Canva Training by Teaching Campus Students in Developing Digital Literacy Skills in Educational Environments

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Abstract. *Training in using the Canva application is one of the most important things in developing digital literacy skills in the educational environment because Canva as a technology-based application provides a learning space for every educator and student to carry out learning. The aim of this activity is to improve participants' abilities in creating learning media and educational posters using Canva. The method used in this training activity is qualitative through descriptive analysis techniques. The training was carried out by providing material and direct practice using the Canva application. This activity was attended by 66 participants who were educators and students from three schools in different locations. The research results showed that Canva training provided participants with a positive experience in developing their digital literacy skills. Participants expressed an increase in their deeper understanding of graphic design and creating visual learning materials after participating in this activity.*

Keywords: *Teaching Campus, Canva, Digital Literacy*

INTRODUCTION

Digital literacy is a very important skill for someone in today's digital era to be able to keep up with developments in science and technology. Digital literacy is an individual's ability to search for, evaluate and produce clear information through writing and other media on various digital platforms (Syah et al., 2019). Increasing digital literacy in the educational environment is very important to prepare educators and students to become competent and competitive in the modern world. However, in reality, until now many educators and students are still not skilled in using digital applications such as visual editing, video editing and others. This is a problem because learning in the current digital era requires these abilities.

One digital application that can be used to improve digital literacy skills in an educational environment is the Canva application with its various features and ease of use. Canva is an online-based graphic design application that is easy to use even if someone is still a beginner or not yet very skilled at designing (Kharissidqi & Firmansyah, 2022). The ease of using Canva makes this application very popular and much sought after by the public for various needs, one of which is in the education sector because there are many features in the Canva application that will make it easier for teachers to create creative and innovative learning media. Students can also use this application to hone their creativity in designing various needs in class management such as class

picket schedules, educational posters, organizational structures, and so on. This application can also be accessed via smartphone or laptop devices.

There are many advantages of the Canva application that can be utilized by the school community, the advantages of Canva according to (Tanjung & Faiza, 2019) are that it has various attractive designs, the various features available are able to increase the creativity of teachers and students in designing learning media, can save time in learning media practically, and this application can be accessed not only via laptop but also using a device. However, Canva also has a fundamental drawback, namely that every user must have a data package to be able to connect and be able to use this application. Some of the templates presented in the Canva application are paid, but this is not a problem, because many interesting templates can be accessed for free. Currently, the government has launched a Belajar.id account for educators and students which can be used to access Canva for education like paid Canva or Canva Pro for free. Canva for education provides more design templates, graphic icons, images and other features that users can get and use.

The use of the Canva application in learning is very necessary to support teachers in developing interesting and challenging material (Wiyanah et al., 2022). Apart from that, this application can also support students' creativity in creating designs to complete various assignments given at school. The Canva application provides many tools including presentations, posters, pamphlets, brochures, graphics, graphics, banners, and others (Irsan et al., 2021). With this application, teachers and students will be helped in carrying out technology-based learning. Technology-based learning media will certainly attract more student interest in learning in the classroom. The existence of learning media that follows technological developments is a good and effective teaching method as a reference in learning. Learning media becomes a tool in the teaching and learning process, teachers and students can apply learning by mastering new skills, create something in implementing learning media (Pelangi, 2020). Even though the Canva application has many advantages, in reality in the field there are still educators who have difficulty applying Canva, as do students.

Based on observations and interviews conducted by Class 7 Teaching Campus students at each assigned school, namely SMP Negeri 2 Lilirilau, Soppeng Regency, SD Inpres 3/77 Tawaroe, Bone Regency, and SD Negeri 375 Tancung, Wajo Regency, it is known that the abilities of educators and students The use of Canva is still very low, so this training program for using Canva needs to be implemented in the hope of improving the quality of learning and digital literacy in schools. Through the Teaching Campus program organized by the Ministry of Education, Culture, Research and Technology (Kemdikbudristek) students can partner with schools to advance education with various work programs prepared based on the needs of the school where they are assigned. One of the programs implemented is training in using Canva for educators and students.

Training in using the Canva application is one way to improve digital literacy skills in the educational environment (Basri et al., 2023). This activity will encourage the enthusiasm of educators and students to further optimize their potential in the art of design and develop digital literacy skills. Canva training is useful for students to be able to explore their potential more deeply regarding editing (Purwadi & Lestari, 2024). The importance of this service program does not only lie in mastering technology, but also has an impact on the quality of learning. The main aim of this training is to improve educators' abilities in creating or using interesting learning media and to increase students' creativity in creating works using digital applications such as Canva.

METHODS

The method used in this training activity is qualitative through descriptive analysis techniques. The training was carried out by providing material and direct practice using the Canva application. With this approach, it is also hoped that educators and students will be able to understand the material and experience by interacting directly with the presenters.

The stages of implementing this activity follow the training mechanism used (Fitriani et al., 2022) which is divided into 3 stages, namely as follows:
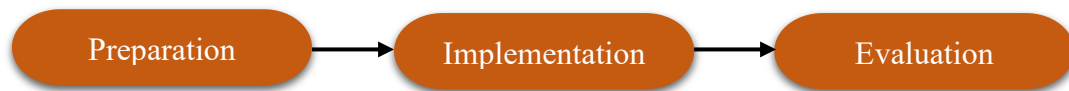

Figure 1. Training Implementation Method

Preparation Stage

This stage was coordinated with the schools, namely SMP Negeri 2 Lilirilau, SD Inpres 3/77 Tawaroe, and SD 375 Tanjung regarding determining training materials. After that, the service team creates material according to the needs of the training participants.

Implementation Stage

This stage is the implementation of service activities, including the delivery of material and practice in making learning media for educators and making posters for students.

Evaluation Stage

The final stage is evaluation, this step helps determine whether the skills of educators and students have improved after training. Evaluation of the results was carried out by asking educators to create learning materials and students to create posters on the topic of preventing the three major educational sins. The assessment of learning media can be used by educators in classroom learning. Meanwhile, the criteria for evaluating posters in this training are attractive design, appropriate color selection, clear information, composition of letters and images, and size and type of font that is easy to read.

RESULTS AND DISCUSSION

Preparation

The preparation stage is divided into 2 activity stages, namely: (a) The material determination stage, namely determining what material will be delivered based on interviews, observations, and agreements between the school and the service team. The material that will be presented in this training is the introduction and development of learning media as well as making posters using Canva; (b) Material creation stage, this stage is the creation of teaching materials or preparation of material that will be presented during the service implementation. This material was created and distributed to each implementing team.

Implementation

This service was carried out in one day involving 19 educators and 66 students. It was attended by 19 teachers and 9 students at SMP Negeri 2 Lilirilau, then at SD Inpres 3/77 Tawaroe attended by 24 students, and at SD 375 Tanjung attended by 14 students. Training is carried out according to the school schedule, namely from 9 am to 12 noon. This activity will be held in May 2024, with the implementation location at each school assigned to the Class 7 Teaching Campus Program participants in three districts, namely Soppeng District, Bone District, and Wajo District, South Sulawesi.

The targets of this service activity are educators and students in grades 4, 5, 6, and 7 which aim to equip educators and students with knowledge in designing and digital literacy. The material taught introduces Canva features such as template design, text design, graphic icons, and how to download edited designs. Apart from that, the participants were very enthusiastic about the activities carried out, this was shown when the direct practice method made learning media and posters with the theme of preventing the three big sins of education.

Figure 2. Process of Providing Materials

This activity begins with a self-introduction by the presenter, then continues with a presentation of the material, namely explaining the meaning of Canva, the use of Canva, the difference between free and paid Canva, and participants are invited to install the Canva application on each of their devices, whether using a laptop or PC or smartphone. This app is available for iOS and Android. Participants who already have a Belajar.id account are directed to use Canva for education or Canva Pro so they can access more Canva designs and features that cannot be accessed if they only use the free Canva.

This training on using the Canva application is aimed at developing digital literacy skills in an educational environment through the Canva application with its various features. This application can be used by educators and students to create various designs because it is quite easy to use. As explained by (Pertiwi et al., 2023) that Canva is an easy-to-use tool for creating professional and attractive poster designs, this application can be accessed by various groups without the need to have advanced design skills. The process of creating learning media and educational posters will become more efficient by using the Canva application. Educators and students need to do the following to create learning media and educational posters. Login to https://www.canva.com/, to get a full license, educators and students who already have a Belajar.id account can use the facilities provided by the government, namely the Canva for education account. Determine the material that will be conveyed in the design to be edited. Use the features available in Canva starting from text, images, colors, elements, and others. Arrange the design of the media being developed so that the appearance is attractive and communicative. Download the results of learning media and educational posters that have been developed in PDF or JPG form.

After all educators and students understand every feature in the Canva application, educators and students are asked to design their own learning media and educational posters. Especially for the poster, with the theme of preventing the three big sins of education, during the activity process it was seen that the participants were full of enthusiasm when carrying out the Canva training, participants were also active in asking questions to the presenters during the training.

Figure 3. Process of Canva Training Activities in Progress

Assistance is provided after the team provides a prior explanation regarding the use of the Canva application. This activity involves the service team in providing direct assistance to teachers and students to practice making learning media and educational posters using the Canva application. Participants are guided to create designs based on the presenter's directions with design models that suit their individual desires and creativity. The presenter shows the steps for making a design which is displayed on the projector screen, so that participants can understand and observe how to make a good design. The accompanying team is tasked with providing suggestions, helping participants who have difficulty in creating designs, and answering questions from participants.

Evaluation

This stage is evaluated after participants are asked to complete their designs. The evaluation process is carried out by discussing and assessing the results of the training participants' work with the aim of seeing the development and progress of participants in creating learning media and educational posters using the Canva application. Some of the results of learning media designs from educators are assessed by the accompanying team and can be used by participants in classroom learning. Then the design of the educational poster created by the students is assessed as having met the criteria for a good poster based on predetermined criteria, namely an attractive design, choosing appropriate colors, containing clear information, containing the composition of letters and images, as well as a font size and type that is easy to read. The following are learning media designs by educators and educational poster designs created by students.
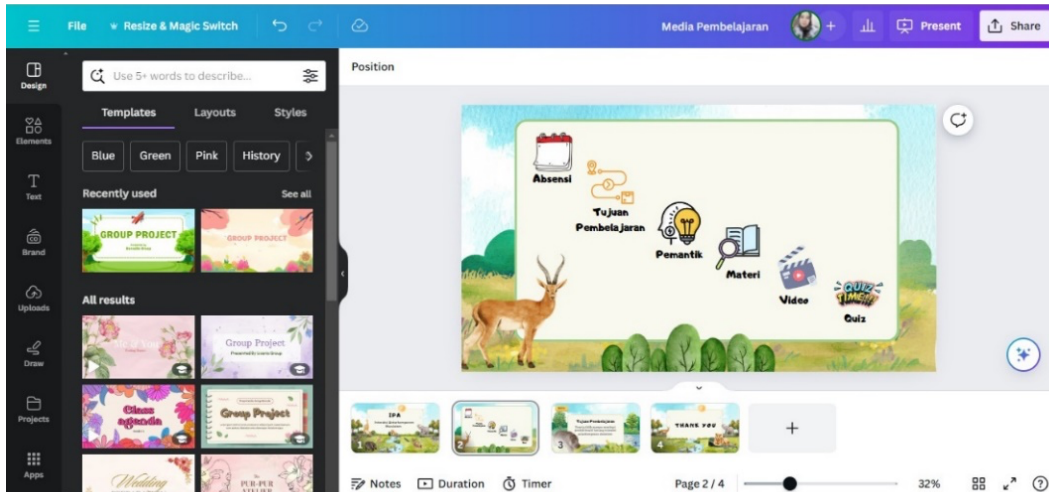
Figure 4. Learning Media Results by Educators

Figure 5. Poster results by students

Based on the results of interviews with several participants, they revealed that after attending this training their understanding and skills increased, from previously having no knowledge and ability to apply Canva to becoming more understanding and encouraged to further explore the available Canva features. Educators who previously had difficulty creating creative and innovative technology-based learning media were also greatly helped by this training, because there are still some educators who do not know the various interesting and free-to-access features in Canva for education. The results of the learning media design created by educators can be seen in Figure 4, which contains student attendance, learning materials and learning reflections.

Participants from the student community also said that their understanding and skills increased after attending this training, they felt more motivated to use the Canva application for various school needs such as completing assignments and managing classes, namely making educational posters, class organizational structures, class picket schedules, and other. This was proven by the enthusiasm of the participants during the training, and the results of the students' design work can be seen in Figure 5, namely an educational poster for preventing the three major educational sins according to the theme given by the service team. This theme was raised because it indirectly invites students to prevent bullying, sexual violence and intolerance in the school environment.

CONCLUSION

The conclusion from the training activities on using Canva carried out by Class 7 Teaching Campus students at each assigned school was that there was a significant increase in understanding and abilities by educators and students after participating in this training. This can be measured from the results of the design work of the training participants, including that educators have been able to create learning media that can be used in the classroom and students have been able to design attractive posters in accordance with the assessment criteria. Participants were very enthusiastic during the training because they gained new understanding and were able to develop their potential in digital literacy using the Canva application. Participants who had never previously used this application in learning, after attending the training became motivated to use it. Participants expressed an increase in their deeper understanding of graphic design and creating visual learning materials after participating in this activity.

ACKNOWLEDGMENT

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