**Development of a program on Canva and test the effectiveness of the program**

**Researcher: Rashmi Anil Gupta**

**Guide: Dr. Namrata Kamble**

**MIT School of Education & Research**

**MIT Art Design & Technology University, Pune**

**ABSTRACT**

**The focus of the present study is to test the effectiveness of primary students and develop a program on Canva and to test its effectiveness among students of grade IV of Symbiosis International School an IB board schools” in Pune City. In the present study the researcher has collected data from 100 students of grade IV through the purposive sampling method. To get the initial understanding and to collect data on graphic design tool (canva) survey questionnaire was developed by the researcher. Product development (program) was developed on Canva for improving practical.The Researcher has used true experimental design. A Post test was taken by the researcher for 100 students in two groups on the grade IV students to find out the effectiveness of the programme (Taught by publisher)-Controlled group and (Taught by canva)-Experimental group and thus it is multi method research study. The technique used for the analysis of statistical data are Mean, Standard Deviation, and “T” Value through statistical device with graphical representations. The researcher concluded that the program developed on Canva as an online graphic design tool is very effective for grade IV students with IB curriculum as IB gives an open approach to teaching and learning process to both educator and learners in digital literacy class has improved in their technical skills.**

***Keywords: Canva, Digital literacy, Educator, Effectiveness, Experimental design, Graphic design, Learners***

**Development of a program on Canva and test the effectiveness of the program**

**Introduction:**

**Education** is thoughtful, act with a persistence – to develop understanding and judgment, and permit accomplishment.

**Canva** is a graphic-design tool website which was founded in 2012 and is appropriate at beginner’s level, who want to design at grounded level. The features that canva allows are drag and drop, it has features to insert photos, vector images, graphics, fonts and font style. Canva are used by people who are not experts in designing and have less knowledge about graphic design. This graphic design tool can be used in collaboration with print media, graphic designs as well as with web.

**Digital design** is an appropriate term used for numeric color design as graphics that is more appropriate now than ever before. Place basically, any kind of design that look like in a digital presentation (on an app or website), rather than in print (on a physical page), is considered digital design. Digital design comprises of radio, television, desktop, laptops as well as new digital technologies such as mac book, I-phones, i-pads and android phone, thus we can say that internet plays an influential and permissive tool which is probably used for changing the educational perspective and restructuring the learning.

**Digital literacy is also known as ICT (Information and Communication Technology)** in the world of education and thus it is an advancement of learning that uses digital learning with technical access to initiate the rein enforce and increase the transfer of knowledge. Digital literacy is the amalgamation of technical mechanism and asset of learning to develop, comprehend the overall knowledge gained to manage the way of communication, thus digital literacy (ICT) is needed subject because it empowers learners to search for the information they need and to consolidate what they have explored.

**Graphic Design** is a pictographic tool which uses pictures to solve the problems and helps in exchanging the ideas through printing, colored images and pictographic design Graphic design is a method of combining art, text and images to associate and interconnect and convey a persuasive message in the form of created logos, cards, graphics, brochures, newsletters, posters, signs with the help of different pictorial presentations

**Statement of Problem:**

“To develop a program on Canva and to test the effectiveness of this program among students of grade IV of IB board schools”.

**Objectives of the study:**

* To find out the use of graphic designing in teaching learning process in IB board schools.
* To develop a program on Canva online design tool in Digital literacy grade IV students.
* To test effectiveness of a program on Canva (online design tool in Digital literacy) on achievement of grade IV students.

**Operational Definitions:**

**Canva:** Canva are very beneficial tools for promoting and even for makingpresentations. Canva have become very widespread and effective way for individuals to reach out to viewers with their ideas.

**Program:** A Program is a facilitator’s lesson plan for teaching. It can exist as a mind map in teachers mind to build an outline for a single lesson. So it is known as prearranged or planned lesson. It helps an educator in both designing and implementing the theme and subject area,and it benefits the learners, unacquainted to them, by making them assured that they gained an actual lesson from a starting, in mid and at culmination (conclusion), that goals to support learners to learn certain and precise article that they were not aware at the beginning of the lesson.

**Effectiveness:** To measure the efficacy or efficiency of introducing a graphic designingprogram by using survey and experimental method with multi method research study of pre- awareness test and knowledge test for school students.

**Hypothesis**

**Null Hypothesis**

There is no significant increase in the knowledge of the school students even after implementing graphic designing programs.

**Research Hypothesis**

There is a significant increase in the knowledge of the school students after implementing graphic designing programs.

**Scope of the Study:**

* The study focusses on IB international School of Pune city.
* The study focuses on the students of grade IV of IB international School of Pune City only.
* This research is related only to one graphic design tool (Canva)

**Limitations of the study:**

* The results are based on the responses received in Post-Test.
* This study includes only graphic digital design with the practical skills of learning information and communication Technology.
* This Study includes effectiveness of program on Canva for grade IV students.
* The researcher will not consider Emotional. Mental. Physical conditions of students

**Delimitations of the Study:**

* This Research study is delimited to only international baccalaureate Schools.
* This research is delimited to 100 students of IB board School, Pune.
* This research is delimited 2 school students of IB board School, Pune.
* This research is delimited to Canva.
* This research is delimited to schools which provide free availability of technology and online instructional strategies.

**Population:**

The researcher has selected non probability sample of 100 student of grade IV of IB board schools, Pune.

**Sampling:**

The sampling method used by the researcher for selection of the school was purposive sampling.

Purposive sampling can be defined as a [non-probability](https://research-methodology.net/sampling/non-probability-sampling/) sampling procedure or method that happens when fundamental elements are chosen for the sample are selected by the choice of the researcher. The researcher has selected non probability sample of 100 student of grade IV of IB board schools, Pune.

**Research Methodology:** Multi Method Research

**Tools for data collection:**

**Survey Method: (**For objective 1)

To conduct a survey on graphic design tool (canva), to get the initialunderstanding on Canva**.**

**Product development (Program) :(** For objective 2)

To develop a program on Canva for improvingpractical.

**Experimental Design: (**For objective 3)

Two group posttest (100 students)

**Post Test-** A Posttest was taken by the researcher on the students of symbiosisinternational School, Pune. **(Taught by publisher)**

**Post Test-** A Post test was taken by the researcher on the students to find out theeffectiveness of the programme. **(Taught by canva)**

**Data analysis techniques:**

**Statistical techniques:**

The researcher has used following statistical techniques to analyze data: Mean, Standard Deviation, “t” value and using graphical representations**.**

**Statistical tools:**

‘t’ test is used to compare the post-test value of the control and experimental group.‘t’ test is used to measure the difference of the mean value of both the groups and thus validity of the hypothesis is measured by it.

**Major findings of the study:**

The main aim of the present study was to consider the effectiveness of the program which was grounded on Graphic Design tool of experimental learning and traditional learning method on grade IV students’ for better understanding of graphic design tool for the designing of Poster, Invite, certificate and other info graphics.

To fulfil the first objective the researcher has developed a tool i.e. a lesson plan based on the inbuilt software MS Publisher and online tool on Canva are as follows:-

1. As the researcher has used Canva Model in the experimental group where the students are motivated to use the features of Canva rather than using the simple features of Publisher.
2. The researcher analysed, interpreted, and predicted information. Through this method the researcher built understanding actively. Anyhow, in the conventional or self-regulated group the commonly or regularly designed technique was considered, the educator used a lecture method in the lesson plan. The mentor delivered information without seeing the students’ previous knowledge. Students listened to their mentor, what features she used in the traditional method while teaching the MS Publisher.
3. To fulfil the objective the researcher has conducted the achievement test and has used certain statistical device to measure the test scores of both the groups.
4. Hence the outcomes of the research conveyed that the instruction based on Canva model of experimental teaching initiates and deliberates a better accomplishment of online features taught related to Online graphic design tool rather than traditionally designed inbuilt features of MS Publisher.
5. The learners in control group were not as creative and energetic as the experimental group learners, and the reason for not achieving the knowledge of designing was that they didn’t get any opportunity to cultivate and excel their imaginative and artistic abilities. They didn’t become more confident in their understanding of graphic design. So, in last we develop the understanding that the experimental group in this research study is provide the significant information. At last the we evaluate the test scores, it is observed that there is a noteworthy and signified mean difference between both experimental and control group. It is observed that in both the groups of learners there is rise in their understanding level to use the features taught by the facilitator as the researcher had expected, but the enhancement and development is better in the experimental group.

**Table:**

**Equal-Variance T-Test**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Alternative**  **Hypothesis** | **Mead difference** | **Standard error difference** | **T-test value** | **df** | **Probability level** | **Rejected Hypothesis**  **α = 0.050** |
| μ1 - μ2 ≠ 0 | 2.24 | 0.6521299 | 3.4349 | 98 | 0.00087 | Yes |

**Figure:**

The expected’ value for testing the Null hypothesis at 0.050 level 3.4349.So the Null hypothesis is rejected.

Thus we accomplish that null hypothesis calculated is rejected and the Research hypothesis is acknowledged and is accepted.

There was a significant difference in the achievement test of the two group after administrating the program based on graphic design. This shows that the Canva model of experiential learning was more effective than MS Publisher.

Thus the findings of the study justify the importance of implementing graphic design in education through the canva program.

**Conclusion:**

The researcher after doing the study concluded that the program developed on the canva as an online graphic design tool has proved to be productive and successful in the modern world in which we are dependent on new approaches, new learnings and understanding by using different modes of technology, with respect to the different graphic tools and make the learning process more effective and advanced. The present study reveals that there has been effectiveness of the program based on canva model on the achievement level of grade IV students in digital literacy subject. Thus in the last the researcher sees the difference between the progress level of the students, before the program developed, now the students are able to use the features of both the graphic design inbuilt software and online tool, students have developed the confidence level to create their poster in a very creative and effective way, using the features taught. Thus we can say that technology plays a vital and valuable aspect for the development of new knowledge from their prior knowledge with the enhancement in creative work.

**REFERENCES:**

[1]A. Khirwadkarand., & K Pushpanadham.(2005) ICT in education: issues and challenges. New Delhi:  Sarup

[2] Arthur L.Costa & Robert J.Marzano.(2009) Visual tools for transforming information in knowledge. 2nd edition, California:Corwin Press

[3]Grace E. Smith & Stephanie Throne (2007), Differentiating Instruction with Technology in K–5 Classrooms retrieved from <https://id.iste.org/docs/excerpts/diffk5-excerpt.pdf>

[4]Ting Seng Eng. (2005) The impact of ICT on learning: A review of research**.** *International Education Journal, 2005, 6(5), 641-645.*Retrieved from <http://iej.cjb.net>

‌

‌