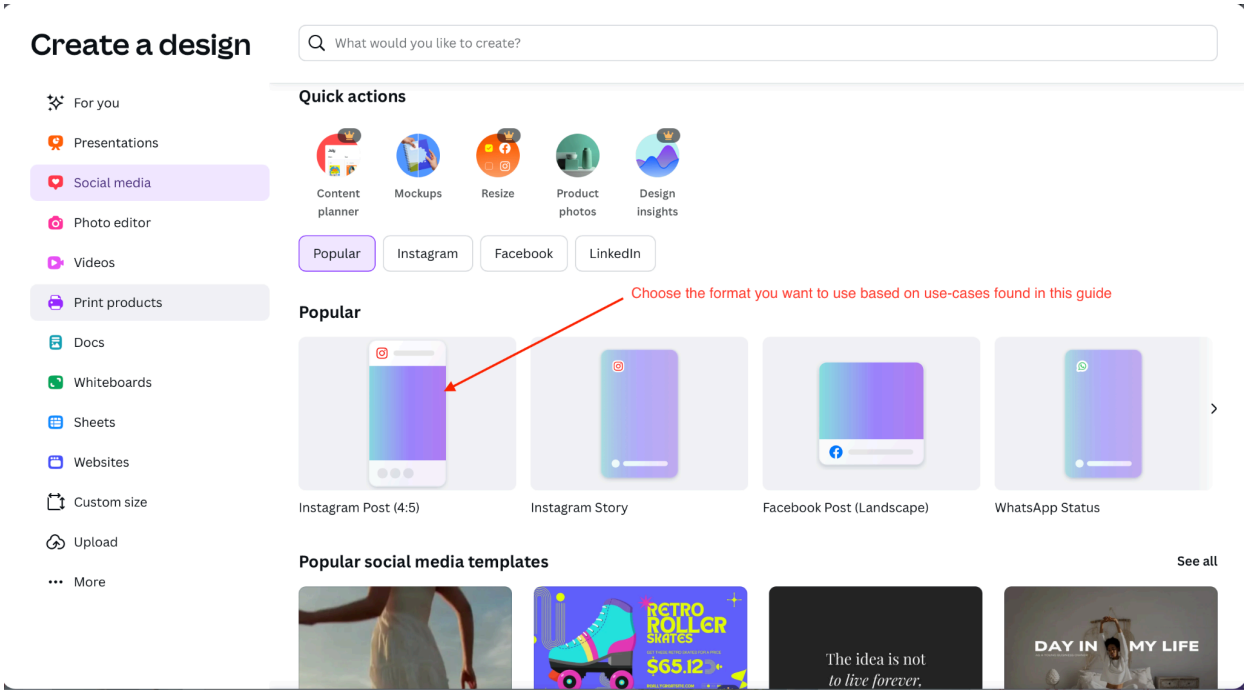
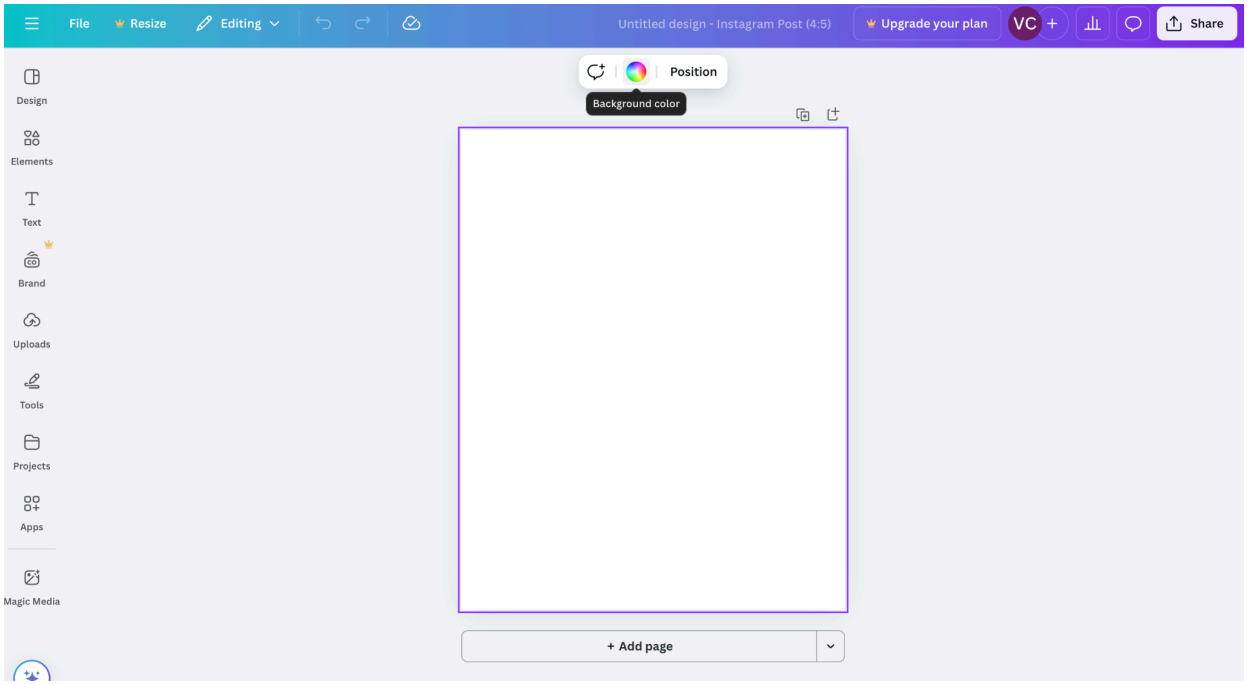
LOUISIANA COALITION FOR REPRODUCTIVE FREEDOM

Graphic Creation Tutorial

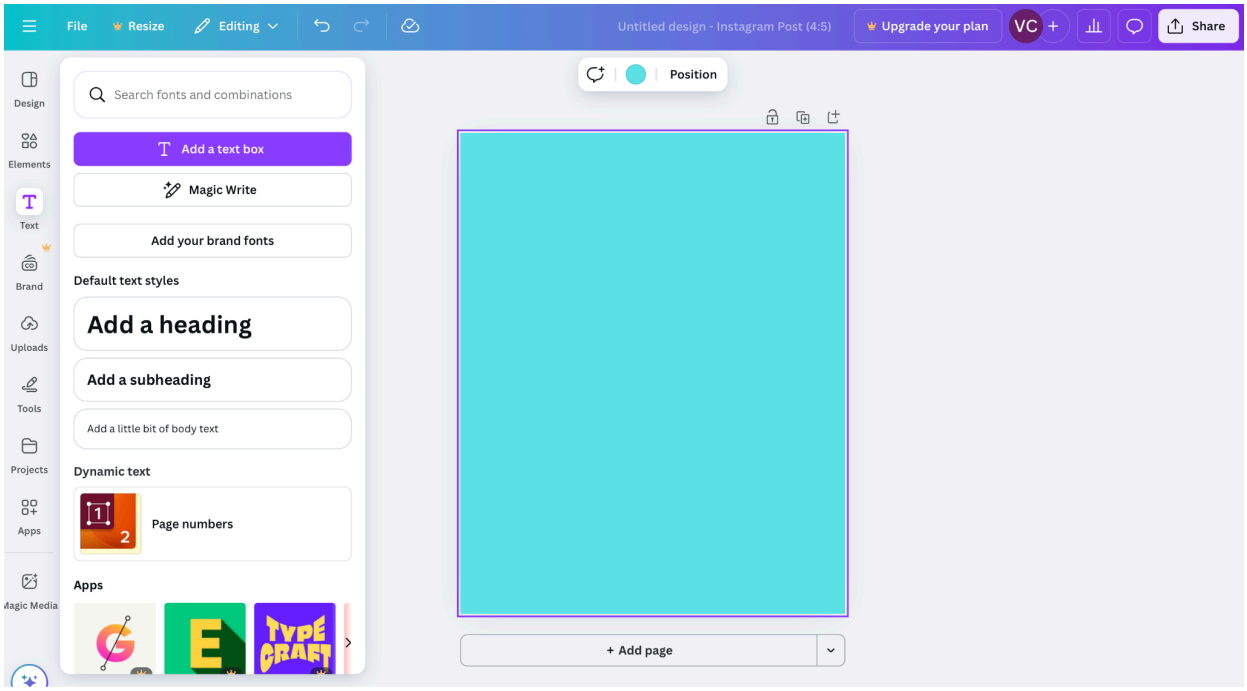
1. Use Canva.com to select which format you want to use. Some considerations are:
    a. **Instagram post** format is designed for a permanent feed post while a story is temporarily viewable for 24 hrs
    b. Instagram Story
    c. Facebook Post



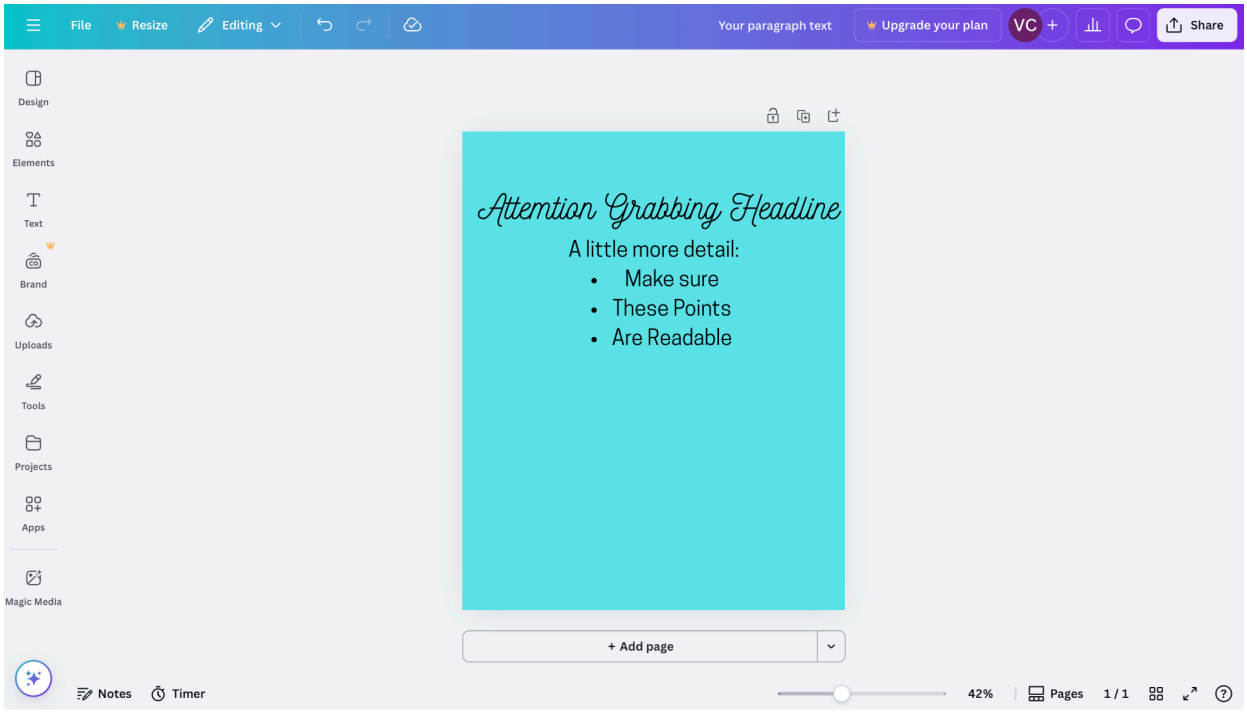
2. Choose a bold background color without too much design detail. Simplicity is best, but always consult your design team or brand guide.



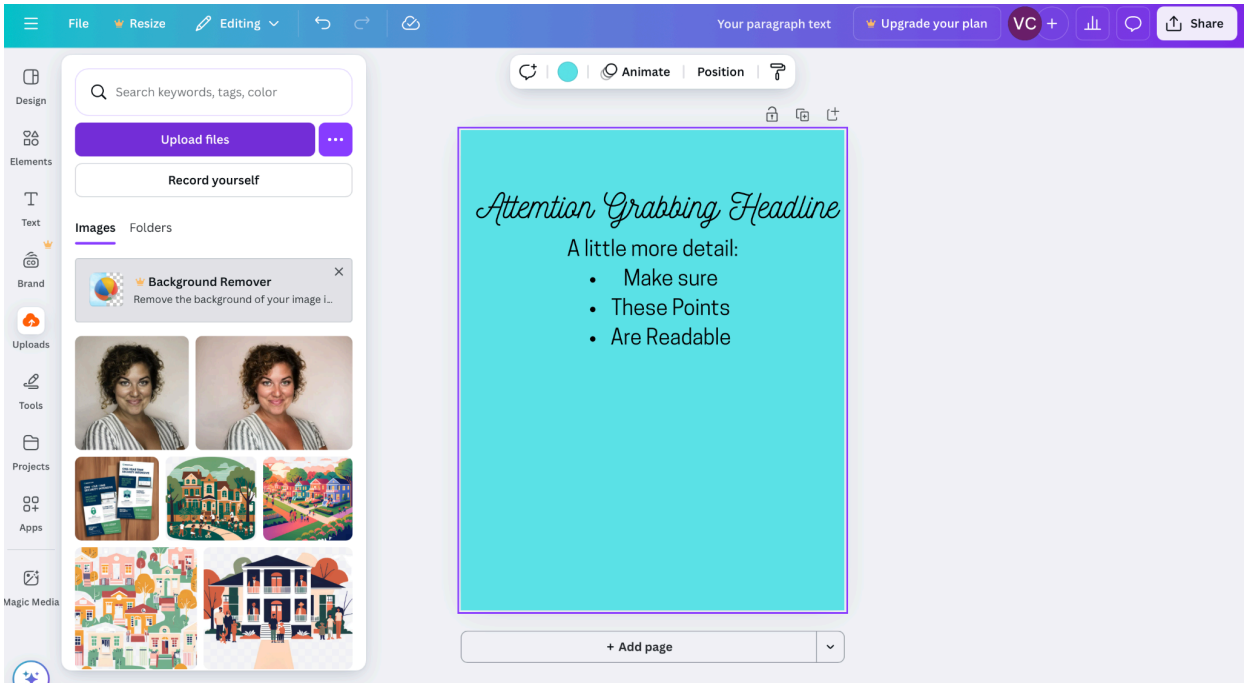
3. On the left hand menu, select “Text” and use the pop up design menu to choose your fonts, sizes, colors, etc.



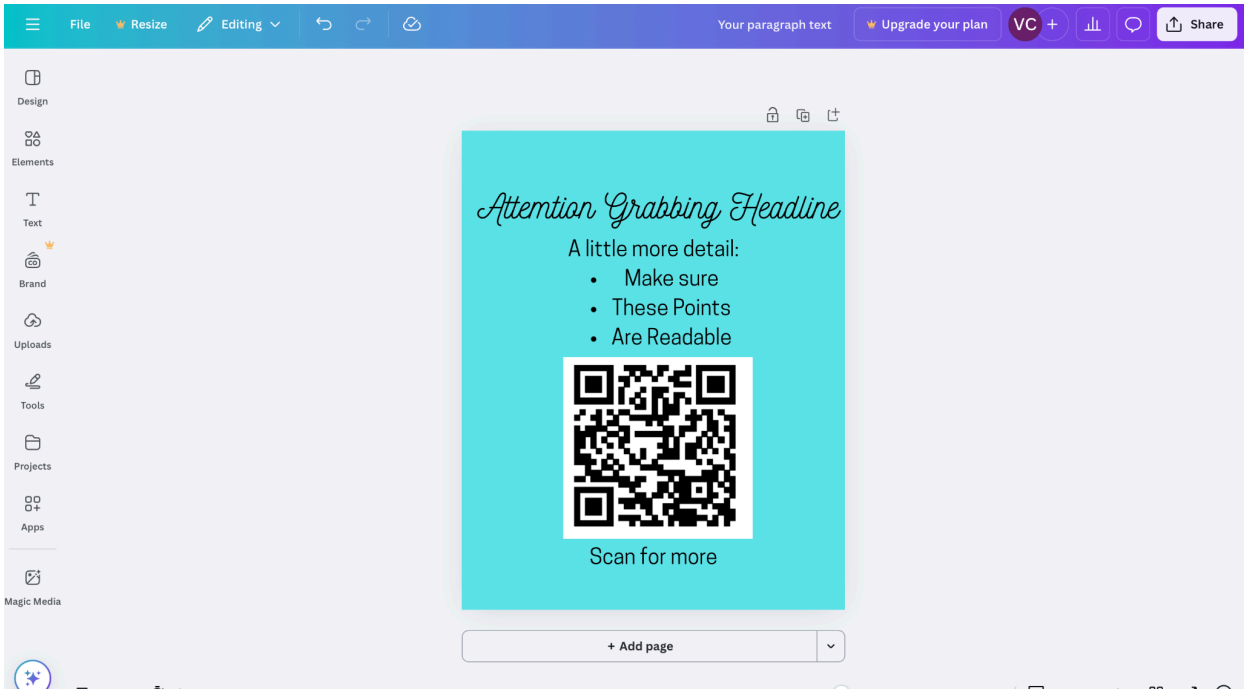
4. Use different fonts to distinguish headlines and body text. Consult internal brand guides for your org’s preferred fonts.



5. Use MyQRcode.com to make your own QR codes for free. You will need to create an account, but the site walks you through everything. Upload your downloaded QR code with the “Uploads” button on the right hand menu.



6. Once your QR code image is uploaded, you can simply drag and drop it into your graphic. Add a little “scan for more” text using step 3.



7. Finish by downloading your new graphic.

