

2025

DESIGNING MADE SIMPLE:

CREATING IMPACTFUL INFOGRAPHICS WITH CANVA

VISUAL
COMMUNICATORS

Bryn, Diti, Carmen, and Asha

Table of Contents

Table of Contents.....2
Needs Analysis.....3
Instructional Design Document..... 13
Instructional Materials..... 20
Formative Evaluation Report: Designing Made Simple..... 21
Implementation Report..... 25
Summative Evaluation.....28
References..... 32

Needs Analysis

Introduction

This lesson introduces employees at the Tampa Bay Times to Canva, a user-friendly digital design platform. The course will specifically educate learners on how to produce a publish-worthy infographic successfully and professionally. The course is designed for professionals from diverse backgrounds within the Tampa Bay Times, such as journalists, marketers, and communicators who excel in written and verbal communication but may lack formal design training.

Audience members are motivated to gain formal Canva infographic development training because it is a growing industry requirement. One focus this audience is concerned with is efficiently producing publish ready infographics that are accurate and engaging, allowing them to visualize their reports. As the media continues to develop in the digital world, creating engaging visuals is an essential skill that attracts readers, increases credibility, and results in meaningful media. Moreover, the industry's fast pace may pressure journalists to publish pieces quickly, neglecting time to develop a detailed infographic by hand. Instead, through the participation in a Canva infographic course, professionals will gain the ability to execute publish ready and efficient graphics. Due to the industry's unique environment, developing engaging training that reflects real-world situations is vital. The focus of the course will be on real-world applications for supporting daily, realistic responsibilities associated with timelines, infographic expectations, and accuracy.

This training will be delivered as a 2-hour self-paced online course that provides a mix of practical tips, helpful resources, and interactive activities to help learners master the art of infographic design in Canva. Through short videos, guided practice, and creative challenges, the learners will be able to navigate Canva's interface, apply effective design principles, and use templates to build professional, brand-aligned visuals. The course balances demonstrations with hands-on application, allowing the learner to learn by doing at their own pace. By the end of the course, the learner will be able to create, customize, and share visually engaging infographics that clearly communicate your message, reinforce effective storytelling, and connect with the intended audience.

This final report integrates all phases of the ADDIE model for the instructional program. Each section has been refined based on instruction and peer feedback. The report demonstrates how theory and model-based design were applied to create an efficient, effective, and appealing learning experience for the *Tampa Bay Times*.

Problem statement

With this training, we want new and existing employees at Tampa Bay Times to be able to design, customize, and produce infographics and visual material that support their communication efforts. While these employees bring strong skills in writing, reporting, and organizing information, many of them lack formal training in design. According to Ellie Blanchard's article [Canva is spearheading access to design, emphasizing need for visual literacy](#) (2023), tools like Canva are helping bridge this gap by making design more accessible and underscoring the importance of developing visual literacy skills. Currently, many staff members rely on basic tools such as Microsoft Word or PowerPoint, which often result in inconsistent

visual quality, poor layout structure, and slower production times. This not only weakens the visual impact of communication materials but also places additional strain on the design team, who must handle requests that could otherwise be completed by other trained staff.

Ideally, all staff members would be able to independently design professional, brand-consistent infographics that communicate in a visually engaging way. Canva provides an accessible platform, but without structured guidance, employees risk underutilizing its features or applying them in ways that do not align with organizational branding. With formal Canva infographic development training, employees at the Tampa Bay Times have the opportunity to meet deadlines more quickly, lighten the workload for the design team, and preserve consistency across all published media and materials.

Therefore, the gap is between the organization's need for polished, clear, timely graphics and the employees' current lack of design skills. Employees can transition from a state of uncertainty and inconsistency to competence and confidence in their use of Canva by bridging this gap through focused training, guaranteeing that the organization's visual communications are effective, credible, and powerful.

Performance Gap:

Current State	Desired State
Lack of design skills	Confidence in creating infographics using Canva

Dependent on the design team	Independent creation of designs
Inconsistent quality and following branding guidelines	Polished, brand-aligned designs
Long production times	Efficient, fast, reliable infographics

Instructional Goal

After completing this program, employees will be able to independently design and produce professional, brand-compliant infographics in Canva that meet Tampa Bay Times communication standards. By mastering Canva’s tools, templates, and brand elements, learners will gain the confidence and skills to transform information into visually engaging graphics suitable for publication. This training program aims to close that gap by providing the necessary knowledge, guided instruction, and hands-on practice to ensure employees can create effective, visually appealing, and timely graphics without supervision.

Learner Analysis

The primary audience for this training are newly and current hired employees at the Tampa Bay Times who represent diverse professional backgrounds such as journalism, marketing, communications, and administrative support. These individuals demonstrate strong skills in well-developed communication, writing, and organizing information, which are the key principles of their roles. However, the majority lack formal training in graphic design. This gap mirrors a broader trend in the workplace. While 89% of professionals use data or spreadsheets weekly, only 44% feel confident handling data-heavy tasks (Canva, Data Storytelling Report,

2024), indicating a need for accessible visual communication tools that can help transform complex information into clear, engaging visuals.

These learners are typically driven by immediately applicable, real-world skills that are relevant to their jobs. They fall within the early to mid-career range and are often between their 20s and 50s. Given the fast-paced environment of the media industry and pressure to meet deadlines, learners want tools that are concise, efficient, and that can be applied immediately to their work. Their motivation aligns with trends reported in [*Canva's State of Visual Communication Report*](#) (2024), which found that well-designed visual content enhances memory encoding 74% faster and elicits 21% greater emotional intensity than text-heavy alternatives. These professionals are motivated by their desire to enhance their productivity and gain autonomy in creating their content. However, individuals might feel rushed and overburdened due to the challenges of learning a new platform on top of other onboarding responsibilities, considering how quickly the news and media landscape moves. Because of this, it's critical to maintain the training interesting, practical, and centered on real-world applications that directly support their everyday duties.

All things considered, the students can be characterized as competent professionals who are keen to contribute significantly to their positions. With the very detailed and well-designed guided training, learners will rapidly acquire the capability and confidence required to create polished, brand-consistent visuals that uphold the Tampa Bay Times' high standards to excellent communication, given the step-by-step instruction in Canva along with opportunities for supervised practice.

Learner Persona:



ALYSSA PEREZ

AGE: 29
ROLE: DIGITAL REPORTER, TAMPA BAY TIMES

BACKGROUND
Alyssa is a skilled journalist with 5 years of experience. She is confident in writing and reporting but has no formal design training. Recently joined Tampa Bay Times and is eager to expand her skills

EXPERIENCE
Strong writer with no formal design training

TECH SKILLS
New to Canva; basic experience with Word and Powerpoint

MOTIVATION
Wants to create professional visuals quickly and independently

LEARNING STYLE

- Hands-on activities
- Step-by-step guidance
- Real-world scenarios
- Efficient learning environment

CHALLENGES

- Feels overwhelmed by learning new tool while doing current job
- Lacks confidence in visual design
- Needs clear, real-world examples and structure

Context Analysis

This training's instructional environment is conducted online through Rise 360, where new and current employees can navigate the demands of their ongoing jobs while engaging with interactive modules designed to enhance their skills and job performance. The online course replaces in-person workshops, though employees may still choose to use the Rise 360 course to facilitate a live workshop if desired. Each module is designed to provide clear, hands-on practice, allowing learners to progress at their own pace while maintaining engagement with practical content. Because Canva is a cloud-based platform, a reliable internet connection is necessary; connectivity issues could disrupt the learning experience and increase learner frustration. Learners will require individual logins to access the company's Canva account, which should be set up in advance.

The course is designed to be brief and practical due to the time constraints new and current hires face while balancing ongoing work and training. It focuses on the primary and most commonly used Canva features, such as templates, typography, and export options, enabling learners to acquire immediately applicable skills. Variability in existing knowledge is another consideration; some participants may have used Canva previously, while others may be total novices. The program is tailored for beginners while offering optional challenges for more experienced participants. Additionally, employees may prioritize quick, repeatable abilities over in-depth design theory due to the fast-paced nature of the news and media sector.

Tampa Bay Times' organizational environment supports efficient digital workflows and independent design solutions. Overall, the fast-paced media environment requires guided practice that teaches essential tools while supporting current workflows, without delving deeply into design theory. By designing the modules around real-world design tasks and brand

consistency, learners gain an understanding of Canva's capabilities and the confidence to apply their knowledge independently. Finally, to minimize dependency on the design team, the course provides quick-reference guides and templates embedded in the modules to support ongoing use post-training.

Resources & Supports

In order to enable the workshop and post-workshop success, the following resources and supports will be provided:

- **Technical Resources:** Computers or laptops with internet access, preloaded Canva accounts (organization or individual logins)
- **Instructional Materials:** Step-by-step handouts or quick reference guides, sample templates that reflect Tampa Bay Times branding.
- **Job Aids:** Canva "cheat sheet" with shortcuts, brand kit guidelines, and checklist for creating brand-consistent graphics. Design library folder with brand-approved templates.
- **Post-Training Supports:** Access to recorded tutorials or short video refreshers, links to Canva's help center, and internal point of contact (mentor or design team member) for future questions. Surveys to measure retention to potentially use to tailor follow up course training.
- **Practice Opportunities:** Students will complete at least one design project during the session; after training, they'll be challenged to apply their new skill set immediately to real work projects.
- To ensure a smooth and effective Canva training session, both the facilitator and students must meet the following technology requirements:

Device: Desktop computer or laptop (Chromebook or tablets may work, but the functionality is best on laptops/desktops).

Internet: Stable high-bandwidth internet connection (minimum 10 Mbps recommended) to support Canva's web-based application continuously.

Browser: Latest version of Google Chrome, Mozilla Firefox, Safari, or Microsoft Edge.

Canva functions best on Chrome or Firefox.

Account Access: Active Canva account (company-sponsored or personal) with access to the Tampa Bay Times brand kit where applicable. Access to shared workspace (They can share projects and give feedback)

Peripherals: Mouse and keyboard for user convenience; headphones optional if there are tutorial videos to watch.

Task Analysis

Instructional Goal: After completing the course, students will gain the ability to apply the features of Canva and design to develop professional infographics that meet the Tampa Bay Times' communication standards.

<p>Task 1a: Create a Canva account and log in.</p>	<p>Task 2a: Explain the Tampa Bay Times' brand guideline requirements and rules (typography, color, and logos)</p>	<p>Task 3a: Create an appropriate infographic template in Canva and name the document.</p>	<p>Task 4a: Identify the various kinds of exportable files (JPG, PNG, PDF, etc.), their differences, and their best applications.</p>
<p>Task 1b: Prepare a document</p>	<p>Task 2b: Understand and</p>	<p>Task 3b: Utilize the search and</p>	<p>Task 4b: Distinguish the most</p>

by opening an appropriate infographic template and adding a title.	describe why following brand guidelines is essential in the journalism industry.	media feature in Canva to select an infographic template and place it within your document.	appropriate exportable file format for the infographic.
Task 1c: Identify each discussed Canva feature.	Task 2c: Download and access all required brand guideline materials (typography, color codes, and logo PNGs).	Task 3c: Design the template to accurately reflect Tampa Bay Times' brand guidelines, utilizing key Canva features.	Task 4c: Access and navigate the 'File' and 'Save' Canva windows.
Task 1d: Apply each discussed Canva feature to the newly created document.	Task 2d: Accurately apply the brand guidelines to a document template.	Task 3d: Insert relevant report information into the customized infographic template.	Task 4d: Save the finalized infographic and export it as an appropriate file type.
Objective #1: Navigate Canva's interface by locating and using core tools such as templates, text, images, and design elements.	Objective #2: Apply brand guidelines by incorporating the <i>Tampa Bay Times</i> brand kit (colors, fonts, and logos) into at least one design project.	Objective #3: Create and customize an infographic that is clear and professional.	Objective #4: Export and share Canva designs in appropriate formats to ensure graphics are ready for publication or distribution.

Instructional Design Document

Instructional Objective

The training program, *Designing Made Simple: Creating Impactful Infographics with Canva*, is designed to address a critical performance gap at the Tampa Bay Times: while new hires and staff excel in content creation, communication, and information gathering, many have limited design experience. This gap can slow production of visual content and place additional demands on the design team. The course is specifically tailored for professionals in journalism, marketing, communications, and administrative roles who need to produce timely, accurate, and visually engaging infographics that adhere to Tampa Bay Times brand standards.

The primary instructional goal is for learners to independently create professional, brand-aligned infographics using Canva. By the end of the 2–3 hour, self-paced online course delivered via Articulate Rise 360, learners will be able to:

1. **Navigate Canva's interface** – Locate and utilize key tools including templates, text, images, and design elements.
2. **Apply brand guidelines** – Integrate Tampa Bay Times approved colors, fonts, logos, and other brand elements into their designs.
3. **Create and customize infographics** – Produce publish-ready designs suitable for multiple formats such as newsletters, social media posts, and flyers, ensuring clarity, accuracy, and professionalism.
4. **Export and share designs** – Export infographics in multiple formats (PDF, PNG, JPG) and select the appropriate format for the intended purpose.

5. **Apply Canva design fundamentals** – Enhance design consistency and readability by applying principles such as hierarchy, alignment, spacing, and contrast.

Each learning objective is rooted in real-world tasks relevant to a fast-paced media environment. Learners will progress through hands-on activities, guided demonstrations, and practical projects that mirror the demands of their job roles. By mastering these skills, participants will reduce turnaround times for visual content, decrease reliance on the design team, and improve the overall accuracy, clarity, and professionalism of the Tampa Bay Times' infographics.

Instructional Theory and Model

For our instructional program, we used Robert Gagné's Nine Events of Instruction model as the foundation of our instructional design framework for structuring training to optimize learning and retention. This model is very popular in adult learning and corporate training settings due to its structured, step-by-step approach to provide efficient instruction. From engagement and attention to retention and performance, Gagné's model ensures that instruction guides learners through all the crucial stages of the learning process. According to Gagné, instruction that follows a specific arrangement of events intended to support people's ability to process and retain information results in successful learning. Each event is a specific step designed to facilitate the internal cognitive processes of the learners. Based on cognitive learning theory, these events help learners through encoding, retrieval, and application of new information and skills. Every stage represents the internal mental process that individuals experience as they progress from unawareness to complete understanding of a new concept or task.

The Gagné model is especially well-suited to the Canva infographic course as the training incorporates a combination of conceptual understanding (design principles, brand guidelines) with hands-on experience on technical skill development (Canva tools, exporting files). The structured process ensures that learners are not only familiarized with Canva as a creative platform but are also supported in utilizing their newly acquired skills in real-world situations.

Gagné's model is ideal for a corporate training setting because it integrates theory and practice, fostering immediate application and support for learners at various cognitive levels. The step-by-step structure is particularly helpful in training situations that must be effective, captivating, step-oriented, and directly applicable (elements that are crucial in a fast-paced media environment). This training program ensures that learners will not only comprehend Canva as a tool, but they will also be able to utilize it with confidence to create visually appealing and effective infographics in practical settings.

Gain Learners' Attention (1)

The course will begin with visually striking illustrations of well-designed and poorly-designed infographics, highlighting the problem statement. This contrast will quickly draw attention to the importance of effective design and motivate learners by emphasizing how essential visual communication is in the digital media field. Moreover, this will motivate them to enhance their ability to create publish-ready content independently.

Inform learners of Objectives (2)

The course objectives will be clearly stated at the beginning of the course to ensure that learners understand the expectations and outcomes through clear and measurable learning

objectives. It will include navigation of the Canva interface, application of brand guidelines, and export of professional infographics.

Stimulate Recall of Prior Learning (3)

Learners are presented with numerous infographic examples throughout the course. This presentation strategy allows learners to recall times they have used or viewed infographics in the past, connecting the instructor's descriptions to their own experiences. Through this strategy, students will realize they already hold foundational understandings of infographics through prior experience.

Present the Content (4)

The course will introduce Canva's interface, key features, including text, images, templates, and brand guidelines, through videos, comprehensive tutorials, and interactive activities. Through this presentation strategy, learners have numerous opportunities to learn about infographics, ensuring all audience members may be successful.

Provide Learning Guidance (5)

Learners will be given instructional material, including templates, brand kits, and quick-reference guides, to assist them as they practice. The course will also focus on real-world applications that are relevant to their job duties.

Elicit Performance (6)

Learners will be guided through a practice design project where they will develop an infographic using Canva, applying brand guidelines and storytelling techniques, allowing the learner to apply what they have just learned.

Provides Feedback (7)

Discussion communities will offer supervised feedback to learners once they complete their practice infographic. Constructive criticism is essential for reinforcing good practices and recognizing mistakes.

Assess Performance (8)

The final project (creating an infographic), which requires learners to create, customize, and export publish-worthy infographics, will serve as the main performance assessment. The completion of this project will showcase the learners' comprehension of the instructional goal.

Enhance Retention and Transfer (9)

Learners will have access to video tutorials, templates, and other post-training resources to support their future practices and applications. Also, their final project (infographic) will be published internally to reinforce the incorporation of learning into real work duties.

Stage	Activity	Functional Element	Purpose
1. Gain Attention	Display strong vs. weak infographics	Visual contrast highlights importance of design	Motivates learners by showing relevance to the field
2. Inform Learners of objectives	Present course objectives	Sets expectations and clarifies the intended	Learners will understand the goal

		outcome	and outcome
3. Recall of Prior Learning	Infographic example presentation	Connect previous experiences with infographics to course presented descriptions/ definitions	Connects prior knowledge and builds confidence
4. Present	Step-by-step tutorials, templates, brand guidelines, and interactive activities	Introduces tools and design principles	Builds foundational knowledge in an equitable and considerate manner
5. Learning Guidance	Provide tutorials, templates, and collaborative spaces for communication with fellow learners	Aids in support for iterative practice, questions, and processes	Reduces cognitive loads and ensures consistency
6. Practice	Numerous step-by-step directed activities such as, creating a draft infographic, social media post, and final infographic in Canva	Hands on practice with peer and tutorial guidance.	Applies application of new skills in real time
7. Provide Feedback	Peer critique feedback communities	Provides constructive feedback for future design improvement	Correction of errors and enforcement of good practices
8. Assess Learning Goals	Final project - create and export	Summative assessment	Demonstrate workplace application

	infographic ready to be published		
9. Retention	Access to templates, training videos, and follow up resources	Allows for learning beyond training and ongoing support	Encourages continued use of Canva

Instructional Materials

Link to Instructional Materials: [Click Here or Select Control + Click](#)

Formative Evaluation Report: Designing Made Simple

1. Process Description

The Formative Evaluation was conducted to assess the effectiveness and usability of the pilot version of the training, "**Designing Made Simple: Creating Impactful Infographics with Canva.**" The primary goal was to identify strengths, weaknesses, and areas for improvement *before* full-scale implementation.

- **Methodology:** A **Qualtrics survey** was administered to a small sample of representative learners immediately following their completion of the instructional module.
- **Sample Size:** A total of **8 responses** were collected for most questions.
- **Focus Areas:** The survey instruments focused on three main categories:
 1. **Usability and Technical Access:** Ease of navigating the Canva and Articulate interfaces.
 2. **Content Clarity and Pacing:** Effectiveness of video demonstrations, step-by-step instructions, and overall flow.
 3. **Learner Confidence and Achievement:** Self-reported confidence in applying learned skills, especially brand elements.

2. Summary of Usability Test Results

The results indicate that the training is generally effective, but specific areas of confusion were identified, particularly regarding the practical application of brand guidelines.

A. Strengths (Successful Areas)

- **Technical Usability:** Learners reported high scores for ease of accessing the training platform and navigating the user interface, suggesting the chosen delivery medium and organization are appropriate.
- **Initial Confidence:** The module successfully introduced the basic Canva features and infographic concept, with learners expressing high confidence in their ability to perform introductory tasks.
- **Content Relevance:** Learners overwhelmingly agreed that the training content directly aligned with the job requirements at the Tampa Bay Times.

B. Weaknesses and Areas for Improvement

- **Pacing and Cognitive Load:** Open-ended feedback suggested that some video demonstrations were perceived as "**redundant**" or "**too long**," leading to potential disengagement.
- **Application of Brand Elements:** While learners could identify the brand guidelines, reported confidence in **accurately applying these brand-specific elements** (colors, typography, logos) to a new design was lower compared to general feature use. This suggests a gap between knowledge acquisition and practical application.
- **Clarity of Steps:** Some participants noted difficulty with specific, detailed design actions, expressing a need for "more step-by-step images" to guide them through complex tasks. The perceived lack of visual support contributed to confusion on a few steps.

3. Discussion and Recommendations

The formative evaluation confirms that the training model and instructional goal are sound.

However, revisions are necessary to enhance instructional clarity and ensure robust skill transfer.

The following recommendations are proposed to address the identified weaknesses prior to final implementation:

Area of Concern	Formative Data Finding	Recommended Action
Instructional Clarity	Learners reported confusion or low confidence in applying brand-specific guidelines and executing complex design actions.	Enhance Guidance: Include more step-by-step images and annotated examples to visually illustrate key design actions and reinforce brand consistency.
Content Pacing	Feedback indicated that some video demonstrations were redundant and negatively impacted learner engagement.	Streamline Content: Condense or merge redundant video demonstrations to improve pacing and maintain learner focus throughout the 90-minute session.
Skill Application	The current module lacked sufficient real-time practice opportunities for applying design principles.	Increase Interactivity: Integrate additional short activities or quick design challenges throughout the training to allow learners to apply principles and tools immediately, reducing cognitive overload on single steps.
Post-Training Support	Learners requested a simple resource for quick reference on the job.	Provide Job Aids: Develop concise job aids, checklists, or mini-guides to reinforce learned skills and ensure brand consistency when creating future infographics independently.

Implementing these changes will ensure the instructional strategy aligns more effectively with the adult learning principles of clarity, relevance, and authentic practice, thereby maximizing long-term knowledge retention and successful skill transfer to the job.

Implementation Report

The Implementation Report details the logistical plan for delivering the final, revised "Designing Made Simple: Creating Impactful Infographics with Canva" training to the target audience. This plan ensures that the instructional objectives are met in an efficient and effective manner, incorporating improvements identified during the formative evaluation.

1. Target Audience and Context

- **Audience:** New hires at the Tampa Bay Times in roles such as journalism, communication, marketing, and administrative support. This audience excels in communication but has limited formal design experience.
- **Location/Delivery: Virtual Synchronous Meeting** (e.g., via Zoom or Teams). This format allows for direct engagement and real-time support for the hands-on activities, which is critical for skill development.
- **Duration:** The session is scheduled for **90 minutes**.

These implementation strategies promote effectiveness by ensuring learners achieve measurable mastery of Canva tools and design principles, and efficiency by streamlining onboarding, minimizing redundant training, and reducing dependence on the design team for routine tasks. Together, these refinements strengthen both the instructional and operational outcomes of the program.

2. Pre-Implementation Logistics

Component	Detail	Rationale (Goal)
Learner Prerequisites	All participants must have access to a computer with a stable internet connection and a Canva Pro account (provided by the employer).	To ensure a seamless learning environment and full access to all features used in the training, including the brand kit.
Technology Setup	A link to the virtual training session and the Articulate Storyline course (Assignment 3 link: https://360.articulate.com/review/content/139f5ec9-0ce1-435a-9815-87b1d78f0cb8/review) will be distributed to learners 48 hours in advance.	Allows learners time to test their connections and access the platform before the session begins.
Trainer Preparation	The facilitator (Instructional Designer) will ensure all videos are tested, and practice templates are readily available in the shared Canva team workspace.	Mitigates technical delays and confirms all instructional media is functional.

3. Implementation of Formative Evaluation Recommendations

The final delivery will include the following revisions based on the Formative Evaluation

Report:

- **Enhanced Clarity: More step-by-step images and annotated examples** will be incorporated into the instructional module to visually guide learners through key design

actions and reinforce the application of brand elements (fonts, colors, logos). This addresses the lower reported confidence in applying brand-specific skills.

- **Streamlined Content:** Redundant video demonstrations will be **condensed or merged** to improve pacing and maintain learner engagement throughout the 90-minute session.
- **Increased Practice: Additional short activities or quick design challenges** will be integrated to allow learners to apply design principles and Canva tools in real time, reducing the cognitive load of "too much information on a single step".

4. Post-Training Support

- **Quick Reference:** A concise **job aid or checklist** (a quick reference resource) will be provided to all learners. This tool will reinforce learned skills and ensure brand consistency when creating future infographics independently.
- **Additional Resources:** Learners will also receive a list of short instructional videos and resources for self-directed practice and support.

Summative Evaluation

The Summative Evaluation will be conducted **post-implementation** to determine the overall success of the instruction in meeting the primary goal and instructional objectives. This evaluation is focused on measuring learning transfer and impact on organizational performance.

1. Evaluation Goals

The primary goal of the Summative Evaluation is to determine if, after completing the revised course, new employees can:

1. **Accurately navigate Canva's interface** and utilize its key tools.
2. **Apply Tampa Bay Times brand guidelines** (colors, logos, fonts) to an infographic.
3. **Create and customize an effective, publish-worthy infographic** that meets professional standards for visual clarity and accuracy.
4. **Analysis and Next Steps.** Follow-up survey results will be analyzed to identify any areas where further on the job support may be needed.
5. If criteria are met, the training will be officially adopted as the standard for all new-hire onboarding. If not met, the Instructional Design team will review low scoring rubric items to revise the instructional module for the next implementation cycle.

These metrics and procedures collectively determine the success of the program in meeting desired outcomes. This ensures continued alignment with both instructional goals and organizational performance needs.

2. Evaluation Strategy and Instruments

Instrument	Measurement Focus	Success Criteria (Goal)
Performance Test (Product-Based)	Measures the actual application of skills and achievement of all instructional objectives.	80% of participants must score 90% or higher on the rubric, demonstrating mastery in creating a brand-compliant infographic.
Follow-up Survey	Measures long-term retention, skill transfer to the job, and organizational impact (i.e., reduced reliance on the design team).	Reported 25% decrease in new-hire requests for design team assistance with routine infographic creation 4-6 weeks post-training.

3. Procedures

A. Performance Test Administration

Procedure: Within one week of completing the training, each participant will be given a **mock data set/story** and a prompt to **create a new, publish-worthy infographic** for a company announcement.

Assessment: The final Canva infographic will be graded using a **detailed rubric**. The rubric will assess key performance indicators, including the correct application of brand colors/fonts, visual hierarchy, alignment, accuracy of information, and exporting the file in the most appropriate format (PDF, PNG, JPG).

**B. Follow-up Survey
Administration**

Procedure: A brief electronic survey will be distributed to the participants and their managers **4-6 weeks after the training**.

Assessment: The survey will collect quantitative and qualitative data on: 1) Frequency of independent infographic creation, 2) Perceived confidence and competence in applying brand guidelines, and 3) Manager feedback on the necessity of involving the professional design team in routine infographic tasks for the new hire.

4. Analysis and Next Steps

- **Analysis:** Performance test scores will be averaged to determine if the 90% mastery criterion was met. Follow-up survey results will be analyzed to quantify the reduction in design team dependency and identify any areas where further on-the-job support may be needed.

- **Decision:** If the criteria are met, the training will be officially adopted as the standard for all new-hire onboarding. If the criteria are not met, the Instructional Design team will review the low-scoring rubric items and negative survey feedback to revise the instructional module for the next implementation cycle.

References

Blanchard, E. (2023, August 25). *Canva is spearheading access to design, emphasizing need for visual literacy*. ONA Student Newsroom.

<https://newsroom.journalists.org/2023/08/25/canva-is-spearheading-access-to-design-emphasizing-need-for-visual-literacy/> newsroom.journalists.org

Clark, D. (n.d.). *Canva report: Why data storytelling is the skill every team needs now*. Canva Newsroom. Retrieved from

<https://www.canva.com/newsroom/news/data-storytelling-report/> [Canva](https://www.canva.com)

Robinson, E. (n.d.). *State of Visual Communication Report: The neuroscience behind why design-led companies win*. Canva Newsroom. Retrieved from

<https://www.canva.com/newsroom/news/state-of-visual-communication/>