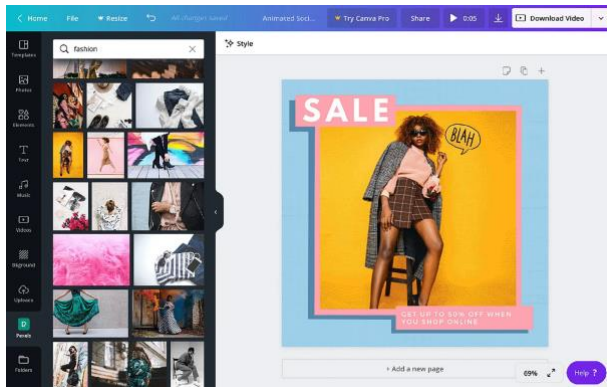


Technology V11/S4: Canva/Adobe Express

ICT, also known as Information and Communication Technology, is a term that refers to any mechanism that shares information across time and distance. Examples of these include radios, newspapers, posters, and computer software. Visuals have always been used to communicate information, whether it be movie posters, billboards, or computer icons. Creating visual displays requires an element of artistic ability and skill.



New ways of communicating information have emerged as technology has improved. Computer programs made it easier to create and share visuals; however, early versions of these programs required skill and background knowledge to use. The everyday person could not use these programs. New programs like Canva allow people with less artistic ability and technological experience to create effective digital visuals, thus expanding the ability of people to communicate.



Canva is an easy-to-use, free, digital design tool created in 2012 in Perth, Australia. This program is easy to use unlike its predecessors, Adobe Illustrator and Photoshop. The program has thousands of ready-to-use templates that can be modified. Canva's interface is intuitive for users because of its drag-and-drop and resizing

features. It has preloaded photos that can be searched for specifically. Users can also upload images, which in turn creates more options for other users. Because Canva is free, it relies on the modifications of already-created templates to create new designs. This is called crowdsourcing. Crowdsourcing is the process of pooling work from the public for other creators to use. Though there is a paid portion of Canva, this approach has leveled the playing field of visual design in information and communication technology.