Optimizing Book and Poster Design with Canva: Student Perspectives

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Abstract
This study investigates the perceptions of fifth-semester students in the English Department at Raden Intan Lampung State Islamic University regarding Canva's use in academic assignments. Specifically, the research examines Canva's role in creating books for the English for Academic Purposes course and designing posters for the Extensive Listening course. Using a qualitative research methodology, data were gathered from 25 students through a Likert-scale questionnaire distributed via Google Forms. The study reveals that 84% of respondents perceive Canva as an intuitive and accessible tool, emphasizing its ease of use and extensive template library. Moreover, 80% of participants consider Canva suitable for both individual and collaborative projects, highlighting its role in enhancing teamwork. While 48% of respondents agreed and 36% strongly agreed on Canva's ability to support creative expression and save time, 16% expressed neutral views, suggesting potential limitations for complex design needs. This research underscores Canva's significance as a digital platform that empowers students to meet academic and creative objectives. Its affordability, adaptability across devices, and collaborative features make Canva a preferred choice for educational purposes. However, the study also identifies its constraints, particularly for advanced design tasks, calling for complementary tools in such scenarios. Future research could explore Canva's broader impacts on academic performance and its potential in diverse educational contexts.
Keywords: Design, tool, applications, Canva

Introduction

In today's era, people's lives are deeply intertwined with digital technologies. When used effectively, these technologies can bring significant improvements to the educational process (Derevyanko & Zalevska, 2023). The rapid advancement of digital tools has transformed the way individuals interact, communicate, collaborate, and carry out everyday tasks. This digital shift has given rise to a new way of perceiving and evaluating the world, especially within the academic

and creative domains. Education, in particular, is one of the fields that has greatly benefited from these changes, offering learners and educators more dynamic tools to engage with content.

Historically, professionals such as graphic designers relied heavily on manual tools and time-consuming processes to produce visual work (Sutarwiyasa, Putra, & Kusuma, 2022). The design process involved careful sketching, physical materials, and repetitive trial and error. However, with the continuous evolution of design technologies, modern tools now allow for a much faster, flexible, and efficient creative process. Designers today can choose from a wide array of tools that suit their particular needs and preferences, with many of these tools available not only on computers but also on mobile devices like smartphones.

Despite this progress, it is important to note that not every design application is compatible with smartphones. Nevertheless, there is now an abundance of applications that serve both personal and professional design purposes. Popular tools among graphic designers include Canva, Figma, Adobe Express, and others. Initially, graphic design was limited to static media such as books, posters, or banners. Over time, however, the role of graphic design has expanded into electronic media, giving rise to the concept of interactive design. This evolution shows how design thinking has also changed in response to technological innovation.

Among the tools available, Canva has become one of the most widely used platforms, especially in educational settings. Canva is an online design program that offers a wide selection of features, including the ability to create presentations, posters, brochures, graphics, infographics, bookmarks, banners, and more. These features cater to various presentation types such as creative, business, educational, advertising, and technological. Due to its ease of use and flexibility, Canva is increasingly recognized as a practical and accessible tool for enhancing learning in the classroom.

Canva stands out for its ability to make learning more interactive and enjoyable. The application offers numerous ready-to-use templates, making it easier for users, including students and teachers, to design educational content such as posters and books. Its user-friendly interface makes it an ideal choice for those who may not have a strong background in graphic design. For students in particular, the application opens opportunities to express creativity and communicate information effectively through visually engaging materials.

The focus of this research is on the use of Canva among university students, particularly those involved in academic tasks requiring design elements. Canva provides templates for a wide variety of content types, including resumes, infographics, flyers, logos, photo collages, reports, magazine covers, and more (Rahma, Ramadhani, Corazon, Fahmi, Bagus, 2024). Its versatility allows students to experiment with different forms of expression while maintaining a professional appearance. Moreover, the platform supports both educational and personal design projects, adding to its popularity.

In addition to its technical features, Canva is also known for being appropriate for educational purposes. It has gained particular traction among students at Raden Intan Lampung State Islamic University, where it is frequently used for classroom assignments. The application not only helps students fulfill the visual requirements of their tasks but also encourages them to think critically about layout, composition, and message delivery. Its comprehensive tools and modern design options allow students to produce high-quality work with minimal frustration.

This study seeks to explore the perceptions of students from the English Department within the Tarbiyah and Teacher Training Faculties, focusing on their experiences using Canva in two specific courses: English for Specific Purposes and Extensive Listening. In these courses, students were assigned to create an English book and a poster, respectively. The research investigates how Canva facilitated these assignments, and how students perceived the usefulness, challenges, and benefits of using this digital tool in completing academic tasks.

More specifically, the study concentrates on the experiences of fifth-semester students who had already completed the English for Academic Purposes course. These students were given assignments involving the design of educational books and posters. The research aims to understand how they engaged with Canva to fulfill the creative and academic demands of these tasks. Through their reflections, the study hopes to identify both positive outcomes and any difficulties encountered during the process of using the application.

Therefore, the main research question that guides this investigation is: What are students' perspectives regarding using the Canva application as a tool for designing books and posters? By exploring this question, the study intends to provide insights into how digital design tools like Canva contribute to the learning process, enhance students' creative abilities, and support them in developing engaging academic content. The findings will help educators better understand how to integrate such tools effectively in language learning contexts.

Methods

The study was conducted using qualitative research method. According to Nassaji (2015), qualitative research tends to be more comprehensive and often involves gathering valuable data from various sources to achieve a deeper understanding of each participant, including their perspectives, opinions, and attitudes. The data collection method involved a questionnaire survey distributed to 25 students from the English Department at Raden Intan Lampung State Islamic University. These students had previously taken English for Academic Purposes course and had engaged in Extensive Listening course. The questionnaire included Likert-scale multiple-choice questions aimed at exploring their experiences and perspectives on using Canva as a tool for designing books and posters. Following this, the researcher shared the questionnaire with the respondents through a Google Form link, which featured questions designed to investigate their perceptions of Canva as a design media tool.

This questionnaire was distributed to participants to find out how they felt about Canva as a design tool.

Table 1. The Questionnaires

No	QUSTIONNAIRES
1.	Canva is easy to learn and use.
2.	Canva provides a wide range of design templates.
3.	Canva helps me to create visually appealing designs.
4.	Canva is a valuable tool for creating book and poster designs.
5.	I enjoy using Canva for my design projects.
6.	Canva allows me to express my creativity effectively.
7.	I feel confident in my design skills after using Canva.
8.	Canva saves me time in the design process.
9.	Canva is a suitable tool for both individual and group projects.
10.	I would recommend Canva to other students.
11.	Canva offers a sufficient variety of fonts and colors.
12.	The drag-and-drop feature of Canva is user-friendly.
13.	Canva helps me to meet design deadlines efficiently.
14.	Canva inspires me to be more creative in my designs.
15.	Canva is a cost-effective design tool for students.
16.	Canva is a flexible tool that can be used for various design purposes.
17.	Canva is a fun and engaging design tool to use.
18.	Canva is accessible and user-friendly on different devices.
19.	Canva is a valuable asset for students in the digital age.
20.	Canva helps me to develop my ideas and creativity.

The degree of agreement with the stated opinion is measured using the Likert scale. Strongly agree, agree, disagree, strongly disagree are the five scales on which the questionnaire rates preferences or levels of acceptance. With the use of Canva as a design tool, this tool aims to understand student's perceptions and experiences. Following data collection, the researcher

examined the responses to the questionnaires provided by Google form. A rating scale known as the Likert scale was used to indicate the degree of agreement with the questions. It is a psychological response scale that is primarily utilized in questionnaires. According to Dane Bertram, the Likert scale allows participants to express their preferences or level agreement. It measures a single feature and is a non-comparative scaling method that is basically one-dimensional. The answers show the extent of ordinal agreements that are described below:

Table 2. The Degree of Ordinal Agreements

|	
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

Findings and Discussion

Twenty-five fifth-semester English Department students at Raden Intan Lampung State Islamic University were given questionnaires by researchers to learn more about theirs perspectives and experiences with Canva. The results of their responses, which are shown in the table below, were then examined by the researchers:

Table 3. Questionnaire results of 25 respondents

Interval	Category	Frequency	%
85-100	Strongly Agree	9	36%
69-54	Agree	12	48%
53-68	Neutral	4	16%
37-52	Disagree	0	0%
20-36	Strongly Disagree	0	0%
Total		**25**	**100%**

The purpose of this study was to investigate students' perceptions of using Canva as a tool for media for designing books and posters. There were 25 responders in all, and most students had good things to say about Canva. According to the average scores, 48% of respondents agreed that Canva is a useful and user friendly-tool, while 36% strongly agreed. Just 16% of respondents responded in a neutral manner, meaning they were either strongly or not at all in agreement.

Figure 4. Frequency Distribution Chart
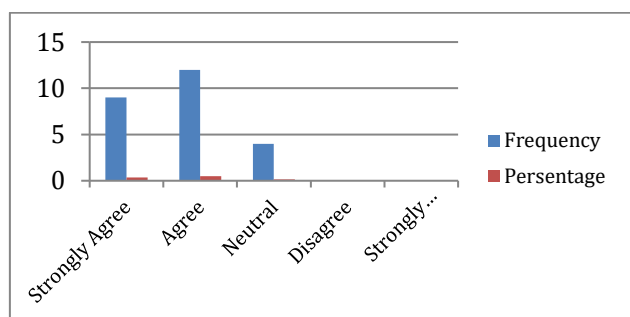
Based on the responses to the 20-question survey, several key insights emerged:

Ease of Use

According to (Question 1), a sizable portion of respondents (85%) agreed with the statement "Canva is easy to learn and use". This demonstrates how easy and accessible the platform is for students in general, even those with little background in design. This is in line with research by Sharma and Gupta (2022), which emphasizes Canva's user friendly layout and low learning barriers and for novices.

This ease of use also supports the constructivist learning theory by Piaget (1971) where learners actively construct knowledge through interaction with tools that are simple yet effective. By providing an accessible platform, Canva empowers student to confidently translate their ideas into visual designs.

Design Templates and Creativity

More than 90% of students agreed that Canva helps create visually appealing design (Question 3) and provides a large variety of design templates (Question 2). This illustrates how Canva is regarded as a flexible tool that enables students to successfully express their creativity (Question 6). Design platform such as Canva, as suggested by Gracia and Jaffar (2023), promote creativity by providing templates that meet a variety of design requirements.

More than 90% of participants concurred that Canva offers a large selection of design templates and fosters creativity. As emphasized by Torrance's (1966) Theory of Creativity, which emphasizes the value of supportive environments in fostering originality, this illustrates the significance of tools in promoting creative expression.

Efficiency and Time Saving

According to Lin et al. (2022), who stress that tools with pre-made templates and drag-and-drop features allow students to complete tasks more efficiently, a significant majority of respondents 84% agreed that Canva saves time in the design process (Question 8). Canva's ability to save time was cited by numerous students as one of its best qualities, particularly by those who have strict deadlines.

A significant 84% of respondents reported that Canva helps save time, particularly with its ready-to-use templates. This aligns with Cognitive Load Theory by Sweller (1988), which posits that reducing extraneous cognitive load allows individuals to focus on essential tasks. By streamlining the design process, Canva helps students allocate more time to refining the content and creativity of their projects (Lin et al., 2022)

Suitability for Individual and Group Work

Canva is appropriate for both individual and group projects, according to 80% of respondents (Question 9). When working on group projects, students especially appreciated Canva's collaborative feature, which allows multiple users to edit the same composition. According to Zhao and Wang (2023), collaborative design tools promote teamwork and boost productivity, which lends credence to this finding.

Canva is appropriate for both individual and group projects, according to 80% of respondents. Its collaborative features encourage teamwork and shared responsibility by allowing multiple users to edit the same design in real-time. The importance of social interaction in learning is emphasized by Vygotsky's (1978) Social Constructivism Theory, where group projects promote greater comprehension and group problem-solving. This viewpoint was supported by Zhao and Wang (2023), who pointed out that websites such as Canva improve group productivity and give students the chance to have meaningful conversations and receive feedback, which raises the caliber of their outputs.

Recommendations and Cost Effectiveness

Most respondents (Question 10) agreed that they would suggest Canva to other students, and they thought it was an affordable design tool for students (Question 15). This shows that

Canva is viewed as both and economical and efficient solution for students, which makes it a desirable alternative to other costlier professional design tools. Canva's free version provides a large selection of tools and templates, making it an accessible choice for students, according to studies like those by Lin at al. (2022).

Accessibility and Device Compatibility

85% respondents (Question 18) emphasized Canva's device compatibility, demonstrating the platform's adaptability to desktops, tablets, and smartphones. In line with the findings of Lee and Lee (2020), who emphasize the significance of cross-device compatibility in educational tools, this feature enables students to work on their design projects conveniently at any time, and from any location.

Canva's cross-device compatibility, which allows it to be used on desktops, tablets, and smartphones, was highlighted by 85% of respondents. This feature backs up Sharples et al. (2005)'s Mobile Learning Theory, which promotes adaptable and easily accessible learning environments. Students can work on their projects using Canva from a variety of locations, allowing their academic and personal schedules to coexist harmoniously. Lee and Lee (2020).

Challenges and Limitations

Even though most respondents expressed satisfaction with Canva, a tiny percentage 16% expressed ambivalence regarding its applicability for some complex design tasks. Although Canva is excellent for simple to intermediate designs, some respondents stated that more complex tools might be needed for more specialized design projects. While Canva excels at simplicity, professional-grade design work frequently requires that use of more sophisticated software, as noted by Choi and Lee (2021).

Despite the fact that the majority of students were satisfied, 16% pointed out Canva's shortcomings for complex design assignments. Rogers' (2003) Diffusion of Innovations states that any new technology must be continuously improved to satisfy the needs of particular users. Canva is great for simple to medium-sized projects, but it might not be enough for intricate designs that call for more sophisticated programs like Adobe Illustrator or Photoshop (Choi & Lee, 2021).

Additionally, some students find it difficult to use Canva's free version due to limited access to premium features. According to Levin's (1983) Cost-Benefit Analysis Theory, users frequently compare a tool's costs and value. Students' overall opinion of the platform's usefulness may be impacted by their restricted access to premium features.

Based on the result, the Canva is a commonly used tool among students, who strongly favor its time-saving features, creative flexibility, and ease of use. The feedback also shows that it has limitations for more complex design needs, even though it is especially well-regarded for basic to intermediate design tasks. While offering advice on when to use more sophisticated software for specialized tasks, educational institutions should keep promoting Canva and other similar tools for students design projects.

Conclusion

The study conclusions show that fifth-semester English Department students at Raden Intan Lampung State Islamic University generally view Canva as an easy to use and useful tool. The majority of students gave Canva high marks for usability, creativity support, and efficiency in finishing design projects such as creating books and posters; 84% of respondents agreed or strongly agreed that Canva is time-saving and simple to use. The platform's extensive template

selection, device compatibility and collaborative capabilities were also cited as noteworthy benefits, making it a popular choice for both solo and group projects.

However, the study also showed some limitations. A minority of participants 16% conveyed indifferent views regarding Canva's appropriateness for intricate design assignments, implying that although it is excellent for simple to intermediate-level designs, it might not be able to satisfy the demands of complex or highly specialized projects. Some students pointed out that intricate layouts or professional-caliber visuals might require more advanced design tools. Canva is a great tool for teaching, but it can't handle more complicated needs as this shows.

Overall, the study concludes that Canva is crucial for helping students with their creative and academic pursuits. Because of its ease of use, adaptability, and accessibility, it is a very useful tool in educational settings, especially for assignments requiring visual design. Students and educational institutions must be aware of its limitations, though, and consider alternative tools for assignments requiring sophisticated design skills.

Implications and Significance

The study concludes that Canva is a transformative teaching tool, particularly when integrated with project-based learning. Its user-friendly interface and extensive templates make it effective for boosting student engagement and enhancing learning outcomes. According to Skinner's Operant Conditioning Theory (1957), tools that promote task completion reinforce motivation—evident in students' positive experiences designing books and posters, which gave them a sense of achievement and sparked creativity.

Canva also aligns with Thomas's (2000) Project-Based Learning approach by supporting practical, outcome-oriented tasks that cultivate critical thinking, collaboration, and problem-solving skills (Priyatna et al., 2023; Ashoumi et al., 2023). Furthermore, it supports Paivio's (1986) Dual Coding Theory by combining visual and verbal elements to aid comprehension and retention. Canva's features promote 21st Century Skills like creativity, communication, and collaboration, with real-time editing tools fostering teamwork and mutual respect (Zhao & Wang, 2023).

Despite these strengths, Canva has limitations for advanced design work. More complex projects may require professional software like Adobe Illustrator or Photoshop (Choi & Lee, 2021). Therefore, higher education institutions should provide supplementary training and resources to help students develop a broader range of design competencies.

The study suggests that curriculum designers can use Canva to democratize access to creative tools, consistent with the Universal Design for Learning (UDL) Framework (CAST, 2011). Canva supports multiple modes of representation and expression, enabling students to present content in accessible and personalized ways.

In light of these findings, it is recommended that lecturers include Canva workshops and guidance in their teaching, especially for collaborative or creative tasks. Students should be encouraged to explore Canva's templates and team features to enhance their design and project management skills. For more complex tasks, integrating other professional tools alongside Canva may be beneficial.

Future research should examine Canva's long-term academic impact, compare it with other design platforms, and investigate its effectiveness across broader and more diverse student populations. Implementing these strategies can help educators and students maximize Canva's potential while addressing its limitations and supporting creativity in digital learning environments.

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