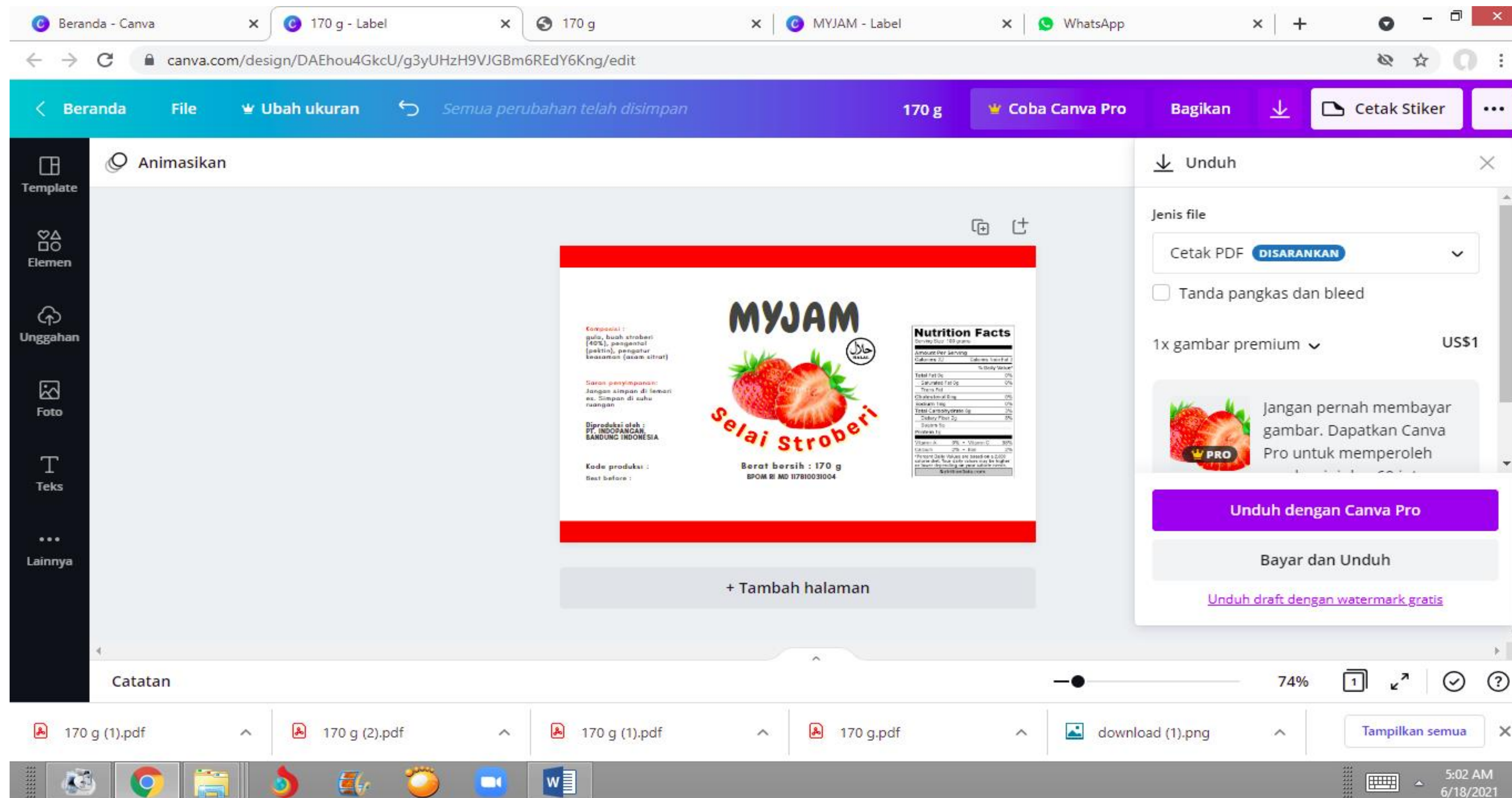
6. Save and download

If there's nothing else to add, your design is done. Since Canva has an auto save feature, your work is automatically saved in the save folder previously mentioned.



The next thing you can do is download the design or share it on other platforms, such as social media websites. You can even transfer your designs to online storage tools like Google Drive and Dropbox.

To download it, click the “Download” button in the upper right corner of the screen. Or, you can click the down arrow button next to it to bring up more options.



Make Logo

THERE ARE CERTAIN
KEY FACTORS THAT
GO INTO CREATING
A GREAT LOGO

1. BLACK & WHITE TEST

Modern logos are used on a variety of backgrounds and therefore must look good in their original colours and also in black and white



2. SIMPLICITY

A very good way to test a great logo is if it can be easily be recreated. Simpler logos are often more memorable than overly complex ones



3. SYMBOLISM

A touch of symbolism helps add context and meaning to what is otherwise a collection of shapes



Make Logo

THERE ARE CERTAIN
KEY FACTORS THAT
GO INTO CREATING
A GREAT LOGO

4. ADAPTABILITY

Modern logos must be adaptable/responsive depending on the medium/device it is being viewed on.



5. LEGIBILITY

A great mark must be clear, identifiable and legible no matter the size without losing its lustre



6. TIMELESS

A good logo is trendy, a great logo sets the trend, is evergreen and becomes the standard for others in the industry.



1905 - 1965



1965 - 2002



2002 - till date

Font, shape or Style of Letter

NOT TOO MANY FONTS


CHOOSING THE RIGHT FONT

CURSIVE LETTER ALL CAPITAL

FONT THAT IS USUALLY IN THE INVITATION

[Semua](#) [Gambar](#) [Belanja](#) [Video](#) [Berita](#) [Lainnya](#) [Alat](#)

Sekitar 3.930.000 hasil (0,61 detik)

 Gambar untuk cassava chips

 singkong balado  kusuka  keripik singkong  sambal balado 



Masukan

Transparent or product photo

- Most consumers like transparent packaging so they can see the contents
- Even though the packaging must be closed, it's best if there is a photo of the product on the packaging label
- own product photo
- **Don't take photos from Google !**, because it may be copyrighted

Artistic Product Photos

artistic product photo compositions can reduce the effort of other design elements



Color

color selection
that contrasts
with all
graphic
elements



