Teaching Product Design Through The CANVA Application To Enhance The Brand Image Of The Company

Mira Orisa 1*, Ahmad Faisol 2, Mochammad Ibrahim Ashari 3

13 Institut Teknologi Nasional Malang, Malang, 65152, Indonesia
1* mira.orisa@lecturer.itn.ac.id, 2 mzfaisi@lecturer.itn.ac.id, 3 Ibrahim_ashari@lecturer.itn.ac.id

ABSTRACT

The study aims to investigate the effectiveness of using Canva applications to improve employees' graphic design skills. The research was conducted by observing a company that operates in the areas of maintenance service, general supply and renovation. This research activity is designed into several stages, such as the partner observation phase, the preparatory stage of training, the training stage, and the final stage of evaluation. Based on observations stated that the company has employees from various disciplines such as electric, civil, electric energy. We provide training to employees in graphic design. For us this knowledge is also very important to the employees to help companies improve their brand image. In the business world, one of the most crucial marketing tools for presenting and promoting a product to potential customers is an engaging and educational product design presentation. The purpose of this study is to determine how simple it is to create brand image successful like a poster, flyers, logo, and brochure using Canva's graphic design platform. Users can easily design and edit with Canva's array of design tools, which include text tools, color adjustment tools, image manipulation tools, grid tools, and more. They can design their brand image easily using online applications like canva. canva provides easy access anywhere and anytime because it is internet-based.

INTRODUCTION

This process of digitization is a shift from conventional ways to digital. The development of digitalization is very visible in the business sector, such as in the use of digital media in as websites, advertising on Facebook, Instagram, and other social media. According to data from the Indonesian E-commerce Association in May 2021, the number of small and medium-sized micro-enterprises already using the digital ecosystem was 13.7 million. The digital ecosystem in the business world is a trend today like digital marketing. In conventional times, many entrepreneurs spread browsers or wrote their corporate identities in newspapers, whose coverage was so limited compared to the use of digital marketing that uses Internet access as it is today, so that its reach was unlimited. Digital marketing is part of a business strategy that aims to enhance the brand image of a company.

A corporate brand image is an image or perception that the public or consumer possesses of a company, which includes impressions, associations, and emotions associated with the brand. Brand image is the result of all interactions and experiences that consumers have with a brand over a certain period of time. One of the main components of brand image is the logo, brochure, poster, product packaging design, website, and other marketing materials that reflect brand aesthetics. Visual design is essential to the aesthetics and visual appearances used in product design, website, and other marketing materials. Building anding a strong and positive company brand image is crucial in distinguishing the company from its competitors, building customer loyalty, and creating long-term value for the brand.

Proficiency in graphic design techniques can be beneficial in establishing a business's visual identity through the creation brand image is the logo, product directory, product packaging design, website. Graphic design is the ability to organize, design, and align elements of display such as letters, pictures, photos, colors, and line elements so that they can be visually displayed into information that corresponds to the purpose that the relevant parties want to convey. Canva is a popular online graphic design platform that provides a variety of tools and features that make it easy for users to create different types of designs. Canva is a graphic design tool that is accessible online and easy to use, just with drag and drop images, graphics, and fonts (Wijayanti, 2022). Suppose that making books, posters, flyers, advertising, websites, and logos requires skills in graphic design. The aim of this research is to help the company improve the brand image by empowering the graphic design capabilities of its employees.

LITERATURE REVIEW

Some studies have proven that the canva application provides a lot of convenience to its users. Canva is one of the educational digital apps that can support writing. This study intends to determine the impact of using Canva as a medium for greeting card writing at SMP Negeri 12 Banjarmasin's eighth grade (Noor, 2023). The other research, the purpose of this study is to find out how Canva affects students' writing abilities. Overall, the application of Canva...
specifically to the writing process is rarely taken into consideration in the majority of technology and media research studies carried out in EFL classes. The purpose of this study is to ascertain whether the students' writing performance differed statistically significantly depending on whether they used Canva or not. Additionally, the purpose of this study is to gather student opinions regarding the use of Canva in writing instruction. The results showed that students using the canva application had a significantly lower number of typing errors (Yundayani et al, 2019). Investigating the effectiveness of using Canva application media to enhance students' writing skills was also carried out in class IX-I MTs Al-Islamiyah Ciledug. Presenting the Canva application, which greatly enhanced students' writing performance, may have contributed to this higher score (Hadi et al, 2021). Pentury & Anggraeni is to determine how to use the Canva app to help students learn writing while enhancing their 21st century skills. Additionally, it is being done to determine whether or not students are using the Canva app to improve their language skills, which is another aspect of 21st century skills. Students are also encouraged to use project-based learning and relevant media to become writers, creators, communicators, collaborators, and critical thinkers by using authentic topics (Pentury and Anggraeni, 2022). The other research indicated that "Canva for Education" was successful in enhancing students' procedure text writing abilities (Fauziyah et al, 2022). Based on the results of research Priyatna and friends that the majority of students thought that Canva was a helpful tool for writing classes; 84.4% of all students agreed or strongly agreed that Canva is helpful for writing classes (Priyatna et al, 2023).

The canva application also provides facilities to create effective learning media and easy to distribute to student (Christiana & Anwar, 2021). Using the Canva tool as a strategy to help students develop meaningful learning (Gaspar et al, 2023). Teachers can use the CANVA app to make learning fun, exciting, and of course boost the enthusiasm of students to follow the learning process. Based on research, that using the Canva app to create audio-visual learning materials is a viable learning tool. When used offline as well as online, it is incredibly effective (Titivanti et al, 2022). There is also research that uses canva to create innovative e-learning modules in circular equation materials. This research This research can help students at SMAN 3 Sidoarjo in the learning process (Santoso et al, 2022). Media Development Learning Assistant Canva Application in Advanced Study Materials Class XII in MAN 1 Pontianak with 4-D Model. The Canva application was used to help students in class XII with a questionnaire about how they use learning media and additional study materials. Teachers and students can easily use the Canva application (Mulyati et al, 2022). Furthermore, Canva is favorably by Sijunjung, N-6 high school students, as an English learning tool (Nanda & Fatimah, 2023). With Canva's assistance, educators can give students a unique chance to apply their skills and motivation to the material they have learned. Canva media is ideal for English language learning because it enhances students' writing skills, creativity, critical thinking, and desire to learn. But, the teacher is unable to track down this application, therefore she is unable to observe the students' brochure-making process (Sugiani, 2023). Based on the results of research Ikhlas and friends, use the Canva Application as a Learning Media Video Creation (Ikhlas et al, 2023)

METHOD

The method used in this study is a qualitative method. Based on direct observation by the researchers, that the company being the subject of the training is a company that operates in the field Maintenance service, General supply and renovation. The company has employees from various disciplines like electro, electricity, and civil. Strong brand image can help build credibility and trust among customers, investors, and other key stakeholders. In the construction industry, where projects often require large investments and carry high risks, this is very important. We're focusing on mastering graphic design to enhance the brand image of this company. We decided to choose canva as a graphic design tool. You can access Canva through a variety of platforms, either through its official website or a mobile application. Go to Canva's official website at www.canva.com. The preparation of the training module consists of several materials such as: Knowing the Canva Interface, Canva Features, Graphic Design Techniques and Strategies with Canva.

RESULT

Canva has an intuitive and easy-to-use user interface, making it easy for beginners to create designs quickly and easily without having to have in-depth graphic design skills. Without having to install software on the desktop, canva can be accessed via the website. Just sign up as you like by email, Facebook, or Google. Canva provides an option to choose what you will do with your Canva account. For business needs there are two options like small business or large business. Canva provides a wide range of layouts with dimensions that are customized for the platform. Some examples of the categories they provide are social media posts, documents, blogging, ebooks, infographics, marketing materials, events, and ads. Figure 1 shows everything that a user can do. for brand image needs some designs such as poster design, flyers, logo, slide presentation, video, resume and document. On the poster section, there are many options of poster templates that can be customized to the type of company, Fig 1. You can also choose flyers because there are so many templates available that you can customize, Fig 2. Making logos doesn't lack it. Typically, creating a logo is crucial for a business. Canva additionally offers logo templates, Fig 3. In the context of information delivery, we chose to present information in the training module. We chose the material to be presented based on the educational
background of the company's employees. In the discipline of graphic design there are many basic things that require perseverance and free time to learn. The matter covers Knowing the Canva Interface, Canva Features, Graphic Design Techniques and Strategies with Canva. Figure 1 is a canva template selection for poster design. Users can easily customize poster designs to suit media needs with Canva's template sizes, which are optimized for a variety of media types, including posters, brochures, and more.

![Fig 1. select posters](image1.png)

Figure 2 is a canva template selection for flyers design. Canva makes it simple for users to begin the design process without having to start from scratch by offering a variety of ready-to-use design templates for a wide range of needs, including business, education, and more. And Figure 3 is a canva selection for logos design. Users can create logos more easily with Canva's array of design tools, which include text tools, color adjustment tools, image manipulation tools, grid tools, and more.

![Fig 2. Select Flyers](image2.png)

![Fig 3. Select Logos](image3.png)

There are several design features on Canva that can be utilized, such as text, colour palette, filter, transparency, and branding, Fig 4, Fig 5, Fig 6. We will discuss these features in more detail in the module. In addition to colors, canva also provides Animation. Canva has several Animations that can be customized to suit your wishes. canva allows users to use stock images available or to use images from users as canva provides a feature to upload images themselves. canva also provides background options. Users can choose one of the backgrounds that matches the theme of the announcement event / you can download from the internet. Organize and organize the design elements accurately using gri. Graphic design techniques Using a color palette, creating color harmony, and setting transparency.ues and strategies with Canva include choosing and configuring suitable styles, sizes, and fonts. Import, edit, and organize images and graphics.

Canva's platform is made to make the design process simple for users, so editing text on it is quite simple and
intuitive, fig 4. On your design, click on the text you want to edit. The selected text will be marked with a selection box and the text control panel will appear at the top or right side of the screen. In the text control panel, you can select the font you want from the list of available fonts and set the size of the font using a slider or enter the font size manually. Fig 5. You can also change the color of the text by choosing the "Color" option in the control panel and selecting the desired color from the color palette or entering a specific color code. In figure 6, Canva already has an animation feature that allows users to create simple animations directly on their platform. Figure 7, users can upload photos, illustrations, logos, and other images in JPEG, PNG, GIF, or SVG format for use in your designs. Users can also upload videos in MP4 or MOV format for use in your designs, such as animations, promotions, or other video content. And users can upload audio files in MP3 or M4A format for use in your design, such as music backgrounds, sounds, or other sound effects.
DISCUSSION

Canva has an intuitive and easy-to-use user interface, making it easy for users, including beginners, to create designs quickly and easily without having to have in-depth graphic design skills. Canva provides a range of ready-to-use design templates for a wide range of needs, ranging from web design, social media, business, education, and more. It makes it easy for users to start the design process without having to create a design from scratch. Canva provides thousands of design elements such as images, icons, shapes, backgrounds, and others that can be used for free or for a fee. Users can easily add and edit these elements to their designs. Canva comes with a variety of design tools such as text tools, color adjustment tools, image manipulation tools, grid tools, and others that make it easy for users to design and edit. Canva provides template sizes that are optimized for various types of media, such as social media, blogs, presentations, posters, brochures, and so on, so users can easily customize designs to suit media needs. Canva provides a wide selection of fonts and typography styles that can be used to add text to designs, thus allowing users to create designs with different styles and nuances.

CONCLUSION

Previous researchers mostly used canva as a tool to help teaching learning, as described in the review literature section above. Based on some of the literature, we concluded that canva is an easy-to-use application. Our research objects are employees who have no background in graphic design at all. To help the companies in improving their brand image, we created a module about graphic design using canva. Overall, brand image or brand image plays a crucial role in the success and growth of a company. Therefore, companies need to invest in the development, maintenance, and strengthening of the elements of their brand image in order to sustainable success and growth. canva provides a lot of ease to design the brand image of the company. With this training material, participants are expected to understand and master the basics of graphic design as well as design techniques and strategies by using the Canva application effectively and professionally. Training materials can be customized and further developed according to the needs, target audiences, and training objectives to be achieved.

REFERENCES


