



# Design Strategies with Canva

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# NHSTA CAN HELP!

NHSTA Traffic Safety Marketing: <https://www.trafficsafetymarketing.gov/get-materials>

## Campaigns

- Bicycle Safety
- Child Safety
- Distracted Driving**
- Drug-Impaired Driving
- Drunk Driving
- First Responder Safety
- Motorcycle Safety
- Older Driver Safety
- Pedestrian Safety
- Rail Grade Crossing
- School Bus Safety
- Seat Belt Safety
- Speeding
- Teen Driver Safety
- Vehicle Safety



# When Creative Elements Are Needed



## Canva

Basic: Free

Pro: \$119.99 per year  
(\$9.99 per month)

Teams: \$300 per year  
(for first 5 people)



## Adobe Express

Basic: Free

Pro: \$9.99 per month



## Visme

Basic: Free

Starter: \$12.25 per  
month

Pro: \$24.75 per month

Teams: Varies



Home - Canva

https://www.canva.com

Canva

Create a design

NDOT Team  
Teams • 8, 6

Home

Magic Studio New

Projects >

Templates >

Brand >

Apps >

Invite members

Trash

### What will you design today?

Search your content or Canva's

For you Docs Whiteboards Presentations Social media Videos Print products Websites More

Custom size Upload

#### You might want to try...

- Doc
- Whiteboard
- Facebook Post (Landscape)
- Instagram Story
- Instagram Post (Square)
- Card (Landscape)
- Flyer (Portrait 8.5 x 11 in)
- Twitter

#### Recent designs

Name	People	Type	Edited
Cheesy Valentine's Day Card		Card (148 x 105 mm)	1 hour ago
Snow Fighter Campaign		Facebook Post	1 day ago
Highway Commission FB Event Cover		1920 x 1080 px	5 days ago





Design

road safety

Templates Styles

Elements

Text

Brand

Uploads

Draw

Projects

Apps

Position

+ Add page

🔒 📏 📄 🔄





testing graphic

WR +



Share

### Share this design

People with access [Edit](#)

Add people, groups, or your team



Collaboration link

Only you can access

Copy link



Instagram



Brand  
Template



Schedule



Public view link

Download

Share on social

Print with Canva

More



Download





## < Download

### File type



PNG

Suggested



### Size ×

1

1,080 × 1,080 px



Transparent background



Compress file (lower quality)



Save download settings

Download



Save time – schedule this design to your social platforms. [Schedule now.](#)





# Readability and Understanding

Clarity <sup>x</sup>

Simplicity <sup>x</sup>

Consistency <sup>x</sup>

Accessibility <sup>x</sup>







# Questions?

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